

Community Based Transportation Planning Grants

City of Salinas New Urbanist Multi-Modal Transportation Project

Grant Recipient: City of Salinas
County: Monterey

Project Area - Downtown Salinas

Project Focus - The purpose of this project is to create new urbanist development standards, guidelines, and conceptual layouts (including transportation facilities) for areas proposed as mixed-use activity centers in the draft Salinas General Plan. The City is presently updating its General Plan, and has determined a preferred land use alternative. Included in the preferred alternative is a new land use classification entitled *Mixed Use*, described as a "mixture of retail, office, and residential uses in the same building, on the same parcel, or in the same area to promote pedestrian oriented uses and activity centers." Six activity center locations have been developed for the preferred alternative. This grant will provide the ability to perform detailed planning to accommodate future growth in these areas in a way that encompasses new urbanist concepts and integrated, multi-modal transportation networks.

Project Goals - The project will provide a conceptual framework and a regulatory process for developing six communities of new urbanist mixed-use areas in future growth areas. The developments will emphasize pedestrian, bicycle, transit (and eventually train) linkages. The areas will feature mixed-use, compact development that will include

jobs (commercial) and housing. A project focus will be to develop an integrated transportation network linking the areas, the greater community, and eventually the Bay Area region via the planned CalTrain extension for these mixed-use communities.

Community Outreach - Activities and techniques used by the City to enhance public participation in its Housing, Community Development, and General Plan update programs, and as outlined in the Citizen Participation Plan, will be incorporated into this project. A variety of communicative media (news releases for newspaper, radio, and television outlets, flyers, brochures, web postings, inserts into organizational newsletters) will be used to enhance getting the "word out." Information will be available and disseminated through City Hall, the library, community centers, and at public gatherings. Intensive, area-focused workshops will be held in or near the locations where the projects are proposed.

Project Outcome - A zoning code was produced that will implement the policies of the General Plan; classify, designate, and regulate the location, use, and construction of buildings, structures and land for residence, commerce, trade, industry; and will promote New Urbanism development in appropriate locations in the City.

Planning Goals Realized -

- Foster neighborhoods and project designs that enable more walking and biking;
- Reduce dependence on single occupant vehicle trips.