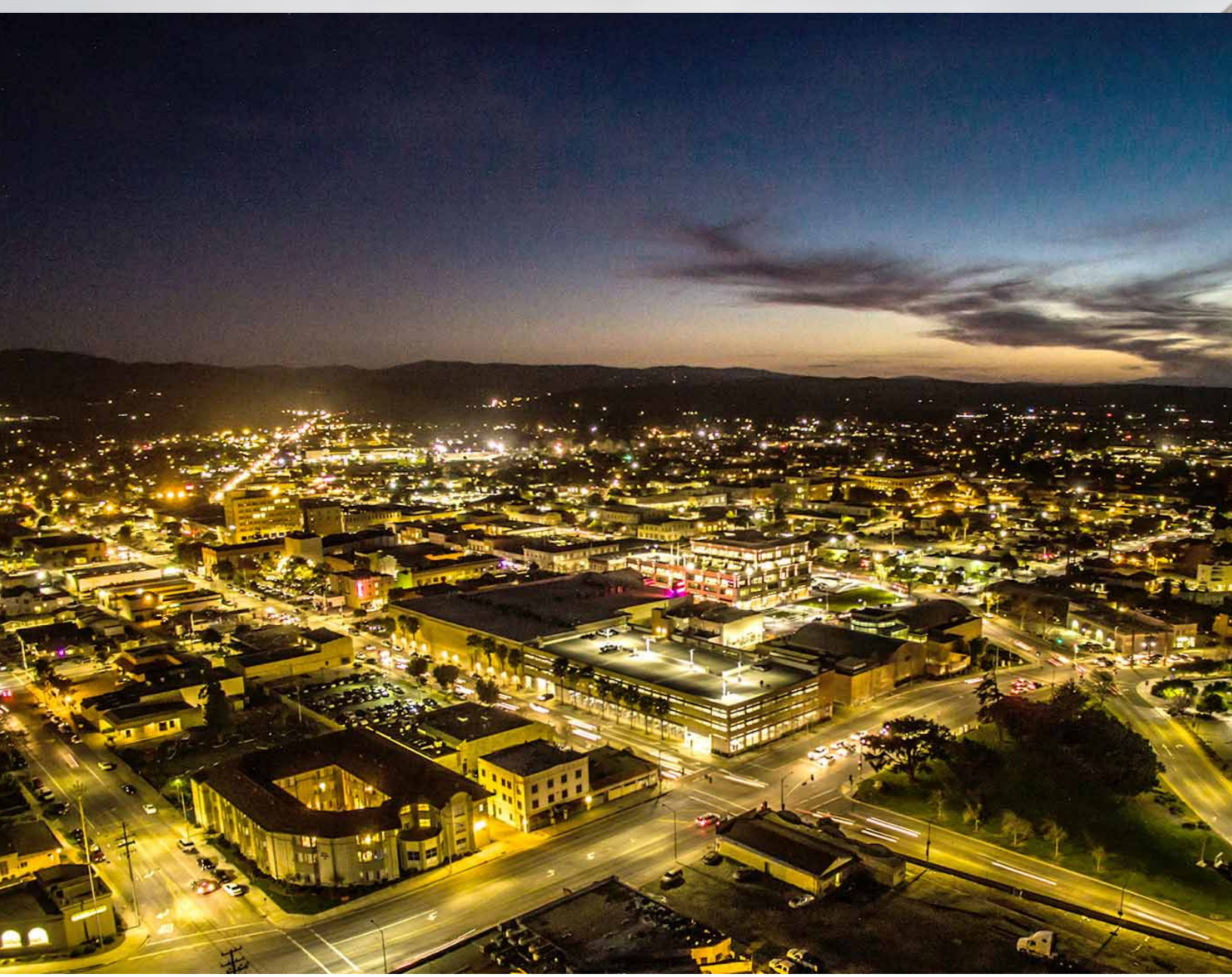

SALINAS
CITY CENTER

2022 Annual Report

Salinas City Center Improvement Association
10b Mid-Town Ln
Salinas, CA 93901

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About the Salinas City Center Improvement Association

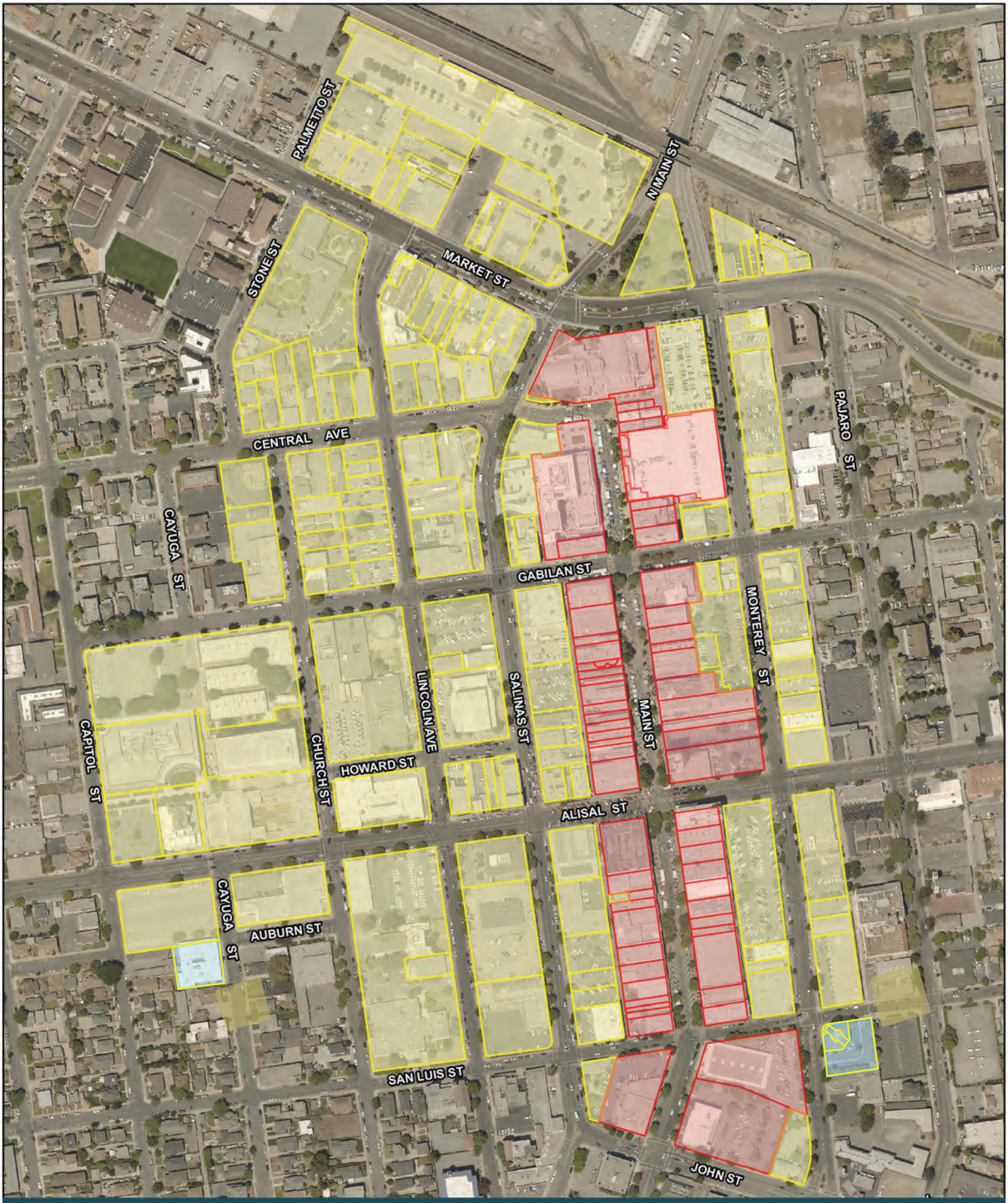
In 2015, downtown property owners voted to form an improvement district and assess their properties. Early in 2016, the property owners formed a 501(c)3 public benefit corporation called Salinas City Center Improvement Association (SCCIA). SCCIA is now up and running, with a district manager and a full slate of volunteer committees working hard to implement the vision for a vibrant downtown.

There are two distinct areas of investment, funded with property owner assessments within the district. They are Sidewalk Operations, Beautification, and Order (SOBO) and District Identity and Streetscape Improvements (DISI). Each area has a full volunteer committee to develop its programs. A third committee, Land Use, works to promote City, County, and Public Agency cooperation for new development and planning.

Property owners shape the makeup of downtown Salinas, to positively affect the business climate, and increase foot traffic, engagement, and entertainment. They support development of new residential units, professional businesses, thriving retail, restaurants, cafes, and services. The district is a welcoming and exciting place for young professionals, and a magnet for new businesses and jobs.

This modern, urban environment is achieved through a series of measures, including beautification, safety, attracting quality developers, and development of a strong district identity and marketing campaign. We embrace the rich culture and history of our people and our town.

The SCCIA Board of Directors welcomes and encourages public input and participation in issues that affect our community. For more information on how you can get involved, please contact District Coordinator Greg Hamer.



Downtown Salinas
Community Benefit District

Benefit Zone 1
Benefit Zone 2

0 250 500 Feet

5/26/2017

M:\GIS_Projects\Public_Works\DanReynolds\MXD\CommunityBenefitDistLetterSize.mxd

Board

Board President	Steve Ish	sish@taylorfarms.com	(831)455-5928
Board Vice President	Catherine Kobrinsky Evans	catherine@kobrinskygroup.com	(831) 320-6445
Board Treasurer	Greg Piini	greg@piinirealty.com	(831) 422-5327
Board Secretary	Meryl Rasmussen	meryl@craftdesignbuild.com	(831) 717-7704
Board Member	Audrey Wardwell	Audrey@36northproperties.com	(831) 484-4604
Board Member	Jay DeSerpa	jay@deserpa.com	(831) 595-1070
Board Member	Peter Kasavan	PK@kasavanarch.com	(831) 424-2232
Board Member	Jason Retterer	jason@jrgattorneys.com	(831) 682-5352
Board Member	Joel Panzer	Joel@mwruck.com	(831) 771-2557
Board Member	Frank Saunders	franksaunders8@gmail.com	(831) 595-1640
Board Member	Greg Findley	greg.findley@cushwake.com	(831) 755-1639
Board Member	Larry Bussard	larrybussard299@gmail.com	(831) 206-1472
Board Member	Kurt Dillard	kurt@valleytrophies.net	(831) 422-2967
Board Member	James Kendall	jkendall@mahoneycommercial.com	(831) 275-0129

Team

District Coordinator	Greg Hamer	greg@salinascitycenter.com	(831) 877-0997
Government Affairs Director	Kevin Dayton	kevindayton@salinascitycenter.com	(831) 869-6592
Marketing	Jenna Hanson Abramson	jen@mavellemedia.com	-
Maintenance	Kevin Hayes	kevinhayes@salinascitycenter.com	-

Big Events

The Salinas City Center hosts some of the largest gatherings in Monterey County.

Thousands flock downtown to enjoy unique experiences such as the Monterey County Veterans Parade and Horse Parades in July.

Events include long-term staples such as the First Friday Art Walk and the Oldtown Salinas Foundation Farmers Market.

Other large events include:

- Steinbeck Festival
- Salinas Valley Food and Wine
- Salinas PAL Car Show
- Rodeo Kiddie Kapers Parade
- Hometown Hero Banner
- Veterans Day Parade
- Business Expo Block Party
- Festa Italia
- Weathertech Indy Street-Car Party
- Relay for Life
- Salinas High Homecoming Parade
- Parade of Lights
- Tree of Peace Illumination

SALIN
SALINAS
CLASS OF 2023

Financial Statements

Accountants Compilation Report

Fiscal Year 2021-2022

December 1, 2021 to November 30, 2022

Steinbruner ◆ Hill
Certified Public Accountants

ACCOUNTANTS' COMPILATION REPORT

To The Board of Directors
Salinas City Center Improvement Association
Salinas, California

Management is responsible for the accompanying statement of revenues and expenses – actual vs. budget – fiscal year 2021-2022 – cash basis of Salinas City Center Improvement Association (a nonprofit organization) for the twelve months ended November 30, 2022, in accordance with the cash basis of accounting, and for determining that the cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the statement of revenues and expenses – actual vs. budget – fiscal year 2021-2022 – cash basis nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on the statement of revenues and expenses – actual vs. budget – fiscal year 2021-2022 – cash basis.

The financial statement is prepared in accordance with the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

The supplementary budget information contained in the statement of revenues and expenses – actual vs. budget – fiscal year 2021-2022 – cash basis is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management. The supplementary budget information was subject to our compilation engagement. We have not audited or reviewed the supplementary budget information and do not express an opinion, a conclusion, nor provide any assurance on such information.

Management has elected to omit substantially all the disclosures ordinarily included in financial statements prepared in accordance with the cash basis of accounting. If the omitted disclosures were included in the financial statement, they might influence the user's conclusions about the Company's revenues and expenses. Accordingly, the financial statement is not designed for those who are not informed about such matters.

We are not independent with respect to Salinas City Center Improvement Association.

Steinbruner Hill CPAs

Steinbruner Hill CPAs
Carmel, California
December 6, 2022

Salinas City Center Improvement Association
Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2021-2022 - Cash Basis
For the Twelve Months Ended November 30, 2022

	SOBO				DISI				Administration			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income												
Assessments	$ 274,964.18	$ 274,200.00	$ (764.18)		$ 100,820.21	$ 100,540.00	$ (280.21)		$ 64,158.31	$ 63,980.00	$ (178.31)	
Grants	-	-			7,866.73	-			-	-		
Plus: FY 2020-21 Carry Over	91,531.46	91,531.46			65,029.67	65,029.67			50,781.80	50,781.80		
Reallocation of 2020-2021 Carryo	40,000.00	40,000.00	-		(10,000.00)	(10,000.00)	-		-	-	-	
Total Income	**$ 406,495.64**	**$ 405,731.46**	**$ (764.18)**		**$ 163,716.61**	**$ 155,569.67**	**$ (280.21)**		**$ 114,940.11**	**$ 114,761.80**	**$ (178.31)**	
Expenses												
Bank Service Charges	-	-	-				-		149.40	400.00	250.60	63%
Formation Costs Payback	-	-	-				-				-	
Insurance	-	-	-				-		2,253.00	2,300.00	47.00	2%
Professional Services							-				-	
Accounting	-	-	-				-		10,387.00	10,000.00	(387.00)	-4%
Legal	-	-	-				-		-	2,000.00	2,000.00	100%
Other	-	-	-				-		927.40	2,000.00	1,072.60	54%
Total Professional Services	**-**	**-**	**-**		**-**	**-**	**-**		**13,716.80**	**16,700.00**	**2,983.20**	**18%**
Office							-				-	
Rent/CAM/Utilities	-	-	-				-		5,960.76	6,000.00	39.24	1%
Office Annual Cleaning	-	-	-				-		-	600.00	600.00	100%
Office Furnishings/Paint		-	-				-		-	1,000.00	1,000.00	100%
Computer / Internet	-	-	-				-		1,884.86	1,500.00	(384.86)	-26%
Total Office	**-**	**-**	**-**		**-**	**-**	**-**		**7,845.62**	**9,100.00**	**1,254.38**	**14%**
Staff	-	-	-				-				-	
Payroll - Wages & Taxes	41,315.08	50,000.00	8,684.92	17%			-		16,017.36	16,110.00	92.64	-
Workers Comp Insurance	3,443.67	-	(3,443.67)						158.78	-	(158.78)	
Government Affairs	-	-	-		-	-	-		27,600.00	24,000.00	(3,600.00)	-15%
Total Staff	**44,758.75**	**50,000.00**	**5,241.25**	**10%**	**-**	**-**	**-**		**43,776.14**	**40,110.00**	**(3,666.14)**	**-9%**
SOBO			-				-				-	
Sidewalk Ops (Maintenance)	95,643.83	105,000.00	9,356.17	9%			-				-	
Beautification/Order(Security)	110,587.04	195,000.00	84,412.96	43%			-				-	
Total SOBO	**206,230.87**	**300,000.00**	**93,769.13**	**31%**	**-**	**-**	**-**		**-**	**-**	**-**	
DISI			-				-				-	
District Identity			-		55,815.52	100,000.00	44,184.48	44%			-	
Streetscape Improvements			-		52,390.88	46,000.00	(6,390.88)	-14%			-	
Total DISI	**-**	**-**	**-**		**108,206.40**	**146,000.00**	**37,793.60**	**26%**	**-**	**-**	**-**	
Extra Budget Expenses												
Collection Loss	-	5,500.00	5,500.00	100%		2,000.00	2,000.00	100%	-	1,280.00	1,280.00	100%
Taxes									140.00	100.00	(40.00)	-40%
Total Expenses	**250,989.62**	**355,500.00**	**104,510.38**	**29%**	**108,206.40**	**148,000.00**	**39,793.60**	**27%**	**65,478.56**	**67,290.00**	**1,811.44**	**3%**
Net Income	**23,974.56**	**50,231.46**			**480.54**	**7,569.67**			**(1,320.25)**	**47,471.80**		
Balance as of 11/30/22	**$ 155,506.02**				**$ 55,510.21**	**$ 7,569.67**			**$ 49,461.55**			

