



# Public Review Draft Visión Salinas 2040 General Plan

TRAFFIC AND TRANSPORTATION COMMISSION 3/12/26



- **First comprehensive General Plan Update since 2002**
- Guiding policy document and vision for future development
- Compliance with changes to state law
- Elevates priorities of strategic plans
- First Climate Action Plan and Environmental Justice Element

**General Plan** =



## Visión Salinas Core Value and Guiding Principles

- *An inclusive, diverse, and welcoming city where all persons can thrive.*
- **Economic Prosperity, Equity, and Diversity**
- **Housing Opportunities for All**
- **Healthy and Safe Community**
- Youth are the Future
- **Collaborative, Inclusive, and Engaged Decision-Making**
- Livable and Sustainable Community
- **Connectivity, Access, and Mobility**
- **A Community to Celebrate**





# VISION SALINAS

2040

City of Salinas  
General Plan

## ECONOMIC DEVELOPMENT ELEMENT



...Building a United, Safe, Prosperous, and Healthy Community.

DRAFT  
VOLUME I: ELEMENT




City of Salinas  
Community and Economic Development Department  
40 West Alisal Street, 3rd Floor  
Salinas, CA 94763

VISION SALINAS 7/1/17

Please indicate how important the Overarching Core Value is to the future of Salinas by rating it a red for "Strong" or a green for "Good to Go!" For favor indicate the importance of este valor fundamental para el futuro de Salinas por clasificación: rojo por "Fuerte" o un verde por "Bueno!"

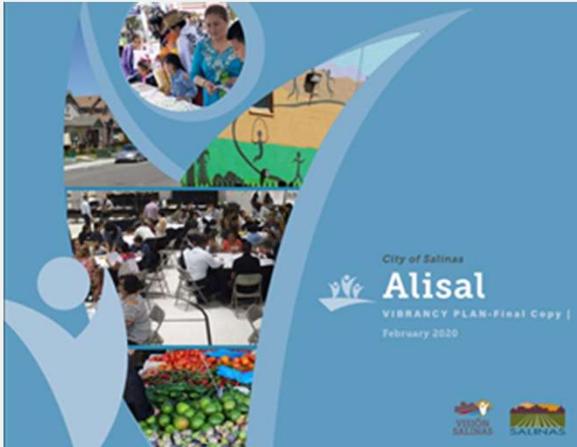
### Salinas' Overarching Core Value El Valor Fundamental de Salinas

*An Inclusive, Diverse and Welcoming City where all Persons can Thrive*

Salinas believes that an inclusive, diverse and welcoming environment is essential to developing and sustaining a livable City, which is working as a community to ensure that all members have equitable access to opportunities to enhance their well-being regardless of their circumstances. The City's decisions, policies and practices are rooted in the principles of social equity and sustainability so that the fundamental needs of all people are met regardless of their race, color, ethnicity, age, religion or beliefs, income or where they live, language, marital status, gender identity or sexual orientation, place of birth, health or disability.

*Una ciudad acogedora, inclusiva y diversa donde todo el mundo puede prosperar*

Salinas cree que un entorno inclusivo, diverso y acogedor es esencial para desarrollar y mantener una ciudad en la que se pueda vivir, que funcione como comunidad y se asegure de que todos sus miembros tengan igual acceso a oportunidades para mejorar su bienestar independientemente de sus circunstancias. Las decisiones, políticas y prácticas que pone en práctica la ciudad se basan en los principios de equidad social y sostenibilidad para que se cumplan las necesidades fundamentales de todas las personas independientemente de su raza, color, origen étnico, edad, religión o creencias, nivel de ingresos, lugar de nacimiento, idioma, estado civil, identidad de género o orientación sexual, lugar de nacimiento, salud o discapacidad.

