



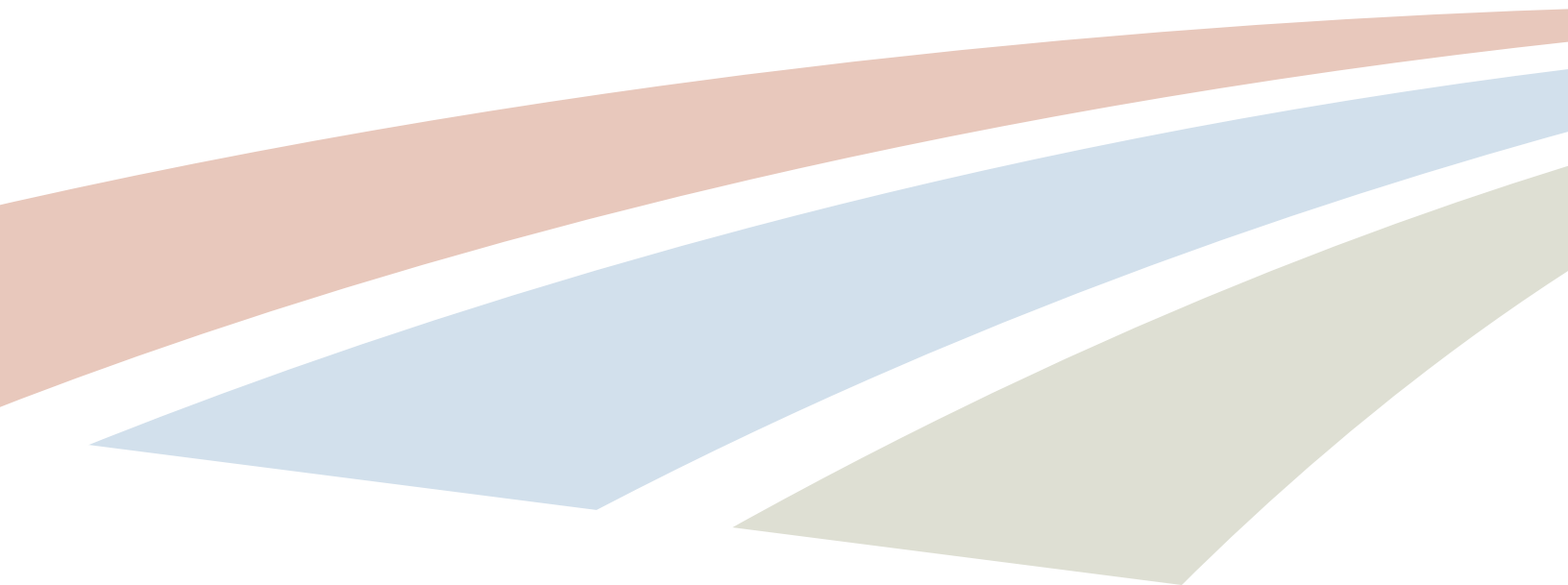
VISIÓN SALINAS

# Guiding Principles



Winter 2019

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



# Introduction

"Visión Salinas" was initiated in 2017 to coordinate the public outreach and planning efforts in Salinas, and to guide the future update of the City's General Plan in 2019. It is also the backbone behind many Salinas community engagement efforts, and will be the brand of the upcoming General Plan Update.



## Key Objectives:

### 1. Planning

- Ensure a cohesive and unified General Plan Update
- Development of Draft Guiding Principles to guide the City's upcoming General Plan Update

### 2. Community Engagement

- Ensure a 100 percent bilingual outreach process
- Increase resident engagement, participation and ownership of the planning process

### 3. Capacity Building

- Build capacity of residents in working with the City to shape policy and planning processes

## WHAT IS A GENERAL PLAN?

The General Plan is the blue print for development in a City. Its a comprehensive long range planning document that outlines how Salinas will grow, adapt to the changing economy, conserve open space, develop housing, and a plethora of other important factors that will face the City in

### 4. Coordination

- Branding and name recognition for the various planning processes in Salinas
- Coordination between the various planning processes underway in Salinas (Related plans: the Carr Lake Park Plan; the new Police Services Headquarters, the New El Gabilan Library)

## State Mandated General Plan Elements

Land Use\*  
Circulation\*  
Housing\*  
Conservation\*  
Open Space\*  
Noise\*  
Safety\*  
Environmental Justice  
Air Quality\*

## Other Optional Elements

Health  
Economic Development\*  
Community Design\*  
Equity  
Water  
Climate Change  
Resiliency  
\*current General Plan elements





# Developing Visión Salinas Guiding Principles

An important accomplishment in the Visión Salinas process thus far was the development of an Overarching Core Value and Guiding Principles. The Overarching Core Value for Salinas is meant to speak to the values of inclusivity, diversity, and civic engagement that Salinas takes pride in – it is a general value statement that is woven into each Guiding Principle. The Guiding Principles are topic based principles that will guide each policy and action item in the General Plan.

The development of the Guiding Principles started with reviewing public feedback and comment from a wide variety of critical planning programs and efforts citywide (see insert).

