



# General Plan Update and Economic Development Element Study Session

Salinas City Council Meeting  
January 27, 2025



## **Presentation Agenda**

- Vision Salinas General Plan Update
- Economic Development Element Policy Overview



- **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** =





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- Goals, policies, and actions
- Funnels from aspirational to more specific
- Development requirements

**General Plan** →

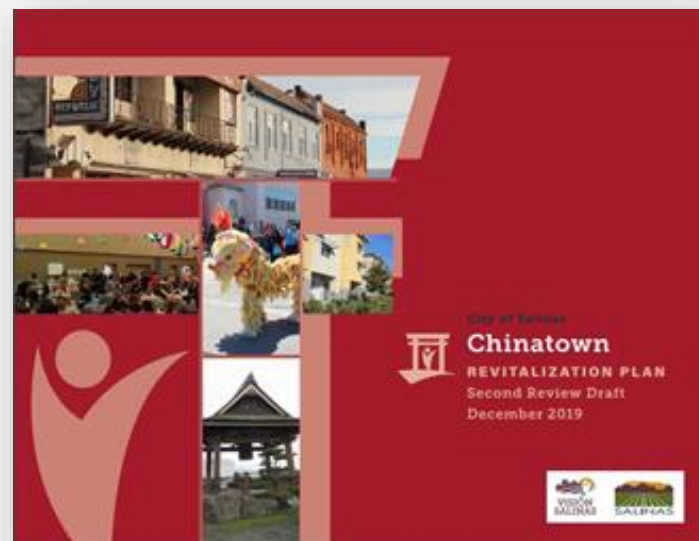
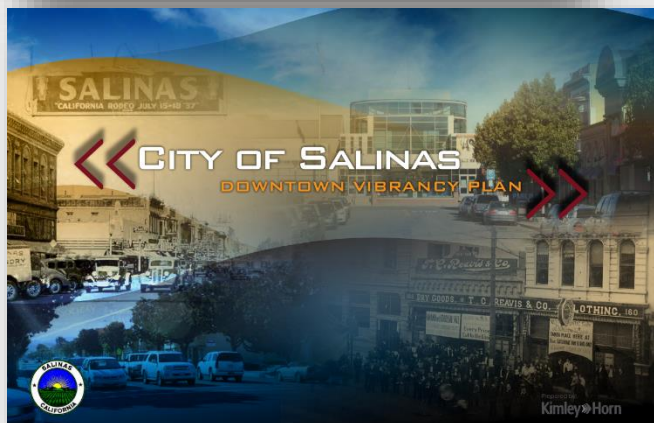
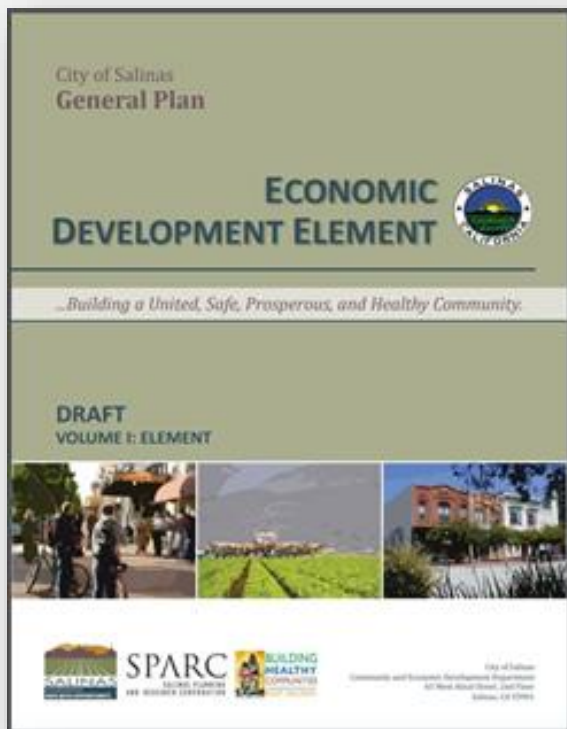