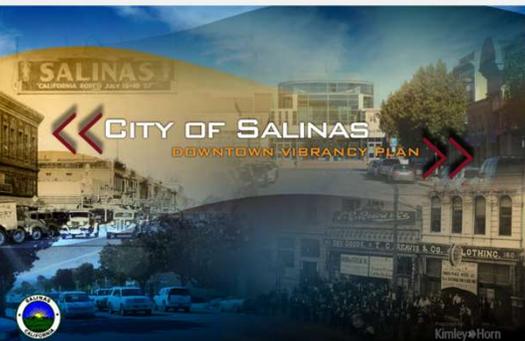
City of Salinas  
**Alisal**  
VIBRANCY PLAN-Final Copy |  
February 2020



SALINAS CALIFORNIA 1957 - JULY 1980 '87

## CITY OF SALINAS

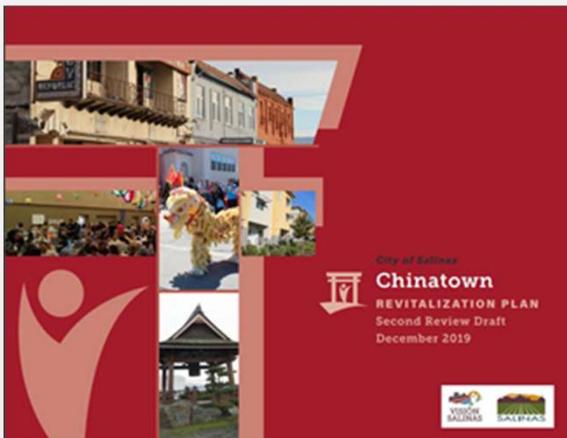
### DOWNTOWN VIBRANCY PLAN




Kimley-Horn



City of Salinas  
**Parks, Rec & Libraries**  
MASTER PLAN | July 2019

City of Salinas  
**Chinatown**  
REVITALIZATION PLAN  
Second Review Draft  
December 2019





# VISIÓN SALINAS

2040

City of Salinas

Draft West Area Specific Plan

February 2, 2017

AECOM

PUBLIC DRAFT  
INITIAL STUDY AND NOP

FOR THE

CITY OF SALINAS  
CENTRAL AREA SPECIFIC PLAN (CASP)

SEPTEMBER 7, 2017

Prepared for:

City of Salinas  
Community Development Department  
65 W. Alisal Street  
Salinas, CA 93901

Prepared by:

De Novo Planning Group  
1020 Sencost Lane, Suite 106  
El Dorado Hills, CA 95762  
(916) 949-3231

De Novo Planning Group  
A Lead Use Planning, Design, and Environmental Firm

Monterey Bay 2040

Sustainability  
Mobility  
Accessibility  
Economy  
Social Equity

**Moving Forward**

2040 Metropolitan Transportation Plan / Sustainable Communities Strategy

City of Salinas  
Adopted 2023-2031 Housing Element

Released November 28, 2023  
Adopted December 5, 2023

City of Salinas  
Community Development Department  
65 W. Alisal  
Salinas, CA 93901  
(831) 738-7206

SALINAS VISION ZERO ACTION PLAN

VISION ZERO

MST METRO SOUTHERN TRANSIT

Comprehensive Operational Analysis  
Final Network Plan

FEBRUARY 2022

JARRETT WALKER & ASSOCIATES

SALINAS

Safe Routes to School

CITY OF SALINAS  
**SAFE ROUTES TO SCHOOLS PLAN**

## Community Engagement (so far) -

- 23 workshops and webinars
- 8 Working Group and 16 Steering Committee meetings
- 17 Pop-ups
- Additional house meetings, stakeholder sessions, surveys and other tools
- Bilingual and ongoing process