(See accompanying accountants' report)

Salinas City Center Improvement Association
10b Midtown Ln, Salinas CA 93901

Salinas City Center Improvement Association

Statement of Revenues and Expenses - Actual vs. Budget - Fiscal Year 2021-2022 - Cash Basis

For the Twelve Months Ended November 30, 2022

	Contingency/Reserves				TOTAL			
	Actual	Budget	Remaining	% Remaining	Actual	Budget	Remaining	% Remaining
Income								
Assessments	$ 18,330.93	$ 18,280.00	$ (50.93)		$ 458,273.63	$ 457,000.00	$ (1,273.63)	
Grants	-	-			7,866.73	-		
Plus: FY 2020-21 Carry Over	39,974.17	39,974.17			247,317.10	247,317.10		
Reallocation of 2020-2021 Carryov	(30,000.00)	(30,000.00)	-		-	-		
Total Income	**$ 28,305.10**	**$ 28,254.17**	**$ (50.93)**		**$ 713,457.46**	**$ 704,317.10**	**$ (9,140.36)**	
Expenses								
Bank Service Charges		-	-		149.40	400.00	250.60	63%
Formation Costs Payback		5,000.00	5,000.00	100%	-	5,000.00	5,000.00	100%
Insurance			-		2,253.00	2,300.00	47.00	2%
Professional Services			-		-	-	-	
Accounting			-		10,387.00	10,000.00	(387.00)	-4%
Legal					-	2,000.00	2,000.00	100%
Other			-		927.40	2,000.00	1,072.60	54%
Total Professional Services	**-**	**-**	**-**		**13,716.80**	**16,700.00**	**2,983.20**	**18%**
Office			-		-	-	-	
Rent/CAM/Utilities			-		5,960.76	6,000.00	39.24	1%
Office Annual Cleaning			-		-	600.00	600.00	100%
Office Furnishings/Paint			-		-	1,000.00	1,000.00	100%
Computer / Internet			-		1,884.86	1,500.00	(384.86)	-26%
Total Office	**-**	**-**	**-**		**7,845.62**	**9,100.00**	**1,254.38**	**14%**
Staff			-		-	-	-	
Payroll - Wages & Taxes					57,332.44	66,110.00	8,777.56	13%
Workers Comp Insurance								
Government Affairs			-		27,600.00	24,000.00	(3,600.00)	-15%
Total Staff	**-**	**-**	**-**		**88,534.89**	**90,110.00**	**1,575.11**	**2%**
SOBO			-		-	-	-	
Sidewalk Ops (Maintenance)			-		95,643.83	105,000.00	9,356.17	9%
Beautification/Order(Security)			-		110,587.04	195,000.00	84,412.96	43%
Total SOBO	**-**	**-**	**-**		**206,230.87**	**300,000.00**	**93,769.13**	**31%**
DISI			-		-	-	-	
District Identity			-		55,815.52	100,000.00	44,184.48	44%
Streetscape Improvements			-		52,390.88	46,000.00	(6,390.88)	-14%
Total DISI	**-**	**-**	**-**		**108,206.40**	**146,000.00**	**37,793.60**	**26%**
Extra Budget Expenses								
Collection Loss	-	360.00	360.00	100%	-	9,140.00	9,140.00	100%
Taxes					140.00	100.00	(40.00)	-40%
Total Expenses	**-**	**5,360.00**	**5,360.00**	**100%**	**424,674.58**	**576,150.00**	**151,475.42**	**26%**
Net Income	**18,330.93**	**22,894.17**			**41,465.78**	**128,167.10**		
Balance as of 11/30/22	**$ 28,305.10**				**$ 288,782.88**			

(See accompanying accountants' report)

Salinas City Center Improvement Association
10b Midtown Ln, Salinas CA 93901

Operating Budget

Fiscal Year 2022-2023

December 1, 2022 to November 30, 2023

Salinas City Center Improvement Association Operating Budget - Fiscal Year 2022-2023						
Friday, November 18, 2022		**SOBO**	**DISI**	**Administration**	**Contingency/Reserve**	**Total**
		60.0%	**22.0%**	**14.0%**	**4.0%**	**100.0%**
Gross Income						
2022-2023 Assessments		$274,200	$100,540	$63,980	$18,280	$457,000
Gifts & Donations		$0	$0	$0	$0	$0
Total gross income		$274,200	$100,540	$63,980	$18,280	$457,000
Less: Collection loss	2.0%	$0	$0	$0	$9,140	$9,140
Effective income		$274,200	$100,540	$63,980	$9,140	$447,860
Expenses						
Bank Service Charges				$200		$200
Formation Costs Payback					$5,000	$5,000
Insurance				$2,300		$2,300
Professional Services						
Accounting				$11,500		$11,500
Legal				$2,000		$2,000
Other (HR & Grant Writing)				$10,000		$10,000
Total Professional Services				$23,500		$23,500
Office						
Rent/CAM/Utilities				$6,000		$6,000
Office Annual Cleaning				$600		$600
Office Furniture/Supplies				$1,500		$1,500
Computer/Internet				$2,500		$2,500
Total Office				$10,600		$10,600
Staff						
Kevin Payroll - Wages, Taxes & WC		$50,000	$0	$0		$50,000
Greg Payroll - Wages, Taxes & WC		$10,000	$35,000	$45,000		$90,000
Government Affairs		$0	$0	$26,000		$26,000
Total Staff		$60,000	$35,000	$71,000		$166,000
SOBO						
Smith & Enright		$95,000				$95,000
Sidewalk Pressure Washing & Sealing		$40,000				$40,000
Beautification / Order (Security)		$120,000				$120,000
Total SOBO		$255,000				$255,000
DISI						
District Identity			$57,000			$57,000
Streetscape Improvements			$26,000			$26,000
Total DISI			$83,000			$83,000
Subtotal		$315,000	$118,000	$107,600	$5,000	$545,600
Extra Budget Expense						
Taxes		$0	$0	$250	$0	$250
Total Extra Budget Expense		$0	$0	$250	$0	$250
Total Expenses		$315,000	$118,000	$107,850	$5,000	$545,850
Total Income		**-$40,800**	**-$17,460**	**-$43,870**	**$4,140**	**-$97,990**
Cash Flow						
Beginning balance (Projected 2021-2022 Carryover)		$141,597	$20,187	$43,140	$23,305	$228,229
Reallocation of 2021-2022 carryover		-$40,000	$10,000	$30,000	$0	$0
Net operating income		-$40,800	-$17,460	-$43,870	$4,140	-$97,990
Projected ending balance		**$60,797**	**$12,727**	**$29,270**	**$27,445**	**$130,239**

Assessment Data

Fiscal Year 2023-2024

December 1, 2023 to November 30, 2024

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment

SALINAS PROPERTY DATABASE		Asmnt Fees	Bldg. SF	Lot SF	LF
2023 - 2024 TAX YEAR		Zone 1	0.088749	0.070508	5.250000
CPI INCREASE	5.00%	Zone 2	0.088749	0.070508	3.664500

002 163 007 000	City Of Salinas	104	Central Ave	2	0	$ -	6,600	$ 465.35	181	$ 663.27	$ 1,128.62
002 163 008 000	McCain Richard & Michelle	106	Central Ave	2	1,089	$ 96.65	6,500	$ 458.30	50	$ 183.23	$ 738.17
002 163 009 000	Tarantino John M	110	Central Ave	2	649	$ 57.60	6,500	$ 458.30	50	$ 183.23	$ 699.12
002 163 010 000	Fuentes Jose	114	Central Ave	2	1,542	$ 136.85	11,900	$ 839.04	50	$ 183.23	$ 1,159.12
002 163 011 000	Lee Paul Chan & Soo Jin	118	Central Ave	2	2,350	$ 208.56	12,247	$ 863.51	50	$ 183.23	$ 1,255.29
002 163 012 000	Irma Nunes & Morales Maria	122	Central Ave	2	1,475	$ 130.90	8,700	$ 613.42	60	$ 219.87	$ 964.19
002 163 013 000	Rojas Jorge & Gladys	128	Central Ave	2	1,296	$ 115.02	3,600	$ 253.83	122	$ 447.07	$ 815.91
002 163 014 000	Herring Vincent & Sherri	47	Stone St	2	1,034	$ 91.77	3,200	$ 225.62	64	$ 234.53	$ 551.92
002 163 015 000	Lei Gouxin & Liang Amanda	43	Stone St	2	1,140	$ 101.17	7,000	$ 493.55	65	$ 238.19	$ 832.92
002 163 016 000	Chavez Anthony & Kimberly	33	Stone St	2	1,591	$ 141.20	7,100	$ 500.60	103	$ 377.44	$ 1,019.25
002 163 018 000	SF Steinbeck Commons LP	10	Lincoln Ave	2	75,772	$ 6,724.70	89,028	$ 6,277.14	330	$ 1,209.29	$ 14,211.13
002 163 019 000	Mora Serafin & Virgina	28	Lincoln Ave	2	1,150	$ 102.06	9,500	$ 669.82	63	$ 230.86	$ 1,002.75
002 164 003 000	Islamic Community Of Salinas	35	W Market St	2	2,380	$ 211.22	8,458	$ 596.35	50	$ 183.23	$ 990.80
002 164 004 000	Islamic Community Of Salinas	33	W Market St	2	1,200	$ 106.50	5,200	$ 366.64	30	$ 109.94	$ 583.07
002 164 005 000	Islamic Community Of Salinas	31	W Market St	2	2,511	$ 222.85	2,511	$ 177.04	28	$ 102.61	$ 502.50
002 164 006 000	Bray Joanne N & Marilyn Thomas	29	W Market St	2	1,728	$ 153.36	3,250	$ 229.15	18	$ 65.96	$ 448.47
002 164 007 000	Bray Joanne N & Marilyn Thomas	23	W Market St	2	0	$ -	12,229	$ 862.24	64	$ 234.53	$ 1,096.76
002 164 008 000	Bray Joanne N & Marilyn Thomas	19	W Market St	2	10,875	$ 965.15	5,349	$ 377.14	31	$ 113.60	$ 1,455.89
002 164 009 000	Rolyely LLC		W Market St	2	7,690	$ 682.48	9,050	$ 638.09	60	$ 219.87	$ 1,540.44
002 164 020 000	Taylor Fresh Foods Inc	26	Central Ave	2	0	$ -	9,234	$ 651.07	80	$ 293.16	$ 944.23
002 164 021 000	McMillin Family Trust	30	Central Ave	2	1,489	$ 132.15	8,400	$ 592.26	63	$ 230.86	$ 955.27
002 164 022 000	BIFFCO LLC	34	Central Ave	2	1,867	$ 165.69	8,177	$ 576.54	63	$ 230.86	$ 973.10
002 164 023 000	Hernandez Miguel A & Bonnie-Lou	40	Central Ave	2	4,855	$ 430.88	9,750	$ 687.45	255	$ 934.45	$ 2,052.77
002 164 024 000	Hernandez Miguel A & Bonnie-Lou	27	Lincoln Ave	2	0	$ -	6,855	$ 483.33	45	$ 164.90	$ 648.23
002 164 034 000	Rolyely LLC	2	Salinas St	2	0	$ -	11,261	$ 793.98	257	$ 941.78	$ 1,735.76
002 164 035 000	Mirkin Bernard B			2	2,770	$ 245.84	2,770	$ 195.31	100	$ 366.45	$ 807.59
002 164 036 000	Salinas Gateway LP (Condo-Building)	25	Lincoln Ave	2	56,157	$ 4,983.89	0	$ -	0	$ -	$ 4,983.89
002 164 037 000	Salinas Gateway LP (Condo-Land)			2	0	$ -	22,010	$ 1,551.87	276	$ 1,011.40	$ 2,563.27
002 171 005 000	Transportation Agency Monterey County (TAMC)	42	W Market St	2	0	$ -	14,989	$ 1,056.84	248	$ 908.80	$ 1,965.63
002 171 006 000	Transportation Agency Monterey County (TAMC)	15	Station Pl	2	0	$ -	5,250	$ 370.16	35	$ 128.26	$ 498.42
002 171 007 000	Transportation Agency Monterey County (TAMC)	17	Station Pl	2	0	$ -	11,770	$ 829.87	50	$ 183.23	$ 1,013.10
002 171 008 000	Transportation Agency Monterey County (TAMC)	19	Station Pl	2	0	$ -	12,120	$ 854.55	60	$ 219.87	$ 1,074.42
002 171 010 000	Transportation Agency Monterey County (TAMC)	52	W Market St	2	0	$ -	4,197	$ 295.92	32	$ 117.26	$ 413.18
002 171 011 000	Transportation Agency Monterey County (TAMC)	54	W Market St	2	0	$ -	6,500	$ 458.30	50	$ 183.23	$ 641.52
002 171 012 000	City Of Salinas	58	W Market St	2	0	$ -	13,020	$ 918.01	100	$ 366.45	$ 1,284.46
002 171 013 000	City Of Salinas	60-68	W Market St	2	0	$ -	12,898	$ 909.41	230	$ 842.84	$ 1,752.24
002 171 023 000	Transportation Agency Monterey County (TAMC)	18	Station Pl	2	0	$ -	15,850	$ 1,117.54	282	$ 1,033.39	$ 2,150.93
002 171 033 000	City Of Salinas	11	Station Pl	2	0	$ -	71,578	$ 5,046.79	38	$ 139.25	$ 5,186.04
002 171 034 000	Granary Associates	60	W Market St	2	28,454	$ 2,525.27	27,600	$ 1,946.01	102	$ 373.78	$ 4,845.05
002 171 035 000	City Of Salinas	20	Station Pl	2	0	$ -	102,366	$ 7,217.57	400	$ 1,465.80	$ 8,683.37
002 172 001 000	Transportation Agency Monterey County (TAMC)	30	W Market St	2	0	$ -	4,350	$ 306.71	211	$ 773.21	$ 1,079.92
002 172 002 000	Transportation Agency Monterey County (TAMC)	26	W Market St	2	0	$ -	6,387	$ 450.33	78	$ 285.83	$ 736.16
002 172 010 000	City Of Salinas		W Market St	2	0	$ -	1,610	$ 113.52	55	$ 201.55	$ 315.06
002 172 011 000	Transportation Agency Monterey County (TAMC)	20	W Market St	2	0	$ -	16,287	$ 1,148.36	200	$ 732.90	$ 1,881.26
002 172 012 000	City Of Salinas	10	W Market St	2	0	$ -	15,179	$ 1,070.23	275	$ 1,007.74	$ 2,077.97

