



# Public Review Draft Visión Salinas 2040 General Plan

2/23/26





- **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**



# VISIÓN SALINAS

2040

City of Salinas  
General Plan

## ECONOMIC DEVELOPMENT ELEMENT

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

DRAFT  
VOLUME I: ELEMENT

SPARC  
SALINAS PLANNING AND REDEVELOPMENT CENTER

BUILDING HEALTHY COMMUNITIES

City of Salinas  
Community and Economic Development Department  
401 West Alhambra Street, 2nd Floor  
Salinas, CA 93901

City of Salinas  
VISIÓN SALINAS 7/14/19

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

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

*An Inclusive, Diverse and Welcoming City where all Persons can Thrive*  
*Una ciudad acogedora, inclusiva y diversa donde todo el mundo puede prosperar*

Salinas believes that an inclusive, diverse and welcoming environment is essential to identifying and sustaining a healthy City, which is working as a community to ensure that all residents have equitable access to opportunities to advance their well-being regardless of their circumstances. The City's decisions, policies and practices are based on 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.

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 toma en práctica la ciudad se basan en sus principios de equidad social y sostenibilidad para que se cumplan las necesidades fundamentales de todos las personas independientemente de su raza, color, origen étnico, edad, religión o creencias, nivel de ingresos, lugar de residencia, 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

VISION SALINAS SALINAS

SALINAS  
CALIFORNIA BORN! JULY 1948 '97

## CITY OF SALINAS

### DOWNTOWN VIBRANCY PLAN

KimleyHorn

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

VISION SALINAS SALINAS

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

VISION SALINAS SALINAS



# VISIÓN SALINAS

2040

City of Salinas

Draft West Area Specific Plan  
February 2018

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 Suncoast Lane, Suite 106  
El Dorado Hills, CA 95762  
(916) 949-3231

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

Monterey Bay 2040  
**Moving Forward**

Sustainability  
Mobility  
Accessibility  
Economic  
Social Equity

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) 758-7206

SALINAS VISION ZERO  
ACTION PLAN

VISION ZERO  
SALINAS

MST  
MONTEREY BAY TRANSIT

Comprehensive Operational Analysis  
Final Network Plan

FEBRUARY 2022  
JARRETT WALKER + ASSOCIATES

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





# VISIÓN SALINAS

2040

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

**General Plan** →



## 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.





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



## Public Art in the General Plan

- Goal ACY-2: Promote public art, culture, and creative expression in a manner that fosters community pride.
- Policy ACY-2.1: Support local artists and community groups in the development and maintenance of public art projects and events.
- Offer training opportunities and capacity building.
- Provide resources, such as workspaces and funding to allow artist to showcase their art.
- Work with local artists, Public Art Commission, and art interest groups to expand/maintained murals and public art throughout the city.
- Encourage partnerships with art organizations and local schools to create programming for local artists to expand art mediums and gain a competitive edge.
- Work with public and private agencies/organizations to facilitate projects and work with interested parties on their development.
- Work with community partners to expand community schools' culture and arts curriculum.
- Support local community groups in the development and execution of culturally responsive community activities/events with in-kind services and a streamlined permitting process.





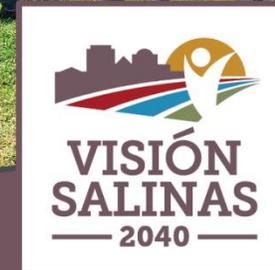
## Public Art in the General Plan

- Policy ACY-2.2: Promote and preserve pluralistic culture, art, identity, and history of Salinas' unique neighborhoods through context and place-sensitive design.
- Establish arts and culture districts throughout the city.
- Explore digital options, as well as static mediums (QR codes and info plaques on existing public art), to create interactive mapping to showcase public art.



## 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*