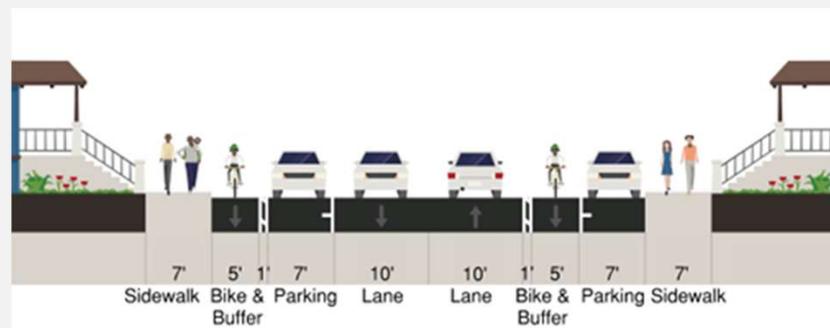
- Goals, polices, and actions
- Funnel from aspirational to more specific
- Development requirements

**General Plan** →



## Changes to state planning law

- AB 32 (2006) – Global Warming Solutions Act
- AB 1358 (2008) Complete Streets Act
- SB 743 (2013)
  - California Environmental Quality Act (CEQA)
  - Change from level of service (LOS) to Vehicle Miles Traveled (VMT)
- SB 379 (2015) Climate Vulnerability and Adaptation
- SB 1000 (2016) Environmental Justice
- AB 821 (2023) General Plan Consistency



## Changes in the General Plan

- Reorganization and new elements
- Alignment with community and other recent plans and compliance with changes to state planning law
- Land use classification system – Place Types
- Importance of Housing beyond the Housing Element
- Creating transportation options
- Increase the adaptability and resiliency of the community from the risks of climate change.





# VISIÓN SALINAS

2040



## Built Environment Pillar

- Land Use Element
- Housing Element (updated in 2023)
- Circulation Element
- Noise Element
- *Community Design Element*



## Environment and Sustainability Pillar

- Conservation and Environmental Safety Element
- Open Space Element



## Socioeconomic Systems Pillar

- Health and Environmental Justice Element
- *Public Safety Element*
- *Economic Development Element*
- *Arts, Culture, and Youth Element*

*Optional elements.*



## Element Structure

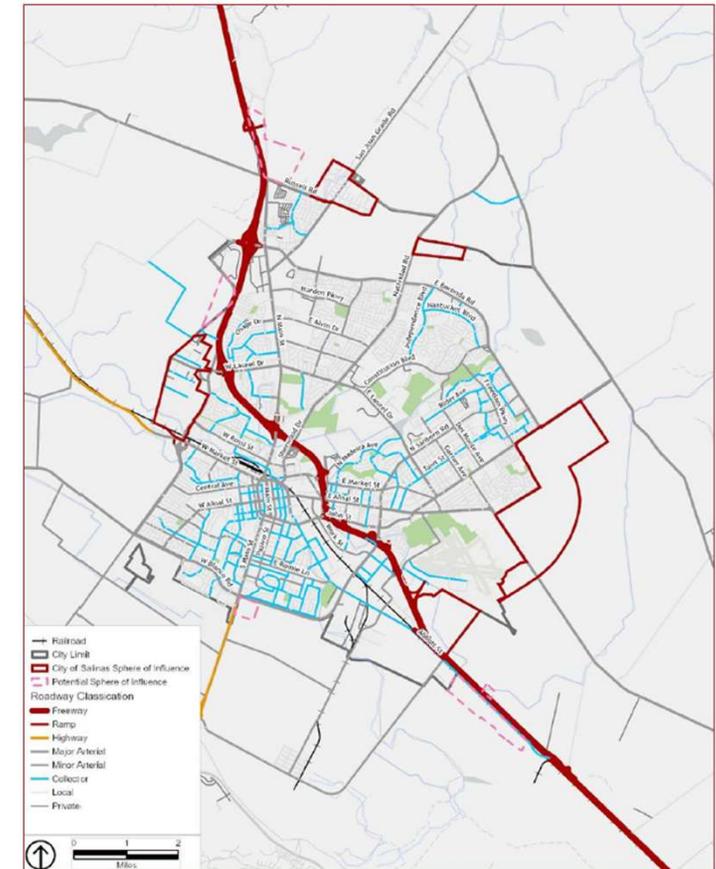
Element section	Purpose
Introduction	Describes the context and legal requirements (if applicable) for the Element
Assets and Challenges	Details relevant existing conditions, positive projects or opportunities, and community needs.
Goals and Policies	Sets the Goals and Policies of each element with supporting narrative.
Implementation	Discusses how the Goals and Policies can be implemented and lists actions for each Policy.