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment

SALINAS PROPERTY DATABASE		Asmnt Fees	Bldg. SF	Lot SF	LF
2023 - 2024 TAX YEAR		Zone 1	0.088749	0.070508	5.250000
CPI INCREASE	5.00%	Zone 2	0.088749	0.070508	3.664500

002 181 005 000	Jimenez Salvador	29	E Market St	2	0	$ -	2,000	$ 141.02	120	$ 439.74	$ 580.76
002 181 006 000	Jimenez Salvador	25	E Market St #27	2	0	$ -	4,030	$ 284.15	40	$ 146.58	$ 430.73
002 181 007 000	Campos Jimenez Investments Inc	23	E Market St	2	2,662	$ 236.25	13,568	$ 956.65	35	$ 128.26	$ 1,321.15
002 181 008 000	Hagins Mary	21	E Market St	2	1,200	$ 106.50	1,069	$ 75.37	30	$ 109.94	$ 291.81
002 181 011 000	Marquez Carlos & Juana	67	E Market St #4	2	2,468	$ 219.03	5,657	$ 398.86	140	$ 513.03	$ 1,130.92
002 181 012 000	Campos Jimenez Investments Inc	35	E Market St	2	4,530	$ 402.03	4,622	$ 325.89	160	$ 586.32	$ 1,314.24
002 182 012 000	Central Coast Renewables LLC	139	Monterey St #14	2	7,755	$ 688.25	10,562	$ 744.70	206	$ 754.89	$ 2,187.84
002 182 013 000	Slama Kenneth E	137	Monterey St	2	8,151	$ 723.39	5,582	$ 393.57	56	$ 205.21	$ 1,322.18
002 182 014 000	Slama Kenneth E	135	Monterey St	2	925	$ 82.09	5,287	$ 372.77	48	$ 175.90	$ 630.76
002 182 019 000	Campos Jimenez Investments Inc	101	Monterey St	2	3,726	$ 330.68	8,718	$ 614.68	160	$ 586.32	$ 1,531.68
002 182 020 000	Campos Jimenez Investments Inc	30	E Market St	2	0	$ -	2,449	$ 172.67	50	$ 183.23	$ 355.90
002 182 033 000	Campos Jimenez Investments Inc	111	Monterey St	2	9,143	$ 811.43	33,000	$ 2,326.75	303	$ 1,110.34	$ 4,248.52
002 184 001 000	City Of Salinas		E Market St	2	0	$ -	31,043	$ 2,188.76	750	$ 2,748.38	$ 4,937.14
002 185 011 000	Fuentes Juan & Romo Jose	129	Main St	1	2,750	$ 244.06	2,650	$ 186.84	21	$ 110.25	$ 541.16
002 185 012 000	Sang Trust	131	Main St	1	5,710	$ 506.76	3,750	$ 264.40	30	$ 157.50	$ 928.66
002 185 017 000	Saunders Frank H	161	Main St	1	8,357	$ 741.68	6,175	$ 435.38	51	$ 267.75	$ 1,444.81
002 185 018 000	Saunders Frank H	169	Main St #17	1	12,648	$ 1,122.50	6,359	$ 448.36	176	$ 924.00	$ 2,494.86
002 185 019 000	Taylor Fresh Foods Inc	17	E Gabilan St	2	10,370	$ 920.33	11,165	$ 787.22	145	$ 531.35	$ 2,238.90
002 185 020 000	Saunders Frank H & Norwood Kelly	172	Main St	1	12,454	$ 1,105.28	6,272	$ 442.22	178	$ 934.50	$ 2,482.00
002 185 024 000	Center For Comm Advocacy A Non Profit Ca Corp	22	W Gabilan St	2	2,857	$ 253.56	2,925	$ 206.23	152	$ 557.00	$ 1,016.79
002 185 028 000	Rincon Del San Jon Properties	157	Main St	1	2,850	$ 252.94	3,006	$ 211.95	24	$ 126.00	$ 590.88
002 185 031 000	Green Valley Corporation	127	Main St	1	3,524	$ 312.75	3,044	$ 214.62	28	$ 147.00	$ 674.38
002 185 036 000	Salinas Redevelopment Agency		Monterey St	2	0	$ -	31,363	$ 2,211.33	379	$ 1,388.85	$ 3,600.17
002 185 037 000	City Of Salinas	117	Main St	1	0	$ -	11,761	$ 829.24	62	$ 325.50	$ 1,154.74
002 185 038 000	City Of Salinas		Monterey St	2	0	$ -	2,178	$ 153.57	20	$ 73.29	$ 226.86
002 185 039 000	University Corp of Monterey Bay	1	Main St	1	64,585	$ 5,731.86	59,962	$ 4,227.77	605	$ 3,176.25	$ 13,135.88
002 185 042 000	University Corp of Monterey Bay		*no Site Address*	2	0	$ -	1,156	$ 81.51	110	$ 403.10	$ 484.60
002 185 043 000	Taylor Salinas Property Management Co		Salinas St	2	0	$ -	15,770	$ 1,111.90	168	$ 614.46	$ 1,726.37
002 185 045 000	Taylor Fresh Foods Inc		Salinas St	2	0	$ -	13,052	$ 920.28	231	$ 847.34	$ 1,767.62
002 185 046 000	Ppa Properties LLC	16	W Gabilan St	2	0	$ -	23,282	$ 1,641.56	190	$ 696.26	$ 2,337.81
002 185 047 000	Taylor Salinas Property Management Co	150	Main St	1	109,806	$ 9,745.19	21,042	$ 1,483.62	459	$ 2,411.88	$ 13,640.68
002 186 001 000	Maya Salinas Old Town Cinemas LLC	153	Main St	1	54,284	$ 4,817.66	54,284	$ 3,827.43	310	$ 1,627.50	$ 10,272.59
002 186 002 000	Deserpa R Jay Ltd	155	Main St	1	1,730	$ 153.54	1,730	$ 121.98	60	$ 315.00	$ 590.51
002 186 003 000	Deserpa R Jay Ltd	145	Main St	1	1,310	$ 116.26	1,310	$ 92.36	60	$ 315.00	$ 523.63
002 231 011 000	245 Monterey Street LLC	245	Monterey St	2	0	$ -	11,000	$ 775.58	210	$ 769.55	$ 1,545.13
002 231 012 000	Kobrinsky Samuel & Marguerite	235	Monterey St	2	5,475	$ 485.90	5,500	$ 387.79	50	$ 183.23	$ 1,056.92
002 231 013 000	Bay Capital Real Estate Inc.	233	Monterey St	2	5,500	$ 488.12	5,500	$ 387.79	50	$ 183.23	$ 1,059.14
002 231 014 000	Robert Massera	231	Monterey St	2	0	$ -	5,500	$ 387.79	50	$ 183.23	$ 571.02
002 231 015 000	Drew David B	225	Monterey St	2	4,975	$ 441.53	5,500	$ 387.79	50	$ 183.23	$ 1,012.54
002 231 018 000	Dabit Christopher R	201	Monterey St	2	1,189	$ 105.52	11,000	$ 775.58	210	$ 769.55	$ 1,650.65
002 231 024 000	Griffin Sharon Appling	219	Monterey St	2	5,500	$ 488.12	5,449	$ 384.20	50	$ 183.23	$ 1,055.54
002 231 025 000	SCC Property LLC	211	Monterey St	2	6,547	$ 581.04	10,999	$ 775.50	100	$ 366.45	$ 1,723.00
002 231 026 000	SCC Property LLC	211	Monterey St	2	0	$ -	5,589	$ 394.05	50	$ 183.23	$ 577.27
002 232 008 000	Raquel Sisayan LLC	335-349	Monterey St	2	13,298	$ 1,180.19	24,400	$ 1,720.38	322	$ 1,179.97	$ 4,080.54
002 232 009 000	LaValley Ronald William	329	Monterey St	2	5,750	$ 510.31	5,725	$ 403.66	50	$ 183.23	$ 1,097.19

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment

SALINAS PROPERTY DATABASE		Asmnt Fees	Bldg. SF	Lot SF	LF
2023 - 2024 TAX YEAR		Zone 1	0.088749	0.070508	5.250000
CPI INCREASE	5.00%	Zone 2	0.088749	0.070508	3.664500

002 232 010 000	LaValley Ronald William	325	Monterey St	2	528	$ 46.86	5,675	$ 400.13	50	$ 183.23	$ 630.21
002 232 015 000	County Of Monterey	20	E Alisal St	2	0	$ -	32,450	$ 2,287.97	405	$ 1,484.12	$ 3,772.09
002 233 008 000	Broom Cynthia & Desmond Sandra	340	Monterey St	2	11,593	$ 1,028.87	15,188	$ 1,070.87	243	$ 890.47	$ 2,990.21
002 233 009 000	Garing Ann	367	Main St	1	17,820	$ 1,581.51	6,200	$ 437.15	174	$ 913.50	$ 2,932.16
002 233 010 000	KPM Properties LLC	361	Main St	1	6,163	$ 546.96	6,377	$ 449.63	50	$ 262.50	$ 1,259.09
002 233 011 000	Botelho Theresa Ann	343	Main St #357	1	16,176	$ 1,435.61	18,531	$ 1,306.57	151	$ 792.75	$ 3,534.93
002 233 012 000	Willette Jones	341	Main St	1	2,000	$ 177.50	2,510	$ 176.97	21	$ 110.25	$ 464.72
002 233 013 000	Navarro Belia Garcia	333	Main St	1	3,720	$ 330.15	3,777	$ 266.31	30	$ 157.50	$ 753.95
002 233 014 000	Ganesa Properties LLC	331	Main St	1	6,200	$ 550.24	6,234	$ 439.54	50	$ 262.50	$ 1,252.29
002 233 015 000	D & G Land Development Co	325	Main St	1	6,051	$ 537.02	6,145	$ 433.27	50	$ 262.50	$ 1,232.79
002 233 016 000	JB Salinas LLC	319	Main St	1	7,789	$ 691.27	6,203	$ 437.36	50	$ 262.50	$ 1,391.13
002 233 017 000	Muller Rita A	313	Main St	1	6,076	$ 539.24	6,061	$ 427.35	49	$ 257.25	$ 1,223.84
002 233 018 000	Gattis James L	307	Main St	1	12,710	$ 1,128.00	6,355	$ 448.08	51	$ 267.75	$ 1,843.83
002 233 019 000	Slama Kenneth E	303	Main St	1	40,365	$ 3,582.36	6,200	$ 437.15	174	$ 913.50	$ 4,933.01
002 233 020 000	Service Employees International Union Local 52	334	Monterey St	2	4,367	$ 387.57	4,960	$ 349.72	40	$ 146.58	$ 883.86
002 233 021 000	Strobel Margaret I	338	Monterey St	2	3,050	$ 270.68	3,712	$ 261.72	30	$ 109.94	$ 642.34
002 233 023 000	City Of Salinas	300	Monterey St	2	0	$ -	51,548	$ 3,634.52	532	$ 1,949.51	$ 5,584.03
002 234 001 000	Saunders Frank H	202	Monterey St	2	957	$ 84.93	4,250	$ 299.66	131	$ 480.05	$ 864.64
002 234 002 000	Patel Kiran J	16	E Gabilan St	2	11,341	$ 1,006.50	4,309	$ 303.82	50	$ 183.23	$ 1,493.55
002 234 009 000	Taylor Fresh Foods Inc	213	Main St	1	11,980	$ 1,063.21	6,820	$ 480.86	55	$ 288.75	$ 1,832.83
002 234 014 000	Ariano Allen D & Lynda	225	Main St	1	2,460	$ 218.32	2,480	$ 174.86	20	$ 105.00	$ 498.18
002 234 015 000	Ariano Allen D & Lynda	231	Main St	1	9,176	$ 814.36	9,300	$ 655.72	74	$ 388.50	$ 1,858.58
002 234 017 000	United Way Of Monterey County	245	Main St	1	32,400	$ 2,875.47	16,204	$ 1,142.50	120	$ 630.00	$ 4,647.98
002 234 018 000	Haney Gaylon & Sharon	251	Main St	1	5,559	$ 493.36	8,100	$ 571.11	60	$ 315.00	$ 1,379.47
002 234 019 000	295 Main Street LLC	255	Main St	1	0	$ -	13,552	$ 955.52	100	$ 525.00	$ 1,480.52
002 234 023 000	City Of Salinas		Monterey St	2	0	$ -	5,400	$ 380.74	0	$ -	$ 380.74
002 234 028 000	295 Main Street LLC	295	Main St	1	15,000	$ 1,331.24	25,214	$ 1,777.78	464	$ 2,436.00	$ 5,545.01
002 234 029 000	City Of Salinas	222	Monterey St	2	0	$ -	31,147	$ 2,196.10	300	$ 1,099.35	$ 3,295.45
002 234 030 000	City Of Salinas	222	Monterey St	2	0	$ -	916	$ 64.58	0	$ -	$ 64.58
002 234 031 000	Entertainment Lane Inc	241	Main St	1	9,767	$ 866.81	10,890	$ 767.83	61	$ 320.25	$ 1,954.89
002 234 032 000	LaTourette Monica	221	Main St #205	1	11,320	$ 1,004.64	6,138	$ 432.78	50	$ 262.50	$ 1,699.92
002 234 033 000	Berkley Inc	201	Main St	1	0	$ -	12,500	$ 881.34	244	$ 1,281.00	$ 2,162.34
002 242 001 000	Saunders Henry E	202	Main St	1	8,928	$ 792.35	8,928	$ 629.49	196	$ 1,029.00	$ 2,450.84
002 242 002 000	Andrus & Company	212	Main St	1	10,292	$ 913.41	10,245	$ 722.35	83	$ 435.75	$ 2,071.51
002 242 003 000	Valverde III Efraim & Claudia	222	Main St	1	4,564	$ 405.05	3,072	$ 216.60	25	$ 131.25	$ 752.90
002 242 006 000	Zhao Wen & Sharon Hongtong Xue	230	Main St	1	2,752	$ 244.24	2,910	$ 205.18	23	$ 120.75	$ 570.16
002 242 007 000	Andrus & Company	236	Main St	1	2,975	$ 264.03	3,298	$ 232.53	27	$ 141.75	$ 638.31
002 242 008 000	RBG Inc.	238	Main St	1	10,000	$ 887.49	6,304	$ 444.48	51	$ 267.75	$ 1,599.72
002 242 009 000	E J Ratto & G R Ratto 1998 Family Partnership	246	Main St	1	10,000	$ 887.49	3,100	$ 218.57	25	$ 131.25	$ 1,237.31
002 242 011 000	Haversat Trudy	254	Main St	1	4,800	$ 426.00	4,800	$ 338.44	24	$ 126.00	$ 890.43
002 242 012 000	Dillard Kurt D	256	Main St	1	2,480	$ 220.10	2,542	$ 179.23	20	$ 105.00	$ 504.33
002 242 013 000	Nham LLC	258	Main St	1	10,172	$ 902.76	5,172	$ 364.66	35	$ 183.75	$ 1,451.17
002 242 014 000	Cominos Properties LLC	4	W Alisal St	1	11,000	$ 976.24	11,473	$ 808.93	219	$ 1,149.75	$ 2,934.92
002 242 015 000	Ames Family Trust	32	W Alisal St	2	4,069	$ 361.12	4,300	$ 303.18	43	$ 157.57	$ 821.88
002 242 016 000	Ames Family Trust	40	W Alisal St	2	0	$ -	2,200	$ 155.12	22	$ 80.62	$ 235.74