From this feedback, the Guiding Principles were drafted and circulated among staff and stakeholder groups and were released to the community in May of 2018. Between May and August of 2018, the community vetted and contributed to the conversation of the Guiding Principles.

## PLANNING INPUT

The input from the planning processes below helped develop the the content of the Guiding Principles

- Economic Development Element (EDE – 2014)
- Housing Element Update (2015)
- Downtown Vibrancy Plan (2015)
- Alisal Vibrancy Plan (Ongoing)
- Chinatown Revitalization Plan (Ongoing)
- Parks, Rec, and Libraries Master Plan (Ongoing)





## Visión Salinas in Action





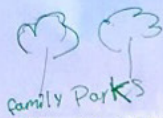
que le gustaría  
nas en 10 años!

What You Would like  
rs!



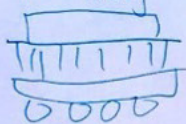
VISIÓN SALINAS

# Peace



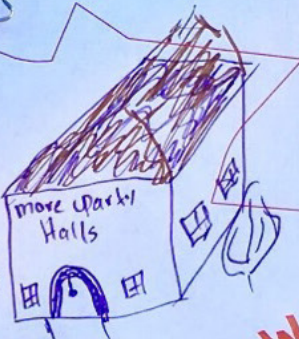
North Salinas

Start lights on San Juan Grade  
Cars go back - Driver  
to pedestrian in (kids)



Run Track King

EVENT & CO



guitar classes



Creekbridge

Wellness Center

YOGA

+ DISPENSARY

my house



Six flags



at mu  
park



# Visión Salinas Guiding Principles

## Overarching core value:

**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 advance 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, citizenship status, health or disability.

This Overarching Core Value is embedded in each of the following Guiding Principles.



**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**







# Economic Prosperity, Equity, and Diversity

**A City where all persons have equitable access to prosperity through a diversified economy, jobs and educational/training opportunities**

- Attract emerging industries and support entrepreneurship, innovation and creativity, while continuing to promote Salinas as the premier center for agricultural productivity and AgTech.
- Promote the image of the City as a desirable, safe, and vital location for businesses to locate and people to live, work, and visit.
- Embrace underserved populations and provide them the resources to succeed into different sectors of the economy.
- Foster small business development and ensure that existing businesses gain access to the capital, resources and services that they need to succeed, expand and stay in the City.
- Create a workforce prepared for the future by providing educational and training pathways in specific industries to increase job opportunities and earning power.



*Nursing students graduate from Hartnell College in Salinas*



*El Tresor Apartments in Northeast Salinas provide affordable multi-family units*



## Housing Opportunities for All

### A City with a diversity of housing types and affordability levels for its residents

- Facilitate the development of a variety of innovative housing types throughout the City that meet the diverse needs and income levels of the community, are energy efficient and promote healthy living.
- Ensure that affordable housing options exist for underserved populations such as seniors, the homeless, disabled persons and farmworkers.
- Remove unfair or inappropriate barriers to housing and minimize housing displacement.
- Ensure existing housing and neighborhoods are well-maintained to improve safety, reduce overcrowding, encourage social interaction and bolster community pride.
- Promote higher density mixed-use residential and transit-oriented development near public transportation, bike facilities and along major corridors.





*Ciclovía is an entirely youth-led event in East Salinas that allows families to bike, walk, and scoot down Alisal Street*



## Healthy and Safe Community

**A City which strives to protect and improve the personal safety, health and welfare of the people who live, work, and visit**

- Build a trusting dialogue between the community and public safety to reduce violence and ensure people feel safe going about their daily activities.
- Address the root causes of violence through investment in strategies that support safe neighborhoods, youth, and families.
- Emphasize crime prevention through the design of the built environment.
- Partner with health providers and organizations to improve the mental and physical health of the community, reduce health inequities, and provide access to health care.
- Promote equitable access to healthy food, parks, recreation and other desired amenities to encourage healthier lifestyle choices.
- Ensure the protection and sustainable use of the City's air, water, land, and natural resources.
- Cultivate the preparedness of our most vulnerable population, improve the resiliency of the City's hard infrastructure, and reduce greenhouse gas emissions to ensure a better response to climate change and natural disasters.





# Youth are the Future

## A City where youth flourish and have equitable access to education, recreation and a healthy urban environment

- Develop innovative and culturally relevant collaborations to end childhood poverty, improve literacy and prevent youth violence.
- Ensure all youth have access to quality preschools, schools, afterschool programs, libraries and recreational opportunities.
- Support educational and training pathways and opportunities for all youth so they can gain skills that will help them improve their well-being, upward mobility, secure employment and allow them to remain in the community.
- Foster access to family support services to help parents, families and caregivers fulfill their roles and provide a safe, caring and healthy atmosphere where youth can thrive and achieve their full potential.



*Children racing their “horsies” at the California Rodeo, Salinas*



# Collaborative, Inclusive and Engaged Decision-Making

**A transparent and responsive City Government driven by the voices of a participatory community**

- Ensure City policies promote racial equity, align with the Overarching Core Value, Guiding Principle and the General Plan.
- Encourage and engage all people (especially youth) to have an active role in driving City decisions, policies and practices.
- Form community partnerships in the City that foster transparency, effective communication, and lead to tangible outcomes.
- Catalyze and invest in community problem solving and neighborhood improvement efforts by building the capacity of, residents, partners and community groups to create change, bolster community pride, and maximize the impact of limited resources.