## Circulation Element Goals

- **Goal C-1: Provide and maintain a safe and integrated circulation system that meets the current and future needs of the community for all modes of travel.**
- **Goal C-2: Create and support sustainable and healthy transportation options that encourage a reduction in single occupancy vehicle commuting and overall Vehicle Miles Traveled (VMT).**
- **Goal C-3: Support the local economy through a circulation system that moves products safely and efficiently.**

Figure C-1: Existing Road Classification

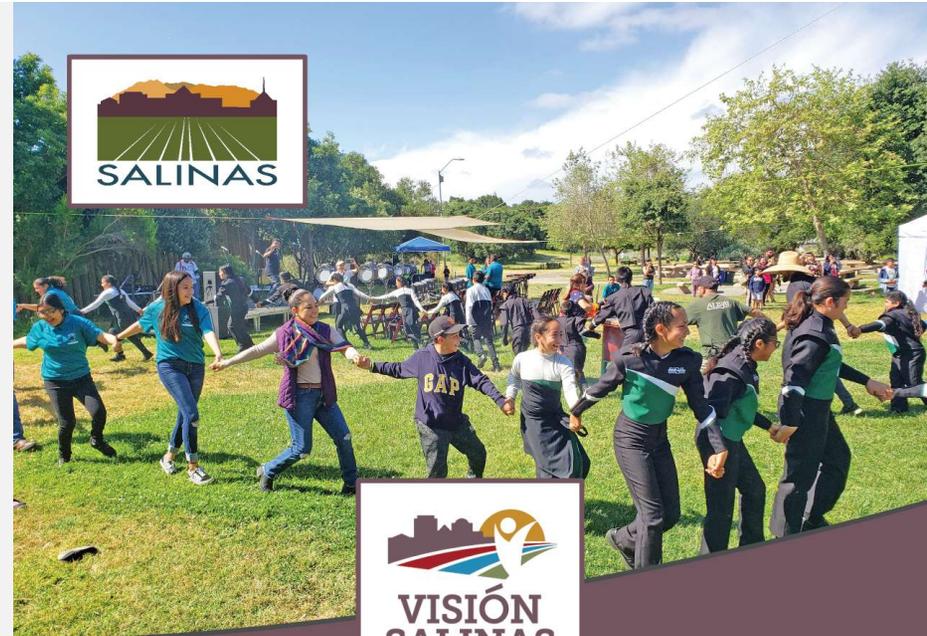


Data Source: City of Salinas.



## First Draft Plan Released 12/17

- Includes all required chapters plus some optional chapters
- <https://www.salinas.gov/Newsroom/Public-Notices>
- Send comments to [vision2040comments@salinas.gov](mailto:vision2040comments@salinas.gov)
- Staff still finalizing the:
  - Economic Development Chapter
  - Climate Action Plan
  - Environmental Impact Report



## Visión Salinas 2040 General Plan

City of Salinas | December 2025  
Public Review Draft



## Projected General Plan Update Timeline 2026

Q1

Draft Plan Workshop

Continued Engagement

Revisions to  
ADCAP/ADEIR

Revisions to Draft Plan

Q2

Release draft EIR, CAP, and  
revised GP for 45-day  
comment period

Study sessions on EIR, CAP,  
and revised General Plan

Revise documents following  
comment period

Complete Phase 1 ZCU  
amendments

Q3

Publish revised General  
Plan, CAP, and EIR

Start approval process

- Monterey County  
Airport LU Commission
- Planning Commission
- Traffic and  
Transportation  
Commission
- City Council certification  
and adoption

Q4

Complete approval process if  
necessary

Focus on Phase 2 ZCU  
Amendments



**VISIÓN SALINAS**  
2040

# Thank You!

*Questions*

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*www.visionsalinas.org*