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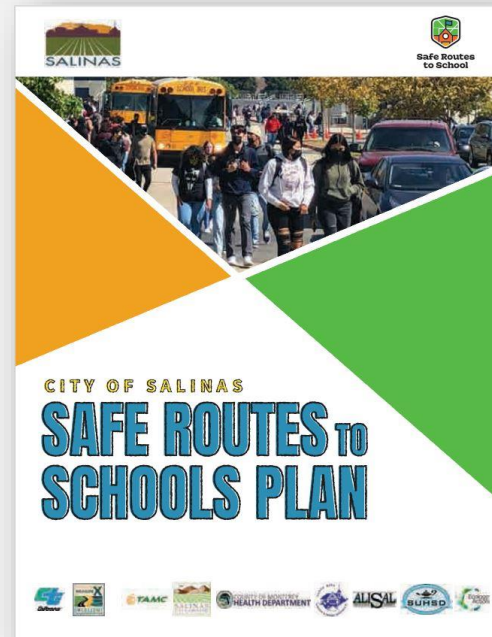
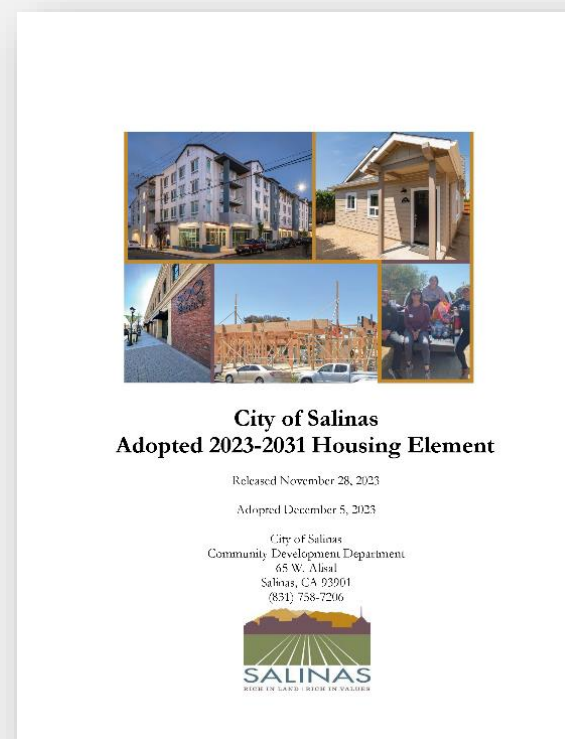