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment

SALINAS PROPERTY DATABASE		Asmnt Fees	Bldg. SF	Lot SF	LF
2023 - 2024 TAX YEAR		Zone 1	0.088749	0.070508	5.250000
CPI INCREASE	5.00%	Zone 2	0.088749	0.070508	3.664500

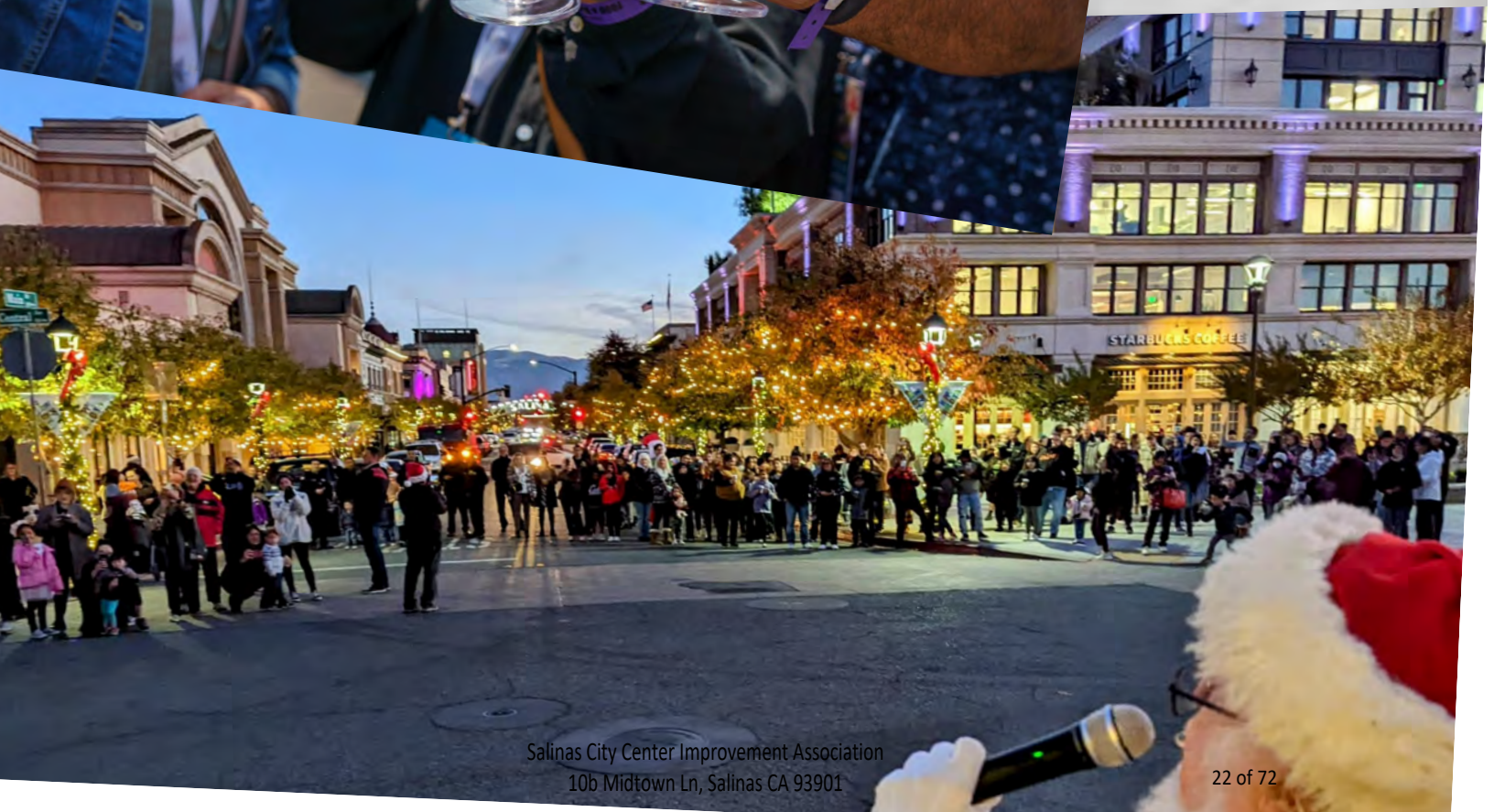
002 242 017 000	Ames Family Trust	46	W Alisal St	2	11,500	$ 1,020.62	5,974	$ 421.21	165	$ 604.64	$ 2,046.47
002 242 018 000	Ames Family Trust	237	Salinas St	2	4,654	$ 413.04	6,500	$ 458.30	50	$ 183.23	$ 1,054.56
002 242 026 000	248 Main Street JS LLC	248	Main St	1	4,130	$ 366.53	3,191	$ 224.99	26	$ 136.50	$ 728.02
002 242 027 000	Taylor Fresh Foods Inc	250	Main St	1	3,248	$ 288.26	3,002	$ 211.66	24	$ 126.00	$ 625.92
002 242 028 000	Taylor Fresh Foods Inc	207	Salinas St	2	13,195	$ 1,171.05	27,300	$ 1,924.85	340	$ 1,245.93	$ 4,341.83
002 242 029 000	City Of Salinas	219	Salinas St	2	0	$ -	16,875	$ 1,189.81	140	$ 513.03	$ 1,702.84
002 242 030 000	Magdirila Diana B & Gloria	224	Main St	1	11,573	$ 1,027.09	6,162	$ 434.47	50	$ 262.50	$ 1,724.06
002 242 032 000	Salinas Urban Renewal Agency	230	Main St	1	0	$ -	1,795	$ 126.56	22	$ 115.50	$ 242.06
002 242 033 000	City Of Salinas	228	Main St	2	0	$ -	1,000	$ 70.51		$ -	$ 70.51
002 242 034 000	Juarez Maria	231	Salinas St	2	0	$ -	6,500	$ 458.30	50	$ 183.23	$ 641.52
002 242 035 000	Piini Realty, Inc.	235	Salinas St	2	4,000	$ 355.00	5,000	$ 352.54	50	$ 183.23	$ 890.76
002 243 001 000	Finegan James Brian	58-60	W Alisal St	2	5,980	$ 530.72	6,900	$ 486.50	242	$ 886.81	$ 1,904.03
002 243 002 000	Haversat Trudy	64	W Alisal St	2	2,000	$ 177.50	3,000	$ 211.52	40	$ 146.58	$ 535.60
002 243 003 000	Minhoto Properties LP/Piini Realty Inc.	66	W Alisal St	2	2,690	$ 238.74	3,750	$ 264.40	50	$ 183.23	$ 686.36
002 243 004 000	Santa Lucia Parlor No 97 Nsgw	76	W Alisal St	2	2,440	$ 216.55	8,250	$ 581.69	110	$ 403.10	$ 1,201.33
002 243 005 000	Minhoto Properties LP/Piini Realty Inc.	261	Lincoln Ave	2	4,877	$ 432.83	8,400	$ 592.26	262	$ 960.10	$ 1,985.19
002 244 002 000	City Of Salinas	215	Lincoln Ave	2	0	$ -	4,600	$ 324.33	50	$ 183.23	$ 507.56
002 244 098 000	City Of Salinas	210	Salinas St	2	0	$ -	33,386	$ 2,353.96	550	$ 2,015.48	$ 4,369.44
002 244 099 000	City Of Salinas	100	Howard St	2	0	$ -	39,472	$ 2,783.07	588	$ 2,154.73	$ 4,937.80
002 245 001 000	El Camino Enterprises Inc	102	Lincoln Ave	2	1,204	$ 106.85	5,063	$ 356.98	151	$ 553.34	$ 1,017.17
002 245 002 000	City Of Salinas	106	Lincoln Ave	2	0	$ -	4,074	$ 287.25	40	$ 146.58	$ 433.83
002 245 003 000	City Of Salinas	108	Lincoln Ave	2	0	$ -	4,050	$ 285.56	40	$ 146.58	$ 432.14
002 245 004 000	City Of Salinas	112	Lincoln Ave	2	0	$ -	6,500	$ 458.30	50	$ 183.23	$ 641.52
002 245 005 000	City Of Salinas	118	Lincoln Ave	2	0	$ -	6,500	$ 458.30	50	$ 183.23	$ 641.52
002 245 006 000	City Of Salinas	120	Lincoln Ave	2	0	$ -	6,500	$ 458.30	50	$ 183.23	$ 641.52
002 245 007 000	City Of Salinas	128	Lincoln Ave	2	0	$ -	6,500	$ 458.30	50	$ 183.23	$ 641.52
002 245 008 000	City Of Salinas		W Gabilan St	2	0	$ -	8,489	$ 598.54	191	$ 699.92	$ 1,298.46
002 245 009 000	Joaquin Bear LLC	118	W Gabilan St	2	5,843	$ 518.56	9,730	$ 686.04	209	$ 765.88	$ 1,970.48
002 245 010 000	Pitman Robert J	125	Church St	2	4,375	$ 388.28	6,500	$ 458.30	50	$ 183.23	$ 1,029.80
002 245 011 000	Pitman John D & Robert J	117	Church St	2	6,000	$ 532.49	6,500	$ 458.30	50	$ 183.23	$ 1,174.02
002 245 012 000	Pitman John D & Robert J	111	Church St	2	2,360	$ 209.45	6,500	$ 458.30	50	$ 183.23	$ 850.97
002 245 014 000	Wlh Rentals LLC	109	Central Ave	2	1,347	$ 119.55	6,500	$ 458.30	50	$ 183.23	$ 761.07
002 245 015 000	Wlh Rentals LLC	119	Central Ave	2	2,160	$ 191.70	13,650	$ 962.43	235	$ 861.16	$ 2,015.28
002 245 016 000	Pitman John D & Robert J	109	Church St	2	0	$ -	6,500	$ 458.30	50	$ 183.23	$ 641.52
002 246 014 000	City Of Salinas	200-222	Lincoln Ave	2	0	$ -	105,745	$ 7,455.82	1320	$ 4,837.14	$ 12,292.96
002 247 001 000	U S A		Lincoln Ave	2	0	$ -	37,418	$ 2,638.25	820	$ 3,004.89	$ 5,643.14
002 248 002 000	Piini Joseph J	32	W Gabilan St	2	14,229	$ 1,262.81	25,967	$ 1,830.87	327	$ 1,198.29	$ 4,291.97
002 248 005 000	Taylor Fresh Foods Inc	35	Central Ave	2	5,828	$ 517.23	13,000	$ 916.60	230	$ 842.84	$ 2,276.66
002 248 009 000	Monterey-Salinas Transit	110	Salinas Rd #Lot 1	2	778	$ 69.05	18,699	$ 1,318.42	357	$ 1,308.23	$ 2,695.69
002 248 010 010	Monterey-Salinas Transit	110	Salinas Rd #Lot 2	2	0	$ -	14,787	$ 1,042.59	100	$ 366.45	$ 1,409.04
002 248 011 000	City Of Salinas	128	W Gabilan St	2	0	$ -	6,420	$ 452.66	208	$ 762.22	$ 1,214.87
002 251 003 000	Magnolia Zarraga	114	Church St	2	1,496	$ 132.77	6,200	$ 437.15	50	$ 183.23	$ 753.14
002 251 014 000	Muller Rita A	123	Central Ave	2	3,834	$ 340.26	16,900	$ 1,191.58	260	$ 952.77	$ 2,484.61
002 251 015 000	Vega Nelson A	130	W Gabilan St	2	5,238	$ 464.87	9,693	$ 683.43	220	$ 806.19	$ 1,954.49
002 253 028 000	County Of Monterey		*no Site Address*	2	0	$ -	134,992	$ 9,517.95	1025	$ 3,756.11	$ 13,274.06

APN	Legal Owner	Site #	Site Street	Benefit Zone	Bldg SF	Bldg Asmnt	Lot SF	Lot SF Asmnt	Frontage	LF Asmnt	Annual Assessment

SALINAS PROPERTY DATABASE		Asmnt Fees	Bldg. SF	Lot SF	LF
2023 - 2024 TAX YEAR		Zone 1	0.088749	0.070508	5.250000
CPI INCREASE	5.00%	Zone 2	0.088749	0.070508	3.664500

002 253 029 000	County Of Monterey	168	W Alisal St	2	0	$ -	55,843	$ 3,937.35	193	$ 707.25	$ 4,644.60
002 253 030 000	County Of Monterey	230	Church St	2	0	$ -	45,781	$ 3,227.90	183	$ 670.60	$ 3,898.51
002 253 032 000	County Of Monterey		*no Site Address*	2	0	$ -	61,115	$ 4,309.04	505.49	$ 1,852.37	$ 6,161.41
002 253 033 000	County Of Monterey		*no Site Address*	2	0	$ -	22,608	$ 1,594.01	118.5	$ 434.24	$ 2,028.25
002 253 034 000	County Of Monterey		*no Site Address*	2	0	$ -	26,659	$ 1,879.64	330.76	$ 1,212.07	$ 3,091.71
002 322 016 000	JRG Leasing II LLC	318	Cayuga St	2	21,161	$ 1,878.02	15,630	$ 1,102.03	120	$ 439.74	$ 3,419.79
002 322 018 000	County Of Monterey	142	W Alisal St	2	0	$ -	46,609	$ 3,286.28	628	$ 2,301.31	$ 5,587.59
002 331 002 000	Maldonado Albert	324	Lincoln Ave	2	4,200	$ 372.75	7,984	$ 562.93	60	$ 219.87	$ 1,155.55
002 331 010 000	City Of Salinas	101	W Alisal St	2	0	$ -	148,648	$ 10,480.80	1649	$ 6,042.76	$ 16,523.56
002 335 005 000	MT18	123	W Alisal St	2	34,188	$ 3,034.16	37,026	$ 2,610.61	805	$ 2,949.92	$ 8,594.69
002 341 001 000	Taylor Fresh Foods Inc	300	Main St	1	25,681	$ 2,279.17	18,614	$ 1,312.43	274	$ 1,438.50	$ 5,030.09
002 341 002 000	Ariel Theatrical Inc	320	Main St	1	6,192	$ 549.53	6,200	$ 437.15	50	$ 262.50	$ 1,249.18
002 341 004 000	Burks Cleo V	330	Main St	1	3,042	$ 269.97	3,100	$ 218.57	29	$ 152.25	$ 640.80
002 341 005 000	Serra Apartments Inc	338	Main St	1	13,089	$ 1,161.64	12,628	$ 890.37	102	$ 535.50	$ 2,587.51
002 341 006 000	Taylor Fresh Foods Inc	344	Main St	1	11,472	$ 1,018.13	6,323	$ 445.82	50	$ 262.50	$ 1,726.45
002 341 007 000	Kattner Robert	350	Main St	1	7,222	$ 640.95	6,250	$ 440.67	50	$ 262.50	$ 1,344.12
002 341 009 000	Boerlin Family Trust	362	Main St	1	2,437	$ 216.28	2,480	$ 174.86	20	$ 105.00	$ 496.14
002 341 010 000	Haney Gaylon L	364	Main St	1	940	$ 83.42	1,612	$ 113.66	13	$ 68.25	$ 265.33
002 341 011 000	Haney Gaylon L	366	Main St	1	2,064	$ 183.18	2,180	$ 153.71	17	$ 89.25	$ 426.13
002 341 012 000	Salmina Amy M & William J	376	Main St #A	1	7,500	$ 665.62	6,200	$ 437.15	125	$ 656.25	$ 1,759.02
002 341 014 000	City Of Salinas	345	Salinas St	2	0	$ -	6,410	$ 451.95	50	$ 183.23	$ 635.18
002 341 015 000	City Of Salinas		Salinas St	2	0	$ -	6,552	$ 461.97	50	$ 183.23	$ 645.19
002 341 016 000	City Of Salinas		Salinas St	2	0	$ -	13,336	$ 940.29	100	$ 366.45	$ 1,306.74
002 341 018 000	Gold Valley Properties LLC	333	Salinas St	2	13,176	$ 1,169.36	19,000	$ 1,339.64	150	$ 549.68	$ 3,058.68
002 341 019 000	Salinas Civic Ctr Bldg LLC	21	W Alisal St	2	18,000	$ 1,597.48	18,982	$ 1,338.37	280	$ 1,026.06	$ 3,961.92
002 341 020 000	Hitchcock Richard Leslie	356	Main St	1	4,250	$ 377.18	6,200	$ 437.15	50	$ 262.50	$ 1,076.83
002 341 025 000	Kawahira Akira & Lillian	385	Salinas St	2	8,500	$ 754.37	13,000	$ 916.60	230	$ 842.84	$ 2,513.80
002 342 009 000	400 Main	415	Salinas St	2	2,007	$ 178.12	10,032	$ 707.33	282	$ 1,033.39	$ 1,918.84
002 342 011 000	400 Main	406	Main St	1	12,985	$ 1,152.41	31,799	$ 2,242.07	558	$ 2,929.50	$ 6,323.98
002 345 016 000	Parco Family Investments LP	344	Salinas St	2	27,660	$ 2,454.80	12,362	$ 871.61	597	$ 2,187.71	$ 5,514.12
002 345 018 000	City Of Salinas	65	W Alisal St	2	0	$ -	23,719	$ 1,672.37	440	$ 1,612.38	$ 3,284.75
002 345 019 000	City Of Salinas	320	Salinas St	2	0	$ -	51,383	$ 3,622.89	350	$ 1,282.58	$ 4,905.46
002 346 001 000	3some Par-Tners LLC	328	Main St #A	1	0	$ -	0	$ -	0	$ -	$ -
002 346 002 000	3some Par-Tners LLC	328	Main St #A	1	2,677	$ 237.58	3,099	$ 218.50	25	$ 131.25	$ 587.33
002 346 003 000	3some Par-Tners LLC	328	Main St #B	2	1,567	$ 139.07	0	$ -	0	$ -	$ 139.07
002 351 008 000	Pi Properties No 140 LLC	405	Monterey St	1	20,828	$ 1,848.47	45,506	$ 3,208.51	593	$ 3,113.25	$ 8,170.23
002 351 009 000	Northern Calif Savings & Loan	425	Main St	1	8,905	$ 790.31	39,400	$ 2,778.00	480	$ 2,520.00	$ 6,088.31
002 351 010 000	Berryessa LLC	27	E John St	2	756	$ 67.09	16,568	$ 1,168.17	298	$ 1,092.02	$ 2,327.28
002 355 008 000	VF & B LLC	401	Monterey St	2	8,090	$ 717.98	18,656	$ 1,315.39	267.23	$ 979.26	$ 3,012.63
Totals					1,323,261	$117,438.29	3,111,932	$ 219,414.54	35,640	$ 142,413.31	$ 479,266.13

