

City of Salinas

200 Lincoln Ave., Salinas, CA 93901

www.cityofsalinas.org



Meeting Agenda - Final

Wednesday, October 1, 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

JOIN THE ZOOM WEBINAR TO PARTICIPATE LIVE AT:

<https://cityofsalinas.zoom.us/j/88169592378>

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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. Public Comment may also be submitted via email at currplanwebmail@ci.salinass.ca.us and will be entered into the record.

CONSENT

[ID#25-426](#)

Minutes

Recommendation: Approve minutes of September 17, 2025.

ADMINISTRATIVE REPORTS

[ID#25-427](#)

Study Session: 2025 Schedule, City Planning Documents Overview and Zoning Code Update Draft Public Engagement Plan

Recommendation: No action required. Receive a presentation on the proposed 2025 study session schedule, hierarchy and relationship of City planning documents and Zoning Code Update Draft Public Engagement Plan and provide direction.

PUBLIC HEARINGS**OTHER BUSINESS**

General Plan Steering Committee Update

FOLLOW UP REPORTS

Joint Study Session City Council/Planning Commission Minutes of June 10, 2025

FUTURE AGENDA ITEMS**ADJOURNMENT**

Confirmation of attendance at next meeting prior to adjournment.

Maira Robles, Administrative Aide

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 26, 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>.



City of Salinas

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CA 93901
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Legislation Text

File #: ID#25-426, **Version:** 1

Minutes

Approve minutes of September 17, 2025.

**UNOFFICIAL MINUTES
OF THE
SALINAS PLANNING COMMISSION
September 17, 2025**

The meeting was called to order at 4:00 p.m. in the City Council Chamber Rotunda.

Chairperson McKelvey Daye requested a moment of silence for Salinas Fire Engineer and International Association of Fire Fighters Local 1270 President, Joshua Hostetter.

PLEDGE OF ALLEGIANCE

ROLL CALL

WELCOME AND STAFF INTRODUCTIONS

PRESENT: Chairperson McKelvey Daye and Commissioners Meeks, Rocamora and Wruck

ABSENT: Commissioners Almanza-Larios, Gutierrez and Purnell

STAFF: Community Development Director, Lisa Brinton; Planning Manager, Courtney Grossman; Planning Manager, Grant Leonard; Senior Planner, Jonathan Moore; Senior Planner, Son Pham-Gallardo; Management Analyst, Kirsten Zehring; and Administrative Aide, Maira Robles

COMMENTS FROM THE PUBLIC FOR ITEMS NOT ON THE AGENDA

Chairperson McKelvey Daye opened for public comment at 4:04 p.m.

Peter Salai expressed concerns regarding transparency about the roles and responsibilities of standing committees and ad hoc committees as they review and consider zoning and land use items.

Chairperson McKelvey Daye closed for public comment at 4:05 p.m.

CONSENT

ID#25-400 Approval of the Minutes: September 3, 2025

Upon motion by Commissioner Meeks, and a second by Commissioner Wruck, the minutes of September 3, 2025 were approved. The motion carried by the following vote:

AYES: Chairperson McKelvey Daye and Commissioners Meeks, Rocamora and Wruck
NOES: None
ABSTAIN: None
ABSENT: Commissioners Almanza-Larios, Gutierrez and Purnell

ADMINISTRATIVE REPORTS

ID#25-403 Administrative Report on the General Plan Update, Zoning Code Update, and Future Growth Area Tentative Map Applications

Planning Manager, Courtney Grossman, introduced the purpose of the administrative report and requested direction from the Planning Commission regarding future study sessions and training topics.

Received presentation from Senior Planner, Jonathan Moore, and Senior Planner Son Pham-Gallardo regarding an update on the status of the General Plan Update/Visión Salinas 2040, Zoning Code Update, and Future Growth Area Tentative Map application processing. Ms. Gallardo informed that a total of 3,962 units are planned for development in the Future Growth Area and include the following unit types: single family dwellings, town homes, condominiums and duplexes.

Based on research, Chairperson McKelvey Daye shared the following summary of the responsibilities of the Planning Commission:

- Develops/updates the General Plan;
- Implements zoning and land-use policies;
- Guides growth and development;
- Facilitates public engagement;
- Advises City Council; and
- Coordinates with other agencies.

Chairperson McKelvey Daye emphasized that study session topics should align with the aforementioned responsibilities.