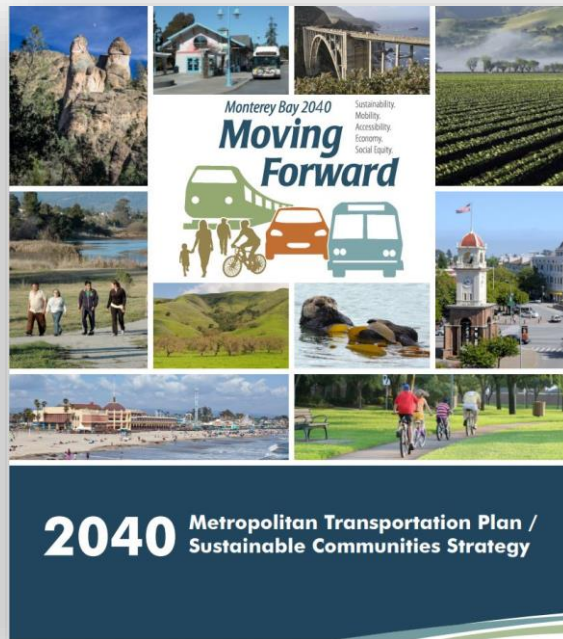
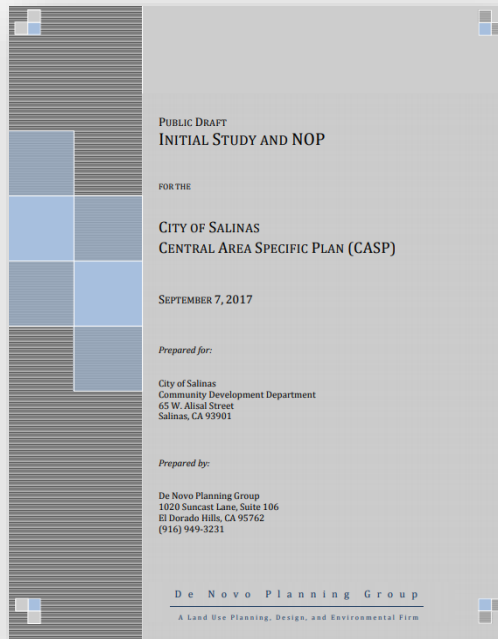
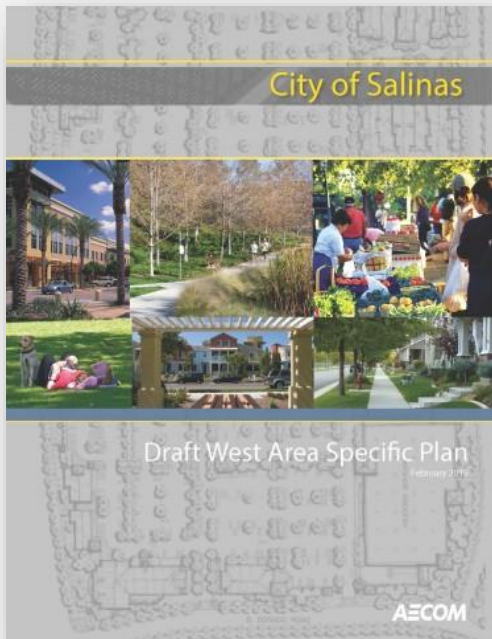






