

# City of Salinas

200 Lincoln Ave., Salinas, CA 93901

[www.cityofsalinas.org](http://www.cityofsalinas.org)



## Meeting Agenda - Final

Tuesday, June 10, 2025

5:00 PM

**SPECIAL MEETING**

Rotunda

### **Joint Salinas City Council and Salinas Planning Commission**

*Mayor Dennis Donohue*

*Councilmembers:*

*Jose Luis Barajas, District 1 - Tony Barrera, District 2*

*Margaret D'Arrigo, District 3 - Gloria De La Rosa, District 4*

*Andrew Sandoval, District 5 - Aurelio Salazar, Jr., District 6*

*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*

## ZOOM WEBINAR PARTICIPATION

JOIN THE ZOOM WEBINAR TO PARTICIPATE LIVE AT:

<https://cityofsalinas.zoom.us/j/87994472490>

To participate telephonically, call any number below:

+1 669 900 9128 US (San Jose) +1 669 444 9171 US +1 253 215 8782 US (Tacoma) +1 346  
248 7799 US (Houston) +1 719 359 4580 US +1 253 205 0468 US +1 689 278 1000 US +1  
301 715 8592 US (Washington DC) +1 305 224 1968 US +1 309 205 3325 US +1 312 626  
6799 US (Chicago) +1 360 209 5623 US +1 386 347 5053 US +1 507 473 4847 US +1 564  
217 2000 US +1 646 558 8656 US (New York) +1 646 931 3860 US

Webinar ID: 879 9447 2490

If prompted to enter a participant ID, press #.

## PLEDGE OF ALLEGIANCE

## ROLL CALL - CITY COUNCIL

## ROLL CALL - PLANNING COMMISSION

## PUBLIC COMMENT PROCEDURES

*Public comments are restricted to items on the special meeting agenda pursuant to California Government Code section 54954.3(b). Public comments generally are limited to two minutes per speaker; the Mayor may further limit the time for public comments depending on the agenda schedule. Public comment may also be submitted via email at [PublicComment@ci.salinas.ca.us](mailto:PublicComment@ci.salinas.ca.us) and will be entered into the record.*

## STUDY SESSION

[ID#25-199](#)

**Joint Study Session: Draft General Plan Update - Visión Salinas 2040**

**Recommendation:** No action required. Receive an administrative report on the Draft General Plan Update - Vision Salinas 2040 and provide direction.

Councilmembers' questions.

Planning Commissioners' questions.

Public comment.

Councilmembers' comments.

Planning Commissioners' comments.

## ADJOURNMENT

---

Patricia M. Barajas, City Clerk

## 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 Council 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](http://www.cityofsalinas.org) in accordance with California Government Code section 54597.5. The City Council 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 June 5, 2025 in the Salinas Rotunda and City's website.*

*Meetings are streamed live at <https://salinas.legistar.com/Calendar.aspx>, televised live on Comcast Channel 25 and on <http://www.youtube.com/thesalinaschannel> at 4:00 p.m. on the date of the regularly scheduled meeting and will be broadcast throughout the day on Friday, Saturday, Monday and Wednesday following the meeting. For 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

200 Lincoln Ave., Salinas,  
CA 93901  
[www.cityofsalinas.org](http://www.cityofsalinas.org)

## Legislation Text

---

**File #:** ID#25-199, **Version:** 1

---

**Joint Study Session: Draft General Plan Update - Visión Salinas 2040**

No action required. Receive an administrative report on the Draft General Plan Update - Vision Salinas 2040 and provide direction.



## CITY OF SALINAS

### JOINT CITY COUNCIL/PLANNING COMMISSION STAFF REPORT

---

**DATE:** JUNE 10, 2025

**DEPARTMENT:** COMMUNITY DEVELOPMENT DEPARTMENT

**FROM:** LISA BRINTON, DIRECTOR

**THROUGH:** GRANT LEONARD, PLANNING MANAGER

**BY:** JONATHAN MOORE, SENIOR PLANNER

**TITLE:** GENERAL PLAN UPDATE/VISIÓN SALINAS 2040 STUDY SESSION

#### RECOMMENDED MOTION:

Receive an administrative report on the Draft General Plan Update – Visión Salinas 2040 and provide direction.

#### EXECUTIVE SUMMARY:

Since launching the General Plan Update in 2021, Community Development staff have provided quarterly progress reports to City Council. Throughout the process, staff held Study Sessions with City Council and Planning Commission to review draft policy on rising topics, including land use and circulation, health and safety and economic development. This Study Session focuses on the General Plan in its entirety and summarizes the update process, changes to state planning law, major themes and significant new additions to the document. The City is preparing a Public Review Draft of the General Plan for release this summer and is also working on the related Climate Action Plan and an Environmental Impact Report for both documents.

#### BACKGROUND:

##### *Visión Salinas 2040 General Plan Development and Engagement*

The roots of this General Plan start with the creation of the City's first Economic Development Element, which was accepted in 2014 and formally adopted in 2017 (2017 EDE). In 2010, a non-profit - the Salinas Planning and Research Corporation (SPARC) - formed to assist the City with creating a master economic plan to respond to the Great Recession of the late 2000s. Significant public engagement and a partnership with the community-based organization Building Healthy Communities evolved this effort into full General Plan element that included a more holistic and equitable approach to economic growth and success. The 2017 EDE was a foundational document for this General Plan Update, and its goals and policies actions are integrated throughout the document.

Visión Salinas was an initiative launched in 2017 to coordinate public outreach of multiple concurrent planning efforts and to develop an overarching core value and Guiding Principles for the eventual General Plan update. The Guiding Principles were vetted through public engagement and simultaneous planning efforts, including the Alisal Vibrancy Plan (AVP), Chinatown Revitalization Plan (CRP), and Parks, Recreation and Libraries Masterplan (PRLMP). Attachment 1 is the Guiding Principles booklet developed to describe the community engagement process and elaborate on each Principle.

The City launched Visión Salinas 2040 in 2021 as the umbrella project for its first comprehensive General Plan Update in over two decades and its associated documents. Along with updating existing chapters, or “Elements” of the General Plan, Visión Salinas includes the City’s first Environmental Justice Element and a separate Climate Action Plan (CAP). The City already adopted a [Housing Element Update](#) in December of 2023 to meet state statutory deadlines.

Community engagement is a critical component of the Visión Salinas 2040 process. Since 2021, staff has conducted dozens of workshops and webinars, Steering Committee meetings, Working Group meetings, and other stakeholder discussions. Pop-ups, surveys, house meetings, and radio interviews, are some examples of other tools used for General Plan outreach. See Attachment 2 General Plan Engagement Summary, and the Visión Salinas 2040 [website](#) for more information. This commitment to engagement has also included keeping City Council informed throughout the process. Since launch, staff has presented or prepared memos for Council quarterly, and conducted three previous Study Sessions for direction on early draft policy:

- [Land Use and Circulation – March 12, 2024](#)
- [Environmental Justice and Public Safety – April 23, 2024](#)
- [Economic Development – January 27, 2025](#)

In addition to the 2017 Economic Development Element, staff also incorporated priorities from policies and engagement of over 30 related City and regional planning documents completed in the last ten years. This includes the Downtown Vibrancy Plan, AVP, CRP, PRMLP, the Vision Zero Action Plan, the West and Central Area Specific Plans, and many others.

### *Changes to State Planning Law*

Over the past two decades, California state law has evolved significantly, primarily in response to climate change and housing challenges. While housing legislation is primarily addressed in the 2023-2031 Housing Element, key legislation remaining includes:

<b>Key State Legislation Assembly Bill (AB), Senate Bill (SB)</b>	<b>Addressing Document/Element</b>
<b>AB 32 (2006):</b> Established the state's mandate to reduce greenhouse gas emissions, with current targets aiming for carbon neutrality by 2045.	Climate Action Plan

<b>AB 1358 (2008):</b> Mandates that circulation elements address the mobility needs of all users, promoting healthier and more sustainable transportation.	Circulation Element
<b>SB 743 (2013):</b> Shifted the environmental impact metric under CEQA from traffic congestion (Level of Service) to Vehicle Miles Traveled (VMT), prioritizing reduced travel distances over reduced congestion.	Circulation Element/Environmental Impact Report  Update to Interim VMT Policy
<b>SB 379 (2015):</b> Requires cities to conduct climate vulnerability assessments and incorporate adaptation strategies into their General Plans.	Conservation and Environmental Safety Element
<b>SB 1000 (2016):</b> Introduced the Environmental Justice Element, requiring cities to address the health impacts of the built environment on disadvantaged communities.	Health and Environmental Justice Element

### General Plan Structure

California law (Government Code section 65302) requires every City and County to prepare and adopt a comprehensive and long-range General Plan that addresses eight topics (or “elements”): land use, circulation, housing, conservation, open space, noise, safety, and environmental justice. 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, as is the case with *Visión Salinas 2040*. A General Plan may also have additional elements beyond the eight required by Government Code. *Visión Salinas 2040* also includes a Community Design Element; Economic Development Element; Arts, Culture and Youth Element; and a Public Safety Element.

*Visión Salinas 2040* starts with three context-setting chapters (Introduction, Community Profile, Community Engagement) and then consolidates the eight mandated elements and the additional custom elements for Salinas into three “Pillars” (i.e., chapters):

State-Mandated Element	<i>Visión Salinas 2040</i> Element	Pillar
Land Use	Land Use Element	Built Environment Pillar
Housing	Housing Element (adopted in 2023)	
Circulation	Circulation Element	
Noise	Noise Element	
<i>Optional</i>	Community Design Element	
Conservation	Conservation and Environmental Safety Element	Environment and Sustainability Pillar
Safety		
Open Space	Open Space Element	
Environmental Justice	Health and Environmental Justice Element	Socioeconomic Systems Pillar
<i>Optional</i>	Public Safety Element	

<i>Optional</i>	Economic Development Element	
<i>Optional</i>	Arts, Culture, and Youth	

Each of the three Pillars also has an introduction chapter describing how the elements therein relate to and further the Guiding Principles, equity in Salinas, and relative community planning documents.

Each element contains the City’s long-range goals for the future, and the policies and actions to meet those goals. Each element is organized in the following sections:

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

Together, these components convey a long-term community vision and guide local decision making to achieve that vision. City staff apply General Plan goals and policies to provide direction to development applicants and land use analysis for the City Council, Planning Commission, and other boards and commissions. General Plan actions also comprise a detailed program to further focus City department work programs, priorities, and budgeting.

#### *General Plan Pillar Topic Summary*

Attachment 2 includes the draft goals, policies, and actions for each draft element (not including the adopted Housing Element). Attachments 3 and 4 are the draft Place Type land use designation descriptions and Place Type land use map. These attachments and the Pillar summaries below are meant as a review aid, and not a supplement for, the entire Public Review Draft.

The Built Environment Pillar is comprised of the Land Use Element, the Community Design Element, the Circulation Element, and the Noise Element. While each element of the Built Environment Pillar makes up a separate piece of the General Plan, they are interconnected with one another and work together to advance the community’s vision for Salinas. Together, the elements of the Built Environment Pillar focus on how existing and future development can meet the needs of the community in terms of where people live, work, play, and how they get around.



Built Environment Pillar Summary	
Major policy themes	Key additions or changes
<ul style="list-style-type: none"> <li>• Create more flexible land uses</li> <li>• Increase housing production, and address affordability and homelessness</li> <li>• Focus community design on making great places for people</li> <li>• Revitalize existing neighborhoods and preserve local history</li> <li>• Encourage high quality, safe, active transportation and transit</li> <li>• Mitigate traffic congestion and parking challenges</li> <li>• Maintain roads, sidewalks, and other infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• New land use designation system – Place Types</li> <li>• More land use flexibility, mixed use designations, and opportunities for housing</li> <li>• Placemaking and centering design on people</li> <li>• Complete streets and incorporating recommendations for multi-modal and safety improvements from Active Transportation Plan and Vision Zero</li> <li>• Management of parking resources</li> </ul>

The Environment and Sustainability Pillar is comprised of the Conservation and Environmental Safety Element and the Open Space Element. Both elements focus on the interface between humans and the natural environment and seek to support those who are most vulnerable to natural hazards such as drought, high heat, flooding, severe weather, sea level rise, landslides, and wildfires. Together, these elements work in collaboration to enhance the quality of and access to the natural environment and open space.

Environment and Sustainability Pillar	
Major policy themes	Key additions or changes
<ul style="list-style-type: none"> <li>• Protecting Salinas’ vulnerable populations, infrastructure, and industries from climate change</li> <li>• Ensuring a safe and adequate water supply with regional cooperation</li> <li>• Protecting the community from environmental hazards</li> <li>• Preserving open space and parks for community and environmental use</li> <li>• Prioritizing maintenance and improvements in existing park facilities</li> <li>• Expanding fair access to open space and</li> </ul>	<ul style="list-style-type: none"> <li>• Climate adaptation and resiliency</li> <li>• Ties to work with the Salinas Valley Basin Groundwater Sustainability Agency</li> <li>• Aligns Open Space Element with Parks, Recreation, and Libraries Masterplan</li> <li>• Focus on improving and maintaining existing parks and recreational facilities while strategically adding new spaces when possible.</li> </ul>

The Socioeconomic Systems Pillar is comprised of the Health and Environmental Justice Element, the Economic Development Element, the Arts, Culture, and Youth Element, and the Public Safety Element. All elements that make up the Socioeconomic Systems Pillar focus on quality-of-life aspects for Salinas residents, businesses, and visitors. These elements help bring color and life into the city and are foundation for Salinas’ vibrant neighborhoods and a prosperous and safe future.

Socioeconomic Systems Pillar	
Major policy themes	Key additions or changes
<ul style="list-style-type: none"> <li>• Reversing negative health impacts on underserved communities</li> <li>• Addressing environmental burdens</li> <li>• Making Salinas a place where businesses can and want to grow</li> <li>• Building pathways to economic prosperity</li> <li>• Creating tools for non-violent conflict resolution</li> <li>• Providing adequate emergency response services and safety infrastructure</li> <li>• Building on the culture, art, and heritage of Salinas</li> <li>• Supporting youth leadership and development</li> </ul>	<ul style="list-style-type: none"> <li>• New elements: <ul style="list-style-type: none"> <li>○ Environmental Justice</li> <li>○ Public Safety</li> <li>○ Arts, Culture, and Youth</li> </ul> </li> <li>• Focused Economic Development Element <ul style="list-style-type: none"> <li>○ Strengthening agricultural base while diversifying economy</li> <li>○ Improved business environment</li> <li>○ Education and workforce development</li> <li>○ Retail, entertainment, tourism</li> <li>○ Commercial corridors and shopping centers</li> </ul> </li> </ul>

#### Economic Development Element Status

On January 27, 2025, the Council conducted a General Plan Study Session focused on the Economic Development Element. Since January, staff has continued to refine the draft Economic Development Element and has held monthly meetings with economic development stakeholders, particularly those directly involved with the development of the 2017 EDE, including SPARK, the Salinas Valley Chamber of Commerce, SCCIA, and SUBA. A draft Economic Development Element will be included with the revised draft General Plan released with the Environmental Impact Report in the late summer/early fall of 2025.

#### Next Steps

City staff and the consultant team are preparing a Public Review Draft for release in July. There will be a 30-day comment period once the draft is released, during which time staff will conduct additional engagement workshops and other events. Staff also continues to work with the consultant team on engagement for and preparation of a draft Climate Action Plan, and a draft Environmental Impact Report (EIR) for the General Plan and Climate Action Plan. The EIR release will start a mandatory 45-day comment period for that document. The projected General Plan Update schedule through the end of 2025 is included as Attachment 5.