Commissioner comments and discussion included the following:

- Emphasized the role of a Planning Commissioner as public representative;
- Raised concerns about sewage infrastructure as a barrier to new housing development;
- Urged for better communication with residents;
- Noted that other jurisdictions grant more authority to their Planning Commissions;
- Expressed concerns about limited authority and permits issued at the discretion of staff;

- Requested clarification on PlaceWorks;
- Requested additional information on the potential impact to Tentative Map applications as a result of the updates proposed to guiding documents;
- Requested clarification on Zoning Code audit; and
- Inquired if estimated completion dates of the General Plan Update as well as the Zoning Code Update will impact Tentative Map processing timelines.

Response from City staff included the following information:

- The majority of incomplete Tentative Map applications have been resubmitted and are under review;
- Tentative Map applications will proceed under existing Specific Plans;
- The Zoning Code audit will ensure legal compliance with state and federal law; and
- Updates are phased to minimize inconsistency over time.

Going forward, Commissioners would like to have regularly scheduled study sessions, as well as a detailed training calendar and expressed interest in the following:

- Training on laws like California Environmental Quality Act (CEQA) and Subdivision Map Act; and
- Clear understanding of inter-committee roles and responsibilities.

Response from City staff included the following information:

- Staff will meet on Sept 18, 2025 to draft a calendar with training scheduled through the end of the year; and
- A study session will also be scheduled in which staff would like to gather Planning Commission input regarding the Zoning Code Update and housing laws.

Chairperson McKelvey Daye questioned the delay in receiving the minutes from the joint City Council and Planning Commission study session of June 10, 2025.

Mr. Grossman indicated that staff reached out the Office of the City Clerk and were informed that the City Clerk will be contacting Chairperson McKelvey Daye with an update.

Chairperson McKelvey Daye requested that Mr. Grossman provide information on permit streamline procedures and legislative changes.

Mr. Grossman informed that there have been a number of legislative bills as a result of the Housing Crisis Act of 2019 that have gone through state legislature. One of the more common ones that applies to the processing of Tentative Map applications, is Senate Bill (SB) 330:

- This senate bill has changed how Tentative Map applications are processed (e.g., pre-app required, fixed timelines);
- Changes at the state-level have removed some of the local policy discretion during initial processing phases; and
- Projects in the East Area are more complex due to lack of an adopted Specific Plan.

Chairperson McKelvey Daye stressed the importance of commissioners understanding that many changes come from state legislation, and not city policy and shared the following:

- Provided an example from Salinas' Sister City, Guanajuato, Mexico, to emphasize the importance of understanding community needs through engagement; and
- Requested a study session on why Planning Commission does not have a role in making important determinations impacting the community or the opportunity to provide input on topics, such as the issues with rental stabilization.

Response from City staff included the following information:

- Explained that local regulations, legislative changes and laws like SB 330 affect commission's involvement; and
- Noted more involvement is planned through community engagement meetings and stakeholder committees.

Chairperson McKelvey Daye opened for Public Comment at 4:52 p.m.

Peter Salai expressed concern about state-level changes reducing CEQA consideration and asked how the Planning Commission encourages infill/high-density development.

Peter Kasavan, Salinas Planning and Research Corporation (SPARC) President, highlighted the Economic Development Element (EDE) of the General Plan as a model for robust community engagement. Mr. Kasavan requested that the Commission support retention of the EDE and replicate its outreach model in the General Plan and Zoning Code updates.

Denise Estrada submitted written public comment requesting a formal study session to allow shareholders sufficient time to present the details of the work that has been undertaken to update the EDE.

Public Comments received via email were distributed to the Planning Commission ahead of the meeting and are part of the record.

Chairperson McKelvey Daye closed for public comment at 4:57 p.m.

Commissioners provided the following closing comments:

- Chairperson McKelvey Daye called for more collaboration, transparency, and staff involvement in equipping the Commission;
- Commissioner Wruck requested regular inter-committee reports to understand citywide initiatives; and
- Commissioner Meeks suggested that the Planning Commission create a mission statement.

PUBLIC HEARINGS

No public hearings were presented.

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 soon. The committee will then reconvene to review and reengage the community.

FOLLOW-UP REPORTS

Chairperson McKelvey Daye indicated that the request for the minutes of the joint City Council and Planning Commission meeting held on June 10, 2025 should remain on the agenda until the item is resolved.

Commissioner Rocamora requested an update on the filling of job vacancies previously reported for the Community Development Department and the overall permit processing timeframes.

Ms. Brinton indicated that 11 of the previously reported vacancies have been filled and staff has made progress; however, continues to rely on consultants given the volume and complexity of some of the permits. Ms. Brinton added that the Code Enforcement division will be fully staffed in the upcoming week.

Commissioner Meeks requested information on the recordkeeping of Planning Commissioners' attendance.

Staff informed that Planning Commissioner attendance records are kept in accordance with the established bylaws and submitted quarterly, at a minimum, to the Office of the City Clerk for review by the City Council.

