



**CITY OF SALINAS
TRAFFIC & TRANSPORTATION COMMISSION
STAFF REPORT**

DATE: October 12, 2017
DEPARTMENT: PUBLIC WORKS DEPARTMENT
FROM: JAMES SERRANO, TRANSPORTATION MANAGER
TITLE: ECONOMIC DEVELOPMENT ELEMENT DRAFT PROGRAM EIR

RECOMMENDED MOTION:

Receive report on the Circulation Element of the Draft Economic Development Element Environmental Impact Report (EIR)

RECOMMENDATION:

Receive report on traffic impact analysis for the Economic Development Element EIR and provide comments as appropriate.

BACKGROUND:

One June 17, 2014 the Economic Development Element (EDE) was accepted by the City Council as a key strategic document for the City. The EDE included a broad and robust outreach effort to ensure the community had the opportunity to participate in its creation. In summary, the EDE is a proposed amendment to the Salinas General Plan with the objectives to:

- Improve the City's attractiveness as an investment destination for employment-generating businesses by reducing land costs through increased land supply;
- Promote and prepare the Target Areas for private investment;
- Improve economic diversification and expansion within the City;
- Support General Plan land use strategies and policies that promote economic growth through infill development and through revitalizing/redeveloping existing developed areas and/ or intensifying uses in existing developed areas such as the Focused Growth Areas;
- Through business expansion and attraction, provide residents with greater opportunities for employment in well-paying, career ladder oriented jobs;
- Become the recreation, entertainment, and sports destination of the Central Coast through improving, enhancing and attracting additional recreational, entertainment and sports related facilities and uses; and
- Invest in public infrastructure to improve circulation, connectivity and access.

With the acceptance of the City Council of the EDE, staff indicated that the element would still have to be evaluated fully before it can be amended into the General Plan.

The EDE is therefore analyzed fully in the Draft EIR. The document is out for public review with comments due on October 19, 2017. More information on the EDE Draft EIR can be found on <https://www.cityofsalinas.org/our-city-services/community-development/documents-public-review>. The EIR provides analysis and discussions on different aspects of the EDE. For Traffic Commission, the important section is the Circulation Element. A summary of the Circulation element will therefore presented to the Commission to receive comments. This presentation is therefore limited to the Circulation element of the EDE and Commission is asked to focus comments regarding the traffic implications to the City transportation system.

Exhibit 2 shows a map showing proposed economic development areas. The red colored areas represent areas of potential focused retail, industrial or commercial development that the City would want to encourage development to meet the objectives of the EDE. This is an estimated 345 acres of future supporting land uses that are proposed to occur within the next 20-30 years. The Circulation Element analysis shows the potential implications of the projected growth on the transportation system. This will be the focus of staff's presentation to Commission.

ATTACHMENTS:

Exhibit 1 – Circulation Element

Exhibit 2 – Map EDE Target Areas

Exhibit 3 – Map of Existing Road Network

Exhibit 4 – Map showing Existing Level of Service

Exhibit 5 – Map showing Future Level of Service

Exhibit 6- Workshop Announcement for the Economic Development Element