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## 2040





## Built Environment Pillar

- Land Use Element
- Housing Element
- 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.*





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## Process and Engagement

- 22 workshops
- 8 Working Group and 16 Steering Committee meetings
- Pop-ups and grassroots outreach, including house meetings
- English and Spanish







## Timeline 2021-2024

2021

Visión Salinas 2040  
launched

Steering Committee  
formed

Land Use Workshops

Community Resource Fair

2022

Existing Conditions webinar

Working Groups

CAP webinar

Environmental Justice  
workshops

Community Design  
workshops

2023

Housing Element focus

Housing Element webinar  
and workshops

Ambassador house  
meetings

GP EIR Notice of  
Preparation

Housing Element Adopted

2024

Land use change webinars

Element Study Sessions

Completed Water Supply  
Assessments

Prepared Administrative  
draft General Plan

Issued Zoning Code RFP



## Timeline 2025

Q1

Zoning Code consultant selection

Public Review Draft General Plan and Pre-Public Review Draft Study Session

EIR administrative draft

General Plan Annual Progress Report

Q2

Release Public Review Draft General Plan

CAP Engagement

Develop Public Review CAP and EIR

Revise Draft General Plan

Q3

Release formal draft EIR and CAP for 45-day comment period

Continue engagement

Brief Planning Commission and City Council on adoption process

Start revising documents

Q4

Publish revised General Plan, CAP, and EIR

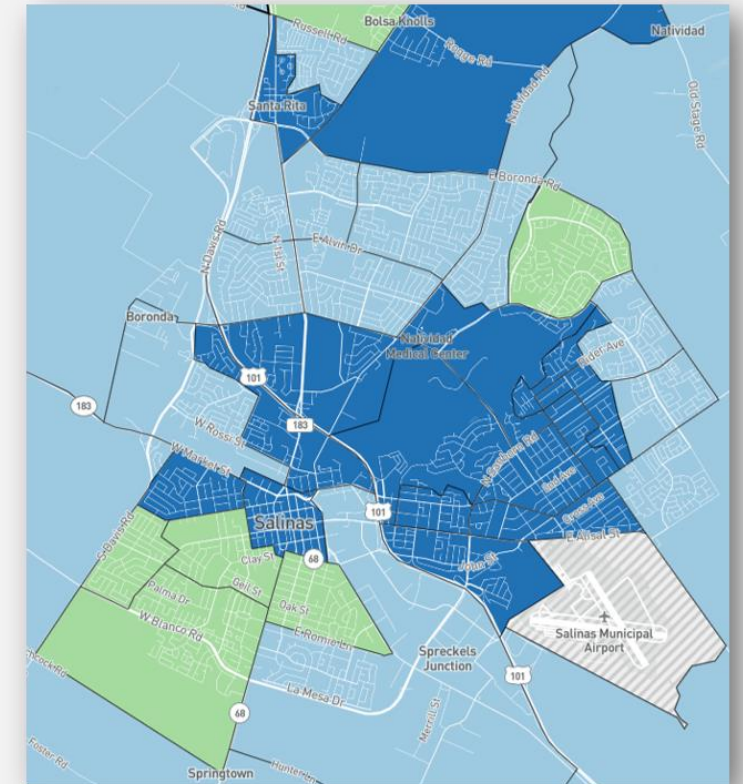
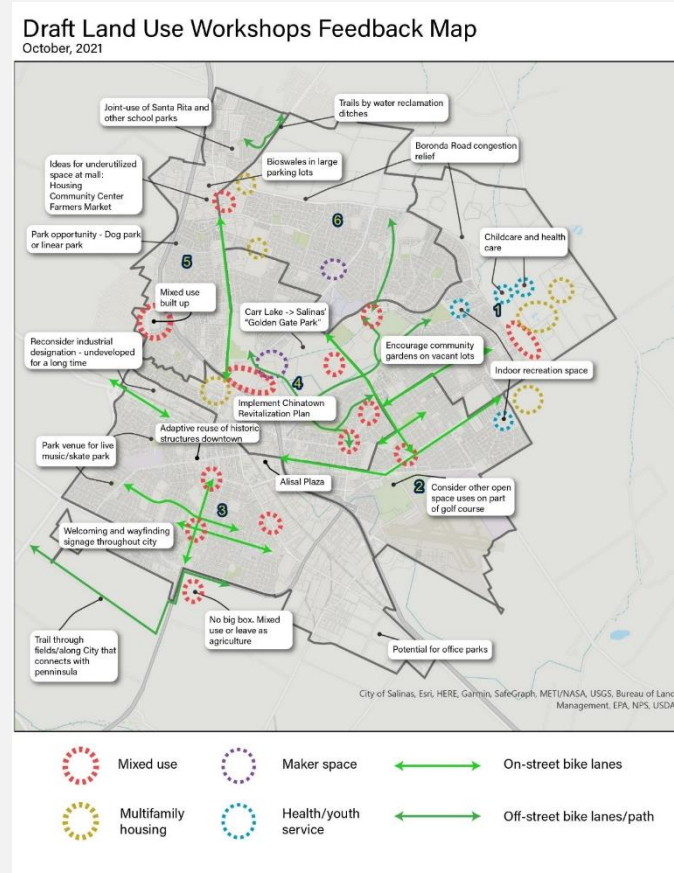
Start approval process

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



## Previous Study Sessions (Planning Commission and City Council)

- Land Use and Circulation – 3/12/2024 (Council date)
- Environmental Justice and Public Safety – 4/23/2024 (Council date)