FUTURE AGENDA ITEMS

Mr. Grossman informed that there are no projects scheduled for presentation to the Planning Commission at this time, staff will meet to discuss future training and study session opportunities.

ADJOURNMENT

Chairperson McKelvey Daye reviewed for quorum for the Planning Commission meeting scheduled for October 1, 2025 and adjourned the meeting at 5:05 p.m.

LORISA MCKELVEY DAYE
Chairperson

COURTNEY GROSSMAN
Executive Secretary



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Legislation Text

File #: ID#25-427, **Version:** 1

Study Session: 2025 Schedule, City Planning Documents Overview and Zoning Code Update Draft Public Engagement Plan

No action required. Receive a presentation on the proposed 2025 study session schedule, hierarchy and relationship of City planning documents and Zoning Code Update Draft Public Engagement Plan and provide direction.



CITY OF SALINAS PLANNING COMMISSION REPORT

DATE: OCTOBER 1, 2025

TO: PLANNING COMMISSION

FROM: COURTNEY GROSSMAN, PLANNING MANAGER

TITLE: STUDY SESSION: 2025 SCHEDULE, CITY PLANNING DOCUMENTS OVERVIEW AND ZONING CODE UPDATE DRAFT PUBLIC ENGAGEMENT PLAN

RECOMMENDED MOTION:

No action required. Receive a presentation on the proposed 2025 study session schedule, hierarchy and relationship of City planning documents and Zoning Code Update Draft Public Engagement Plan and provide direction.

DISCUSSION:

Proposed Study Sessions/Trainings for Remainder of 2025

On September 17, 2025, the Planning Commission discussed potential study session/training topics. Below is a schedule of proposed topics for the remainder of the 2025 calendar year for discussion.

10/1/25 – Overview and Hierarchy of Planning Documents and Zoning Code Update Engagement Plan.
10/15/25 – Planning 101 (navigating the development review process)
11/5/25 – Role of the Planning Commission
11/19/25 – General Plan Public Review Draft Study Session
12/3/25 – PlaceWorks' Zoning Code Update Kick-Off
12/17/25 – California Environmental Quality Act (CEQA) 101 (levels of environmental review)

The Institute for Local Government developed a Planning Commissioner Training series available [online](#). This series addresses some of the above topics. For example, for more information on the hierarchy of planning documents, see the Introduction to Planning and Planning Framework session. City staff will use materials from this series in future study session training materials.

Overview and Hierarchy of Planning Documents

One of the potential training topics requested by the Planning Commission at the September 17, 2025, meeting was an overview of our local planning documents and how they related to each other.

General Plan

At the top of the local hierarchy is the General Plan. State law requires each incorporated city adopt a general plan as the guiding policy document for the physical development of the city ([Government Code Section 65300](#)). Government Code also establishes elements, or topics, that a General Plan must include, but is not limited to, land use, circulation, housing, conservation, open space, noise, safety, and environmental justice ([Section 65302](#)). The format of these elements can be tailored to meet the needs of the community, provided that required topics are addressed, and elements are internally consistent.

Salinas' current General Plan is comprised of three major documents – the 2002 General Plan, the 2017 Economic Development Element, and the 2023-2031 Housing Element. Links to these and other documents referenced in this discussion are included in Attachment 1. Plan List. The City currently does not have a required Environmental Justice Element, which is being prepared as part of the Visión Salinas 2040 General Plan Update. See the Joint City Council-Planning Commission [Study Session](#) Staff Report for more on the proposed element structure of the General Plan Update.

Specific Plan

A specific plan implements the General Plan in an identified planning area by establishing an overall land use concept and development framework. Specific plans also have required components under state law (Government Code Sections [65450-65457](#)) and include tailored land use regulations, financial and engineering analysis and subsequent implementation measures, and may provide zoning for their particular area. Salinas requires specific plans for new development with Future Growth Areas (General Plan Implementation Program LU-4). Salinas has adopted eleven (11) specific plans and two more are currently in development.

Community Plans

The City also has other plans that focus on particular topics citywide. Some of these plans, such as the Stormwater and Sanitary Sewer Master Plans, go into more depth than is feasible for something like the General Plan, and must be updated on a more frequent schedule. Others are required by other laws, such as the Consolidated Plan, which is federally required for communities that receive U.S. Department of Housing and Urban Development (HUD) grant funds. Additional recent citywide plans include the Urban Forest Management Plan, Parks, Recreation and Libraries Masterplan, and Active Transportation Plan.

