

City of Salinas

200 Lincoln Ave., Salinas, CA 93901

www.cityofsalinas.org



Meeting Agenda - Final

Wednesday, September 17, 2025

4:00 PM

City Council Rotunda

Planning Commission

Commissioners:

Juan Gutierrez, Mayor's Appointee

Jessica Almanza-Larios, District 1 - John Meeks, District 2

Lorisa McKelvey Daye, District 3 - Maureen Wruck, District 4

Carissa Purnell, District 5 - Marcelino Rocamora Jr, District 6

Lisa Brinton, Community Development Director

Courtney Grossman, Planning Manager

Christopher A. Callihan, City Attorney

Community Development Department Office: (831) 758-7206

ZOOM WEBINAR PARTICIPATION

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<https://cityofsalinas.zoom.us/j/85268092376>

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PLEDGE OF ALLEGIANCE**ROLL CALL****PUBLIC COMMENT TIME RESTRICTIONS**

Public comments generally are limited to two minutes per speaker; the Chair may further limit the time for public comments depending on the agenda schedule.

GENERAL PUBLIC COMMENTS

Receive public communications on items that are not on the agenda and that are in the City of Salinas' subject matter jurisdiction. Comments on Consideration, Public Hearing items, and the Consent Agenda should be held until the items are reached.

CONSENT

[ID#25-400](#)

Minutes

Recommendation: Approve minutes of September 3, 2025.

ADMINISTRATIVE REPORTS

[ID#25-403](#)

**Administrative Report on the General Plan Update, Zoning Code Update,
and Future Growth Area Tentative Map Applications**

Recommendation: Receive Administrative Report and provide staff direction on future study sessions and training topics. No action is required.

PUBLIC HEARINGS**OTHER BUSINESS**

General Plan Steering Committee Update

FUTURE AGENDA ITEMS

ADJOURNMENT

Confirmation of attendance at next meeting prior to adjournment.

Administrative Aide, Maira Robles

AGENDA MATERIAL / ADDENDUM

Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings and in accordance with Californian Government Code Section 54954.2 and 54956. City Commission/Board/Committee agenda reports and other writings distributed to the legislative body may be viewed at the Salinas City Clerk's Office, 200 Lincoln Avenue, Salinas, and are posted on the City's website at www.cityofsalinas.org in accordance with California Government Code section 54597.5. The Commission/Board/Committee may take action that is different than the proposed action reflected on the agenda.

Disability-related modification or accommodation, including auxiliary aids or services, may be requested by any person with a disability who requires a modification or accommodation in order to participate in the meeting. Language interpretation may be requested as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Requests should be referred to the City Clerk's Office At 200 Lincoln Avenue, Salinas, 758-7381, as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Hearing impaired or TTY/TDD text telephone users may contact the city by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

PUBLIC NOTIFICATION

This agenda was posted on Friday, September 12, 2025 in the Salinas Rotunda and City's website.

Meetings are streamed live at <https://salinas.legistar.com/Calendar.aspx> and televised live on Channel 25 on the date of the regularly scheduled meeting and will be broadcast throughout week following the meeting. or the most up-to-date Broadcast Schedule for The Salinas Channel on Comcast 25, please visit or subscribe to our Google Calendar located at <http://tinyurl.com/SalinasChannel25>. All past City Council meetings may also be viewed on the Salinas Channel on YouTube at <http://www.youtube.com/thesalinaschannel>.



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Legislation Text

File #: ID#25-400, **Version:** 1

Minutes

Approve minutes of September 3, 2025.

**UNOFFICIAL MINUTES
OF THE
SALINAS PLANNING COMMISSION
September 3, 2025**

The meeting was called to order at 4:01 p.m. in the City Council Chamber Rotunda.

PLEDGE OF ALLEGIANCE

ROLL CALL

WELCOME AND STAFF INTRODUCTIONS

PRESENT: Chairperson McKelvey Daye and Commissioners Gutierrez, Meeks (arrived at 4:11 p.m.), Purnell, Rocamora and Wruck

ABSENT: Commissioner Almanza-Larios

STAFF: City Attorney, Christopher Callihan; Community Development Director, Lisa Brinton; Planning Manager, Courtney Grossman; Senior Planner, Thomas Wiles; Police Sergeant, Gerardo Magana; and Administrative Aide, Maira Robles

COMMENTS FROM THE PUBLIC FOR ITEMS NOT ON THE AGENDA

Chairperson McKelvey Daye opened for public comment at 4:02 p.m.