#### CEQA CONSIDERATION:

**Not a Project.** The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a

significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No

STRATEGIC PLAN INITIATIVE:

Continuing work on the General Plan Update is a component of the Strategic Plan under City Services. Many General Plan policies align with and further the goals and key strategies of the Strategic Plan, including development process streamlining, increasing housing production, promoting economic development, and improving public safety and services for youth and seniors.

DEPARTMENTAL COORDINATION:

Community Development Department (CDD) staff worked with Public Works, Library and Community Services, Police, and Fire staff to review draft policies and documents to ensure internal consistency and direction. CDD staff is also working closely with the City Attorney and their outside special counsel firm Meyers Nave on the development of the General Plan and related environmental documents.

FISCAL AND SUSTAINABILITY IMPACT:

There is no cost associated with this study session. Funding for the General Plan Update comes from State grants and the General Plan fund, which is funded through General Plan/Zoning maintenance fees.

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 Operating Budget Page	Last Budget Action
n/a	n/a	n/a	n/a	n/a	n/a	n/a

ATTACHMENTS:

1. Visión Salinas Guiding Principles Booklet
2. General Plan Engagement Summary
3. Administrative Draft General Plan Goals, Policies, and Actions
4. Draft Citywide Place Type Description Table
5. Draft Place Types Land Use Map May 2025
6. Projected Schedule

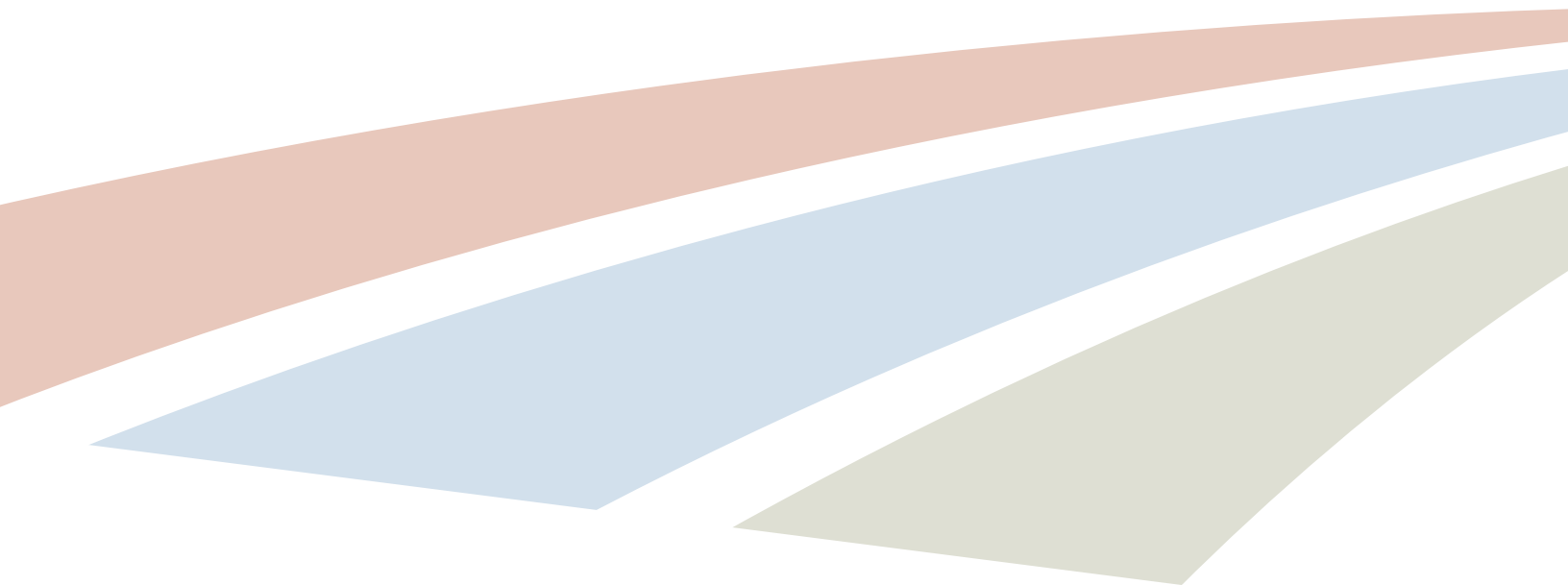


# Guiding Principles



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



Family Parks  
North Salinas



Start lights on Jan 1st Grade  
Cars go back - Driver  
to rest area in (kids) corner



Run Track King

EVENT & CO

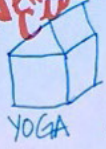
Guitar classes



Creekbridge

expand

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 scooter 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*



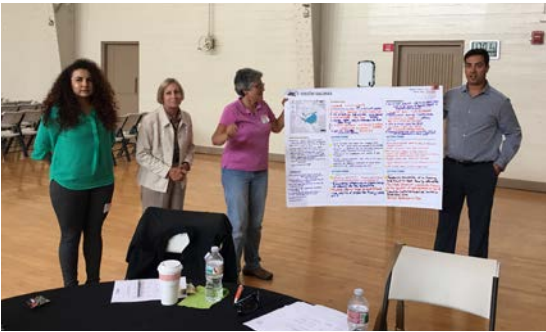
## A Community to Celebrate

**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

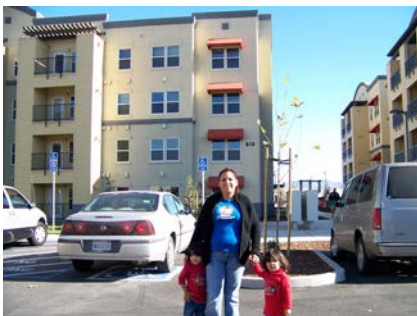
2014

2015

2016

2017

Housing Element  
2014-2015



Economic. Devevelopment  
Element  
2014

Visión Salinas  
Launches  
2017





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



**General Plan Update  
Begins**  
2019

**Planning Team  
Selection**  
Fall 2019



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

**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

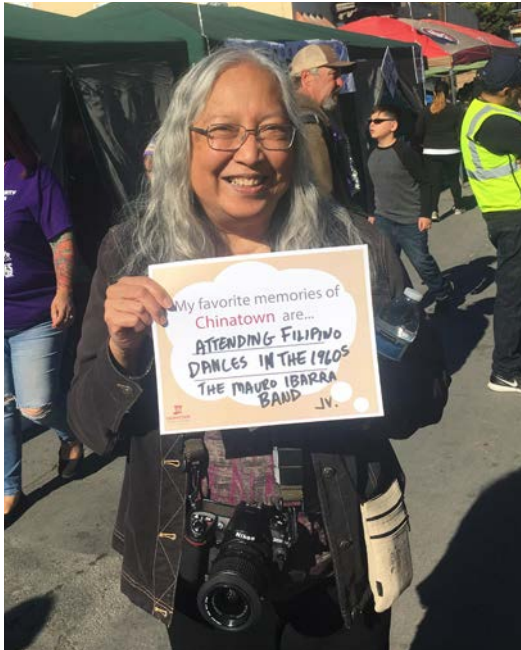




# Visión Salinas in the Community



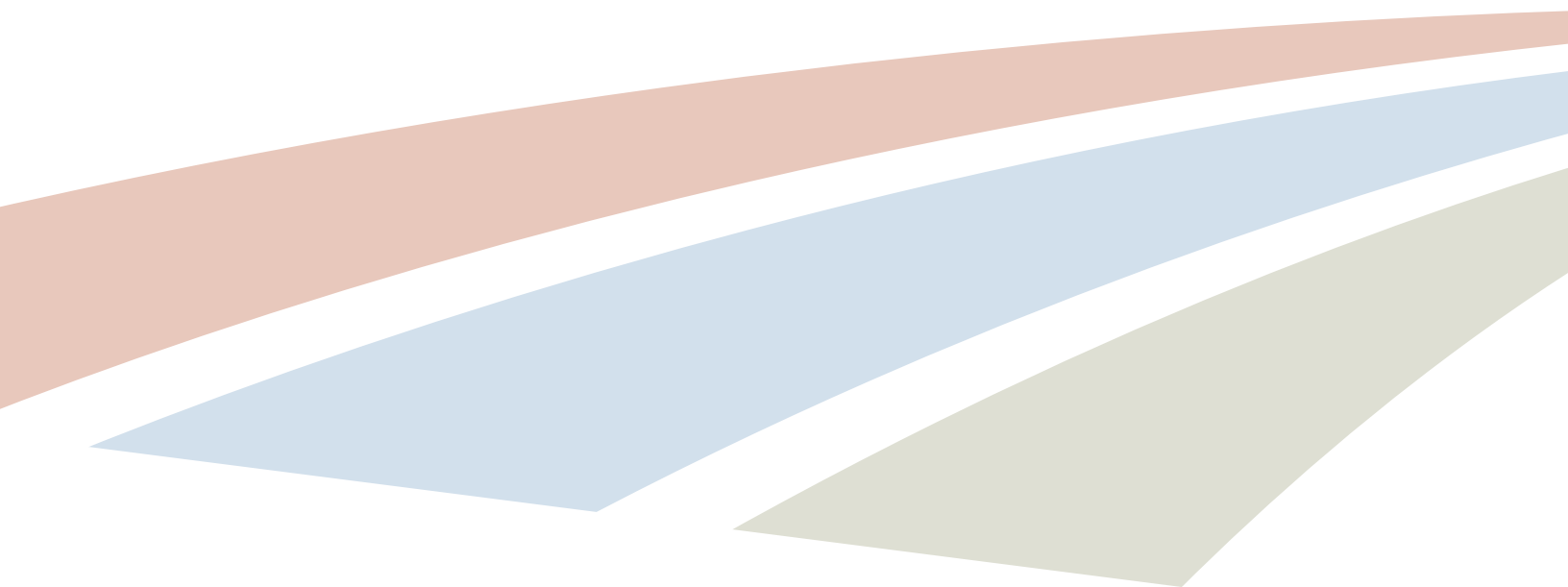
















# General Plan Community Engagement Summary

## **Vision Salinas: An Integrated Planning Initiative**

In 2017, shortly after the adoption of the Economic Development Element (EDE), Visión Salinas was initiated to coordinate city-wide public outreach efforts. The EDE was instrumental in shifting City practices towards more equitable and inclusive engagement and served as a guide for the Visión Salinas process. Visión Salinas' extensive community engagement helped establish a foundation for this update by developing an Overarching Core Value and Guiding Principles for the General Plan Update. Visión Salinas was rebranded to Visión Salinas 2040 and served as the backbone of the planning process.

**Overarching Core Value: *An inclusive, diverse, and welcoming City where all persons can thrive.***

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 and Future
- Collaborative, Inclusive, and Engaged Decision Making
- Livable and Sustainable Community
- Connectivity, Access, and Mobility
- A Community to Celebrate

## **Visión Salinas 2040 Engagement Strategy**

The Visión Salinas 2040 community engagement strategy uses an equitable outreach vision, and lessons learned from recent community plan processes, which increased efforts to bring more voices into the conversation. At the beginning of the Visión Salinas 2040 process, COVID-19 brought new challenges to outreach and required new and deliberate strategies to make sure the process was equitable and inclusive of Salinas' diverse voices. Community engagement summaries for the Working Groups and workshops/webinars are available at:

[www.visionsalinas.com/comengage](http://www.visionsalinas.com/comengage)

### **Key numbers:**

- **11,200+** total people engaged
- **5,913** People reached through Global Budget Engagement using Guiding Principles
- **22** Large Workshops
- **17** Pop-ups at community events and public spaces
- **16** Steering Committee Meetings
- **8** Working Group Meetings

### Key Objective: removing barriers to participation and building capacity

The City took many steps to enable community members to participate in the planning process at the level they desired, whether someone wanted to simply share their ideas through a pop-up, by attending a workshop, or if they wanted sustained participation in the multiyear planning effort. These steps included:

- Holding virtual meetings during social distancing protocols,
- Holding meetings after business hours, typically from 6-8 PM,
- Providing food and childcare, when appropriate,
- Conducting workshops and meetings in English, with translation to Spanish, and bilingual materials (when appropriate), Mixteco interpretation when requested, and
- Contracting outside outreach support to reach underserved populations.

### Community Engagement Structure

#### **Steering Committee:**

The Steering Committee is comprised of key community stakeholders representing local agencies, community based organizations, the business sector, agriculture, schools, youth, and one representative for each of the six City Council districts and one representing the Mayor. The Visión 2040 Steering Committee is responsible for:

- Guiding the General Plan Update process and document structure
- Communicating information and priorities to drive engagement
- Developing content within Working Groups
- Providing guidance on project issues and key policy topics

Steering Committee meeting materials are available at:

<https://www.visionsalinas.org/steeringcommittee>.

#### **Working Groups:**

The purpose of the Working Groups was to allow residents, stakeholders and technical advisors the chance to expand on the 2002 General Plan's goals, policies and actions. Working Group members had the opportunity to expand on, vet and refine the content outlined in the policy matrices. Due to the COVID-19 Pandemic, the early Working Group meetings were offered on Zoom and later transitioned to in person meetings centered around the three GP pillars. Meetings were exclusively held in the evenings to allow for more participation with food and translation available.

- February 16<sup>th</sup>, 2022: **Built Environment**
- March 9<sup>th</sup>, 2022: **Socioeconomic Systems**
- March 17<sup>th</sup>, 2022: **Natural Systems**
- March 23<sup>rd</sup>, 2022: **Built Environment**
- April 7<sup>th</sup>, 2022: **Socioeconomic Systems**
- April 19<sup>th</sup>, 2022: **Natural Systems**
- April 21<sup>st</sup>, 2022: **Built Environment**

- May 11<sup>th</sup>, 2022: **Socioeconomic Systems**

### **Community Workshops/Webinars:**

The City held twenty-two (22) community workshops covering a variety of topics. In the early stages of the update process, workshops were held on Zoom and later transitioned to large in-person meetings.

- August 17<sup>th</sup>, 2021: **District 2 Land Use Workshop**
- August 19<sup>th</sup>, 2021: **District 1 Land Use Workshop**
- August 26<sup>th</sup>, 2021: **District 3 Land Use Workshop**
- September 1<sup>st</sup>, 2021: **District 4 Land Use Workshop**
- September 9<sup>th</sup>, 2021: **District 6 Land Use Workshop**
- October 7<sup>th</sup>, 2021: **District 5 Land Use Workshop**
- October 13<sup>th</sup>, 2021: **City at large Land Use Workshop**
- January 20<sup>th</sup>, 2022: **Existing Conditions/Working Group Kick-off**
- April 28<sup>th</sup>, 2022: **Climate Action Plan Webinar**
- June 29<sup>th</sup>, 2022: **Community Design Webinar**
- September 28<sup>th</sup> & 29<sup>th</sup>, 2022: **Environmental Justice Workshops**
- March 28<sup>th</sup> and 29<sup>th</sup>, 2023: **Public Safety Workshops**
- April 19<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup>, 2023: **Housing Element Workshops**
- November 2<sup>nd</sup>: **Active Transportation Workshop**
- February 1<sup>st</sup>, 2024: **Transportation Open House**
- February 27<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup>, 2024: **Land Use Info Sessions**

### **Pop-ups:**

Community Development staff, with some outside support from the Center for Community Advocacy, completed seventeen (17) pop-up activities at community events and public spaces. They were designed to quickly attract and engage community members, share information and provide a voice to residents who are affected but have not been represented in the collaborative process.