The City also has plans focusing on certain areas of the City (Downtown Vibrancy Plan, Alisal Vibrancy Plan, Chinatown Revitalization Plan). These area plans are not required by any law and do not carry the same legal weight as the General Plan but can organize the community behind a

powerful vision that drives change. The Downtown Vibrancy Plan, Alisal Vibrancy Plan, and Chinatown Revitalization Plan are all examples of plans that are not required but provide the community vision and framework which allows the City to pursue grant, local, and private funding for plan implementation.

Zoning Code Update Draft Public Engagement Plan

As discussed in the June 10, 2025 Joint City Council-Planning Commission [Study Session](#) and the September 17, 2025 [Administrative Report](#), the City is embarking on a comprehensive Zoning Code Update (ZCU). Community involvement will be a key component of the ZCU and the public engagement approach for this project must be appropriate for Salinas and designed to ensure the resulting Zoning Code aligns with the vision of the community and users of the Zoning Code. Engagement for the ZCU will be:

- Transparent – by creating public awareness of the project, regular updates and direction vetting through the Planning Commission and City Council and clearly articulating the basis and context of proposed changes; and
- Inclusive – by offering multiple avenues for participation throughout the project and increasing the accessibility of engagement activities; and
- Collaborative – by giving the community and the stakeholders most impacted by the Zoning Code meaningful opportunities to shape the new Zoning Code and ensuring their input is reflected in the final product.

The Planning Commission will play a major role in the ZCU. City staff will meet frequently with the Planning Commission to review the current Zoning Code and recommended changes. The Planning Commission must make formal recommendations prior to City Council consideration of any amendments. A summary of proposed ZCU Engagement is provided as Attachment 2. A more detailed ZCU Draft Public Engagement Plan is provided as Attachment 3.

ATTACHMENTS:

1. Plan List
2. ZCU Engagement Overview
3. ZCU Draft Public Engagement Plan
4. PowerPoint Presentation

City of Salinas Planning Documents

General Plan

[General Plan Documents Webpage](#)

- 2002 General Plan
- 2017 Economic Development Element
- 2023-2031 Housing Element

Specific/Precise Plans

[Approved Specific/Precise Plans Webpage](#) (older plans may not be listed on page)

- Harden Ranch
- Williams Ranch
- Westridge Center
- Salinas Auto-Center
- Mountain Valley
- Boronda Crossing
- Salinas Ag-Industrial Center
- Salinas Travel Center
- Gateway Center
- West Area Specific Plan
- Central Area Specific Plan

Recent Community and Other Plans

List intended as illustrative, may omit some plans

- [Downtown Vibrancy Plan](#)
- [Alisal Vibrancy Plan](#)
- [Active Transportation Plan](#)
- [Chinatown Revitalization Plan](#)
- [Parks, Recreation, and Libraries Masterplan](#)
- [Public Art Masterplan](#)
- [Vision Zero Action Plan](#)
- [Safe Routes to School Plan](#)
- [Salinas Sanitary Sewer Master Plan Update](#)
- [Stormwater Master Plan](#)
- [Urban Forest Management Plan](#)
- [Broadband Master Plan](#)

Multi-jurisdictional Plans

- [Salinas and Pajaro Valley Farmworker Housing Study and Action Plan](#)
- [Monterey County Analysis of Impediments to Fair Housing Choice](#)
- [Monterey County Multi-jurisdictional Hazard Mitigation Plan](#)

Zoning Code Update Engagement Overview

Group:	City Council	Planning Commission	Stakeholders	Technical Advisory Committee	General Public
Description and Role:	Elected body with final approval authority over all amendments. Provides direction to staff on project and engagement.	Appointed by City Council. Must make official recommendations on amendments prior to Council action. Will publicly review amendments in-depth.	Including, but not limited to, architects and contractors, developers and related professionals, community-based organizations, property owners, business owners and groups, and relevant agencies.	A subset of stakeholders frequently using the Zoning Code with the time to meet regularly and drill down on details. Provides informal recommendations to Planning Commission.	General residents, workers, and other members of the Salinas community will have frequent opportunities to provide input throughout the process.
Engagement Tools:	<ul style="list-style-type: none"> Quarterly updates. Study sessions. Public hearings. 	<ul style="list-style-type: none"> Frequent (quarterly to monthly) working sessions at regular meetings. Public hearings 	<ul style="list-style-type: none"> 1-on-1 interviews and small group meetings. Presentations to groups. Notices 	<ul style="list-style-type: none"> Frequent (quarterly to monthly) working meetings. 	<ul style="list-style-type: none"> Community meetings and workshops. Pop-Ups. Surveys. Presentations to groups. Public hearings.

Salinas Zoning Code Update

Public Engagement Plan

INTRODUCTION

Community involvement will be a key component of the Zoning Code Update. The public engagement approach for this project must be appropriate for Salinas and designed to ensure the final products align with the vision of the community.