No public comments were received, either in-person or via Zoom.

Chairperson McKelvey Daye closed for public comment at 4:03 p.m.

CONSENT

[ID#25-375](#) Approval of the Minutes: August 6, 2025

Upon motion by Commissioner Wruck, and a second by Commissioner Purnell, the minutes of August 6, 2025 were approved. The motion carried by the following vote:

AYES: Chairperson McKelvey Daye and Commissioners Gutierrez, Purnell, Rocamora and Wruck

NOES: None

ABSTAIN: None

ABSENT: Commissioners Almanza-Larios and Meeks (arrived at 4:11 p.m.)

PUBLIC HEARINGS

ID#25-354 Conditional Use Permit 2024-024; Appeal of the City Planner's approval to establish and operate a 23,412 square-foot Commercial Recreation and Entertainment use (Dave & Buster's) with on-sale alcohol sales (Type 47 ABC license) located at 1104 Northridge Mall in the Commercial Retail (CR) Zoning District

Received presentation from Senior Planner, Thomas Wiles, regarding an appeal of the City Planner's approval request from Dave & Buster's of a Conditional Use Permit (CUP) to establish and operate a 23,412 square foot Commercial Recreation and Entertainment use with on-sale alcohol sales of beer, wine, and distilled spirits and a separate bar area (Type 47 ABC license – On-Sale General – Eating Place) located on the second floor of a former Sears store at the Northridge Mall. On July 3, 2025, a Notice of Intent to Approve (NOI) the CUP was mailed to properties located within 300 feet of the site and interested parties. No protest was received by 5:00 p.m. on July 14, 2025. Pursuant to Zoning Code Section 37-60.500(c), the City Planner approved the CUP on July 15, 2025. Subsequently, on July 25, 2025, a timely 10-day appeal of the City Planner's approval was received. Per Zoning Code Section 37-60.1300(a), the CUP has been scheduled for the next available Planning Commission hearing date within 60 days of the appeal.

Jason Jaffe, Steerpoint Capital Director and representative of Northridge Mall Management and Ownership, provided public comment in opposition to the proposed project. Concerns raised by Mr. Jaffe included the following:

1. Public safety risks based on past issues at the Sears site (e.g., fights, graffiti, emergency responses);
2. CUP approval bypassed proper CEQA environmental review/ legitimacy of CEQA exemption;
3. The proposed use of the site will change from retail to a large-scale bar use;
4. The project will negatively affect mall vibrancy and deter other tenants;
5. Lack of detailed security plans by the applicant; and
6. Alcohol is a core business driver despite applicant's claims.

Stephen Jamieson, Attorney for Dave & Buster's, introduced himself and the representatives for the applicant whom included Les Leonard, Chief Development Officer; Jason Foshee, Director of Security; and Mike Grannon, VP & Regional Manager. Mr. Jamieson spoke in support of the project and provided the following comments in opposition to the appeal:

1. Dave & Buster's is primarily an entertainment venue, not a bar; alcohol revenue will only account for a 5-6% of revenue;

2. The proposed project will revitalize a long-vacant property and deter crime by activating the space;
3. The CUP includes conditions for additional security, especially on weekends;
4. The City's police department did not raise any objections, and the applicant has agreed to all requested conditions as presented in the police memorandums;
5. The Applicant team attempted outreach efforts to the appellant and was ignored and added that the appellant's arguments are misleading or inaccurate;
6. The proposed use will bring economic benefits to the community including jobs and a projected \$11M–14M in revenue, provide an event space, as well as a family-friendly environment; and
7. Dave & Buster's has extensive operational experience and robust internal safety protocols.

Rebuttal comments by Mr. Jaffe included the following key points:

1. Indicated that the applicant team has provided incomplete and evasive responses to security concerns;
2. Commented that retail use, not alcohol-focused uses, should drive mall recovery;
3. Maintained that the applicant was dismissive of real community concerns and tried to discredit opposition; and
4. Emphasized the need for clear, transparent security and operations plans before approval of the proposed project.

Rebuttal comments by Mr. Jamieson included the following key points:

1. Dismissed the appellant's presentation as fearmongering without factual basis;
2. Reiterated Dave & Buster's compliance with police recommendations and commitment to proactive safety protocols; and
3. Urged the Planning Commission to consider the review of the project as completed by City staff, as well as the benefits that the proposed project will bring to the community.