### **Sustainable Agriculture Lands Conservation Grant (SALC) Engagement:**

In 2020, The City was awarded a grant through the California Department of Conservation, the Sustainable Agriculture Lands Conservation Grant (SALC) to support Visión Salinas 2040. The SALC grant augmented public engagement efforts focused on direct outreach to farmworkers. With the support of the Center for Community Advocacy (CCA) and eleven (11) General Plan Update Ambassadors, over nine hundred (900) farmworkers have been reached and a total of three thousand four hundred and fifty (3,450) Salinas community members were engaged using pop-up activities, food bank distributions, and lunch time field visits. This outreach was supported by staff with the preparation of pop-up materials focused on environmental justice, public safety, transportation, and housing.

The City also established a Technical Advisory Committee (Ag Tac) to assist with the development and review of a Salinas Agriculture Economic and Land Use Study (Study). The Ag TAC had representatives from Western Growers, the Monterey County Farm Bureau, Monterey County Vintners Association, and the Grower-Shipper Association. The Ag Tac helped develop the scope of work for the Study consultant, participated in interviews and assisted with connecting the consultants with other agriculture stakeholders, and reviewed the Study.

### **City Budget Engagement:**

Over the last few years, the City has been committed to a robust community engagement process designed around the City budget. The 2022 and 2023 City Budget engagement process included forty (40) pop-up activities and over four thousand (4,000) survey responses. This feedback was reviewed and helped establish topic priorities and new goals, policies and actions.

### **Plan Communication:**

- Project website-visionsalinas.org
- Public notices
- Radio interviews
- Email blasts
- Letters and postcards
- Social media (City Facebook and Instagram)
- La Plaza 5 AM Pop-up – meant to engage farmworkers at a popular bakery on their way to work.
- LCS Activity Kit – 400 kits distributed through the Salinas rec centers to share GP information.
- Coasters – 500 distributed to restaurants and bars. Coasters shared information related to the project website and invited folks to complete a General Plan survey.
- House meetings - through the SALC Grant, General Plan Ambassadors completed 95 house meetings. This is a common grassroots community organizing strategy where you hold small meetings anywhere community members are gathered, most often in their homes.

## Administrative Draft General Plan Goals, Policies, and Actions

*This document contains the implementation action matrices from the elements of the administrative draft *Visión Salinas 2040 General Plan* (not including the adopted [2023-2031 Housing Element](#), or the matrix from the Economic Development Element, still under review with stakeholders).*

Land Use Element Action Matrix		
<b>Goal LU-1: Support a balanced, diverse, and equitable land use pattern that provides a wide range of jobs, housing, recreation, and services.</b>		
Policy LU-1.1: Actively encourage mixed-use designations and flexible residential development to increase sustainability and capacity for housing, business, services, and alternative modes of transportation.		
Action	Department	Timeframe
Action LU-1.1.1: Update the zoning code to include more mixed-use districts based on Place Type designation and emphasize form over use in these districts.	Community Development	Short
Action LU-1.1.2: Facilitate high-quality multi-family residential development throughout the city at a variety of densities (accessory dwellings, missing middle, midrise etc.) to increase opportunities for attainable and affordable housing.	Community Development	Ongoing
Action LU-1.1.3: Establish and maintain the Central City as the business, government, dining, lodging, cultural, and entertainment center of Salinas. Maintain a compact Central city core that minimizes distances between most residential units, offices, stores, and restaurants.	Community Development	Ongoing
Action LU-1.1.4: Group neighborhood shopping centers, schools, civic and recreational uses, parks, and public transit opportunities together to create an activity center focal point for the neighborhoods they serve.	Community Development	Ongoing
Policy LU-1.2: Promote and prioritize redevelopment and revitalization of infill opportunities to ensure the efficient use of land and existing infrastructure and services (e.g., roads, transit, water, sewer, schools, etc.).		
Action	Department	Timeframe

Action LU-1.2.1: Use the Place Types and zoning reform to encourage Transit-Oriented Development (TOD) around the Intermodal Transit Center and near major corridors and destinations.	Community Development	Medium
Action LU-1.2.2: Evaluate ways to reduce development costs and/or provide equitable incentives to encourage development within existing neighborhoods on underutilized or disinvested properties, while protecting against displacement of existing businesses and residents.	Community Development	Ongoing
Action LU-1.2.3: Utilize well-designed infill development and increase density along major corridors and Economic Opportunity Areas.	Community Development	Ongoing
Action LU-1.2.4: Promote green retrofits of existing parking lots in infill development for environmental benefits.	Community Development	Ongoing
Policy LU-1.3: Maintain a compact urban form, locating growth areas in a manner that mitigates negative impacts of future growth on environmental quality and quality of life and minimizes loss of important agricultural resources, while allowing for the reasonable expansion of the City to address projected population growth.		
Action	Department	Timeframe
Action LU-1.3.1: Apply a system of managing growth based on the timely provision of public services and facilities and general thresholds or standards for their adequacy.	Community Development	Ongoing

Action LU-1.3.2: Promote vertical urban expansion in the city core and other appropriate areas through the Zoning Code.	Community Development	Ongoing
Action LU-1.3.3: Encourage industrial development to locate within the approved Salinas Ag-Industrial Center Specific Plan area.	Community Development	Medium
Action LU-1.3.4: Encourage clustering of development on sites within the Future Growth Area to minimize impacts on agricultural and open space resources through respective specific plans.	Community Development	Long
Action LU-1.3.5: Lead development of an East Area Specific Plan.	Community Development	Short
Action LU-1.3.6: Continue to require specific plans prior to development of future growth areas currently annexed or annexed following adoption of this plan.	Community Development	Ongoing
Action LU-1.3.7: Do not pursue growth into Economic Reserve Areas until full buildout of Future Growth/Target Areas. As this buildout occurs re-evaluate Economic Reserve Area land use to best meet needs of the community.	Community Development	Long
Policy LU-1.4: Promote economic development through focused land use planning and infrastructure improvements, and targeted resource expansion.		
Action	Department	Timeframe
Action LU-1.4.1: Use Place Types to reinforce the strengths and identity of each Economic Opportunity Area.	Community Development	Ongoing



Action LU-1.4.2: Complete the Ferrasci/Target Area K Specific Plan and implement by incorporating land into the city through annexation.	Community Development	Short
Action LU-1.4.3: Selectively increase the supply of land outside of existing City limits for economic and housing development by expanding the Sphere of Influence to include Target Areas and by exploring future annexation as projects come forward.	Community Development	Ongoing
Action LU-1.4.4: Use the Place Types to increase flexibility in the Zoning Code to accommodate innovative economic development activity.	Community Development	Short
Action LU 1.4.5: Implement land use and infrastructure recommendations from recent community plans (EDE (2017) AVP, CRP, DVP, etc.) in the Zoning Code.	Community Development	Ongoing
Policy LU-1.5: Coordinate with local school districts and other educational organizations.		
Action	Department	Timeframe
Action LU-1.5.1: Work in partnership with local school districts and assist them in identifying land needed for new school sites so that sufficient facilities are provided for students.	Community Development	Ongoing
Action LU-1.5.2: Consider impacts of proposed projects on school enrollment and facilities service standards.	Community Development	Ongoing
Action LU-1.5.3: Work with Monterey Salinas Transit to provide transit routes to serve education institutions.	Community Development	Ongoing
<b>Goal LU-2: Ensure that above- and below-ground infrastructure meets the existing and future community needs.</b>		

Policy LU-2.1: Maintain, improve, and expand flood, wastewater, and sewer systems to meet current and anticipated demands.		
Action	Department	Timeframe
Action LU-2.1.1: Actively coordinate and work with Monterey County Water Resources Agency (MCWRA) to provide and maintain necessary flood control facilities and services to meet the needs of the community. Continue to work with the MCWRA to construct Zone 9 Reclamation Ditch improvements to address flood storage and discharge issues.	Public Works	Ongoing
Action LU-2.1.2: Provide a sewer system that meets the needs of the community for sewer collection and treatment and work with Monterey One Water (M1W) for sewer treatment needs. Coordinate with M1W for additional treatment capacity of expanded sewage disposal needs.	Public Works	Ongoing
Action LU-2.1.3: Ensure existing wastewater, industrial wastewater, and storm drainage infrastructure systems, including broad municipal level wastewater and stormwater solutions for water reuse are maintained and upgraded to accommodate existing and future businesses and development.	Public Works	Ongoing

Action LU-2.1.4: Continue to work with both MCWRA and M1W to recycle industrial wastewater for regional reuse which will in turn aid in the expansion of the Industrial Wastewater Treatment Facility.	Public Works	Ongoing
Action LU-2.1.5: Through development requirements and public projects, increase pervious surfaces and encourage sustainable and resilient green infrastructure such as drought tolerant/native plantings, a larger tree canopy, bioswales, grey water reuse, etc.	Public Works	Ongoing
Action LU-2.1.6: Review development proposals to ensure that adequate sewer and water treatment and recycling facilities, conveyance systems, and capacity are available to meet the needs of the development without negatively impacting the existing community.	Public Works	Ongoing
Action LU-2.1.7: Require new development, to the extent feasible, to provide flood control facilities that are visually attractive and ecologically beneficial and require on-going maintenance of the facilities by the development through a maintenance district. Apply appropriate development standards and fees to improve present drainage systems and provide adequate stormwater detention basins and sedimentation ponds with new construction.	Public Works	Ongoing
Policy LU-2.2: Ensure adequate funding for infrastructure projects through both public and private sources.		
Action	Department	Timeframe

Action LU-2.2.1: Develop an infrastructure funding toolkit which describes infrastructure funding options and mechanisms available to the City and for partnerships with the private sector.	Public Works	Short
Action LU-2.2.2: Incorporate priority infrastructure projects into the Capital Improvement Plan to ensure they are programmed for funding and implementation in an appropriate timeframe to meet priority community objectives.	Public Works	Ongoing
Action LU-2.2.3: Work with local and regional agencies to identify new and expanded infrastructure requirements and costs to ensure adequate service capacity to meet the demands of new development within the Sphere of Influence.	Public Works Community Development	Long
Action LU-2.2.4: Pursue public-private partnerships to increase access to and potentially fund energy, water, resource recycling and reuse, broadband, green infrastructure, and other infrastructure capacity.	Public Works Community Development	Ongoing
Action LU-2.2.5: Pursue grants and other funding mechanisms to implement recommendations of the Broadband Master Plan, prioritizing improvements in unserved and underserved areas.	Public Works Community Development	Medium
<b>Goal LU-3: Support the development and continued evolution of the Salinas Municipal Airport.</b>		
Policy LU-3.1: Encourage development of the airport in accordance with the Salinas Municipal Airport Master Plan.		

Action	Department	Timeframe
Action LU-3.1.1: Plan for future airport operations, considering possible expansion of airport operations, services, the potential of Electric Vertical Take Off and Landing (EVTOL) vehicles, and the proximity of adjacent land uses.	Public Works	Medium
Action LU-3.1.2: Encourage development in the vicinity of the Salinas Municipal Airport that would not cause land use conflicts, hazards to aviation, or hazards to the public and that is in compliance with the California Airport Land Use Planning Handbook.	Public Works	Ongoing
Action LU-3.1.3: Support new compatible or aviation-related businesses at the Salinas Municipal Airport and surrounding commercial areas, including retaining airport property with direct runway access for uses directly related to aviation.	Public Works	Ongoing
Policy LU-3.2: Within the designated airport operations area (area within the Airport proper, which typically includes the aircraft movement areas), safety shall be the first consideration and priority shall be given to construction projects that make this area safe for aircraft operations.		
Action	Department	Timeframe
Action LU-3.2.1: Maintain open space adjoining Salinas Municipal Airport in accordance with the State of California Airport Land Use Planning Handbook to ensure safety for the present runway configurations and for possible future expansions.	Public Works	Ongoing

Action LU-3.2.2: Review development proposals within areas affected by the operation of the airport to ensure airport and land use compatibility, protect the public safety, and allow for continued aviation operations. This includes minimizing residential population increases within the 55 decibel CNEL contour.	Community Development  Public Works	Ongoing
Action LU-3.2.3: Require dedication of an aviation easement as a condition of development approval of projects within the Airport Local Area of Influence. Said aviation easement shall include special provisions for properties within the 1-mile clear zone required for the California International Airshow.	Community Development	Ongoing

<b>Circulation Element Action Plan Matrix</b>		
<b>Goal C-1: Provide and maintain a safe and integrated circulation system that meets the current and future needs of the community for all modes of travel.</b>		
<b>Policy C-1.1: Design and maintain safe streets.</b>		
Actions	Department	Timeframe
Action C-1.1.1: Use traffic calming methods within residential areas where necessary to create a pedestrian friendly circulation system.	Public Works	Ongoing
Action C-1.1.2: Continue to enforce traffic laws, including those addressing bicycle and pedestrian traffic, to ensure a circulation system that is safe for motorized, bicycle, and pedestrian traffic.	Public Works/Police	Ongoing
Action C-1.1.3: Implement Vision Zero Plan recommendations and invest in safer transportation infrastructure for pedestrians, cyclists, and other modes of travel.	Public Works	Ongoing
Action C-1.1.4: Minimize potential safety conflict between trucks and freight transportation and other transportation network users.	Public Works	Ongoing
Action C-1.1.5: Improve regional and intra city road, rail, and air logistics and connections.	Public Works/TAMC/Salinas Airport	Ongoing

Action C-1.1.6: Work with other local jurisdictions and regional agencies to develop, implement, and improve regional transit projects and transportation systems.	Public Works/MST/TAMC	Ongoing
Action C-1.1.7: Improve connectivity and access within the City through efforts to implement the Downtown Vibrancy Plan and improve broader access to downtown with the rail station, Chinatown, Alisal Market Place, and Carr Lake.	Public Works/Community Development/	Ongoing
Action C-1.1.8: Promote proper capacity and traffic flow on City streets where feasible.	Public Works	Ongoing
Action C-1.1.9: Continue to require new development to contribute to the financing of street improvements, including formation of roadway maintenance assessment districts, required to meet the demand generated by the project.	Public Works	Ongoing
Action C-1.1.10: Encourage removal of “back out” parking on major roads from non-residential uses.	Public Works	Ongoing
Action C-1.1.11: Utilize AB43 Traffic Safety to classify Safety Corridors in the City that can benefit from reduced posted vehicle speed limits.	Public Works	Ongoing
Action C-1.1.12: Continue to explore the use of technology-based solutions to improve the efficiency and safety of the roadway network for all users and expand data-sharing with developing markets including Smart City and Connected-Autonomous Vehicle platforms.	Public Works	Ongoing
<b>Goal C-2.1: Create and support sustainable and healthy transportation options that encourage a reduction in single-occupancy vehicle commuting and overall Vehicle Miles Traveled (VMT).</b>		
Policy C-2.1: Use Transportation Demand and System Management (TDM and TSM) strategies, coordinated land use planning, and interagency collaboration to reduce VMT.		
Action C-2.1.1: Require preferential parking for electric vehicles, carpools, and vanpools through development standards.	Public Works/Community Development	Ongoing
Action C-2.1.2: Encourage ridesharing facilities such as Uber and Lyft to reduce the number of vehicles on City’s road network.	Public Works	Ongoing