This document serves as a roadmap for engaging with key stakeholders and the public during the comprehensive Zoning Code Update process. The Outreach Approach section identifies the objectives of project engagement, and a description of each engagement method is provided as part of the Engagement Toolbox section.

Finally, this Public Engagement Plan can be adjusted together over the course of the Zoning Code update to ensure that the engagement and project goals and objectives are met.

OUTREACH APPROACH

OBJECTIVES

The engagement process should maximize input from a diverse set of community members, including, but not limited to, residents, workers, property owners, development and building professionals, architects and designers, businesses and business groups, institutions and agencies, and community-based organizations. Zoning Code Update engagement will be:

- Transparent – by creating public awareness of the project, regular updates and direction vetting through the Planning Commission and City Council and clearly articulating the basis and context of proposed changes; and
- Inclusive – by offering multiple avenues for participation throughout the project and increasing the accessibility of engagement activities; and
- Collaborative – by giving the community and the stakeholders most impacted by the Zoning Code meaningful opportunities to shape the new Zoning Code and ensuring their input is reflected in the final product.

Effective engagement is necessary for achieving Zoning Code Update objectives, including:

- Creating a clearer, more objective and more user-friendly Zoning Code
- Implementing the adopted Housing Element
- Achieving compliance with new State laws
- Aligning the Zoning Code with the Visión Salinas 2040 General Plan

ENGAGEMENT TOOLBOX

The engagement effort for the Zoning Code Update is anticipated to include the following activities. Materials for each type of event will include accessible graphic-rich formats to clearly convey the topics in the Zoning Code to the general public.

PLANNING COMMISSION AND CITY COUNCIL

The City of Salinas Planning Commission will be the primary advisory committee for the Zoning Code Update and forum for reaching consensus on recommendations to City Council. Staff will meet regularly with the Planning Commission for review and direction of draft content and education on new State laws and best practices. The Planning Commission must make formal recommendations to City Council on amendments before City Council consideration.

Staff will provide City Council with updates at least quarterly, with additional reporting and study sessions as amendments near adoption hearings. City Council will provide project and engagement direction, including recommending individuals for the Technical Advisory Committee, which is discussed below.

POP-UPS

City staff will conduct pop-ups throughout the Zoning Code Update to build project awareness and get feedback on specific items. Pop-ups could occur at local branch libraries, community centers, or the following event types:

- Special events: Ciclovía, holiday events, National Night Out, California Rodeo, etc.
- Farmers' Markets
- Faith-based events
- Parent Teacher Association (PTA) meetings
- Youth sports events

COMMUNITY MEETINGS

Large in-person and virtual community meetings will be held at key points in the planning process. The community meetings may be held as open houses and/or workshops to introduce the project and receive community feedback, including on the Public Review Draft Zoning Code and Map Amendments.

STAKEHOLDER MEETINGS

Stakeholder engagement will consist of small-group meetings or a mix of one-on-one interviews to discuss existing constraints and potential opportunities. The invited stakeholders will represent expertise in the community from those who frequently use the zoning code. The list of stakeholders is expected to include, but is not limited to, architects and designers, developers, business owners and organizations, construction and real estate professionals, community-based organizations, property owners, and relevant agencies.

TECHNICAL ADVISORY COMMITTEE

Frequent users of the Zoning Code who want to be more involved may be invited to a Technical Advisory Committee (TAC) with recurring meetings throughout the process. This will be a subset of the stakeholders described above with the time and dedication to drill down on the details of the Zoning Code Update with City staff over frequent working sessions. The exact frequency of TAC meetings may vary depending on project phase, but it is expected to meet at least quarterly, with monthly or even bi-monthly meetings depending on materials to review. This group will be an informal, non-Brown Act group that meets during business hours and provides recommendations for consideration by the Planning Commission.

GETTING THE WORD OUT

The City will employ a variety of methods to inform the community and project stakeholders about upcoming engagement opportunities and the overall project, including:

- City website
- Public notices
- Press releases
- Local TV and radio interviews
- Salinas NOW podcast
- Email blasts
- Letters and postcards
- Social media (City Facebook and Instagram)
- Business canvassing
- Presentations at community organizations
- Surveys



Study Session: Planning Document Overview and ZCU Engagement Strategy

Salinas Planning Commission – October 1, 2025

Jonathan Moore – Senior Planner

Training/Study Sessions

- 9/17 – General Plan Update and Future Growth Area Update
- 10/1 – Overview of Planning Document Hierarchy/ZCU Engagement Plan
- 10/15 – Planning 101 (navigating the development review process)
- 11/5 – Role of the Planning Commission(presentation by Legal)
- 11/19 – General Plan Public Review Draft Study Session
- 12/3 – PlaceWorks ZCU Kick-Off
- 12/17 – CEQA 101 (levels of environmental review)