SALINAS
ROLLING RIDERS
California Rodeo
Salinas


STARBUCKS COFFEE

Annual Work Plan

Accomplishments and Goals FY 2022/2023

Sidewalk Operations, Beautification, & Order (SOBO) Committee

Committee Members: Greg Piini, Joel Panzer

The Sidewalk Operations, Beautification, and Order Committee (SOBO) is charged with making the Salinas City Center District (District) a safer, more family-friendly place by overseeing private security and coordinating security needs with the City of Salinas Police Department. In addition, the SOBO Committee works on beautification efforts to keep the District well maintained and landscaped for the public, merchants, and property owners' enjoyment.

The SOBO Committee was established in 2016. Over the past six years, SOBO has been run by a volunteer group that addresses security and sidewalk maintenance. Most areas of responsibility are provided under contract and have not varied significantly for several years.

SOBO's services also adapted over the years due to the challenges presented by COVID. This primarily included switching security vendors to Allied Security in 2020 and expanding Smith & Enright's sidewalk maintenance to our entire District after losing Hope Services in 2020.

Committee Accomplishments FY 2021/22

- Continued to contract with Allied Security for security services throughout our District. To improve security, Allied provides foot patrol six days a week; interacts with the local homeless population; responds to calls from local merchants, businesses, and property owners; and coordinates with the police department.
- Continued to contract with Smith & Enright for landscaping and sidewalk maintenance services to the entire District. Smith & Enright's services cover the entire District and include trimming, weeding, sweeping, blowing, and picking up debris twice a week.
- Provided maintenance and additional sidewalk pressure washing/cleaning for the Main Street Project.
- Provided maintenance and flower replacements for the Main Street Project, pots on the 400 Block and various planters and hanging baskets.
- Expanded Smith & Enright's contract to include maintenance of the new planted areas of the Main Street Project.
- Supervised the work efforts of Kevin Hayes in his role staffing the Streetscape Maintenance position. Kevin provides valuable maintenance throughout the District as needed, with positive

feedback from the business community. His electric utility vehicle helps Kevin be more efficient in managing our District.

- Implemented a security camera rebate program throughout the District but dismantled the program early due to lack of interest. One system was installed through this program at the NW corner of Salinas Street and Alisal Street.

Committee Goals FY 2022/2023

- Continue to provide maintenance, beautification, and security to our District in a manner that is in line with our budget.
- Seal the concrete on the sidewalks along Main Street to prevent staining and ease cleaning.
- Add semi-annual pressure washing to the new sidewalks in the 2022/23 FY. Evaluate the effectiveness of the current pressure washing program.
- Transition the day-to-day oversight of SOBO's operations to SCCIA's District Coordinator, including supervising maintenance staff, overseeing payroll, communicating with SCCIA constituents, and purchasing supplies, as needed.
- Work with the City on replanting the leaning trees on Main Street.
- Create additional job position to augment the Maintenance Team.

Budget FY 2022/23

We assume that the SOBO budget will remain the same for the 2022/23 Fiscal Year with an allocation of $274,200. These fees will be allocated as follows:

Streetscape Maintenance:
Employee payroll: $49,200
General Maintenance (Smith & Enright): $95,000
Pressure washing: $10,000
Total Streetscape Maintenance: $154,200
Security (Allied): $120,000

Total: $274,200

Security

Allied Security raised their rates mid-year to reflect needed cost of living wage increases for security staff. We will continue to contract with Allied Security at a cost of $119,808 a year ($2,304.00/week). This contract provides security coverage from Monday through Saturday. We have not had any communication regarding potential cost increases for the upcoming year.

Landscaping and Maintenance – Zones 1 & 2

Smith & Enright currently provides maintenance to the entire District. The cost is scheduled to increase on January 1, 2023 to $7,875 per month, or approximately $94,500 per year. This cost is allocated $4,140 per month to Zone 1 and a portion of Zone 2 (Monterey Street to Salinas Street) and $3,725 per month for the remainder of Zone 2. We anticipate continuing with Smith and Enright for Zone 1 for FY2022/23 and will explore switching Zone 2 back to Hope Services.

HOPE provided maintenance service to Zone 2 prior to COVID-19 and is gearing up to resume contracting again. SOBO reached out to Hope Services recently and are awaiting current pricing.

Periodic maintenance "add-ons" do come-up throughout the year. For FY2022/23, we anticipate additional costs related to replacing plants as needed, upgrading the hanging baskets, treating aphids and other pests and diseases, and straightening and/or replacing five (5) leaning trees along Main Street. These items will be considered on a case-by-case basis and paid for from the FY2021/22 carryover.

Sidewalk Pressure Washing

Sidewalk pressure washing in FY2021/22 was provided by the Farmer's Market and by Taylor Farms. SOBO anticipates provided two cleanings in FY 2022/23 of the Main Street sidewalks. The cost is currently $900 per block (1 side), and this cost is anticipated to continue in FY2022/23. Continued participation with the Farmer's Market and Taylor Farms will continue to be explored.

Sidewalk Sealing

Sealing the new concrete along Main Street is a priority; however, SOBO does not have any cost information yet on this project. SOBO will be researching options and obtaining bids in the near future and presenting options and costs to the Board. If approved, the sealing cost will likely be paid for from the FY2021/22 carryover.

Conclusion

At this point, SOBO operations have matured and are continuous with little variation. Having a "dialed in" program makes oversight by SOBO volunteers much easier than in prior years.

The proposed SOBO Budget for 2022/23 is estimated at $272,000. Ideally, SOBO will come back to the SCCIA Board to inform them of costs associated with HOPE Services, but no action will be needed to engage HOPE if costs are in alignment with current costs incurred by Smith and Enright for Zone 2.

SOBO also looks forward to working with the new district coordinator position to provide oversight of the day-to-day management.

District Identity & Streetscape Improvements (DISI) Committee

Committee Members: Audrey Wardwell, Meryl Rasmussen, Jenna Hanson Abramson

Committee Accomplishments FY 2021/22

- Hired a district coordinator.
- Received Salinas Neighborhood Grant and successfully activated Downtown Salinas alleyways with seasonal art.
- Worked with City of Salinas staff to streamline communication and processes.
- Hired a grant writer and successfully earned multiple grants to benefit DISI efforts.
    - Received grants from California Arts Council, Monterey Peninsula Foundation, Harden Foundation, and the Arts Council of Monterey County.
- Working with Hijos del Sol for mural work.
- Worked as a liaison with City for events in Downtown Salinas (SVFW, Relay for Life, Italia Fest, Laguna Seca Indy Car Event, etc.)
- Enhanced the Downtown banner process.
- Added colored lighting to Salinas Arch.
- Hosted Downtown Salinas walking tour and lunch with Blue Zones, city employees and important stakeholders.

- Coordinated with Rotary to promote downtown (Bruhn and 201 tours, and Bruce Taylor presentation of “What’s to Come Downtown”).
- Continued:
    - Coordinating and hosting Tree of Peace lighting event, Salinas official holiday tree.
    - Downtown Salinas holiday décor and wrapped poles with garland and lights.
    - Running advertisements on KSBW promoting downtown.
    - Communicate with merchants on upcoming events and news via email and Facebook group.

Committee Goals FY 2022/2023

- Continue to enhance Downtown banner program and study whether it could be profitable.
- Produce “Welcome to Salinas City Center” bags to new merchants and “Salinas City is my Home” for tenants including swag and relevant information.
- Add speakers for streaming music on light poles throughout Downtown.
- Work with Chamber for “Downtown Beer Passport”.
- Enhance communication and visibility with Downtown merchants by way of new District Coordinator.
    - District Coordinator to work on development of a Downtown merchant group.
    - District Coordinator to contact other similar districts for collaboration meetings.
- Monthly newsletter and biannual “What’s Happening in SCC” with Mayor and SCCIA board members.
- Work with City of Salinas to implement an event criteria checklist and possible coordinating fee.
- Continue:
    - Social media postings, print advertisements with the County Weekly, and KSBW commercials.
    - Holiday décor and festivities including tree lighting.
    - Alley activation installations.
    - Mural program for Downtown Salinas.
    - Partnerships with major Downtown stakeholders: CSUMB @ Salinas City Center, Downtown Rotary, Alvarado on Main, Blue Zones, Taylor Farms, etc.

Land Use Committee (LUC)

Committee Members: Jason Retterer, Catherine Kobrinsky Evans, Steve Ish, Frank Saunders, Larry Bussard, Greg Findley, Brad Slama, Peter Kasavan, Jay DeSerpa, Kevin Dayton

Committee Accomplishments FY 2021/22

Ongoing Support for and Implementation of the Downtown Vibrancy Plan

Within a five-week period, Monterey County news media reported on progress and achievements of the Downtown Vibrancy Plan. Supporting and attracting more residential and retail development of the Downtown:

- New Businesses and Apartments in Formerly Decrepit Buildings Are Bringing Life to Oldtown Salinas - Monterey County Weekly - September 29, 2022
- Best Downtown Revitalization (2022): Oldtown Salinas - Monterey County Weekly - September 29, 2022
- Heart of Salinas Gets a New Life - Monterey Herald - October 15, 2022 (long, comprehensive article in Sunday edition)
- Salinas City Council Finds a Compromise on Inclusionary Housing Requirements in Downtown - Monterey County Weekly - October 19, 2022
- Historic Downtown Salinas Building Now Ready for People to Call Home - KSWB - October 25, 2022
- 301 Main Street in Downtown Salinas Has First Renters Moving in Next Week - Monterey Herald - October 27, 2022
- Applications Pour in for New Main Street Apartments in Downtown Salinas - Salinas Californian - October 28, 2022

Progress towards implementation of Vintage Sign Ordinance.

City of Salinas plans to engage a consultant to draft a Vintage Sign Ordinance for consideration by Salinas City Council in 2023. 3. Advocated for and assisted individual business with proposed signage.

Initiating a coalition of SV Chamber and Alisal reps to resurrect the Salinas Valley Chamber of Commerce's Business Development Committee ("BDC") (an advisory group to the City) for an objective review of City of Salinas permit process performance.

Advocated for and supported the Salinas City Council enactment on June 21, 2022, of the Downtown Outdoor Dining Forgivable Loan Program with $150,000 in funding.

Worked in a coalition to review and comment on a City of Salinas process for permits for outdoor dining and retail.

Tracked implementation and compliance with the City of Salinas Food Truck/Mobile Vendor Ordinance in Downtown. No problems identified.

Achieved a compromise through the Salinas City Council as various interests made arguments to completely repeal or completely retain the conditional exclusion of Downtown from the city's inclusionary housing ordinance. More expensive adaptive reuse projects will continue to be exempt.

Held a Board Strategic Planning Retreat for the first formal goal-setting meeting since the establishment of the Salinas City Center Improvement Association, Downtown Salinas Community Benefit District, and Downtown Vibrancy Plan in 2015.

Progress toward construction of a parking structure at Church Street & Gabilan Street. Supported City/County adoption of a MOU relating to Downtown, which includes a schedule and timeline for assessing the feasibility of a new structure. Stakeholder meetings occurred to engage the community on possible design alternatives.

Committee Goals FY 2022/2023

Objective: City of Salinas Achieves Reputation Among Regional Developers and Small Businesses as Friendly for Obtaining Permits on Downtown Projects and Activities.

- City/County financing, environmental review, and approval of a parking structure at Gabilan and Church with design standards that contribute to the aesthetic character of downtown.
- Support development of parking district.
- Drafting and adoption of Zoning Code amendments that would:
    - Reform the traffic impact fee structure in the Traffic Fee Program and Ordinance to significantly reduce fees and financial burden on businesses proposing to reuse or repurpose existing buildings.
    - Streamline the permit approval process for certain kinds of vintage signs as an initial first step to an ultimate overhaul of sign ordinance and permit program and the creation of a new Vintage (Historic) Sign Ordinance.

- Participate in coalition of SV Chamber and Alisal reps to resurrect and implement prior permit reform plan that was spearheaded by the Salinas Valley Chamber of Commerce. Participate in the BDC to advocate for this plan and continuing improvements in the City permit process.
- Enactment, implementation, and monitoring of business/user-friendly process for outdoor dining and retail permits.
- Advocate for and support MST Salinas Transit Center Relocation to Intermodal Transportation Center.
- Illumination of Facades of Historic Buildings on Main Street.
- Monitor and report dilapidated vacant buildings for potential City enforcement action.
- Advocate for and support future development of a;
    - Boutique Hotel.
    - Grocery store.
    - Student, workforce, and other housing in Downtown Salinas.
- Advocate and support relocation of Farmer's Market from Main St. to Intermodal Transportation Center or other location.