The Planning Commission discussed the following with regard to the project:

1. Security presence requirements;
2. Potential impact to police involvement;
3. Curfew and age requirements;
4. Gambling and betting behavior; and
5. Round One precedent and overall safety measures impacting the mall.

Planning Commissioners expressed general support for the proposed project commending it as an effort toward community revitalization. They also expressed appreciation for both the applicant and the appellant's participation.

Chairperson McKelvey Daye opened for public comment at 5:14 p.m.

No public comments were received, either in-person or via Zoom.

Chairperson McKelvey Daye closed for public comment 5:15 p.m.

Commissioner Meeks motioned to approve a resolution finding the project exempt pursuant to Section 15301(a) of the California Environmental Quality Act (CEQA) Guidelines and affirming the findings to deny the appeal of the City Planner's approval of Conditional Use Permit 2024-024. Commissioner Wruck seconded the motion. The motion carried by the following vote:

AYES: Chairperson McKelvey Daye and Commissioners Gutierrez, Meeks, Purnell, Rocamora and Wruck

NOES: None

ABSTAIN: None

ABSENT: Commissioner Almanza-Larios

OTHER BUSINESS

General Plan Steering Committee Update

Community Development Director, Lisa Brinton, indicated that there are no updates to report from the steering committee. Staff anticipates that a final public review draft document will be available in late September 2025.

FOLLOW-UP REPORTS

No follow-up items were discussed.

FUTURE AGENDA ITEMS

Planning Manager, Courtney Grossman, informed that there are no projects scheduled for presentation to the Planning Commission at this time, however, it is forecasted that staff will provide a study session at the next regular Planning Commission meeting on September 17, 2025.

ADJOURNMENT

Chairperson McKelvey Daye commended Commissioner Meeks for his attendance record and reviewed for quorum for the Planning Commission meeting scheduled for September 17, 2025. Chairperson McKelvey Daye adjourned the meeting at 5:27 p.m.

LORISA MCKELVEY DAYE
Chairperson

COURTNEY GROSSMAN
Executive Secretary



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Legislation Text

File #: ID#25-403, **Version:** 1

Administrative Report on the General Plan Update, Zoning Code Update, and Future Growth Area Tentative Map Applications

Receive Administrative Report and provide staff direction on future study sessions and training topics. No action is required.



CITY OF SALINAS PLANNING COMMISSION REPORT

DATE: **SEPTEMBER 17, 2025**

TO: **PLANNING COMMISSION**

FROM: **COURTNEY GROSSMAN, PLANNING MANAGER**

TITLE: **ADMINISTRATIVE REPORT ON THE GENERAL PLAN UPDATE,
ZONING CODE UPDATE, AND FUTURE GROWTH AREA TENTATIVE
MAP APPLICATIONS**

RECOMMENDED MOTION:

Receive Administrative Report and provide staff direction on future study sessions and training topics. No action is required.

DISCUSSION:

This Administrative Report provides an update on the status of the General Plan Update/Visión Salinas 2040, Zoning Code Update, and Future Growth Area Tentative Map application processing. Staff also requests feedback and direction on topics for future study sessions and trainings. Potential topics could include the following:

1. General Plan (2002)
2. Zoning Code (2006)
3. Subdivision Regulations (2017)
4. California Environmental Quality Act (CEQA)
5. Subdivision Map Act
6. Planning and Zoning Laws

Based on Commissioner feedback and direction staff will develop a study session and training schedule through the end of the year and will bring it back to the Planning Commission for review and approval.

ATTACHMENTS:

PowerPoint Presentation



Administrative Report on the General Plan Update, Zoning Code Update, and FGA Tentative map applications

Salinas Planning Commission - September 17, 2025

Jonathan Moore – Senior Planner
Son Pham-Gallardo – Senior Planner

Status of General Plan Update

- Editing Screencheck version of Public Review Draft General Plan – October 2025 release
- Administrative drafts of Environmental Impact Report (EIR) and Climate Action Plan (CAP) due to City in October 2025
- Continuing Economic Development Element discussions with SPARC and Economic Development stakeholders including SV Chamber, SCCIA, SUBA, and the Central Coast Builders Association.