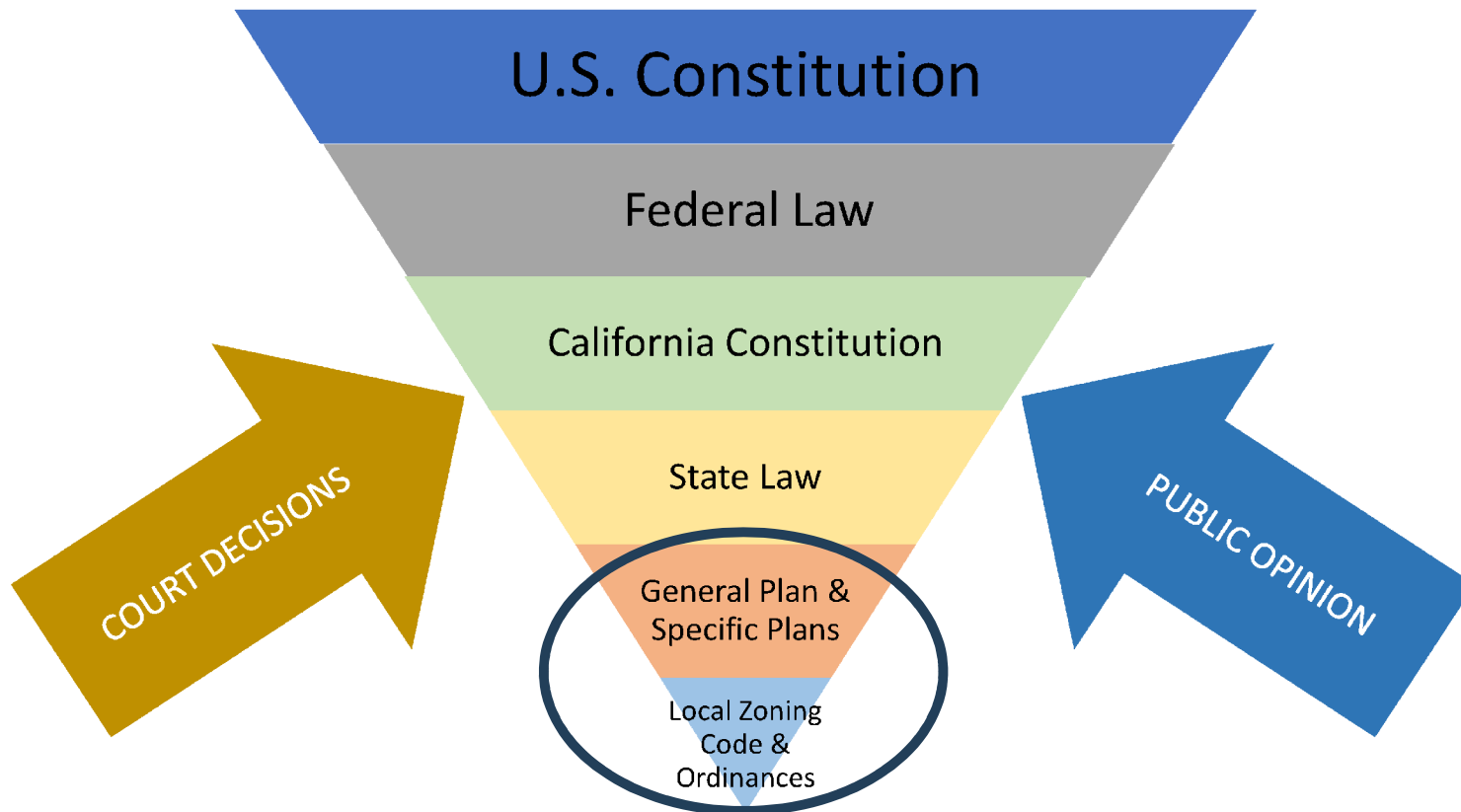
Planning Document Overview

- Hierarchy of plans
- Summary of local documents
- Relationship to ordinances

Zoning Code Draft Public Engagement Plan

- Objectives
- Summary of tools

THE HIERARCHY



General Plan &
Specific Plans

Local Zoning
Code &
Ordinances

Municipal Code

Development
Applications

Other Community Plans
Alisal Vibrancy Plan
Active Transportation Plan
Stormwater Master Plan
Urban Forest Management Plan