- Support, engage, advocate, and cross promote with the Heritage Park at the ITC.
- Advocate for removal of diagonal pedestrian crossings.
- Salinas Rotary Arch: Complete 3-way maintenance agreement with SCCIA, Salinas Rotary and City of Salinas.
- Participate in City outreach in their process of updating the General Plan Elements. Assure integration of EDE policies relating to these elements as intended.
- Support and advocate for the continued implementation of the Downtown Vibrancy Plan and request City report on progress annually. (at least)
- Support and advocate for the continued implementation of the award-winning Economic Development Element (EDE) of the General Plan and request City report on progress annually as provided in the EDE.
- Seek grant funds to support the work of the LU Committee.

Annual Calendar

Organization	Name	Date Start	Notes	Source
City of Salinas	Disbursement 1 by City	12/28/2022	Assessments received + 50% tax exempt parcels	MDA
SCCIA	District changes to Engineers report due	1/31/2023	District boundary changes / assessment formulas	MDA
Accountant	1099's due to Vendors	1/31/2023		
SCCIA	President appoints Nominations Committee	2/15/2023	45 days before annual meeting	BYLAWS
SCCIA	Nominations Committee sends out Nomination Forms	3/1/2023	30 days before annual meeting	BYLAWS
SCCIA	Deadline for submitting nominations to NC	3/10/2023	20 days before annual meeting	BYLAWS
SCCIA	Annual Meeting (1st week April)	4/1/2023	Election of new Directors by sitting Directors Appointment of Officers	MDA/BYLAWS
Accountant	Annual 990 Tax Filing due	4/15/2023		
SCCIA	Annual Report	4/30/2023	Submit to City Clerk	MDA/BYLAWS
SCCIA	Annual Financial Statement	4/30/2023	Submit to City Clerk / prepared by CPA	MDA/BYLAWS
City of Salinas	Disbursement 2 by City	4/30/2023	Assessments received + 50% tax exempt parcels	MDA
SCCIA	Review Committee Goals lists for progress	5/1/2023	Report to Board by June meeting	
SCCIA	Assessment Data update "Assessment Records"	6/1/2023	Submit to City Clerk + City Finance Director	MDA/BYLAWS
SCCIA	Admin/Staffing Evaluation	6/1/2023		
City of Salinas	Disbursement 3 by City	6/30/2023	Assessments received : any additional amounts	MDA
SCCIA	30 Day Dissolution Window	7/21/2023	requires 30% vote (weighted)	
SCCIA	Annual Work Plan & Budget DRAFT (post by 11/1)	10/1/2023	submit for Board approval	BYLAWS
SCCIA	Annual Work Plan & Budget FINAL (approve by 11/30)	11/1/2023	Post on Website / Make Available	BYLAWS

EDWARD BALLI
ARMY
JOSH FELSHAW
MARINE CORPS
FOX
WE LOVE OUR VETERANS
REMEMBER THOSE WHO SERVED
THEATER
EL REY
EL-REY
San Luis St
SABOR LATIN FUSION
THE LUMPIA
FARMERS MARKET
OLDTOWN SALINAS

Appendix

https://www.montereycountyweekly.com/news/local_news/new-businesses-and-apartments-in-formerly-decrepit-buildings-are-bringing-life-to-oldtown-salinas/article_12308164-3f5e-11ed-89ba-6b725a0239d6.html

New businesses and apartments in formerly decrepit buildings are bringing life to Oldtown Salinas.

Celia Jiménez
Sep 29, 2022

The art deco-inspired interior of Alvarado Street Brewery's Salinas location nears completion, with an anticipated opening date in late October.

DANIEL DREIFUSS

A watershed moment is happening in Salinas' downtown. With the remodeling of two iconic buildings underway, a transformation that was already in progress is coming to fruition. The Dick Bruhn building, vacant since a 2016 fire, will be 19 apartments on the second and third floors, with commercial space on the first floor. Just down the block on Main Street, the former craft store Beverly's is being transformed into a second location for Monterey-based Heirloom Pizza, with a concept that includes a live music venue, set to open in 2023. The former Rabobank building will have 50 studio apartments upstairs, and the first floor will become a new, 5,000-square-foot outpost of Alvarado Street Brewery, which on Sept. 26-27 held a job fair in hopes of hiring up to 40 employees.

"I was looking at Oldtown Salinas for years," says JC Hill, co-owner of Alvarado Street Brewery. Recent changes like streetscape modifications that made one-ways into two-way streets, the Salinas arch and more businesses moving in made it the right time to open a new location on Main Street.

Salinas' Downtown Vibrancy Plan, approved by City Council in 2015, has been in the works for over a decade. In the past couple of years the city invested over $10 million in infrastructure, including sewer and water lines, roads and sidewalks.

Besides infrastructure, city officials wanted to make downtown more enticing for developers. In 2018, they passed an adaptive reuse ordinance, which allows the conversion of non-residential buildings over 50 years old into residential spaces. "We removed a lot of the barriers," says Lisa Brinton, assistant director in the Community Development Department. Those included parking restrictions and open space requirements.

These revitalized buildings are just the beginning. The old Greyhound Bus station building, which – like the Bruhn and Beverly's buildings, is also owned by the Taylor Group behind Taylor Farms – is expected to see a makeover into offices or housing. Taylor Farms built its headquarters downtown in 2015, kickstarting progress.

City staff are working with other developers for city-owned parking lots 1, 8 and 12 for different projects, which are early in negotiations. "We'll see a lot of development in the next three to five years in the downtown," City Manager Steve Carrigan says. He expects those plans to appear on City Council agendas by early November.

The city is also working with the county to build a three-story, 600-space parking structure on Church and Gabilan streets.

Carrigan says the city has seen an uptick of visitors in downtown Salinas in the past couple of years and with more offices, apartments, and businesses coming into downtown traffic is expected to increase.

Salinas also welcomes outdoor dining and will keep encouraging businesses to obtain permanent outdoor-dining permits.

Some improvements listed in the 2015 Vibrancy Plan remain just ideas, like a grocery store.

Celia Jiménez

https://www.montereycountyweekly.com/best/2022/editors-picks/best-downtown-revitalization-2022/article_a99917fa-3ab3-11ed-960c-f3cda3b51e2c.html

Best Downtown Revitalization (2022)

Sep 29, 2022

Oldtown Salinas

You know that long-promised urban renewal that was supposed to make Oldtown Salinas cool? It's on. The transformation owes much to a one-man redevelopment agency, Bruce Taylor, who moved his company's (Taylor Farms) headquarters downtown 10 years ago. The results of that investment are tangible and impressive: new restaurants, breweries and retail establishments have sprung up to make Salinas' downtown lively and fun. In May 2021, a new landmark took hold: a 70-foot welcome arch was erected over Main Street. More is on the way. Alvarado Street Brewery is set to open in fall of 2022 on the ground floor of the old Rabobank tower, which will have 49 apartments above it. The burnt-out Dick Bruhn building, another Taylor project, features 19 apartments above street-level restaurants. The old Beverly's Fabrics, a classic building, will soon house Heirloom Pizza Co. and a live music venue, and Taylor also bought the long-deserted Greyhound bus depot that he plans to convert into office space and workforce housing. The future is right now for Salinas.

BUSINESS

Heart of Salinas gets a new life

The reinvented Salinas sign that graces the revitalized downtown has become a focal point and favored picture frame for the community. (James Herrera/Monterey Herald)

By JAMES HERRERA | jherrera@montereyherald.com | Monterey Herald

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SALINAS – The 100 through 300 blocks of Main Street in Salinas have been referred to as old town, downtown and city center, but whatever it's called, the heart of Salinas is seeing a resurgence.

"Few people recognize this, but downtown Salinas is an outstanding example of the transformation of a struggling downtown into the transit-oriented, density-housing ideal that the state wants to see to address climate change and improve the quality of life for California residents," said Kevin Dayton, Salinas City Center Improvement Association government affairs director.

A shift in how the area is perceived is due in large part to the city's downtown vibrancy plan, said Salinas Mayor Kimbley Craig. The work there is about 90% complete.

Still to come is the possibility of public art and a mural in a key walkway, but those are finishing touches to what appears to be a fully-realized reimagination of a community's downtown, she said.

The revitalization happened over nine years with planning and community outreach starting in 2012.

The Salinas Downtown Vibrancy Plan was approved in 2015 by the Salinas City Council and Monterey County Board of Supervisors after two years of "community input and discussion," said Dayton. "Much of the impetus came from property and business owners in the downtown. It was not a city project. A consultant helped us who had experience with transforming Little Italy in San Diego."

The plan's goal is to preserve Salinas' connection to history while creating a mix of residences, businesses, civic institutions, recreation, and culture in a safe and vibrant environment.

The city's center has been transformed in many ways such as, returning to a two-way traffic pattern with a mix of angled- and parallel-parking spaces, expanded walkways and gathering spaces, festoon and mood lighting along the street and a focal point at its heart in the form of an eye-catching nameplate.

Craig said she believes the new, updated Salinas sign that arches about two stories high and 70 feet across Main Street is the defining feature of the reinvigorated downtown. The structure incorporates the name of the city using the same font from an earlier incarnation that was installed in 1915 but removed long ago, and

Getting to this point in the downtown's revitalization was a result of policy changes in the city a few years ago including the blight accountability ordinance and the adaptive reuse ordinance. Those, along with other provisions in the municipal code, allowed developers to convert some historic buildings into mixed-use projects, said Dayton.

Three major taxpayer-funded construction projects to improve the infrastructure of the downtown — the Main Street Streetscape Project, the West Alisal Downtown Complete Streets Project, and Phase One of the Intermodal Transportation Center/Salinas Rail Extension Kick-Start project — were also key to the downtown Salinas transformation, he said.

The downtown area has a number of buildings that maintain their historic profiles such as the McDougall building, which was built around 1900 on the corner of Main and Gabilan streets. It currently houses businesses including First Awakenings restaurant.

Chris Ulrich, co-owner of First Awakenings, said his business has always been steady "but we've seen more people downtown throughout the week. There's more restaurants and bars and things to do."

Ulrich said parking is a problem since the revitalization change to two-way traffic ate up some spots.

Ulrich and his partner Craig Bell own locations in Monterey and Salinas and have had the downtown restaurant for 30 years. He likes the fact there is more competition on Main Street.

"More business promotes more business," said Ulrich. "It gives people more of a choice."

The downtown area has a parking structure near the Steinbeck Center along with street parking and a number of parking lots, but Dayton said more parking garages are being planned, including one the city and county are working on to accommodate more people living in the downtown area in the future.

The intersection at Main and Gabilan streets is also home to the Glikbarg building built in 1907 to house the Salinas City Bank. It's currently home to Dubber's Oldtown Bar and Grill on the northwest corner.

But new buildings and reinvented spaces also populate old town exemplified by projects from Bruce Taylor, who first constructed the Taylor Farms headquarters in 2015 in the 100 block of Main Street where the Cominos Hotel once stood. Taylor later said in a company newsletter that this was the first step toward his goal of revitalizing the city and that by opening the company headquarters in the center of town, it would create "the living room of Salinas," and be the catalyst for change in the area.

The much-anticipated renovation of what was last the burned-out shell of the former Dick Bruhn building is nearing completion. When the project at the property, owned by Bruce Taylor's Taylor Fresh Foods, is finished it wall add 19 residential units and retail spaces to downtown Salinas. (James Herrera/Monterey Herald)

Another of Taylor's projects is taking the building he bought in 2020 from a burned-out shell and turning it into a mixed-use space of 19 residential units and five retail spots. The building was originally constructed in 1925, at the southwest corner of Main and Alisal streets, as the headquarters of the agribusiness sector in the Salinas Valley, housing the Farmers Mercantile Exchange. It would later become a Montgomery Ward department store, then home to Dick Bruhn, a clothing store, which occupied the space for 57 years until bankruptcy closed it in 2007. A fire broke out in the unoccupied building in February 2016, leaving only the exterior walls intact. Today, the nearly-finished renovated building has design elements that reflect the Taylor headquarters property on the opposite end of Main Street.

Across the street from the Taylor project on the southeast corner of the Main and Alisal intersection, is a classic example of an art deco to moderne building built around 1930. It was last the Rabobank offices and is now a project by Brad Slama

A former bank building constructed in an art deco to moderne style at 301 Main Street is undergoing a renovation to make it a mixed-use structure of stuio apartments and a dining and drinking establishment on its first floor. (James Herrera/Monterey Herald)

Yet another Taylor property in downtown is the former Beverly's Fabrics at 344 Main St., an art deco structure that is in the process of becoming Heirloom Pizza's second location aside from its premiere spot in Monterey.

In the 200 block of Main Street, United Way Monterey County acquired a building in June for its Community Impact Center that was built circa 1900. The Salinas Elks Lodge occupied the second floor for many decades.

"It feels like we've moved into a thriving zone. We're able to walk to see our partners at the city and county, and it's great to be able to meet up with folks at some of the amazing restaurants and cafes," said United Way Monterey County President and CEO Katy Castagna. "The city itself is more exciting, walkable, safe and visually appealing than ever before."

Dayton said that soon "We'll have five breweries on Main Street."

With downtown Salinas having a renaissance, the community has come out to experience the new vibe.

Steve McShane, CEO of the Salinas Valley Chamber of Commerce said the improvements to downtown have been "groundbreaking for the city and the region" and reports that a majority of merchants, property owners and customers have responded with positive feedback.

He said that "before the paint was even dry, downtown was host to expanded, existing and new events."

Families choose from the bounty of produce and vendor goods at the weekly farmers market in downtown Salinas. (James Herrera/Monterey Herald)

From a weekly farmers market, to festivals, celebrations and car shows, the three blocks of Main Street has become a draw.

The Salinas City Center Farmers Market, which operates year-round from 9 a.m. to 2 p.m. each Saturday, fills the 300 block of Main Street between Alisal and San Luis streets with a number of vendors selling produce, specialty food items, arts and crafts, and other goods, to eager crowds rain or shine.

"There are a number of special events occurring in downtown Salinas," said McShane. "This has been a boon for most businesses. For any merchants that have been inconvenienced, feedback is important as we continue to develop a programming schedule that works best for everyone."

He added that newcomers to downtown Salinas are thrilled by the improvements and the charm.

"This last weekend I was in two downtown establishments and ran into folks from

At the top of downtown is the National Steinbeck Center in the CSU Monterey Bay at Salinas City Center building.

The university acquired the Steinbeck Center in 2015, purchasing the building and the land from the city while keeping the Steinbeck Center and museum as a tenant in a lease agreement. The facility is a conference, meeting, and event space for the community.

An important asset to the future of downtown Salinas is located nearby at the northwest corner of Market and North Main streets.

The Intermodal Transportation Center has recently seen its own renovation in anticipation of Caltrain connecting Salinas with Gilroy, San Jose and San Francisco.

Once Caltrain rail service between Salinas and points north becomes reality, the draw of Salinas City Center will be tested in its ability to attract visitors to spend time and money downtown.

“We currently estimate that service could begin as early as 2025, once the improvements have been constructed at Salinas and Gilroy,” said Christina Watson, Transportation Agency for Monterey County director of planning. “The project is currently in the final design and property acquisition stage. We expect to go out to bid for construction in early 2024.”

The first phase of the Monterey County Rail Extension project focused on improvements to the existing Salinas train station and was completed in early 2021. It included extending Lincoln Avenue, installing bike lanes and storage, improving pedestrian access and designating loading berths for Monterey-Salinas Transit and intercity buses, while constructing and repaving the parking lots.

Phase two will be the construction of a train layover facility for Caltrain, including a train crew base building and storage shed, fencing and lighting, as well as the construction of a new platform.

Amtrak’s Coast Starlight is expected to continue to stop at the existing Salinas train depot once a day on its round trip between Los Angeles and Seattle, said Watson.

Before the COVID-19 pandemic, the Transportation Agency for Monterey County and its partners had done multiple ridership studies over the years and estimated between 150,000 to 520,000 people would ride the rails annually between Salinas

"We have not done a new ridership study since the pandemic decimated transit ridership across the state, but Caltrans has a new rail ridership model they are using for the forthcoming 2022 State Rail Plan, and we look forward to finding out the results of that analysis," said Watson.