Action C-2.1.3: Create requirements for public transit passes and other TDM management as part of VMT mitigation measures for non-discretionary projects that exceed VMT thresholds.	Public Works/Community Development	Short
Policy C-2.2: Provide and maintain safe pedestrian routes to school, work, shopping, and recreation.		
Action C-2.2.1: Improve the walking environment by increasing the availability of safe, attractive, and well-maintained sidewalks, cut-throughs, landscaping, use of traffic-calming devices on local streets, adequate pedestrian separation from automobile traffic and the inclusion of pedestrian-scaled amenities such as lighted crosswalks and increased lighting along sidewalks in all areas of the City.	Public Works	Ongoing
Action C-2.2.2: Ensure that all pedestrian route improvements meet with ADA standards for accessibility.	Public Works	Ongoing
Action C-2.2.3: Find additional funding to complete sidewalk repair backlog list as it exists in 2025.	Public Works	Medium
Action C-2.2.4: Require pedestrian safety features such as crosswalks and walking paths in large commercial parking lots.	Community Development/Public Works	Ongoing
Action C-2.2.5: Create objective design standards to ensure new development in Residential, Mixed Use, Unique, and Commercial land use Place Types encourages a walkable built environment.	Community Development/Public Works	Medium
Action C-2.2.6: Use features such as street trees and other green infrastructure, curb extensions, mid-block crossings, high visibility/unique crosswalk markings, pedestrian signals, four-way stops, whenever possible when repairing or building new streets and intersections.	Public Works	Ongoing
Policy C-2.3: Provide and maintain an extensive public bicycle network with safe and equitable on-street and off-street facilities.		
Action C-2.3.1: Continue to develop a safe and attractive network of on- and off-street	Public Works	Ongoing



bicycle routes to encourage and facilitate the use of bicycles for commuting, recreation, and other trips. Eliminate gaps and provide connections between existing bicycle routes.		
Action C-2.3.2: Ensure that all pedestrian and bicycle route improvements meet the Americans with Disabilities Act (ADA) standards for accessibility, and Caltrans standards for design.	Public Works	Ongoing
Action C-2.3.3: Increase availability of facilities by encouraging existing businesses and requiring new construction to provide on-premise facilities, such as safe short-term and long-term bicycle parking.	Public Works/Community Development	Ongoing
Action C-2.3.4: Create an interconnected active transportation network by developing off-street trails throughout Salinas along creeks/waterways and through parks that integrate with on-street bicycle and pedestrian infrastructure.	Public Works	Ongoing
Action C-2.3.5: Explore extending a trail network outside of Salinas that connects with regional recreation opportunities.	Public Works/TAMC	Ongoing
Action C-2.3.6: Implement Active Transportation Plan recommendations.	Public Works	Long
Policy C-2.4: Promote and maintain an efficient, reliable, and equitable public transportation network, that provides a feasible alternative to driving.		
Action C-2.4.1: Support expanded services and continued maintenance and expanded use of the Intermodal Transportation Center.	TAMC/MST/Public Works	Ongoing
Action C-2.4.2: Support Monterey-Salinas Transit initiatives to provide adequate and improved (e.g., more frequent availability and use of Intelligent Transportation System measures where appropriate) public transportation service.	MST/Public Works	Ongoing
Action C-2.4.3: Promote public transportation that is bike- and pedestrian-friendly by encouraging buses with bicycle racks at public transportation stations and for all new or modified bus stops to take pedestrian access into consideration.	MST/Public Works	Ongoing

Action C-2.4.4: Design development and reuse/revitalization projects to be transit-oriented to promote the use of alternative modes of transit and support higher levels of transit service.	MST/Public Works/Community Development	Ongoing
Action C-2.4.5: Continue providing support to TAMC to provide commuter rail service to the Silicon Valley and other major destinations to provide alternatives to automobile use.	Public Works/TAMC	Ongoing
Action C-2.4.6: Promote alternative fuel vehicles such as electric scooters, electric bikes, and car sharing to reduce car dependency.	Public Works/Community Development	Ongoing
Action C-2.4.7: Support electric vehicle charging stations throughout Salinas and City electric vehicles fleet conversion.	Public Works/Community Development	Ongoing
<b>Goal C-3: Support the local economy through a circulation system that moves products safely and efficiently</b>		
Policy C-3.1: Improve transportation infrastructure necessary for efficient freight logistics.		
Action C-3.1.1: Coordinate with state and regional partners on improving truck access to U.S. 101 in Salinas and at the Abbott Street interchange southeast of the City's boundary.	Public Works	Ongoing
Action C-3.1.2: Improve street maintenance of designated truck routes.	Public Works	Ongoing
Action C-3.1.3: Support freight movement via rail and other alternatives if feasible.	Public Works	Ongoing
Action C-3.1.4: Minimize the need for freight loading and unloading on public streets when designing new industrial or commercial developments or road configurations.	Public Works	Ongoing
Policy C-3.2: Improve communication infrastructure and access.		
Action C-3.2.1: Update Citywide policies to support Broadband and implement Broadband Masterplan recommendations.	Public Works	Ongoing
Action C-3.2.2: Identify a champion for Broadband development.	Public Works	Ongoing
Action C-3.2.3: Identify available funding opportunities to expand Broadband to underserved areas.	Public Works	Ongoing

**Policy C-3.3: Promote appropriate capacity and traffic flow on City Streets.**

Action C-3.3.1: Strive to maintain traffic Level of Service (LOS) D or better for all intersection and roadways.	Public Works	Ongoing
Action C-3.3.2: Design roadway capacities to adequately serve planned land uses. Discourage diversion of traffic to local streets by providing capacity on arterial streets and locating high traffic-generating uses on or near arterial frontages.	Public Works/Community Development	Ongoing
Action C-3.3.3: Utilize roundabouts, where feasible, to promote improved traffic operations and to enrich the driving experience. Utilize the center of the roundabouts for public art and landscaping.	Public Works	Ongoing
Action C-3.3.4: Reduce the number of existing driveways on arterial streets whenever possible for reuse/revitalization projects to improve traffic flow.	Public Works	Ongoing

**Policy C-3.4: Effectively manage parking resources.**

Action C-3.4.1: Consider a Residential Parking Permit (RPP) Program. Work with local community groups to identify unique RPP registration needs and number of permits per household. When implementing the program, include a significant grace period and education program. Consider warning tickets for first-time offenders.	Public Works	Medium-Long
Action C-3.4.2: Allow for flexible conversion of residential yard space while maintaining required permeable space for stormwater management and balancing neighborhood aesthetics.	Community Development/Public Works	Short
Action C-3.4.3: Ensure Zoning Code parking requirements include bicycles, carpooling spaces, facilities for electric vehicle charging, and provide spaces for motorcycles. Site planning for industrial areas should consider heavy vehicle holding space on city streets.	Community Development/Public Works	Medium
Action C-3.4.4: Encourage use of unbundled parking off-street parking to separate the sale/rental price of parking spaces from	Community Development/Public Works	Medium

sale/rental price of a residential unit or non-residential building square footage.		
Action C-3.4.5: Update the Zoning Code to recalibrate parking requirements for new development. Consider eliminating minimum parking requirements (when not already eliminated through State law) for transit-oriented, mixed-use, and adaptive reuse development.	Community Development/Public Works	Medium
Action C-3.4.6: Continue time-limited parking in commercial areas and invest in enforcement. Consider meters or other payment systems in areas with high demand and the need for parking space turnover.	Public Works	Ongoing

<b>Community Design Element Action Matrix</b>		
<b>Goal CD-1: Create, preserve, and enhance a positive and distinct community image and identity.</b>		
Policy CD-1.1: Enhance and strengthen the visual aspect of major entry routes into the City and neighborhoods.		
Action	Department	Timeframe
Action CD-1.1.1: Use landscaping, design schemes and signage to improve the image and distinct identity of the City, its neighborhoods, and its major gateways.	Community Development	Ongoing
Action CD-1.1.2: Apply high-quality design and landscaping standards through the Zoning Code to major gateways and projects visible from Highway 101 and Route 68.	Community Development	Ongoing
Action CD-1.1.3: Maintain the distinction of the City's urban/rural interface by using roadway segments and/or natural features and tree plantings to form sharply defined edges between urban development and open space or agricultural uses.	Community Development	Ongoing
Action CD-1.1.4: Design City-owned land and Highway 101 right-of-way landscaping to make Salinas interesting and attractive as seen from the Highway.	Community Development	Ongoing

Policy CD-1.2: Define and promote a strong sense of neighborhood identity and harmony through design.		
Action	Department	Timeframe
Action CD-1.2.1: Create and preserve distinct, identifiable neighborhoods with traditional neighborhood development characteristics.	Community Development	Ongoing
Action CD-1.2.2: Encourage walkable neighborhoods through close proximity of schools, amenities, and shopping.	Community Development	Ongoing
Action CD-1.2.3: Create neighborhood centers with ground floor retail space and office space, upper story residential and a civic space such as a plaza or park.	Community Development	Ongoing
Action CD-1.2.4: Encourage increasing housing densities from perimeter to center (i.e. neighborhoods should be more densely populated at the center).	Community Development	Ongoing
Action CD-1.2.5: Locate small parks throughout neighborhoods to increase park access.	Community Development	Ongoing
Action CD-1.2.6: Design vehicular and active transportation networks that connect neighborhoods with the surrounding community.	Community Development	Ongoing
Action CD-1.2.7: Allow flexible parking requirements and arrangements or the reduction or elimination of parking requirements within neighborhood activity centers to minimize the impact of the automobile and foster a pedestrian oriented streetscape.	Community Development	Ongoing
Action CD-1.2.8: Require a balance and variety of housing types and designs to avoid visual monotony.	Community Development	Ongoing

Action CD-1.2.9: Require infill development to be compatible with the scale and character of existing neighborhoods through objective design standards, developed through a Zoning Code update, and use standards to promote the culture, art, and history of Salinas' neighborhoods through place-sensitive design.	Community Development	Ongoing
Action CD-1.2.10: Locate and design water retention areas and preserve important urban wildlife habitat to contribute to the visual quality of the City's open space system.	Community Development	Ongoing
Action CD-1.2.11: Develop wayfinding signs to guide the public in unique districts and promote local businesses and attractions.	Community Development	Short
Policy CD-1.3: Address vacant properties and blight to improve appearance of residential neighborhoods, to bolster property values, incentivize private investment, and increase community pride.		
Action	Department	Timeframe
Action CD-1.3.1: Identify and address contaminated parcels, dilapidated buildings, and abandoned properties to ensure they are safe to residents and visitors.	Community Development	Ongoing
Action CD-1.3.2: Use developer incentives, enforcement of property maintenance and building codes, public-private partnerships and City-sponsored programs to encourage the continued maintenance, rehabilitation, and mitigation of negative visual impacts of residential, commercial, public, and industrial properties.	Community Development	Ongoing
Action CD-1.3.3: Catalyze and guide redevelopment of underutilized and disinvested parcels, especially in neighborhoods that have historically experienced disproportionately less economic investment.	Community Development	Ongoing

Action CD-1.3.4: Pursue grants to conduct environmental studies and possibly cleanup on City-owned or key public-private partnership brownfield sites.	Community Development	Ongoing
Action CD-1.3.5: Encourage 'pre-development' active reuse of vacant parcels for short-term community benefits.	Community Development	Ongoing
Action CD-1.3.6: Encourage green infrastructure in neighborhoods through increasing street tree canopy, incorporating vegetation into neighborhood design and increasing drought resilient public and private landscaping.	Community Development	Ongoing

**Goal CD-2: Protect and enhance community historical resources.**

Policy CD-2.1: Preserve architecturally important historic buildings that are capable of being adapted for viable use.

Action	Department	Timeframe
Action CD-2.1.1: Support private efforts to reinvest in and restore historically and architecturally significant structures and to continue their use as an integral part of the community.	Community Development	Ongoing
Action CD-2.1.2: When historic buildings are renovated to extend their useful lives, the historic architecture should be maintained when possible.	Community Development	Ongoing
Action CD-2.1.3: Protect historical resources in accordance with the California Environmental Quality Act (CEQA).	Community Development	Ongoing
Action CD-2.1.4: Complete a new comprehensive survey identifying historic structures and resources in Salinas.	Community Development	Short

Action CD-2.1.5: Identify historic sites through historic landmark plaques and the Historic House Tour Guide.	Community Development	Short
Action CD-2.1.6: Administer the local Mills Act ordinance which allows a reduction of property taxes in exchange for preservation and market the program to owners of potential qualifying structures.	Community Development	Ongoing

<b>Goal CD-3: Prioritize placemaking and space for people.</b>		
Policy CD-3.1: Improve the urban design relationship between buildings, streets, and people.		
Action	Department	Timeframe
Action CD-3.1.1: Align Place and Street Types (see Land Use and Circulation Elements) to create human-scale districts and public spaces.	Community Development	Ongoing
Action CD-3.1.2: Use the zoning code and future specific plans to require building mass to frame (give an appropriate sense of enclosure) adjacent public/open spaces, streets, and walkways.	Community Development	Ongoing
Action CD-3.1.3: Consider the entire public realm when undertaking major street projects, and enhance pedestrian/active transportation connectivity, improve sidewalk amenities, and utilize green infrastructure.	Community Development	Ongoing
Action CD-3.1.4: Avoid large un-landscaped parking areas and blank building walls facing streets or adjoining properties.	Community Development	Ongoing
Action CD-3.1.5: Minimize the use and visual effect of sound attenuation walls and noise barriers.	Community Development	Ongoing



Action CD-3.1.6: Minimize the visual impact of transformers and similar utility equipment through screening or undergrounding as feasible.	Community Development	Ongoing
Action CD-3.1.7: Use low-impact development (LID) landscaping to emphasize on-site treatment of stormwater and provide a connection to the natural environment.	Community Development	Ongoing

<b>Noise Element Action Matrix</b>		
<b>Goal N-1: Minimize adverse effects of noise on the community.</b>		
<b>Policy N-1.1: Promote proper land use planning to minimize adverse effects of noise.</b>		
Action	Department	Timeframe
Action N-1.1.1: Require noise-reducing design features in the Zoning Code for new development and reuse/revitalization projects to address the impact of noise on residential development. Use noise/land use compatibility standards and the Noise Contours Map as a guide for future planning and development decisions to ensure that new development can be made compatible with the noise environment.	Community Development	Short
Action N-1.1.2: Ensure proposed development meets Title 24 Noise Insulation Standards for construction.	Community Development	Ongoing
Action N-1.1.3: Support continuation and improvement of the Airport's noise abatement program. Ensure that new development within the Salinas Municipal Airport "area of influence" does not result in a land use/noise compatibility conflict or hazard, is compatible with the airport noise environment, and meets the guidelines of the Caltrans handbook.	Community Development  Public Works	Ongoing