VISIÓN SALINAS
2040

Projected General Plan Update Timeline 2025

September

Finalize 1st Public
Review Draft General
Plan

October

Release Public Review Draft
General Plan for comment

Draft Plan engagement

Staff review of General Plan
EIR and CAP Administrative
Drafts

November

General Plan Comment
review and revisions

Final preparation of Public
Review Draft EIR and CAP

December

Release draft EIR, CAP, and
revised General Plan for formal
45-day comment period

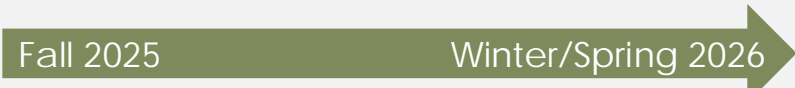
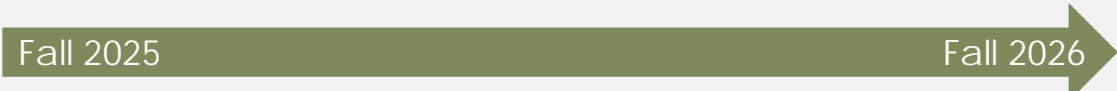
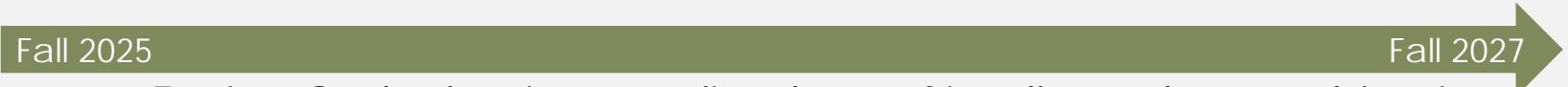