*Community members participate in an Alisal Vibrancy Plan Popup event at Ciclovía, 2018*





*A man and woman walk their dogs at the Rossi-Rico Greenway in Central Salinas*



## Livable and Sustainable Community

**A well-planned City with a thriving community core and commercial corridors, excellent infrastructure (streets, sewers, parks, trees and open spaces, libraries, and community facilities, etc.) that meet the unique and changing needs of the community**

- Promote livability by focusing on sustainable land use planning, targeted circulation and infrastructure improvements that provide equitable access and the efficient use of resources.
- Encourage vibrant and active community gathering spaces such as libraries, community facilities, performance venues, open spaces, parks, and plazas.
- Ensure the City's infrastructure is well-maintained, has sufficient capacity, is accessible for disabled persons, and is adaptable to emerging development patterns, changing land uses, technological advances and lifestyles.
- Work cooperatively with the community members and others to maintain properties, promote volunteerism, ensure effective code enforcement, preserve natural and architectural assets, revitalize disinvested commercial and residential corridors and promote greening and beautification of the City.





# Connectivity, Access and Mobility

**An active City with a well-connected, eco-friendly network of multi-modal streets, bikeways, greenways and trails, and effective public transportation options**

- Facilitate community interaction by removing physical barriers and improving connectivity.
- Create a modern, safe, sustainable and connected transportation network that provides a variety of mobility choices for all.
- Improve access and connect pedestrian and bicycle linkages and public transit from all neighborhoods to schools, parks, open space, shopping and services, employment centers, downtown and other community core areas to promote connectivity.
- Emphasize walking, biking, and public transit when considering new development or revitalizing existing neighborhoods.



*Community members board a free Monterey-Salinas Transit (MST) bus on New Years Day, 2019*



*Spectators watch the Lion Dance at the 2017 Salinas Asian Festival in Chinatown*



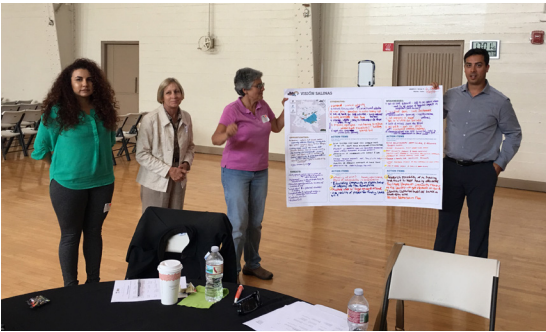
## A Community to Celebrate

**A City that celebrates, promotes, preserves and honors the diversity, history, art, and culture of its community**

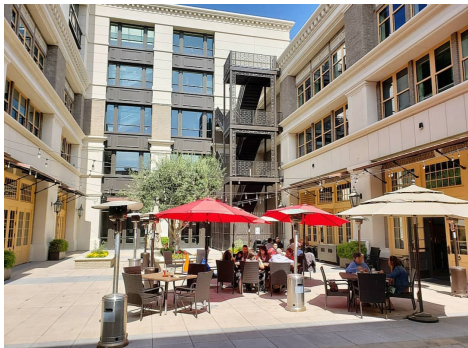
- Promote the rich diversity and culture in Salinas through art, music, festivals, parades and other community events.
- Celebrate the City's history, the architecture of its buildings, the diverse cultures of its people, and its rich immigrant history.
- Foster a sense of place by encouraging community driven transformation, initiating themed districts, and by building upon existing neighborhood identity.



# Visión Salinas 5 Year Process



Four Facilitation Trainings  
2017



Downtown  
Vibrancy Plan  
2015



Neighborhood  
Vibrancy/Urban  
Grenning Plan  
2017

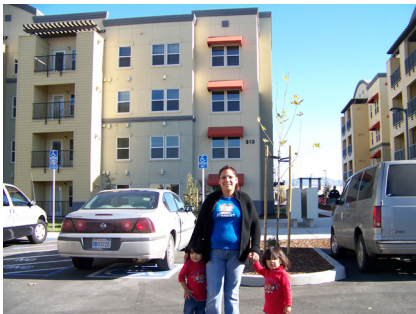
2014

2015

2016

2017

Housing Element  
2014-2015



Economic. Devevelopment  
Element  
2014



Visión Salinas  
Launches  
2017







**Adopt Parks, Rec & Libraries  
Master Plan 2019**



**Visión Salinas Guiding  
Principles Developed 2018-2019**



**General Plan Update  
Begins  
2019**

**Planning Team  
Selection  
Fall 2019**

**Request for  
Proposals  
Spring 2019**

**2018**

**2019**

**2020**

**Alisal Vibrancy Plan 2019**



**Adopt Chinatown Revitalization Plan 2019**

**General Plan  
Community  
Engagement  
Begins  
2020**



**General Plan Outreach  
Approach Formulated  
Spring 2019**





# Visión Salinas in the Community