<p>Action N-1.1.4: Protect Sensitive Receptors land uses listed in Table N-1 from adverse impacts caused by the noise generated by new developments. Incorporate necessary mitigation measures into development design to minimize short-term noise impacts. Prohibit long-term operational noise increases at the sensitive receptor property line, or new uses that generate noise levels at the sensitive receptor property line, as follows:</p> <ul style="list-style-type: none"> <li>• Greater than 3 dBA Ldn increase for ambient noise environments of higher than 60 dBA Ldn; and</li> <li>• Greater than 5 dBA Ldn increase for ambient noise environments of less than or equal to 60 dBA Ldn.</li> </ul>	Community Development	Ongoing
Policy N-1.2: Minimize transportation-related noise impacts.		
Action	Department	Timeframe
Action N-1.2.1: Ensure noise impacts generated by vehicular sources are minimized through the use of noise control measures (e.g., earthen berms, landscaped walls, lowered streets).	Community Development	Ongoing
Action N-1.2.2: Control truck traffic routing to reduce transportation-related noise impacts on sensitive land uses.	Public Works	Ongoing
Action N-1.2.3: Enforce the City of Salinas Noise Ordinance as it relates to vehicles and traffic-related sources.	Police	Ongoing
Action N-1.2.4: Provide sufficient annual funding to continue strategic improvement of roadway pavements.	Public Works	Ongoing
Policy N-1.3: Minimize non-transportation related noise impacts.		
Action	Department	Timeframe
Action N-1.3.1: Enforce the City of Salinas regulations to ensure stationary noise sources and noise emanating from construction activities, private	Police  Community Development	Ongoing

development/residences, and special events are minimized.		
---	--	--

<b>Conservation &amp; Environmental Safety Element Action Matrix</b>		
<b>Goal COES-1: Increase the adaptability and resiliency of Salinas to the effects of climate change.</b>		
Policy COES 1.1: Protect climate vulnerable populations.		
Action	Department	Timeframe
Action COES-1.1.1: Establish locations for cooling centers in Salinas that are open and welcoming for all residents and create and communicate clear benchmarks for when they will be open.	Library and Community Services	Ongoing
Action COES-1.1.2: Explore options and resources for protecting outdoor laborers (farmworkers, construction workers, etc.) from the dangers and potential wage loss from extreme heat and flooding events.	Community Development City Attorney	Medium
Action COES-1.1.3: Establish resiliency hubs at community facilities (libraries, community centers, etc.) and provide multilingual guidance and resources on how to prepare for emergencies and disasters at these hubs and through social media.	Library and Community Services	Short
Action COES-1.1.4: Make resilience resources available throughout the community. Support implementation of the Monterey County Community Resilience Plan and similar efforts.	Library and Community Services Community Development	Short
Action COES-1.1.5: Establish or support outreach programs to conduct wellness checks and help distribute resources in preparation for or in the aftermath of a disaster.	Library and Community Services Fire	Short

Policy COES 1.2: Prepare the built and natural environments for a different climate and more severe natural events.		
Action	Department	Timeframe
Action COES-1.2.1: Identify critical infrastructure vulnerable to climate change and ways to increase protection and resiliency, such as installing back-up power generators or flood prevention.	Public Works	Ongoing
Action COES-1.2.2: Encourage resilient landscaping and plant selection for a warmer climate through municipal codes, plans, and public resources.	Community Development	Ongoing
Action COES-1.2.3: Incorporate wildfire protections into the East Area Specific Plan to mitigate risk along its Old Stage Road boundary and adjacent fire hazard zones to the northeast.	Community Development	Short
Action COES-1.2.4: Expand weatherization programs and assistance, particularly to residents in older structures and mobile home parks.	Community Development	Medium
Action COES-1.2.5: Invest in expanding Salinas' urban tree canopy, particularly in under-resourced neighborhoods.	Public Works	Medium
Action COES-1.2.6: Make use of funding from agencies that help with natural disaster mitigation, adaptation, and recovery.	Community Development Public Works Fire	Ongoing
<b>Goal COES-2: Ensure a safe and adequate water supply for the community.</b>		
Policy COES-2.1: Encourage the local conservation of water resources.		

Action	Department	Timeframe
Action COES-2.1.1: Work with water providers and Groundwater Sustainability Agencies to institute conservation programs to address water supply problems caused by groundwater overdrafting.	Public Works Community Development	Ongoing
Action COES-2.1.2: Enforce the City's Water Conservation Ordinance and related regulations, and apply standards that promote water conservation in agricultural, residential, and non-residential uses.	Community Development Public Works	Ongoing
Action COES-2.1.3: Maintain and restore natural watersheds and support stormwater capture/reuse in Salinas through development regulations, restoration projects, and green infrastructure to recharge the aquifers and ensure the viability of the ground water resources.	Public Works Community Development	Ongoing
Action COES-2.1.4: Incorporate low impact design principles and other water conservation best practices into development regulations.	Community Development	Short
Policy COES-2.2: Work with partners on regional solutions to water challenges.		
Action	Department	Timeframe

Action COES-2.2.1: Cooperate with local, regional, and state water agencies to develop or expand new water sources.	Public Works  Community Development	Ongoing
Action COES-2.2.2: Continue to participate in and support regional programs and projects that target the improvement and conservation of the region's groundwater and surface water supply. This includes active participation in the Salinas Valley Basin Groundwater Sustainability Agency and liaison with the Monterey County Water Resources Agency, Monterey One Water, and other organizations to explore regional solutions for water reuse, conservation and supply.	Public Works	Ongoing
Action COES-2.2.3: Actively support regional efforts with partner agencies and local industries to stop seawater intrusion in the 180/400-Foot Aquifer and address other critical threats to water supply.	City	Long
Action COES-2.2.4: Promote responsible and sustainable water usage education for City residents, businesses, and surrounding agricultural producers.	Public Works	Ongoing
Policy COES-2.3: Protect and enhance water quality.		

Action	Department	Timeframe
Action COES-2.3.1: Cooperate with the Monterey County Water Resources Agency, the State Water Resources Control Board and the Regional Water Quality Control Board to implement programs that address the causes of poor water quality in the planning area, including saltwater intrusion, nitrate contamination, and other sources of pollution.	Public Works	Ongoing
Action COES2.3.2: Enforce national (NPDES) requirements and participate in regional efforts to protect and enhance water quality.	Public Works	Ongoing
Action COES-2.3.3: Work with partners (Monterey County, Big Sur Land Trust, etc.) to enhance Carr Lake as a reclamation/flood control facility in addition to its other functions in addressing water quality, enhancing traffic/circulation, and creating recreational opportunities.	Public Works Community Development	Ongoing
Action COES-12.3.4: Promote public and private development to create green infrastructure that captures and infiltrates water.	Public Works Community Development	Ongoing
<b>Goal COES-3: Encourage energy conservation and use of carbon-free energy sources.</b>		
Policy COES-3.1: Apply standards and develop programs that promote energy conservation and a community-wide shift towards renewable energy.		
Action	Department	Timeframe

Action COES-3.1.1: Enforce State Title 24 building construction requirements.	Community Development	Ongoing
Action COES-3.1.2: Encourage land use arrangements and densities that facilitate the use of energy efficient public transit and locate or retain neighborhood-level services (e.g., family medical offices, dry cleaners, grocery stores, drug stores) throughout the City to reduce energy consumption through automobile use.	Community Development	Ongoing
Action COES-3.1.3: Work with energy suppliers and distributors (Central Coast Community Energy and Pacific Gas and Electric) to implement energy conservation programs and help inform the public of these programs.	Public Works	Ongoing
Action COES-3.1.4: Encourage buildings that are energy efficient and support sustainability and occupant health using green construction and design techniques, including passive house design, LEED and other certification systems, heat pumps, appliance electrification, solar energy, and other technologies, techniques and materials.	Community Development	Ongoing
Action COES-3.1.5: Support initiatives for equity in electrification and making electrification possible for all residents.	Community Development	Ongoing
<b>Goal COES-4: Protect and enhance significant ecological and biological resources in the planning area.</b>		
Policy COES-4.1: Identify, protect, and enhance creek corridors, river corridors, sloughs, wetlands, natural hillsides, and other potentially significant biological resources for their value in providing visual amenity, flood protection, habitat for wildlife and recreational opportunities.		
Action	Department	Timeframe



Action COES-4.1.1: Conserve significant ecological and biological resources by protecting sensitive areas from development and mitigating/minimizing impacts to the greatest extent feasible where development is permitted.	Community Development	Ongoing
Action COES-4.1.2: Locate and design water retention areas and preserve important urban wildlife habitat areas to contribute to the visual quality of the city's open space system.	Community Development Public Works	Medium
Action COES-4.1.3: Explore with Monterey County the potential for creation of a Gabilan Creek Regional Park and nature corridor extending along the creek from the urban edge to the headwaters in the Gabilan Mountains.	Library and Community Services Community Development	Medium
Action COES-4.1.4: Actively maintain creek corridors to ensure flood protection, water quality, and regulatory compliance with maintenance permits.	Community Development Public Works	Ongoing
Action COES-4.1.5: Support regenerative landscape practices and native habitat restoration projects (e.g. BSLT restoration project at Carr Lake).	Community Development Library and Community Services	Ongoing
Action COES-4.1.6: Coordinate with resource agencies to protect rare or endangered species of plants and animals.	Community Development	Ongoing
Policy COES-4.2: Identify, protect, and avoid special-status species, sensitive natural communities, and regulated wetlands and waters.		
Action	Department	Timeframe
Action COES-4.2.1: Update the City's Municipal Code to require a biological resource assessment as part of environmental review for proposed	Community Development	Short

<p>development on sites with natural habitat conditions that may support special-status species, sensitive natural communities, or regulated wetlands and waters. The assessment shall be conducted by a qualified biologist to determine the presence or absence of any sensitive resources which could be affected by proposed development; shall provide an assessment of the potential impacts; and shall define measures for protecting the resource and surrounding buffer habitat, in compliance with City policy and State and federal laws. An assessment is not required for locations where past or existing development have eliminated natural habitat or the potential for the presence of sensitive biological resources and regulated waters.</p>		
<p><b>Policy COES-4.3: Identify, protect, and avoid disturbance of nests of native birds.</b></p>		
Action	Department	Timeframe
<p>Action COES-4.3.1: Update the City's Municipal Code to require that construction on development sites avoid nests of native birds when in active use to ensure compliance with the State Fish and Game Code and the federal Migratory Bird Treaty Act when construction is initiated on development sites. If initial vegetation removal and site disturbance cannot be restricted outside the nesting season (September 1 through January 31), a preconstruction survey for nesting birds shall be conducted by a qualified biologist during the bird nesting season (February 1 through August 31). Where an active nest is found on the site, an adequate setback shall be established around any nest of a native bird species when it is in active use until the young have fledged and are no longer dependent on the nest. The nest setback distance shall be defined by a qualified biological consultant with input from the California Department of Fish and Wildlife, with the setback zone fenced or flagged and all construction disturbance restricted from this zone until the qualified biologist has confirmed the nest is no longer in use.</p>	<p>Community Development</p>	<p>Short</p>

Policy COES-4.4: Encourage landscaping with native and compatible non-native plant species, especially drought-resistant species, to improve habitat values for native wildlife, and encourage removal of invasive non-native plant species in open space and other natural habitats where they can pose a threat to natural habitat values.		
Action	Department	Timeframe
Action COES-4.4.1: Continue to implement the City's Water Efficient Landscape Ordinance regulations of the Municipal Code.	Community Development	Ongoing
Policy COES-4.5: Identify, preserve, and protect the significant agricultural resources within and surrounding Salinas, while minimizing conflicts between agricultural and urban uses.		
Action	Department	Timeframe
Action COES-4.5.1: Participate in programs that protect important agricultural resources and mitigate the conversion of lands designated outside City boundaries to nonagricultural uses.	Community Development	Ongoing
Action COES-4.5.2: Support public relations and education sessions between the agricultural industry, nonagricultural businesses, developers, and residents.	Community Development	Short
Action COES-4.5.3: Minimize conflicts between agricultural and urban uses through the use of buffer zones, roads, and other physical boundaries.	Community Development	Ongoing
Action COES-4.5.4: Work with agricultural stakeholders to manage the impact of agriculture-related activities on local infrastructure.	Community Development	Ongoing
<b>Goal COES-5: Reduce the risk to the community from flooding, wildfire, seismic activity, geologic conditions, and other natural hazards.</b>		
Policy COES-5.1: Encourage policies, programs, and measures to reduce the risk to the community from potential flooding, wildfire, and seismic activity.		
Action	Department	Timeframe

Action COES-5.1.1: Locate development outside flood-prone areas unless flood risk is mitigated without decreasing retention capacity.	Community Development Public Works	Ongoing
Action COES-5.1.2: Ensure the design of flood control systems in new development areas avoid increasing flood hazard elsewhere.	Community Development Public Works	Ongoing
Action COES-5.1.3: Maintain open areas needed to retain stormwater and prevent flooding of urban or agricultural land.	Community Development Public Works	Ongoing
Action COES-5.1.4: Provide stormwater retention capacity consistent with Reclamation Ditch capacity to avoid damage to urban development as a result of a 100-year flood.	Public Works	Ongoing
Action COES- 5.1.5: Increase the number of City staff trained to work at the County's Emergency Operations Center in the event of a flood or other natural disaster.	Fire	Short
Action COES-5.1.6: Ensure that all new development and reuse/revitalization projects are developed in accordance with the most recent Uniform Fire Code requirements.	Fire Community Development	Ongoing
Action COES-5.1.7: Increase fire prevention and disaster preparedness education.	Fire	Ongoing
Action COES-5.1.8: Seek funding for and implement seismic upgrades to critical municipal infrastructure.	Public Works	Ongoing

Action COES-5.1.9: Upgrade existing stormwater infrastructure to increase capacity and lifespan.	Public Works	Ongoing
Action COES-5.1.10: Work with Monterey County on implementation efforts related to the MJHMP and coordinated hazard planning and response.	Fire	Ongoing

Open Space		
<b>Goal OS-1 Provide, develop, and maintain ample parks, urban community spaces, and recreational facilities that offer a variety of recreational activities.</b>		
Policy OS-1.1: Develop and maintain a high-quality system of parks, plazas, and other facilities that provides adequate space and facilities for a variety of recreational opportunities conveniently accessible to all existing and future Salinas Residents.		
Action	Department/Org	Timeframe
Action OS-1.1.1: Consider formation of special districts, issuance of bonds and other means for financing and maintaining large urban parks, green infrastructure, and special facilities serving all of Salinas.	Library and Community Services	Long
Action OS-1.1.2: Require new residential development to provide land and/or fees to help achieve goal of a minimum of 3.0 acres per additional 1,000 population for developed public parklands for community or neighborhood parks.	Library and Community Services  Community Development	Long
Action OS-1.1.3: Encourage development of private outdoor and indoor commercial recreational facilities (e.g., Carr Lake, Soccer Complex, etc.) to expand community recreational opportunities and to fill unmet needs.	Library and Community Services  Community Development	Long
Action OS-1.1.4: Maximize the use of built and natural features to develop a citywide network of parks and open spaces with Carr	Library and Community Services	Long



Lake, Gabilan Creek and the Sherwood Park/Rodeo Grounds complex as essential elements of the open space network.	Community Development  Public Works	
Action OS-1.1.5: Explore the feasibility of a downtown plaza per Downtown Vibrancy Plan recommendations or on other sites.	Library and Community Services  Community Development	Long
Action OS-1.1.6: Encourage public plazas or privately-owned but publicly accessible spaces in the Mixed Use and Unique Place Type categories through partnerships, regulations, and incentives.	Library and Community Services  Community Development	Medium
Policy OS 1.2: Promote equity and inclusion in new and existing parks and open spaces.		
Action OS-1.2.1: Plan park developments in cooperation with concerned public and private agencies and organizations, particularly school districts and neighborhood residents.	Library and Community Services  Community Development	Long
Action OS-1.2.2: Prioritize new park development and improvements in underserved areas utilizing PRLMP assessment criteria	Library and Community Services	Long
Action OS-1.2.3: Promote diverse opportunities for gathering, wellness and exercise in City parks and other intergenerational gathering spaces.	Library and Community Services	Ongoing
Action OS-1.2.4: Promote linguistic access with bilingual signage (English/Spanish) and consider including additional languages where needed.	Library and Community Services  Community Development	Short

Policy OS-1.3: Ensure parks and recreational spaces are accessible and promote active transportation.		
Action OS-1.3.1: Link activity centers, recreational opportunities, transit nodes and other services to integrated trails network.	Library and Community Services  Community Development  Public Works	Long
Action OS-1.3.2: Develop and maintain an integrated system of open-space corridors and trails along utility easements, power-transmission-line rights-of-way, the reclamation ditch, stream banks, drainage-ways, slopes, and other natural features	Library and Community Services  Community Development  Public Works	Long
Policy OS 1.4: Incorporate park design features that enhance the space and promote sustainability.		
Action OS-1.3.3: Consider the incorporation of sun and wind elements into park designs and existing public facilities.	Library and Community Services  Community Development  Public Works	Long
Action OS-1.3.4: Implement Active Transportation and Trail Master Plan and other documents encouraging green space (trees, bioswales, bioretention, etc.)	Library and Community Services  Community Development  Public Works	Long

<b>Health and Environmental Justice Action Matrix</b>
<b>Goal HEJ- 1: Improve the quality of the built and natural environments to reduce health inequities caused by pollution and support a healthy community.</b>

Policy HEJ-1.1: Protect the community from hazards related to air pollution, hazardous materials and other human activities by working with federal, state and county agencies.