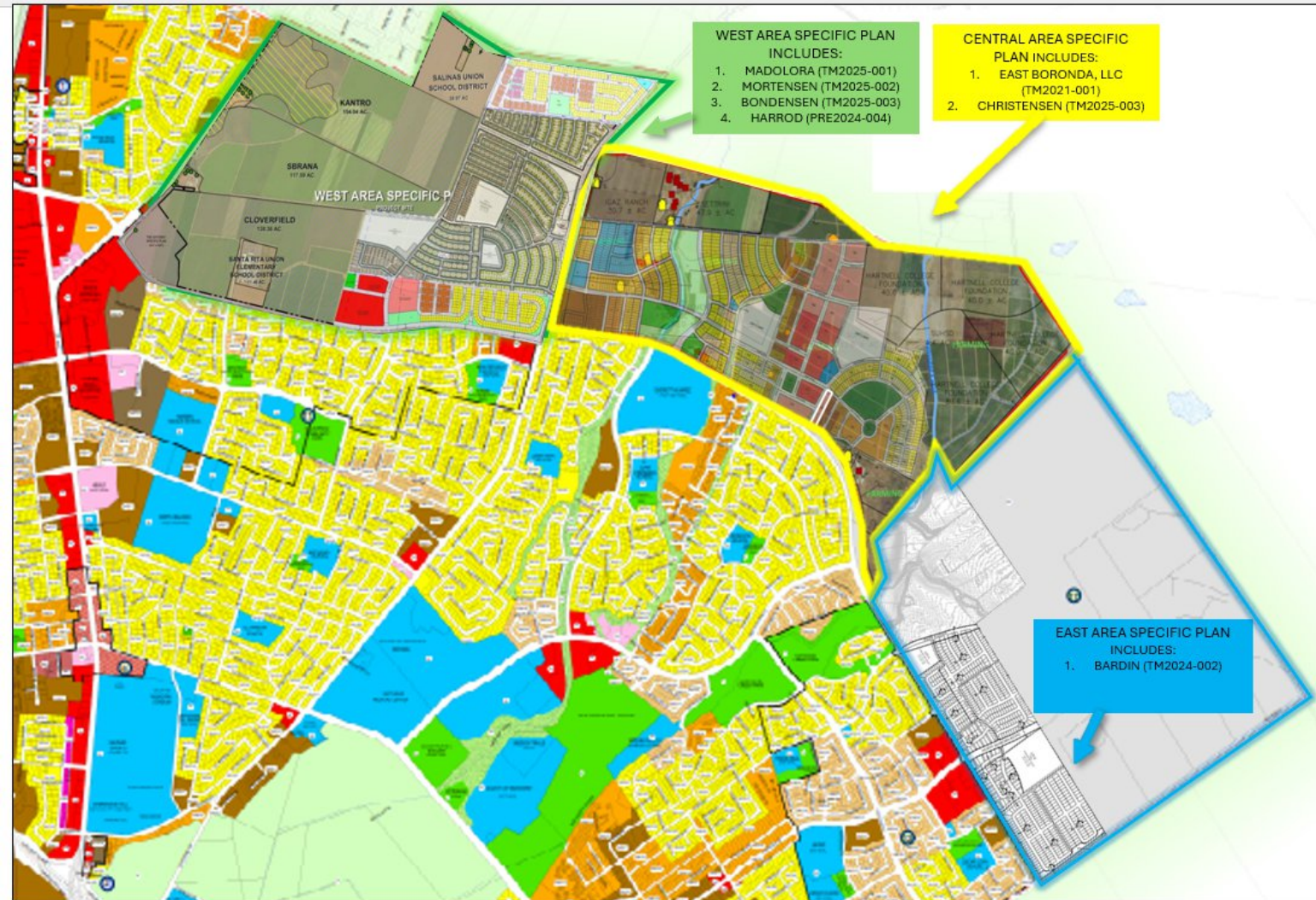
Status of Zoning Code Update

- PlaceWorks under contract and working on foundation tasks
 - Draft Public Engagement Plan
 - Planning Commission's central role
 - Workshops, pop ups, stakeholder meetings, technical advisors
 - Zoning code audit
 - Best practices and model jurisdictions