A hotel could possibly be built at the train station to give visitors a lodging opportunity close to Salinas City Center, said Craig.

The Intermodal Transportation Center recently saw the California Welcome Center and its Heritage Center museum move into the former Southern Pacific Freight Depot No. 1A Station Place. Operated by the Salinas Valley Tourism and Visitors Bureau, the welcome center aims to help people discover the region's attractions. The idea is to expand the heritage center display space, eventually making it part of a heritage park at the train station site. It would include the first mayor's house already at the property and the Monterey and Salinas Valley Railroad Group, as part of the transportation center.

Sam Farr, a former Central Coast congressman who represented the region for more than two decades, was at an event recently held at the Heritage Center and was impressed.

"We have the opportunity," Farr said, "to develop the Salinas Valley into one of the most exciting rural tourism places in the world."

Tags: Newsletter

James Herrera | Reporter

James Herrera has been with The Herald for more than three decades, during which he has been an ad designer, staff artist, newsroom graphic artist, videographer and now a reporter. He covers business and the cities of Seaside, Marina, Sand City and Del Rey Oaks. Herrera can be reached via email at jherrera@montereyherald.com or by phone at 831-726-4344.

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https://www.montereycountyweekly.com/opinion/mcnow_intro/salinas-city-council-finds-a-compromise-on-inclusionary-housing-requirements-in-downtown/article_d1c3a852-500d-11ed-9c8e-33a984e133bf.html

Salinas City Council finds a compromise on inclusionary housing requirements in downtown.

Celia Jiménez
Oct 19, 2022

Dozens of residents celebrate outside of Salinas City Hall on Oct. 18, following the council's decision to modify an inclusionary housing exemption in downtown Salinas. Celia Jiménez

Celia Jiménez here, thinking about how compromise is a great baseline to start a dialogue between opposing parties.

Yesterday, Oct. 18, Salinas City Council decided to keep an inclusionary housing exemption in place for adaptive-reuse building projects only and remove it for new construction. This decision was a compromise that the council hopes will continue to incentivize developers who want to remodel buildings in downtown, and also create more opportunity for lower-income residents to live in the area.

"I know what it's like to live in affordable housing and to be discussed in a way that makes you disposable," said an emotional City Councilmember Anthony Rocha. (Rocha was the one who pushed for reviewing this exemption, five years after it was first introduced.) "We are not dispensable. We should be treated as a priority because this is our community."

The plan as approved is a compromise: No requirement for existing buildings (which are more costly for developers) and reinstate the requirement of inclusionary units in new construction.

When Rocha's motion passed, residents inside council chambers responded with cheers and applause, then moved outside to celebrate this win. Over 100 people showed up. Many wore green and held Center for Community Advocacy flags. People spoke in English, Mixteco and Spanish. Most supported removing the inclusionary housing exception in its entirety. Jesus Estrada, an organizer with CCA, says if inclusionary housing was constructed downtown, he would apply to live there.

For over two hours—half of yesterday's council meeting—city staff, councilmembers and residents shared their thoughts about the inclusionary housing ordinance exemption in downtown Salinas (which, by the way, extends beyond Main Street; It's called Central City Overlay).

"This ordinance is for the whole city, not just where it's convenient," said Chris Barrera, Salinas 2055 LULAC president. "Oldtown belongs to all of us—the entire city, the residents of Salinas. And we all deserve an opportunity." Barrera emphasizes that all people should have the opportunity to live in different parts of the city.

Frank Saunders, a downtown property owner, and Kevin Dayton, of the Salinas City Center Improvement Association and the Salinas Valley Chamber of Commerce, highlighted the revitalization currently underway in downtown Salinas. Saunders noted that

since the city put the exception in place, only two residential projects—the Bruhn and Rabobank buildings—were remodeled in the area. (Units at the Bruhn Building are renting for $2,500-$3,500/month; in the Rabobank Building, studios are going for $1,500/month.)

Natalie Herendeen, executive director of CCA, passionately asked for creative solutions. “If they're building houses, we have housing and we have jobs. Find ways to incentivize them, not at the cost of community members and not at the cost of well-being.”

Developers have shared that without an exemption to the city’s ordinance, they wouldn’t be remodeling buildings and contributing to the Oldtown revitalization. And there’s the rub:

“If housing isn't built, there is no inclusionary housing,” noted Megan Hunter, the city’s director of community development.

Salinas’ downtown area has the highest number of affordable units in the city, and five years ago—after over two years of negotiations—developers and housing advocates came out with a plan to bring more housing to downtown: To exempt housing projects from the city’s inclusionary housing requirement, requiring that 12 to 20 percent of units are set aside for affordability criteria established by HUD.

“This is aimed at getting the market rate developers to do their fair share,” says Matt Huerta, a Salinas resident and housing advocate about the council’s decision. He thinks there is a commitment from the city to provide more affordable housing. “I think it was a very good day for all of us.” He adds that showing up to council meetings can make a difference: “Without that pressure from the community, they would not have made that decision today,” Huerta says.

Ultimately the council voted 6-1 (Steve McShane dissenting) for the compromise plan. It marks a partial win for both developers and affordable housing advocates. The city’s inclusionary housing ordinance—including the Oldtown exemption—will be reviewed again in June.

Read full newsletter here.

Salinas strikes a compromise for affordable housing downtown. Shawarma off the beaten path.

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Celia Jiménez

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Historic downtown Salinas building now ready for people to call home

Updated: 3:07 PM PDT Oct 25, 2022

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Ariana Jaso
Anchor/Reporter

SALINAS, Calif. — A project in downtown Salinas that has been years in the making is now finished and ready for tenants.

The six-story Salinas National Bank building at 301 South Main St. has been transformed into a residential tower with commercial space on the bottom floor. Alvarado Street Brewery will be the building's first commercial tenant.

Advertisement

First look inside the Alvarado Street Brewery's newest location

For the past four years, the apartment building has been under construction by local developer Brad Slama. The project is now complete and ready for people to call home.

“The developer is really recognizing the historical elements and preserving them all along the way. You see that downstairs in the lobby where you get to see the beautiful art deco murals all throughout, which just add to the richness and moodiness of art," said Audrey Wardwell, property manager at 36 North Properties. "We have 50 studios and the developer was able to maximize the square footage of this building to able the most housing possible."

It's the first time the building will be anything other than a financial institution since it was built in 1930.

Salinas old bank building looks towards redevelopment

“There's a lot of excitement around this and I think what we're going to see is even more vibrancy and even more attention to an already exciting downtown Salinas,” said Steve McShane, president of the Salinas Chamber of Commerce.

The project is expected to bring more housing, a quality of life and a positive economic impact to the downtown area.

“You have the restaurant down on the bottom floor, so you've got more jobs. You also have people up here shopping, having an element of an economic benefit to downtown, all just by living in it,” Wardwell said.

The apartments are already signing tenants up for leases with move-in dates beginning Nov. 1. Alvarado Street Brewery is set to open its new brewpub on Nov. 18.

BUSINESS

301 Main Street in downtown Salinas has first renters moving in next week

301 Main Street, the new residential living space of 50 studio apartments in downtown Salinas is ready for the first tenants to move in on Nov. 1, 2022. (James Herrera/Monterey Herald)

By JAMES HERRERA | jherrera@montereyherald.com | Monterey Herald

PUBLISHED: October 27, 2022 at 2:48 p.m. | UPDATED: October 27, 2022 at 2:48 p.m.

SALINAS — An impressive-looking art deco building in downtown Salinas once housed bank operations, but now the 90-year-old structure's renovation is complete, bringing large-scale residential apartment housing to the city's center and more life to the 100 to 300 blocks of Old Town.

Brad Slama bought the historic six-story building at 301 Main St. six years ago for $4.5 million and has since poured his energy into the idea of providing living space on the upper floors while creating room for a gathering place in the form of a restaurant/bar on the first floor.

"I believe more people living in downtown will help the vibrancy project move forward," said Slama, referring to the plan approved by the Salinas City Council and Monterey County Board of Supervisors in 2015, which has a stated goal to preserve Salinas' connection to history, while creating a mix of residences, businesses, civic institutions, recreation and culture in a safe and vibrant environment.

"Leasing has been going great, … people will start moving in Nov. 1," said Audrey Wardwell, broker and owner of 36 North Properties. "We have six leased so far and 20 applications in … and great feedback from the showings."

There are five floors of living space that were created after demolishing and gutting for the residential units. Each of the 50 luxury studio apartments has a clean, modern design and offers different floor plans, ranging in size from 350 square feet to 550 square feet. Units have multiple windows capitalizing on views of the city, and most with either the Gabilan or Santa Lucia mountains in sight from the high-ceiling rooms. Bathrooms are outfitted with custom walk-in showers using tile and Moen shower systems, and LED-illuminated vanity mirrors. Kitchens include stainless steel smart appliances, quartz countertops, and hardwood flooring covers each space.

There are laundry rooms on each floor that use a phone app to operate the washers and dryers, elevators, on-site management, private, 24-hour locked entrances with secure entry for tenants and guests, and parking. Storage units in the basement are available for an additional cost.

Units are priced from $1,650 to $2,200, with utilities — power, water, trash — included.

Slama held onto the art deco design elements that give the building character from the exterior facade and entryways for residents along the side and back, and into

"I told Alvarado (Street Brewery) I wanted them here," said Slama. "I knew they had a cult following."

The brewery restaurant will have its formal opening on Nov. 18, he said.

Walking into the front entrance at 301 Main St. into the dining establishment, one passes through gold doorways topped with soaring eagles. The place is the offshoot of Alvarado Street Brewery in Monterey. Alvarado on Main incorporates original design elements from almost a century ago into its interior including existing wall treatments and reliefs, to replicating the chandeliers found in a small foyer and incorporating them into the grand lighting scheme for the brewery restaurant. The space has high ceilings, a huge bar, booths and lounge areas. A mezzanine offers more space for events or additional seating, and the restaurant kitchen has re-purposed the old bank vault into working and storage space.

Brad Slama stands inside one of the studio apartment units with views of the Santa Lucia Mountains and downtown Salinas. (James Herrera/Monterey Herald)

Slama said he learned a lot from his father when as a student at Salinas High School, he would join him on the job. His first taste of converting space into residential units came when he helped to create 10 apartment units on the third floor above the former Penny Farthing when he was 18. Out of high school, he worked for an

"The opportunity presented itself," said Slama about his foray into buying the bank building and converting it into apartments. He believes in taking existing structures and infill to provide housing instead of taking farmland to build new homes.

"Most want to build traditional developments but the market I deal in is very niche" and takes a certain amount of faith to accomplish, said Slama. "You have to have trust and faith in the city councils and planning commissions to make the right decisions."

He said the 301 Main St. project was for him "more a labor of love than a labor for profit."

Now that his downtown Salinas project has reached this stage, Slama says he will next focus on his developments on Garden Road in Monterey.

"I have three at the moment and am looking at two more," said Slama who added that the current projects could produce 405 new living units for Monterey.

Tags: Newsletter

Author **James Herrera** | Reporter

James Herrera has been with The Herald for more than three decades, during which he has been an ad designer, staff artist, newsroom graphic artist, videographer and now a reporter. He covers business and the cities of Seaside, Marina, Sand City and Del Rey Oaks. Herrera can be reached via email at jherrera@montereyherald.com or by phone at 831-726-4344.

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The Californian

apartments in downtown Salinas

Jocelyn Ortega Salinas Californian

Published 9:56 a.m. PT Oct. 28, 2022

The smell of fresh paint, sunshine spilling through a window, and the sounds of a bustling downtown Salinas will soon be a reality for residents of a new studio apartment complex.

The 50-unit complex, located at 301 Main Street, is five years in the making. City leaders and housing advocates call it "a step in the right direction," while others are questioning whether the units are affordable for residents.

The development was made possible through an adaptive reuse ordinance passed by Salinas City Council in 2018, which made it easier for developers to convert vacant underused commercial buildings into residential buildings. The complex was formerly the Rabobank building.

Property manager and 36 North Properties broker Audrey Wardwell says it has been a busy few weeks taking calls and multiple applications as they approach some of the first move-ins in November.

"We had some units that were reserved prior to finalizing all of the permits," Wardwell said. "We hope to add more people soon and just breathe life into this beautiful product."

Wardwell is hopeful all of the units will be filled by the end of the year.

The units include high ceilings, hardwood floors, craftsman style cabinetry, stainless steel appliances and are priced between $1,550 - $2,200, depending on the floor plan.

Residents will have laundry room on every floor with appliances operated through an smartphone application, and 29 storage rooms in the basement to rent.

Restaurants and shops are just a few steps away. The apartments also sits above a new restaurant and bar created by the owners of Alvarado Street Brewery.

"We haven't had anything like this in downtown," Wardwell said. "This building was built back in the 1930s and has always been a financial institution. Now, this building gets to give back to the community by bringing people to live in it, to walk around and shop at local businesses, and adds jobs with the new downstairs restaurant.

The Californian

"The city is motivated to do more in order to bring additional parking, housing and commercial office space investment to downtown Salinas," McShane said.

Across the street at 300 N. Main St., is another building that will soon provide additional housing units to the downtown area. The ground floor of the former Dick Bruhn building is currently under renovations to be used for commercial space while the second floor is set to have 19 rental units.

Advertisement for these units will be made sometime in the next month, according to city officials.

While all the new rental units get closer to opening, Council member Anthony Rocha questions if they will be affordable for some community members, particularly families and young professionals.

"We need to work harder to ensure nobody is left out when it comes to the revitalization of our Downtown," Rocha said. "We need more housing, but we also need to prioritize affordable housing that meets the needs of our farmworkers, teachers, hospitality workers, and all other essential workers who tirelessly serve our community."

McShane says the city will continue efforts to provide for and address the affordable housing need.

"We want equality housing for types across the city," McShane said. "Sometimes you see a concentration of low and very low in one part of the city, and market rate in another part of the city. We're doing what we can so that the entire city includes housing for all categories of income."

Wardwell says she is hopeful these new housing units are just the start of more growth to come.

"I pray projects like this let other developers know that the city of Salinas wants to be revitalized and we have plenty of other buildings waiting for them," she said.

With just days away from welcoming the first new tenants, Wardwell says she is excited and encourages more people to apply and call this building their new home.

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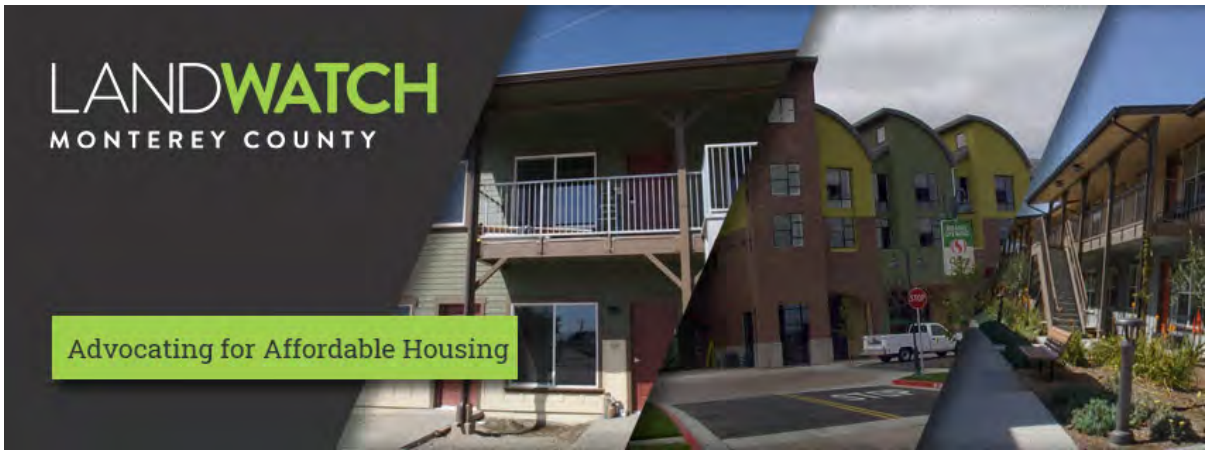

Salinas is Leading in Policy & Outcomes!