Action	Department	Timeframe
Action HEJ-1.1.1: Continue to monitor regulations governing the use of pesticides and work with the County Agricultural Commission to better inform the community and promote the responsible use of pesticides.	Community Development Fire Department County Agricultural Commission	Ongoing
Action HEJ-1.1.2: Continue to work with the Monterey Bay Unified Air Pollution Control District (APCD) and the most recent Air Quality Management Plan to improve regional air quality.	Community Development APCD	Ongoing
Action HEJ-1.1.3: Continue to work with the Salinas Valley Solid Waste Authority to implement the Household Hazardous Waste and Small Business Hazardous Waste Programs.	County of Monterey Environmental Health Salinas Valley Solid Waste Authority	Ongoing
Action HEJ-1.1.4: Implement and enforce state/regional regulations to prevent hazardous materials and toxic air contaminants from negatively impacting sensitive land uses.	Community Development Fire Department	Ongoing

Policy: HEJ-1.2: Adopt land use practices that improve environmental quality and reduce community exposure to toxins and pollution.

Action	Department	Timeframe
Action HEJ-1.2.1: Seek funding for clean-up/remediation of City-owned land in anticipation of future development projects.	Community Development	Short
Action HEJ-1.2.2: Improve air quality through proper land use planning and development design that maintains and minimizes exposure to both direct and indirect emissions of air pollutants.	Community Development	Ongoing

Action HEJ-1.2.3: Implement measures to prevent the expansion of industrial uses in densely populated areas.	Community Development	Ongoing
Action HEJ-1.2.4: Implement Active Transportation Plan and other related initiatives to reduce emissions associated with automobile use.	Public Works Community Development	Short

<b>Goal HEJ-2: Well-maintained and improved infrastructure and public facilities that equitably meet the needs of the community.</b>		
Policy HEJ-2.1: Prioritize the creation of new infrastructure and upgrading existing infrastructure to enhance mobility and access to public facilities, particularly in underserved areas of the community.		
Action	Department	Timeframe
Action HEJ-2.1.1: Strive to create development patterns that allow the majority of residents be within one-half mile walking distance of a park, greenway/open space, public plaza or recreation center.	Community Development Public Works	Ongoing
Action HEJ-2.1.2: Include green infrastructure in City projects where feasible.	Community Development Public Works	Ongoing
Action HEJ-2.1.3: Expand trail networks for walking and cycling by implementing the Active Transportation and Master Trails Plans.	Public Works	Ongoing
Policy HEJ-2.2: Develop and maintain a network of public facilities to ensure all community members have access to a wide range of recreational, cultural and social opportunities.		
Action	Department	Timeframe

Action HEJ-2.2.1: Continue to prioritize facility improvements outlined in Parks, Rec and Libraries Master Plan.	Library and Community Services	Ongoing
Action HEJ-2.2.2: Ensure all facilities are well-maintained, clean, accessible, and considerate of the community's cultural diversity.	Library and Community Services	Ongoing

<b>Goal HEJ-3: Ensure Salinas residents have equitable access to healthy, affordable and culturally relevant foods.</b>		
Policy HEJ- 3.1: Support development projects, programs and initiatives aimed at reducing food insecurity and promoting healthy eating habits.		
Action	Department	Timeframe
Action HEJ-3.1.1: The City shall facilitate the development of healthy food retail establishments (including full-service grocery stores, farmer's markets, and smaller markets where a majority of the food is healthy) in underserved areas.	Community Development	Ongoing
Action HEJ-3.1.2: Increase healthy food and beverage options at city facilities, meetings and events.	City	Short
Action HEJ-3.1.3: Work with Blue Zones to strengthen and leverage partnerships with local hospitals, schools, non-profit organizations and local businesses to encourage healthy eating habits through information sharing and education.	City  Local Partners & Organizations	Short



Action HEJ-3.1.4: Support local organizations and businesses by offering education on funding opportunities, such as the Healthy Refrigeration Program.	Community Development  Local Organizations	Short
Policy HEJ-3.2: Promote and expand year-round access to sustainable, locally sourced, and culturally relevant food through urban agriculture initiatives and emergency food resources.		
Action	Department	Timeframe
Action HEJ-3.2.1: Work with Monterey Salinas Transit to facilitate access to farmer's markets.	City  MST	Ongoing
Action HEJ-3.2.2: Continue to work with the Food Bank for Monterey County by facilitating food distributions at city facilities.	Library and Community Services  Food Bank for Monterey County	Ongoing
Action HEJ-3.2.3: Collaborate with Everyone's Harvest, Salinas City Center Farmer's Market, and the Food Bank of Monterey County to establish Food Rx programs that connect low-income patients and their families with fresh fruits and vegetables.	City  Food Bank for Monterey County & Farmer's Markets	Ongoing
Action HEJ- 3.2.4: Facilitate the development and management of community gardens prioritizing areas of high food insecurity.	Community Development  Library and Community Services	Ongoing
Action HEJ- 3.2.5: Strengthen partnerships with schools to establish community gardens.	City  Local School Districts	Ongoing

<b>Goal HEJ-4: Ensure that low-income communities have access to safe and healthy shelter and housing.</b>
Policy HEJ-4.1: Implement measures to eliminate health risks related to lead-based paint, mold and other contaminants in housing.

Action	Department/Org	Timeframe
HEJ-4.1.1: Create an educational campaign to inform the public about risks associated with lead-based paint, mold and other contaminants.	Community Development	Short
HEJ-4.1.2: Create a funding source to encourage and facilitate remediation to benefit low-income families primarily in environmental justice communities.	Community Development	Short
HEJ-4.1.3: The City shall inspect city-operated housing navigation centers for possible contaminants to ensure prompt remediation.	Community Development	Ongoing
Policy HEJ-4.2: Develop and implement policies and programs to prevent displacement and guarantee safe and stable living conditions		
Action	Department/Org	Timeframe
Action HEJ-4.2.1: Establish Just Cause Eviction and Anti-Harassment Ordinance.	Community Development City Attorney	Short
Action HEJ-4.2.2: Increase public education related to fire safety and prevention.	Community Development Fire Department	Ongoing
Action HEJ-4.2.3: Raise awareness of safety codes to address issues related to blight, overcrowding, and unpermitted plumbing and electrical work.	Community Development Fire Department	Ongoing
Action HEJ-4.2.4: Connect residents to funding sources for maintaining and improving housing, with a focus on older and substandard dwellings.	Community Development	Short

Action HEJ-4.2.5: Collaborate with Monterey County Health Department to share information related to health protocols and safety measures.	Community Development	Ongoing
	Library and Community Services	
	Fire Department	
	Monterey County Health Department	

<b>Goal HEJ-5: Provide a diverse range of parks and recreational spaces, along with programming and support, to encourage and engage the community in physical activity.</b>		
Policy HEJ-5.1: Maintain safe and accessible public spaces with amenities that facilitate exercise and encourage physical activities, promoting an active lifestyle across the community.		
Action	Department/Org	Timeframe
Action HEJ-5.1.1: Develop signage and 'how to' visuals in public parks to encourage and facilitate physical activity.	Community Development	Short
	Library and Community Services	
Action HEJ-5.1.2: Promote Adopt a Park and park clean-up programs through various partnerships and the AMOR Salinas movement.	Library and Community Services Administration	Ongoing
Action HEJ-5.1.3: Collaborate with neighborhood groups to assess park safety concerns.	Community Development	Ongoing
	Library and Community Services	
Action HEJ-5.1.4: Strengthen partnerships with public/private organizations to facilitate organized sports at parks.	Library and Community Services	Ongoing

	Local Organizations	
Action HEJ-5.1.5: Invest in exercise equipment for parks throughout the city, prioritizing the underserved areas.	Library and Community Services	Short
Policy HEJ-5.2: Provide inclusive intergenerational programming and activities that are considerate of diverse abilities and encourages safe physical activities for all participants.		
Action	Department/Org	Timeframe
Action HEJ-5.2.1: Continue to expand programming that encourages physical activity for seniors and persons with diverse abilities	Library and Community Services	Ongoing
Action HEJ-5.2.2: Encourage and facilitate opportunities for adult recreation in the evenings (i.e., adult leagues).	Library and Community Services	Long
Action HEJ-5.2.3: Work with schools to streamline the Joint Use Agreement process to expand the use of available recreation space.	Library and Community Services	Ongoing
Action HEJ-5.2.4: Identify the recreation needs of special user groups and address these in park and recreation facility development/improvements.	Community Development Library and Community Services	Ongoing
Action HEJ-5.2.5: In areas of high concentration of low-income families or where sufficient needs exist, consider assisting with the development of community facilities (e.g., youth and senior centers) to meet their special needs and provide space for necessary programs and activities.	Community Development Library and Community Services	Ongoing
Action HEJ-5.2.6: Work with community-based organization and other partners to encourage physical activity in the workplace.	Community Development Library and Community Services	Short

**Goal HEJ-6: Foster robust and inclusive civic engagement and develop resident leaders dedicated to shaping the city's future.**

Policy HEJ-6.1: Establish and maintain a welcoming environment that fosters effective civic engagement.

Action	Department/Org	Timeframe
Action HEJ-6.1.1: Provide community facilities that encourage and facilitate public participation and pride in the community, such as cultural and public gathering centers.	City	Ongoing
Action HEJ-6.1.2: Ensure that civic engagement is worthwhile by providing bilingual meeting materials, agendas and budget documents and by creating interactive activities that facilitate meaningful feedback.	City	Ongoing
Action HEJ-6.1.3: Hold community meetings at a reasonable hour, offer food options, interpretation and childcare when applicable.	City	Ongoing
Action HEJ-6.1.4: Work with various stakeholders to access barriers to participation, particularly those who are often left out of decision-making spaces (indigenous language speakers and others) and co-create strategies to address them.	City	Ongoing
Action HEJ-6.1.6: Use the Alisal Vibrancy Plan as an example to create community-led plans in other underserved parts of the city.	Community Development	Short

Policy HEJ-6.2: Build the capacity of resident leaders to actively participate in city and community decision-making processes.

Action	Department/Org	Timeframe
Action HEJ-6.2.1: Continue to develop resident leadership (adults and youth) through the expansion of the city-led Civic Academy.	Library and Community Services	Ongoing
Action HEJ-6.2.2: Support the development of cultural festivals and other resident led engagement activities by facilitating permitting process and providing in-kind services.	City	Ongoing
Action HEJ-6.2.3: Develop a membership analysis of committees and commissions to ensure equitable community representation.	City Manager	Short



Policy HEJ-6.3: Strengthen the capacity and sustainability of community-based organizations (CBOs) to support and develop resident leadership.		
Action	Department/Org	Timeframe
Action HEJ-6.3.1: Provide capacity-building training and technical assistance to community-based organizations to secure funding and develop new skills.	Community Development  Library and Community Services	Ongoing
Action HEJ-6.3.2: Create opportunities for community-based organizations to support City projects.	City	Ongoing
Action HEJ-6.3.3: Continue to convene community-based organizations to effectively leverage resources.	Community Development  Library and Community Services	Ongoing
Action HEJ-6.3.4: Facilitate the use of City facilities for community engagement efforts.	Library and Community Services	Ongoing

<b>Goal HEJ-7: Enhance and support existing programs and create new initiatives and developments that address the needs of environmental justice communities and work to mitigate the impacts of historic disinvestment.</b>		
Policy HEJ-7.1: Develop and implement a racial equity framework to guide the prioritization of projects and programs, ensuring that historically underserved and marginalized communities receive targeted investments and support.		
Action	Department/Org	Timeframe
Action HEJ-7.1.1: Develop a Racial Equity Impact Assessment (REIA) tool and an Equity Lens Checklist to identify disparities and support equitable prioritization and decision-making.	City Manager	Short
Action HEJ-7.1.2: Collaborate with community-based organizations and Salinas	City Manager	Short

residents to develop and formalize a racial equity tool.		
Action HEJ-7.1.3: Continue to hold racial equity trainings for City staff, elected officials and board/committee members.	City Manager	Ongoing
Policy HEJ-7.2: Ensure the ongoing provision of essential social services to stabilize and support the homeless population.		
Action	Department/Org	Timeframe
Action HEJ-7.2.1: Expand physical and mental health services, such as substance abuse counseling and rehabilitation services through an interdisciplinary team for individuals experiencing homelessness.	Community Development Monterey County Health Department	Ongoing
Action HEJ-7.2.3: Help improve access to bathrooms and personal hygiene supplies for individuals experiencing homelessness.	Community Development	Ongoing
Action HEJ-7.2.4: Work with Monterey County Behavioral Health and Department of Social Services to expand Emergency Motel Program.	Community Development Monterey County Health Department Department of Social Services	Ongoing
Action HEJ-7.2.5: Create a relocation assistance program for rapid rehousing that helps cover move-in costs (credit check, first month, deposit).	Community Development	Short
Policy HEJ-7.3: Implement strategies and programs aimed at reducing disparities in life expectancy and health outcomes among different racial, ethnic, and income groups, as well as LGBTQ+ communities.		
Action	Department/Org	Timeframe
Action HEJ-7.3.1: Work closely with the Monterey County Health Department to track trends and support targeted prevention and wellness programs throughout the life course.	Community Development Monterey County Health Department	Ongoing

Action HEJ-7.3.2: Support the expansion and access to culturally competent medical and mental health services.	City  Monterey County Health Department	Ongoing
Action HEJ-7.3.3: Work with Monterey County and other stakeholders to create a mobile crisis unit that prioritizes mental health support.	City  Monterey County	Ongoing
Action HEJ-7.3.4: Support programs that offer access to health services for undocumented workers.	Monterey County	Ongoing
Action HEJ-7.3.5: Foster relationships with Epicenter and other stakeholders to expand access to healthcare services for LGBTQ+ youth.	City  Local Partners	Short
Action HEJ-7.3.6: Work with partner organizations to ensure health education campaigns are language inclusive and culturally appropriate.	City  Local Partners	Short
Policy HEJ-7.4: Support early childhood development programs and expand access to high-quality childcare services primarily in environmental justice communities.		
Action	Department/Org	Timeframe
Action HEJ-7.4.1: Facilitate the development and legitimization of childcare facilities by streamlining the permitting process.	Community Development	Ongoing
Action HEJ-7.4.2: Collaborate with early childhood development organizations to provide educational workshops and materials to assist potential childcare providers to strengthen childcare services.	Community Development	Ongoing

<b>Public Safety</b>
<b>Goal PS-1: Continue to play a central role in the creation and maintenance of a community that resolves its problems in non-violent ways.</b>