Zoning Code Update

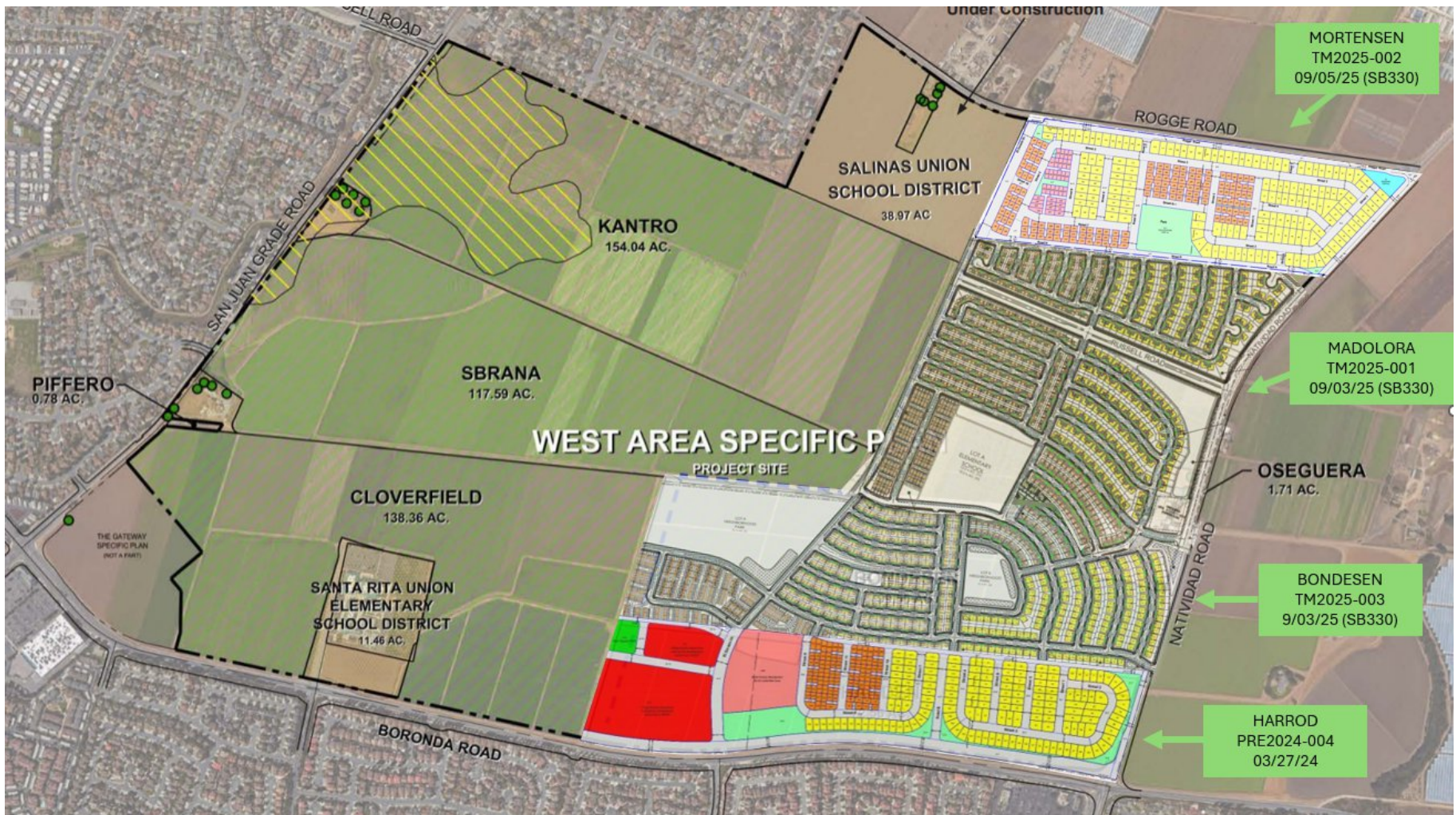
Multi-phase approach

- Phase 1: 
 - Housing law compliance - outlined in Housing Element
 - Objective design and approval standards
 - ADUs and SB-9
 - Other priority items – driveways, cannabis
- Phase 2: 
 - Consistency with General Plan Update once adopted
 - Amending current code to implement new land uses
- Phase 3: 
 - Prepare new Zoning Code that is streamlined, user-friendly, and more objective