Dear Friends,

Please join me in celebrating the growing vibrancy of Downtown Salinas.

In late October, Michael DeLapa and I toured the newly opened 301 Main Street mixed-use apartment building in Salinas. The ground floor of the art moderne building—previously Rabobank—is the newest location for Alvarado Street Brewery; above are five floors of beautiful studio apartments. Many of the 49 units are affordable by design to moderate income residents of Salinas. Across the street is 300 Main Street—the revitalized Bruhn Building—consisting of ground floor commercial space with 19 renovated apartments above. Original construction for the buildings was in 1925 and 1930 respectively.

Not only is the 300 Main block a shining example of mixed-use redevelopment with attractive ground-floor retail—it is a harbinger for things to come as the City of Salinas fulfills the promise of its Downtown Vibrancy Plan, adopted by the City Council in 2015 and lauded by LandWatch in a letter to then-mayor Joe Gunter:

development with an emphasis on apartments as well as creating a pedestrian and bicycle-friendly downtown."

Sound familiar? It should, because LandWatch's position in 2015 is consistent with the Housing Element Policy Principles we developed in 2022 and which guide LandWatch's advocacy now.

The Downtown Salinas Vibrancy Plan wouldn't have been possible without a coordinated effort by the City Council, the County of Monterey (which has several properties downtown), and staff who crafted and reviewed the ordinances at the core of the Plan. Downtown property owners, merchants, and community members also volunteered their time and expertise in crafting it.

Salinas set forth the vision in 2015 with the Vibrancy Plan and followed up in 2018 with an Adaptive Reuse Ordinance in 2018 permitting residential redevelopment of buildings older than 50 years in Downtown Salinas. In 2019, a blight prohibition ordinance passed the City Council, specifically targeting the blocks downtown where 301 Main is located and compelling further redevelopment.

Streamlining provisions in the form of expedited permit processing and reduced impact fees came as a direct result of consultation with builders and developers in creating the Vibrancy Plan. The authors call this "investment thinking"—an approach that holds promise for jurisdictions across the county—especially those on the Peninsula with similar potential for intensification of mixed use infill development in their upcoming Housing Element updates.

In recent correspondence with LandWatch, Brad Slama—the developer behind the 301 Main project—shared this with us:

been pivotal."

Please join LandWatch in advocating for more "investment thinking" as Monterey County communities update their Housing Elements during 2023. When we know the times and dates for policy input opportunities, you'll be the first to know.

Sincerely,

Gabriel Sanders
Deputy Director

What is in a Housing Element?

General Plans are the blueprint for a how a community grows and where. There are nine required elements of a General Plan including: land use, circulation, housing, conservation, open space, noise, safety, environmental justice, and air quality. State law requires local governments update their housing elements every five to eight years. Typically, the Housing Element contains an assessment of needs, lists constraints on housing, provides an opportunities analysis and site assessment, a review of past plans and performance, plus new housing element goals.

An Intro to CEQA

Did you know that the California Environmental Quality Act (CEQA)—pronounced "see-quah"—requires three main steps? First, projects must be reviewed to determine the extent of impacts and where feasible, those impacts must be reduced through mitigation measures. Second, those impacts must be disclosed to the public and decision makers prior to project approval. And, third, the public is guaranteed the right to participate in the environmental review process prior to project approval during public comment periods and public hearings. Learn more online.

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A Day Trip to Salinas Offers a Variety of Stellar New Dining Options

By Mark C. Anderson | February 28, 2023

The former Rabobank that is now Alvarado on Main retains select vault doors as decor. PHOTO: Mark C. Anderson

Oldtown Salinas' latest foodie addition will feature some of the best deep-dish pizza in the tri-county area, which is good to hear.

To learn it will also include a concert venue, banquet hall and—be still, mini-umbrella lovers—a tiki bar gets toward crazy good.

So it goes with **Heirloom Pizza** 2.0, coming to historic Main Street in late spring or early summer.

Co-owner **Michael Foley**, who once worked at **Felton Pantry** and played in a Santa Cruz-based band, knows the plans for their 12,000 square feet sound ambitious but emerge from simple passions.

"It has all our favorite things: tiki bar, live music, pizza," he says. "It's going to be a

jewel of Salinas' downtown revitalization."

Co-owner **Kristen Wood** adds that the drinks and foodstuffs will thrive on fresh produce and homemade dressings that make Heirloom Monterey a community go-to.

"We're fully excited to bring all the fresh ingredients we currently use," she says, "while expanding on what we already do."

But the craziest thing about Heirloom is that it's only the latest savory element coming amid the ongoing resurrection of Oldtown.

Over a half dozen spots have settled into spaces within recent months, which inspired *Good Times* to take a field trip to the **Salad Bowl of the World**. Here appear a few to prioritize in alphabetical order:

Alvarado on Main: The latest installment from the award-winning **Alvarado Street Brewery** team occupies a former bank with soaring ceilings. It opened in November and hosts a packed house every time I stop by. The cinematic ambiance draws visitors, the casual-contemporary fare (think lobster rolls and Valley flatbreads), craft cocktails, a raw bar and —yes—outstanding beer.

Altura Lounge & Bistro/Cali Glizzy Hot Dogs: Altura debuted full-service in an indoor-outdoor venue just off Main Street last week. The menu stars rustic Italian finds like Nonna's lasagna, Little Sicily calzones, linguini and clams and oven-baked fennel-sausage sandwiches. Sister spot **Cali Glizzy** came a week or so before on the opposite side of Main with loaded

hot dogs like the "So Salinas," with nacho cheese, grilled onions, jalapeños and crushed Hot Cheetos on a Hawaiian roll.

Brew-N-Krew Ale House: Salinas natives **Marlene Garcia** and **Steven Corona** launched their atypical Latinx-leaning beer spot—resplendent with pink feathered walls and a working brewery—last spring. House beers take on names like La Chika Freza, Lokura and Ponte Las Piñas, and the resulting vibe gets social fast.

Last Call Bar and Grill: This joint came online in summer with caloric abandon, throwing down six types of chicken strips, seven takes on wings, and loaded baked potatoes, Philly cheese steaks, flap steaks and smoked rib tips to boot. Full bar and a youthful vibe too.

Mangia Eat and Drink on Main: The thoroughly family-run and homespun spot arrived amid Covid and immediately earned honors as one of the year's best new restaurants. The formula—beyond dad in the kitchen, mom at the counter and kids everywhere else: from-scratch Italian items with attention to detail. The truffle-infused gnocchi in gorgonzola cream is a keeper.

In other words, throwing a head of lettuce around Oldtown is hard without hitting a new spot, a forthcoming debut or a storefront with potential. Among them is a massive mixed-use project at **300 Main**, which could host four restaurants and/or retail spots on its bottom floor.

One irony that brings up: Salinas is a place that's both famous internationally and

under-appreciated locally—which now merits an update.

https://www.montereycountyweekly.com/news/cover_collections/how-urban-planning-transformed-downtown-salinas-into-monterey-county-s-most-walkable-streetscape/article_f6f70a18-bdec-11ed-a799-83eb3312f9ff.html

How urban planning transformed downtown Salinas into Monterey County's most walkable streetscape.

Rey Mashayekhi
Mar 9, 2023

Kevin Dayton of the Salinas City Center Improvement Association helped shepherd the transformation of Main Street in Salinas by bringing together public officials and private landlords.

DANIEL DREIFUSS

IT'S TAKEN YEARS OF PLANNING, tens of millions of dollars and a pandemic's worth of disruption, but Salinas is now home to one of the newest and more notable urban core revitalizations in California. Monterey County's largest city has seen its center spruced up through a coordinated effort involving public agencies and private investors – with the result of a beautified downtown that promises to draw more foot traffic, lure more residents and generate more economic activity.

The heart of the ongoing transformation is Main Street. Since Salinas City Council approved its Downtown Vibrancy Plan in 2015, the three blocks stretching north from San Luis Street up to the National Steinbeck Center have seen improvements including more than 50,000 square feet of newly paved concrete and sidewalks; 56 newly planted trees; new electrical, lighting and traffic signal systems; and updated landscaping equipped with an automatic irrigation system. There's also the 70-foot-long, 17,000-pound steel arch now spanning Main Street, emblazoned with its city's name in bold white letters, that has helped establish a sense of place.

Mixed-use redevelopments like 301 Main St., where the popular Alvarado Street Brewery has taken the street retail space beneath 50 luxury studio apartments, have attracted residents and brought the activity needed for any bustling city center. While it's still a work in progress – one not aided by a pandemic that has exacerbated street retail vacancies in urban cores across the country – Main Street teems with bars, restaurants, coffee shops and other retail offerings, all within a short stroll.

"I think it's one of the crown jewels of urban redevelopment in the entire state," says Kevin Dayton, government affairs director for the Salinas City Center Improvement Association (SCCIA), which formed to promote the area's redevelopment. The group advocated for public measures like the Adaptive Reuse Ordinance, passed by Salinas City Council in 2018. The ordinance removed zoning barriers prohibiting the residential conversion of older properties like 301 Main St. and the former Bruhn Building, located across the street at 300 Main St.

In addition to strong public-private partnerships, Dayton credits the investment made by companies like Taylor Farms, the Salinas-based vegetable processing giant that has snapped up downtown properties on the way to becoming one of the city's most influential landlords – while "not expecting the kind of return on investment that a typical, out-of-town developer would.

"We've been fortunate that we've gotten some property owners who really care about downtown Salinas and are willing to accept a lower investment return to make the city vibrant," he notes. "Downtown redevelopment is a risk, and you can lose money on it."

Moving forward, stakeholders like the SCCIA hope to spur more redevelopment by converting downtown's wealth of surface parking lots into new mixed-use projects. While some residents and business owners have complained that the reconfigured downtown has already made it harder to find convenient parking, a less car-friendly environment is very much by design.

"You have to slow down traffic, you have to make it friendly to pedestrians and you have to make it interesting to be there," says Greg Hamer, a local realtor who serves as district coordinator for the SCCIA. "The more welcoming it is, then the more businesses are going to gravitate to that, because it's going to enable foot traffic."

Streets & Roads

Rey Mashayekhi

food for thought

Wood-Fired Fare from Maligne; Alvarado Street Brewing Opens a New Spot in Salinas; and Sea Harvest Celebrates Four Decades

BY BRETT WILBUR

Photo: Kelli Uldall

Chef Klaus Georis cooks on a custom hearth in his restaurant, Maligne, which opened this June. He's excited to bring his experience with live-fire cooking, which he learned in Belgium, to his new venture on Broadway in Seaside.

GOURMET DELIGHTS ARE PREPARED VIA HEARTH AT MALIGNE

Chef Klaus Georis opened Maligne last June but started a conversation about running the restaurant seven years ago with his father, well-known local restaurateur Walter Georis. The concept of cooking everything in a custom hearth was generated by Klaus' experience with live-fire cooking in a tiny but celebrated restaurant in Belgium.

"It was very raw, and there were so many variables to figure out," he says. "It was very intense, but a great learning experience. I fell in love with that style of cooking."

In Belgium, Georis was up at 4AM each morning foraging for local ingredients and was given permission to experiment and make dishes up on the spot, a far cry from his much more formal training at Michelin-starred restaurants.

"That restaurant changed my outlook and philosophy on cooking," he says.

With Maligne, Georis has created a space he describes as not pretentious, but where people can enjoy themselves and listen to great music while trying ultra-fresh food prepared on an open fire.

"Having it smoked changes the flavor," Georis says. "We are happy and proud that every ingredient comes in daily."

Menu items include tuna au poivre, burgers from rare beef suppliers, oysters, and even Brussels style waffles and fruit cooked in the hearth.

"There is a comforting element to it," he says.

Maligne is located at 600 Broadway Avenue in Seaside. For more information, visit www.explorestock.com/malignerestaurant or call 831/601-1302.

A NEW ALVARADO STREET BREWERY LOCATION OPENS IN SALINAS

According to Wendy Walker, director of restaurants for Alvarado Street Brewery, the company is excited to be opening a new restaurant in downtown Salinas, with an Art Deco style and "the elegant feel of the 1930s in the center of beautiful Oldtown Salinas."

A key aspect of each of the restaurants,

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Alvarado Street Brewing has opened their newest establishment on Main Street in Oldtown Salinas, transforming an Art Deco bank into a jewel of a restaurant.

Photo: Brock Bill

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Photo: Kelli Uldall

David Deyerle and his brothers David and Richard started their Monterey business 40 years ago. Locations now include restaurants and fish markets in The Crossroads Carmel, on Foam in Monterey and on Highway One in Moss Landing.

which include a downtown Monterey location, one in Carmel Plaza and a tasting room in Salinas, is commonality.

"We try to bring the same culture and mentality of community to each location," Walker says. The friendly atmosphere and the core items on each menu along with staples and rotating fresh and seasonal beers, wines and cocktails ensures customer loyalty. Pizzas, calamari, wings and the Alvarado burger are some popular items, while each chef provides unique menus that rotate seasonally depending on fresh local produce.

"The beauty of our restaurant culture is that our target market is everybody," Walker explains. "We are kid friendly and have kid food, we also cater to the bar scene, and we provide an elevated and upscale gastropub fare atmosphere for the older crowd. Our goal is to cater to everyone. If you try a couple of things, you will find something you like."

Walker also points out that the restaurant is happy to be part of the revitalization of downtown Salinas, the city where much of the company's beer is produced.

"We are excited to be part of the revamp and to give back to the community that has given to us for so long," she says.

Alvarado Street Brewery & Grill is located at 426 Alvarado Street in Monterey. Alvarado Street Brewery & Bistro is in the Carmel Plaza in Carmel. Alvarado on Main is located at 301 Main Street in Salinas. Alvarado Production Facility & Tasting Room is located at 1315 Dayton Street in Salinas. For more information, visit www.asb.beer.

SEA HARVEST CELEBRATES 40 YEARS OF FRESH SEAFOOD

David Deyerle and wife Tina run the Carmel location of Sea Harvest, which has been open for 38 years. Deyerle and brothers Richard and Daniel started the business 40 years ago with a location in Monterey.

"We started fishing when we were very young," David explains. "We saw a niche that needed to be filled in our community for fresh fish."

The Carmel restaurant offers a sit-down dining experience as well as product to go, while Monterey and a location in Moss Landing provide counter service.

"It's the largest full-service fish market," David says. "Everything is sustainable and we source product from all over the world as well as still fishing and buying from local fisherman whatever is in season."

Seafood includes black cod, snapper, rock cod, sea bass, sand dabs, snapper, swordfish, Maine lobster, Alaskan salmon, and crab from Oregon. Scallops come from the East Coast and prawns are shipped from Mexico. Barbecue oysters and oysters on the half shell are popular.

"We make jalapeno coleslaw, fresh homemade tartar and cocktail sauces, fresh clam chowder, our own crabcakes, and smoke our own lox and kippered salmon," David says.

The Deyerles hope to keep the business running through the next generation.

"Richard's kids are all fishing now," David says. "We hope to continue on in the family."

Sea Harvest Fish Market & Restaurant is in The Crossroads Carmel. For more information, visit www.seaharvestfishmarketandrestaurant.com. The Monterey restaurant is located at 598 Foam Street and the Moss Landing restaurant is located at 2420 Highway One.

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