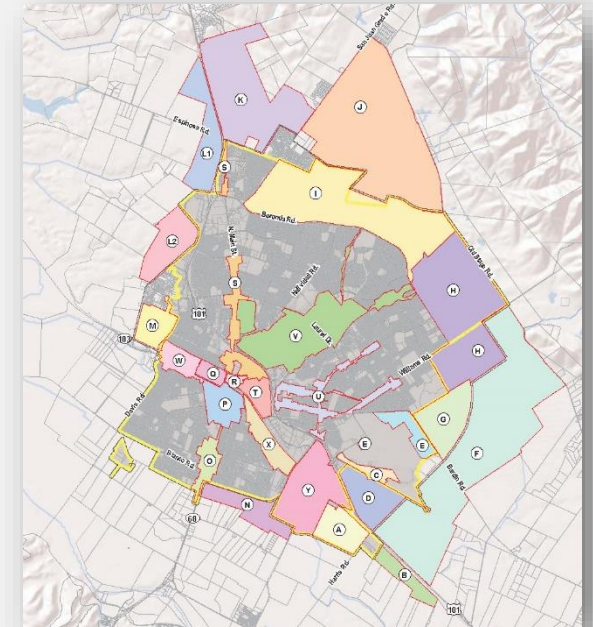






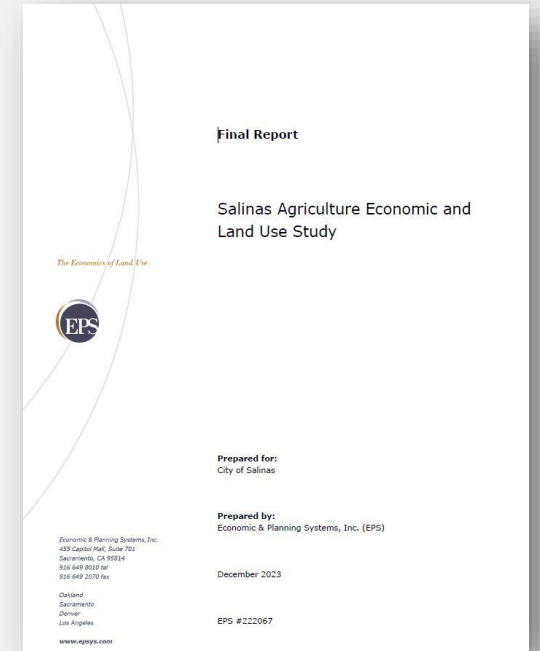
## 2017 Economic Development Element

- City's vision of a prosperous and healthy community defined as jobs, safety, and health
- 400+ goals, policies and actions adopted in 2017
- Identified "Opportunity Areas" Throughout the City



# Economic Development Engagement

- Steering Committee
- Socioeconomic Systems Working Group
- SALC Grant Technical Advisory Committee
- Business organization stakeholder meeting



## What we heard

- Desire to build on our strong agricultural base while diversifying the local economy
- Need to create an environment where businesses can grow
- People want pathways to prosperity through education and workforce development
- Use Salinas' history and culture to encourage tourism, entertainment, and retail
- Need for public and private investment in our commercial corridors and shopping centers





## EDE Draft Goals and Policy Summary

- Goal ED-1: Cultivate a diverse and adaptive economy that aligns with future economic trends and reinforces Salinas' leadership in the agricultural industry.
  - Encourage economic expansion while supporting the advancement of agricultural production and technology.
  - Attract new businesses on and adjacent to the agri-business supply chain.
- Goal ED-2: Encourage a thriving business environment through supporting start-ups, growing current businesses, and attracting new industry to build a dynamic economic landscape in Salinas with higher paying employment opportunities.
  - Develop a business retention program and streamline licensing and permitting processes.
  - Improve access to capital for all stages of business growth and support entrepreneurship and innovation.



## EDE Draft Goals and Policy Summary

- Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.
  - Increase access to education and vocational training for youth and adults to prepare for relevant and high-quality job opportunities.
  - Support residents in improving their neighborhoods.
- Goal ED-4: Enhance retail, entertainment, and tourism opportunities throughout the City.
  - Promote the City and its unique neighborhoods as cultural, arts and shopping destinations.
  - Develop a Citywide strategy to combat sales tax leakage and strengthen local retail.



## EDE Draft Goals and Policy Summary

- Goal ED-5: Coordinate public and private investment along disinvested commercial corridors.
  - Improve the appearance of commercial corridors through design guidelines that strengthen district identity and programs such as façade improvements.
  - Support business owners with ADA compliance and increasing accessibility.







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# Thank You!

*Questions*

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