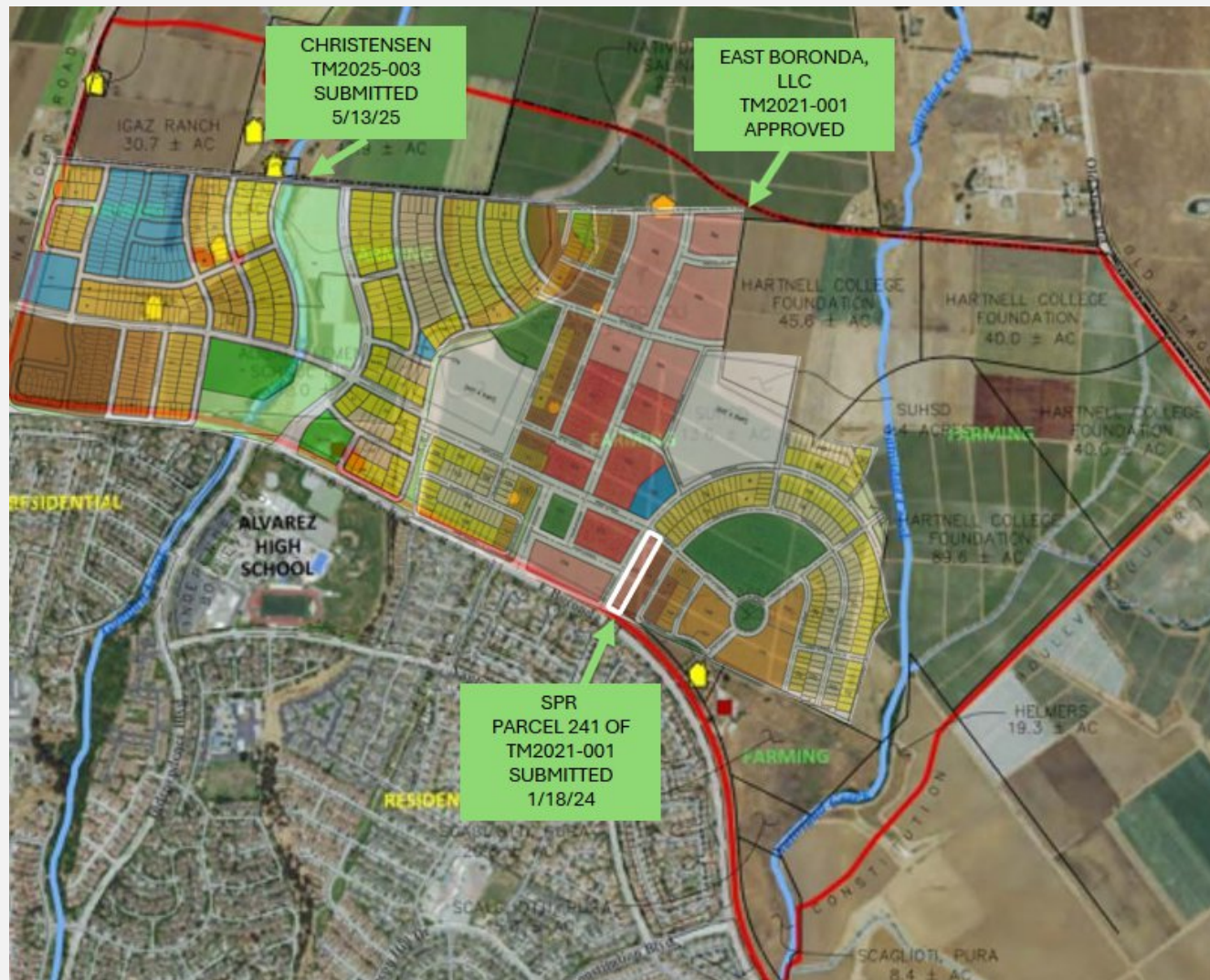
FUTURE GROWTH AREAS





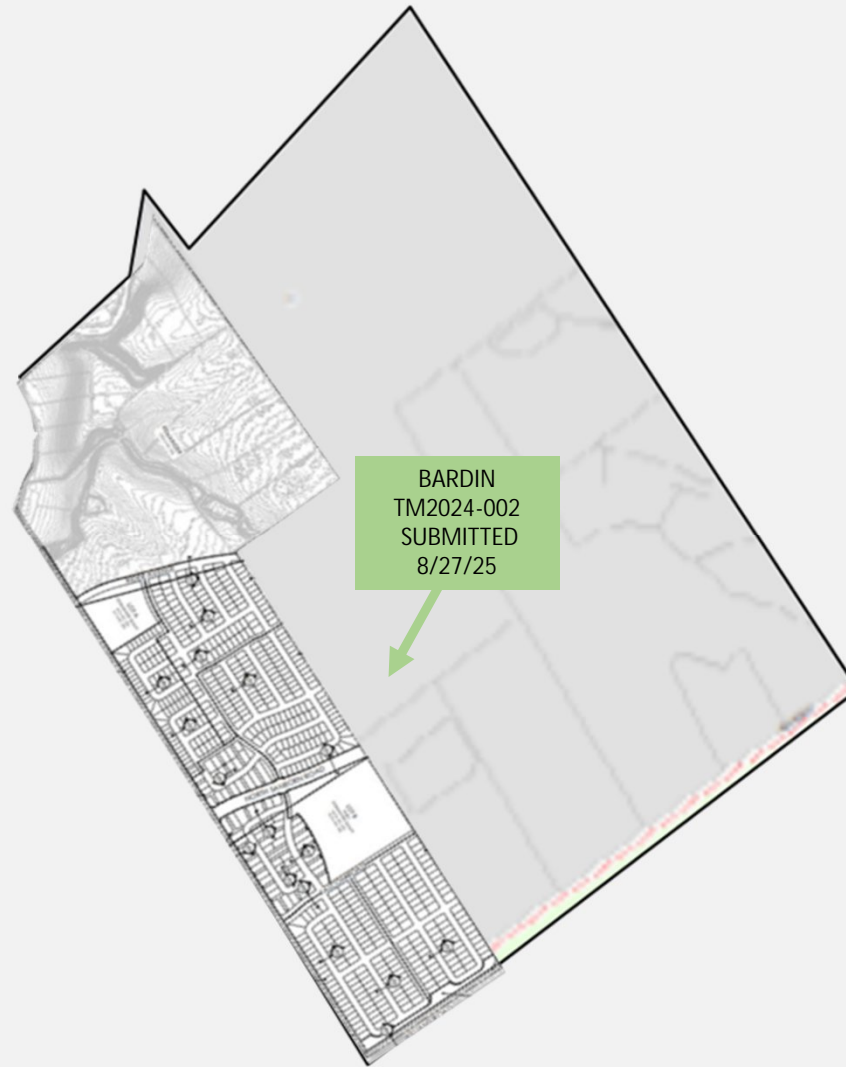
WEST AREA SPECIFIC PLAN





CENTRAL AREA SPECIFIC PLAN





EAST AREA SPECIFIC PLAN



FUTURE GROWTH AREA SUBDIVISIONS			
AREA	NAME	FILE	TOTAL UNITS
WASP	Harrod	PRE2024-004	457
WASP	Madolora	TM2025-001	648
WASP	Bondesen	TM2025-004	637
WASP	Mortensen	TM2025-002	359
CASP	Probert and Codioli	TM2021-001	436
CASP	Christensen	TM2025-003	569
EASP	Bardin	TM2024-002	856
TOTAL:			3962

Questions