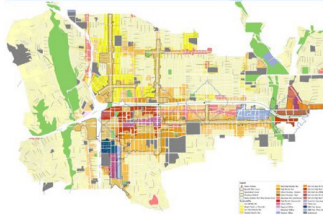
GENERAL PLANS

- Required by State Law
- The “constitution” for planning, development and conservation
- Provides long-range vision (20-30 year horizon)
- Basis for local land use decisions and other policies
- Identifies important community issues
- Sets the ground rules



REQUIRED GENERAL PLAN ELEMENTS

LAND USE



HOUSING



CIRCULATION



CONSERVATION



OPEN SPACE



NOISE



SAFETY



AIR QUALITY



ENVIRONMENTAL JUSTICE



(Not Applicable to Salinas)

2002 Salinas General Plan

- Land Use
- Community Design (optional)
- Conservation/Open Space
- Circulation
- Safety
- Noise
- Economic Development (optional, adopted 2017)
- Housing (updated 2023)

General Plan Update/Visión Salinas 2040 Proposed Elements



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

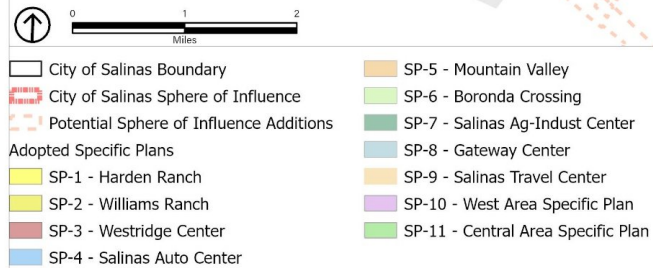
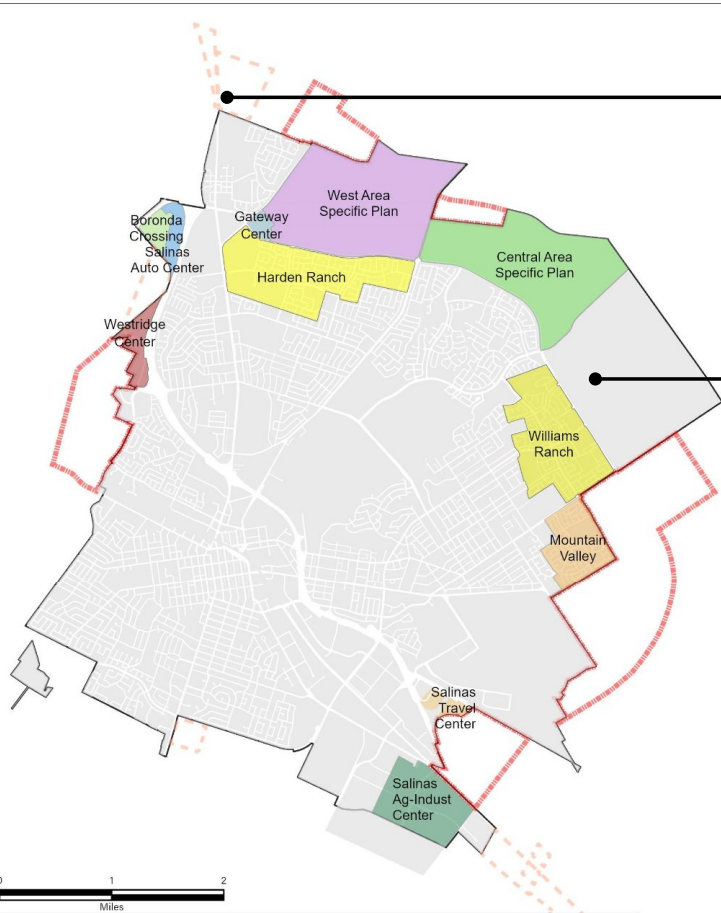
Optional elements.



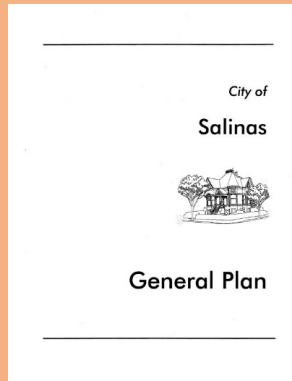
Specific Plans

Ferrasci Specific Plan
(in development)

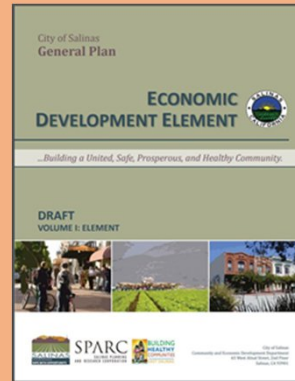
East Area Specific
Plan (in
development)