Policy PS-1.1: Improve community safety and health through civic engagement and relationship building.		
Action	Department/Org	Timeframe
Action PS-1.1.1: Provide language inclusivity (including indigenous languages) to increase communication and connections with community members.	City	Ongoing
Action PS-1.1.2: Support and facilitate youth and resident led community events like National Night Out and Ciclovía with staff participation/engagement, streamlined permit process and funding, when appropriate.	City	Ongoing
Action PS-1.1.3: Continue to support CASP activities and find other opportunities to convene residents, community organizations, schools, and the County to improve the criminal justice system.	Police Administration Library and Community Services	Ongoing
Action PS-1.1.4: Work with community to establish practices/programs to help address disparities in underserved communities (racial equity framework).	City Manager Community Development	Short
Action PS-1.1.5: Encourage the creation of police sub-stations to facilitate community relations.	Police	Medium
Policy PS-1.2: Implement alternative policing methods, community policing strategies, youth programs, and public education initiatives focused on crime awareness to effectively reduce crime rates and enhance community safety.		
Action	Department/Org	Timeframe
Action PS-1.2.1: Promote neighborhood cohesion programs, and Neighborhood Watch programs to reduce the risk of criminal activity.	Police Library and Community Services	Ongoing
Action PS-1.2.2: Build partnerships with schools and support and facilitate youth	Fire	Short

programs and activities (e.g., Explorer Program, outreach positions for at-risk youth, etc.)	Police	
Action PS-1.2.3: Offer crime/violence prevention trainings/programs for parents and youth.	Police Library and Community Services	Short
Action PS-1.2.4: Continue to collaborate with regional partners to formalize the pilot mobile crisis unit, which currently prioritizes mental health support.	Police Fire	Short
Action PS-1.2.5: Work with Salinas Outreach and Response Team (SORT) to support engagement/communication with unhoused residents.	Community Development Fire Police	Ongoing
Action PS-1.2.6: Pursue ongoing application of Department of Justice report recommendations.	Police	Ongoing
<b>Goal PS-2: Provide effective and responsive police and fire services to ensure a safe and vibrant community.</b>		
Policy PS-2.1: Ensure Salinas' residents have effective and responsive fire, EMS, and police services.		
Action	Department/Org	Timeframe
Action PS-2.1.1: To address Fire staffing needs, the department will add response units during peak incident activity, increase the number of battalion chiefs per shift, plan for new facilities and staff in growth areas, explore opportunities to reduce response workload, address administrative and support staff needs, and re-establish the Deputy Fire Marshal position.	Fire	Short
Action PS-2.1.2: Offer mental health/emotional support services for fire/police officers.	Fire Police	Ongoing



Action PS-2.1.3: Encourage capacity building and trainings for staff.	Fire Police	Short
Action PS-2.1.4: Collaborate with all departments to ensure roads in future developments accommodate fire protection equipment and other emergency vehicles.	Community Development Fire Police Public Works	Long
Action PS-2.1.5: Update traffic signal pre-emption equipment to help improve response times.	Fire Police Public Works	Short
Action PS-2.1.6: Mitigate impacts of traffic calming measures on response times.	Fire Public Works	Ongoing
Policy PS-2.2: Improve facilities and access to equipment and technology.		
Action PS-2.2.1: Seek funding to modernize fire facilities to help improve work conditions and response times.	Fire	Long
Action PS- 2.2.2: Extend use of cameras at intersections and high traffic public spaces.	Police Public Works	Short
Action PS- 2.2.3: Seek funding opportunities to purchase new and improved fire/police equipment.	Fire Police	Ongoing
Action PS- 2.2.4: Leverage advancing technologies to decrease dispatch and overall response times.	Fire Police	Short
Policy PS-2.3: The Fire and Police Departments shall collaborate with other City departments and external agencies and organizations to improve the built environment and connect residents to essential services, fostering a safer and more accessible community.		

Action PS-2.3.1: Work with the Community Development Department to assist community members with housing/shelter needs.	Community Development  Fire  Police	Ongoing
Action PS-2.3.2: Work with Code Enforcement to help mitigate safety concerns due to overcrowding.	Community Development  Fire  Police	Ongoing
Action PS-2.3.3: Support Public Works with active transportation projects to ensure pedestrian and traffic safety.	Community Development  Fire  Police  Public Works	Long
Action PS-2.3.4: Work with County of Monterey to connect residents with mental health, social, domestic violence support programs and other services.	Community Development  Fire  Police	Ongoing
Action PS-2.3.5: Build partnerships with outside agencies, and organizations, like the Red Cross, to provide fire prevention assistance to residents.	Fire	Short
Action PS-2.3.6: Work to improve the emergency communications and dispatch agreements with Monterey County and explore alternatives to current arrangements to contain costs and maintain/improve service levels.	Fire	Short
Action PS-2.3.7: Establish a business inspection program.	Community Development	Short

	Fire	
Action PS-2.3.8: Reduce reliance on mutual aid responses into the city from neighboring fire departments.	Fire	Long
Action PS-2.3.9: Explore partnerships and alternatives for the provision of ambulance transport within the City to; <ul style="list-style-type: none"> <li>Assure availability of medical transport resources.</li> <li>Stabilize/reduce ambulance billing rates for residents.</li> <li>Provide critical capacity and redundancy during times of peak call-volume and local/regional disasters.</li> </ul>	Fire	Ongoing
Policy PS- 2.4: The Fire and Police Departments shall provide a range of services that support community education and address non-emergency situations.		
Action PS-2.4.1: Seek funding opportunities to support local schools with first aid and safety trainings/demonstrations.	Fire  Police  Library and Community Services	Ongoing
Action PS-2.4.2: Continue to promote Safe Zone Exchange and work with community to identify additional programmatic needs.	Police	Ongoing
Action PS-2.4.3: Increase public education and messaging related to community risk reduction, home fire safety/prevention and safe zones.	Community Development  Fire	Ongoing
Action PS-2.4.4: Promote the use of the Salinas Police Department anonymous tip line.	Police	Ongoing
<b>Goal PS-3: To create a safer community by implementing design techniques in existing spaces, new developments, and reuse or revitalization projects.</b>		
Policy PS-3.1: Promote the use of Crime Prevention through Environmental Design techniques/strategies in both public and private projects.		

Action PS-3.1.1: Encourage physical features that improve building visibility, as well as well-marked entrances and exits, proper lighting, and landscape design to improve or limit access to certain areas.	Community Development	Ongoing
Action PS-3.1.2: Create welcoming and accessible community spaces with both safety and design features (e.g., signage, public art, large planters/boulders to discourage vehicles, etc.)	Community Development Public Works	Long
Action PS-3.1.3: Support repair and general upkeep of neighborhoods, debris, trash and graffiti removal, and street, lighting and sidewalk repairs.	City	Ongoing
Policy PS-3.2: The City shall cultivate a safe and clean neighborhood environment, ensuring that residents, employees, and visitors feel comfortable and secure at all times.		
Action PS-3.2.1: Maintain clean streets, sidewalks, and public spaces.	City	Ongoing
Action PS-3.2.2: Improve lighting in public spaces.	Library and Community Services Public Works	Ongoing
Action PS-3.2.3: Install infrastructure improvements that increase pedestrian and traffic safety.	Public Works	Long

Arts, Culture & Youth		
<b>Goal ACY-1: Support the recreational, educational, and social needs of residents through new and existing community facilities.</b>		
Policy ACY-1.1: Maintain and continue to develop a high-quality library system.		
Action	Department	Timeframe
Action ACY-1.1.1 - Provide library services and facilities that fulfil the requirements of the Library Plan of Service, the Salinas Public Library Mission, the State of California	Library and Community Services	Ongoing







guidelines for library facilities, and the Library Commission's recommended standards.		
Action ACY-1.1.2- Improve the library system by building one new branch library in the Future Growth Area and by expanding current library facilities, with interim expansion of service achieved through alternative means such as bookmobiles, portable buildings, and joint-use facilities.	Library and Community Services	Long
Action ACY-1.1.3: Increase funding for programming that improves educational outcomes outside of school, such as library homework centers.	Library and Community Services	Long
Action ACY-1.1.4: Increase language accessibility in programming and services.	Library and Community Services	Short
Policy ACY-1.2: As the City grows, routinely assess the need for additional multigenerational recreational facilities and ensure diverse and rich programming/services.		
Action	Department/Org	Timeframe
Action ACY-1.2.1: Develop new and rehabilitate existing recreational facilities, following PRLMP recommendations, to house vital recreation and enrichment programming.	Library and Community Services	Long
Action ACY-1.2.2: Increase use of recreational facilities and programming by removing barriers to participation such as transportation.	Library and Community Services	Ongoing
Action ACY-1.2.3: Work with Monterey Salinas Transit to provide transit routes to serve new recreational and institutional facilities, and to create youth/student pass program.	Library and Community Services	Long
<b>Goal ACY-2: Promote public art, culture, and creative expression in a manner that fosters community pride.</b>		
Policy ACY-2.1: Support local artists and community groups in the development and maintenance of public art projects and events.		
Action	Department/Org	Timeframe

Action ACY-2.1.1: Offer training opportunities and capacity building for local artists to apply for competitive grants.	Community Development  Library and Community Services	Short
Action ACY-2.1.2: Provide resources, such as workspace and funding, to allow artists showcase art, and live and work in Salinas.	Community Development  Library and Community Services	Long
Action ACY-2.1.3: Work with local artists, Public Art Commission, and art interest groups to expand/maintain murals and public art throughout the City.	Community Development  Library and Community Services	Long
Action ACY-2.1.4: Encourage partnerships with art organizations and local schools to create programming for local artists to expand art mediums and gain a competitive edge.	Library and Community Services	Short
Action ACY-2.1.5: Work with public and private agencies/organizations to facilitate projects and work with interested parties on their development.	Community Development  Library and Community Services	Long
Action ACY-2.1.6: Work with community partners to expand community schools' culture and arts curriculum.	Library and Community Services	Ongoing
Action ACY- 2.1.7: Support local community groups in the development and execution of culturally responsive community activities/events with in-kind services and a streamlined permitting process.	Community Development  Library and Community Services	Ongoing
Policy ACY- 2.2: Promote and preserve the diverse culture, art, identity, and history of Salinas' unique neighborhoods through context and place-sensitive design.		







Action	Department/Org	Timeframe
Action ACY-2.2.1: Establish arts and culture districts throughout the City with assistance from the Public Art Commission.	Community Development  Library and Community Services	Long
Action ACY-2.2.2: Seek funding opportunities for the development and execution of a historic building/events audit/assessments through the recommendations of the Historic Resources Board.	Community Development  Library and Community Services	Medium
Action ACY-2.2.3: Support restoration projects aimed at protecting valuable historic buildings and community spaces.	Community Development  Library and Community Services	Long
Action ACY-2.2.4: Explore digital options, as well as static mediums (QR codes and info plaques on existing public art/historic spaces), to create interactive mapping to showcase historic landmarks, buildings, events and public art.	Community Development  Library and Community Services	Short
Action ACY- 2.2.5: Create partnerships with schools to expand story telling with visuals.	Library and Community Services	Short
Action ACY-2.2.6: Work to re-establish and promote new City-led preservation projects.	Community Development  Library and Community Services	Long
<b>Goal ACY-3: Support Youth Leadership and Development.</b>		
Policy ACY-3.1: Promote healthy youth development through intentional investment in support and resources.		
Action	Department/Org	Timeframe

Action ACY-3.1.1: Work with local school districts and other educational organizations to promote youth leadership development and mentorship programs.	Library and Community Services	Ongoing
Action ACY- 3.1.2: Support the development and operation of community centers and recreation facilities as a pre-emptive strategy to reduce youth related crime, substance abuse and bullying.	Library and Community Services	Long
Action ACY- 3.1.3: Increase partnerships with school districts and community-based organizations to offer a range of personal and professional no-cost programming (music, dance, poetry, etc.) and internship opportunities for youth (social media).	Library and Community Services  Administration	Ongoing
Action ACY- 3.1.4: Promote and formalize youth participation in City and community decision-making by re-establishing the Youth Commission.	Administration	Short
Action ACY- 3.1.5: Work with community-based organizations and Monterey Health Department to help support outreach, including at risk and homeless youth and create a more centralized system for family resources.	Community Development  Library and Community Services	Short
Action ACY- 3.1.6: Foster and develop partnerships with community-based organizations and schools to encourage physical activity and civic engagement/programs.	Community Development  Library and Community Services	Short

Category	Place Type	Description	Example Images		Common Uses/Development <ul style="list-style-type: none"><li>• = number of dots represents the typical prevalence of allowed uses within the Place Type</li><li>••••• Most Common</li><li>• Least Common</li></ul>	Development Standards	Most Comparable Zoning
Open Space and Public Service	1. Natural Preservation and Open Space	This Place Type intends to protect natural resources in Salinas, such as creeks, floodways, habitats, and hillslope areas. May include improvements for limited recreation such as trails or benches.			Open space ••••• Resource preservation ••••• Flood management/multi-use green infrastructure ••••• Trails ••	Development of buildings and structures not permitted.	Open Space (OS)
	2. Parks and Recreation	This Place Type provides a flexible designation for existing and future publicly- and privately-owned recreation areas. Parks can range from neighborhood tot lots, to greenways, to large multipurpose sports facilities, with many active recreation uses in between. Many of Salinas' parks are also built in areas of common or potential flooding and are crucial for the preservation of open space and water management.			Public parks ••••• Playgrounds ••••• Sports fields and courts ••••• Recreation centers ••• Trails ••• Flood management/multi-use green infrastructure ••• Community Gardens •	Max 0.2 FAR	Parks (P)
	3. Civic and Institutional	This Place Type includes schools, recreation centers, senior centers, government offices, and hospitals, as well as the Salinas Airport. Some of these institutions require differing development standards to use space efficiently, including for associated housing, such as for school teachers			Grade schools ••••• Government buildings ••••• College/post-secondary •• Hospitals •• Recreation, community, or senior centers •• Residential •	Typically 2-3 stories, maximum 4 stories  Max 1.0 FAR  15 to 30 DU/Acre for workforce/student housing only	Public/Semi-Public (PS)









		and staff on school sites, which can include tiny homes and other alternative housing types.	El Gabilan Library	Hartnell College	Navigation center/permanent supportive housing • Emergency Shelters• Airport •		
Residential	4. Hillside Neighborhood	This Place Type is unique to the East Area of the North of Boronda Future Growth Area. These neighborhoods include primarily detached single family homes on large individually owned lots and are intended to preserve the natural topography of the area and provide a transition and urban buffer for nearby existing hillside and open space land. Supporting uses include schools, neighborhood-serving parks, community/senior centers, and places of worship.	 Tesoro Del Valle, Santa Clarita	 Las Palmas Development	Single-family residential (detached homes, small lot homes) ••••• Education/worship/parks •	1-2 stories. 2-6 DU/Acre	Residential – Low Density (R-L)  Open Space – (OS)
	5. Traditional Neighborhood	These established neighborhoods include primarily detached single-family homes, accessory dwelling units, and small multifamily structures. Supporting uses include schools, neighborhood-serving parks, community/senior centers, and places of worship.	 Salinas home	 Salinas Accessory Dwelling Unit (ADU)	Single-family residential (detached homes, small lot homes) ••••• Small-scale multifamily units (accessory dwelling units, duplexes, bungalow courts) ••• Education/worship/parks •	1-2 stories. Scale and setbacks should be consistent with surrounding development. 6 to 12 DU/Acre	Residential – Low Density (R-L)
	6. Blended Residential Neighborhood	Residential areas that generally have a mix of housing types, including single-family, duplexes and triplexes, small apartment buildings, courtyard bungalows, and townhomes. Supporting uses include schools, neighborhood-serving parks, community/senior centers, and places of worship. These areas are typically walkable to	 Bungalow court – Riker Street		Multifamily (small apartment buildings, bungalow courts, townhomes, duplexes, and triplexes) ••••• Single-family residential •• Education/worship/parks •	1-3 stories. Scale and setbacks should be consistent with surrounding residential development. 12 to 20 DU/Acre	Residential – Medium Density (R-M)