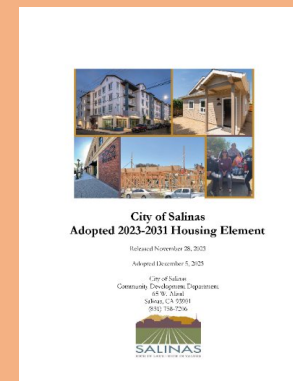
Current General Plan:



2002 General Plan

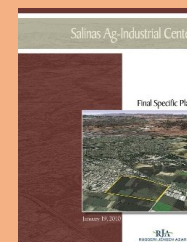
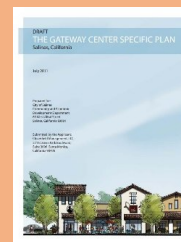
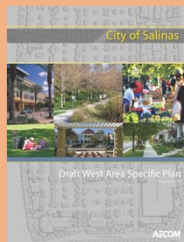


2017 Economic Development Element



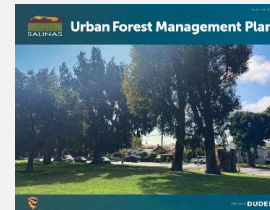
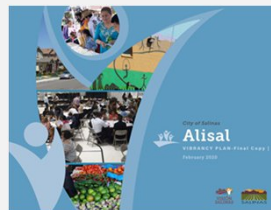
2023 Housing Element

Specific Plans:



11+ Adopted
2 in development

Other Plans:



And
many
more...

Salinas Municipal Code

Charter + 37 Chapters

Most related to Planning commission:

- Ch. 3 Commissions, Committees, and boards
- Ch. 5 Article VII. - Cannabis
- Ch. 31 Subdivision
- Ch. 37 Zoning

Examples of other Chapters related to development process:

- Ch. 9 Buildings
- Ch. 17 Housing
- Ch. 29 Stormwater Management
- Ch. 30 Streets and Sidewalks
- Ch. 35 Trees and Shrubs
- Ch. 36 Industrial Waste, Wastewater

Questions/Discussion

Zoning Code Update Draft Public Engagement Plan

- Objectives
 - Transparent
 - Inclusive
 - Collaborative
- Toolbox
 - Planning Commission Meetings
 - Community Meetings/Workshops
 - Stakeholders/Technical Advisors
 - Pop-ups
 - Noticing
 - Communication



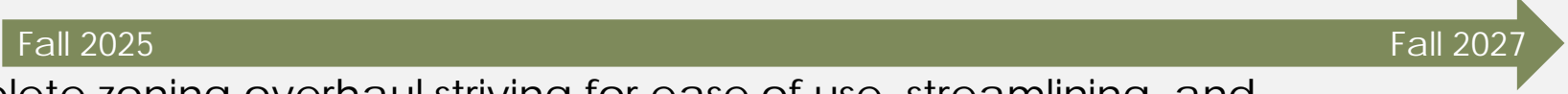


Zoning Code Update Engagement Overview

Group:	City Council	Planning Commission	Stakeholders	Technical Advisory Committee	General Public
Description and Role:	Elected body with final approval authority over all amendments. Provides direction to staff on project and engagement.	Appointed by City Council. Must make official recommendations on amendments prior to Council action. Will publicly review amendments in-depth.	Including, but not limited to, architects and contractors, developers and related professionals, community-based organizations, property owners, business owners and groups, and relevant agencies.	A subset of stakeholders frequently using the Zoning Code with the time to meet regularly and drill down on details. Provides informal recommendations to Planning Commission.	General residents, workers, and other members of the Salinas community will have frequent opportunities to provide input throughout the process.
Engagement Tools:	<ul style="list-style-type: none"> Quarterly updates. Study sessions. Public hearings. 	<ul style="list-style-type: none"> Frequent (quarterly to monthly) working sessions at regular meetings. Public hearings 	<ul style="list-style-type: none"> 1-on-1 interviews and small group meetings. Presentations to groups. Notices 	<ul style="list-style-type: none"> Frequent (quarterly to monthly) working meetings. 	<ul style="list-style-type: none"> Community meetings and workshops. Pop-Ups. Surveys. Presentations to groups. Public hearings.

Zoning Code Update

Key engagement tools by phase:

- Phase 1:  Fall 2025 Winter/Spring 2026
 - Planning Commission Phase 1 Study Session
 - Stakeholder and Technical Advisor Meetings
 - Webpage launch
- Phase 2:  Fall 2025 Fall 2026
 - Community Meeting/Workshop
 - Pop-ups
- Phase 3:  Fall 2025 Fall 2027
 - Complete zoning overhaul striving for ease of use, streamlining, and

Questions/Discussion