		nearby commercial services.		Small apartment building – Riker Street			
	<b>7. Multifamily Neighborhood</b>	These areas feature apartment buildings large enough to support on-site community spaces, such as playgrounds and gardens, with supporting uses similar to other neighborhoods and commercial districts nearby, often along major roads.	 <p>Haciendas apartments – Calle Cebu</p>	 <p>La Gloria apartments – E Market Street</p>	<p>Larger apartment and condominium developments ●●●●●</p> <p>Rowhomes/townhomes ●●●</p> <p>Education/worship/parks ●</p> <p>Navigation center/permanent supportive housing ●</p>	<p>2-5 stories. Provides opportunity to build higher than most existing residential structures and include more amenities on site.</p> <p>20 to 40 DU/Acre</p>	Residential – High Density (R-H)
<b>Mixed Use</b>	<b>8. Neighborhood Center</b>	This Place Type includes commercial uses that provide a variety of services and a social hub for nearby residents. Buildings are encouraged to provide retail, dining, and service uses on ground floors with residences above, and horizontal mixed use with offices, personal services, and neighborhood-serving retail.	 <p>Montana Avenue – Santa Monica</p>	 <p>Romie Lane</p>	<p>Retail and dining ●●●●</p> <p>Medical and professional offices ●●●●</p> <p>Personal services and offices ●●●</p> <p>Multifamily residential ●●●</p> <p>Vertical mix of uses ●●●</p> <p>Public gathering spaces ●</p>	<p>1-4 stories. Stacking of uses is encouraged. Opportunities exist to increase sidewalk width and build to sidewalk.</p> <p>15 to 30 DU/Acre</p> <p>Max 1.0 FAR</p>	<p>Commercial Office/Residential (CO/R)</p> <p>Mixed Use – (MX)</p>
	<b>9. Mixed Use Corridor</b>	This Place Type is typically on major thoroughfares and would feature a vertical mix of commercial activity, such as retail shopping centers, offices, and professional services with residential uses above.	 <p>Fremont Boulevard – Fremont</p>	 <p>Broadway Street – Boulder, CO</p>	<p>Vertical mix of uses ●●●●●</p> <p>Retail and dining ●●●●●</p> <p>Offices and services ●●●●</p> <p>Multifamily residential ●●●●</p> <p>Entertainment ●●●</p> <p>Hotels/lodging ●●</p> <p>Public gathering/open space ●</p>	<p>2-6 stories. New development should be oriented to the street, be accessible to pedestrians and transit riders, and include a mix uses to create a walkable and transit-friendly environment.</p> <p>30 to 40 DU/Acre</p> <p>Max 3.0 FAR (non-residential only)</p>	<p>Mixed Use (MX)</p> <p>Mixed Arterial Frontage (MAF)</p>




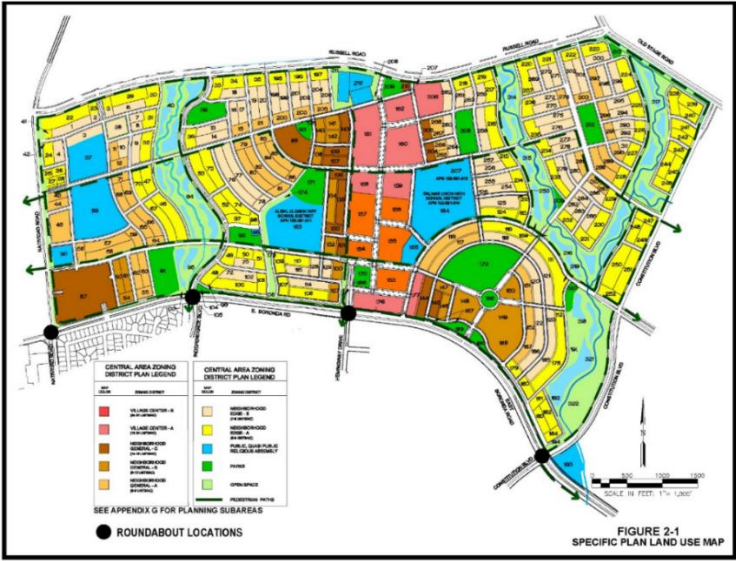
Commercial/ Employment	10. Mixed Use Village	This Place Type is designed to accommodate both a vertical and horizontal mix of uses, often in clusters of multiple buildings in a planned development, or via redevelopment of big box retail centers. Mixed use villages should be well-integrated with surrounding development, including residential and commercial uses.			Mix of uses ●●●●● Retail and dining ●●●●● Offices and services ●●●●● Multifamily residential ●●●●● Entertainment ●●● Hotels/lodging ●● Public gathering/open space ●	1-6 stories. New development should be oriented to the street, be accessible to pedestrians, and include a mix uses to create a walkable environment.  30 to 50 DU/Acre  Max 1.0 FAR (non-residential only)	Mixed Use (MX)
	11. Commercial Retail	The Commercial Retail Place Type primarily provides for larger-scale stores, as well as restaurants and personal and business services. These uses are commonly located in local- and regional-serving shopping centers on major roads. This Place Type also allows for hotels and some multifamily housing.			Regional shopping centers and malls ●●●●● Retail and dining ●●●●● Offices and services ●●●●● Entertainment ●●●●● Multifamily residential ●●● Hotels/lodging ●●● Auto sales/service ●●●	1-4 stories. 15 to 30 DU/Acre  Max 0.5 FAR	Commercial Retail (CR)
	12. Employment Center	Provides for areas with business parks, research and development laboratories, office clusters, and limited manufacturing. Implementing regulations will include landscaping and design standards intended to buffer noise, traffic, and other impacts to be compatible with apartments and workforce housing. Development often planned as a cohesive "campus" or business park.			Office/business parks ●●●●● Research facilities ●●●●● Medical offices/labs ●●● Multifamily residential/workforce housing ●● Light industrial ●●	1-4 stories Max 2.0 FAR 15 to 30 DU/Acre  Includes form and screening/landscaping requirements to make compatible with adjacent residential development. Development often planned as a cohesive "campus" or business park.	Industrial - Business Park (IBP)  Industrial – General Commercial (IGC)  Commercial Office (CO)

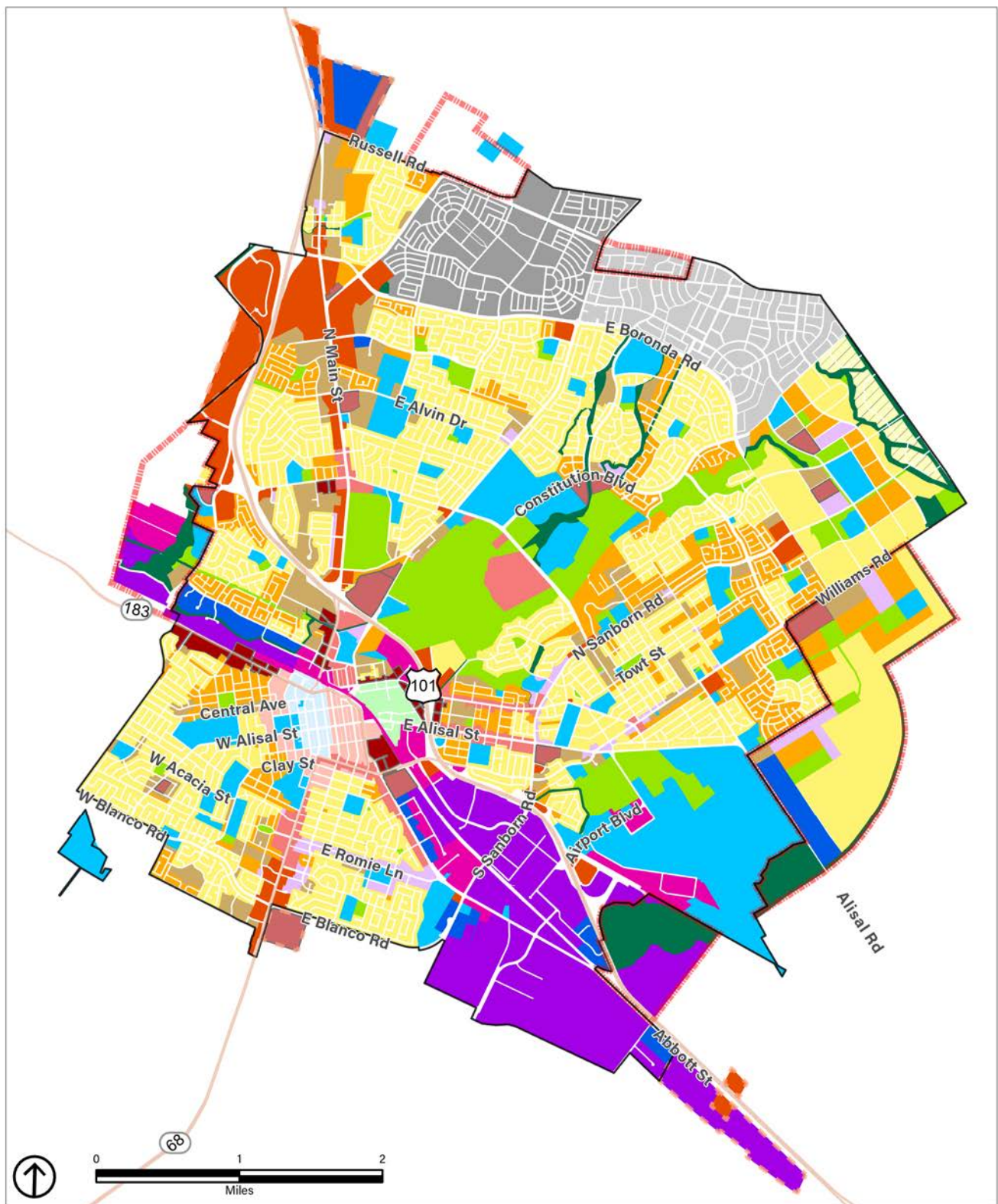


	<b>13. Flex Corridor</b>	These areas support a variety of light manufacturing, workshops, arts and crafts production, commercial kitchens, and other small-scale, lower-impact uses. This Place Type also accommodates multifamily housing, live/work and supporting retail. Because of its proximity to and inclusion of industrial uses, implementing regulations should include form and screening/landscaping requirements to protect residential uses.	–  Office building – Santa Monica	 Industrial/business incubator/office building – Richmond	Light industrial ●●●● Workshops ●●●● Maker space ●●●● Business incubators ●●● Auto-repair ●●● Live/work ●● Retail ● Multifamily residential/workforce Housing●	1-4 stories Max 2.0 FAR 12 to 24 DU/Acre Includes form and screening/landscaping requirements to make compatible with residential.	Mixed Arterial Frontage (MAF)  Industrial – General Commercial (IGC)  <i>Light intensity</i>
<b>Industrial</b>	<b>14. Medium Industrial</b>	The Medium Industrial Place Type provides for manufacturing, distribution and warehousing/wholesaling, automobile sales and repairs, and building materials sales that would generally not be appropriate in Place Types with residential uses because of potential impacts. In areas where this Place Type is adjacent to residential uses, there should be screening or a landscaped buffer between the uses.	 Harris Place	 Industrial building – San Luis Obispo	Light manufacturing ●●●● Warehousing and distribution ●●●● Vehicle sales and repair ●●●● Wholesaling ●●●● Business parks ● Energy production ●	1-2 stories Max 0.4 FAR	Industrial – General (IG)  <i>Medium intensity</i>
	<b>15. Heavy Industry and Production</b>	These areas are dedicated to intense manufacturing, distribution, freight, and other heavy industry and infrastructure are located near rail and highways for efficient movement of goods. They provide significant space for large-scale operations and other uses that may generate significant noise, odors, or other potential effects that	 Harkins Road	 Work Street	Packing and shipping centers ●●●●● Plants and factories ●●●●● Warehousing and distribution ●●●●● Waste management/processing ●●● Auto salvage ● Energy production ●	1-3 stories depending on internal production activities required for facility Max 0.5 FAR Includes buffering, landscaping, and green infrastructure to limit nuisances and environmental harm.	Industrial – General (IG)  <i>Heavy Intensity</i>

		require buffering from surrounding areas to limit nuisances and environmental harm.					
Unique	<b>16. City Center</b> <b>a. Core</b> <b>b. Edge</b>	<p>The City Center Place Type is centered along the vibrant heart of Main Street in Salinas. This Place Type builds off the area's strong historic character, while encouraging innovation, adaptive reuse, multi-story mixed use, and transit-oriented development, especially near the Intermodal Transit Center. The City Center Core area should feature the tallest buildings in Salinas, with development intensity tapering off in City Center Edge areas.</p>	 <p>South Main Street</p>  <p>Transit Oriented Development – Pleasant Hill BART Station Area</p>	 <p>Tynan Village</p>	<p>Retail and dining ●●●●●</p> <p>Entertainment ●●●●</p> <p>Multifamily residential ●●●●●</p> <p>Office ●●●●</p> <p>Government ●●●●</p> <p>Hotels ●●</p> <p>Public gathering/open space ●</p>	<p>Core:</p> <p>1-8 stories</p> <p>Max 6.0 FAR</p> <p>30 to 80 DU/Acre</p> <p>Edge:</p> <p>1-5 stories</p> <p>Max 3.0 FAR</p> <p>20 to 40 DU/Acre</p>	<p>Mixed Use (MX) + Central City Overlay Downtown Core Area and Downtown Neighborhood Area</p>
	<b>17. Alisal Marketplace</b>	<p>This Place Type offers a major redevelopment opportunity to connect the City Center to the Alisal through a new walkable neighborhood that includes larger-scale residential, mixed use, civic, commercial, and even flexible light industrial development.</p>	 <p>Mixed use building – Berkeley</p>	 <p>Tannery Arts Center – Santa Cruz</p> <p>Source: Jscotannery.com</p>	<p>Large apartments/multifamily residential ●●●●</p> <p>Retail and dining ●●●●</p> <p>Office ●●●●</p> <p>Live/work ●●●</p> <p>Light industrial/maker space ●●●</p> <p>Hotel/lodging ●●</p> <p>Civic (government/education) ●</p> <p>Public gathering/open space ●</p>	<p>1-6 stories</p> <p>Max 4.0 FAR</p> <p>30 to 60 DU/Acre</p>	<p>Mixed Use (MX)</p> <p>Mixed Arterial Frontage (MAF)</p> <p>Industrial – Business Park (IBP)</p>



Specific Plan Areas	18. West Area Specific Plan (WASP)	Approved in 2019, the WASP is located on 797 acres north of Boronda Road between San Juan Grade and Natividad Road. It plans for more than 4,300 housing units at a variety of densities, mixed use commercial areas, and community uses such as parks and schools.	 <p>WASP Land Use Map</p>	Low – medium density residential ●●●●● High density residential ●● Schools ●● Parks and open space ●● Mixed use and commercial space ●●	Set by specific plan adopted in 2019.	The WASP and CASP each have their own land use/zoning
	19. Central Area Specific Plan (CASP)	Approved in 2020, the CASP is located on 760 acres north of Boronda Road between Natividad Road and Constitution Boulevard. Designed according to New Urbanism principles, it plans for about 3,900 housing units, a mixed-use village center, and community uses such as parks and schools.	 <p>CASP Land Use Map</p>	Low – medium density residential ●●●●● High density residential ●● Schools ●● Parks and open space ●●● Mixed use and commercial space ●● Library/fire station ●	Set by specific plan adopted in 2020.	The WASP and CASP each have their own land use/zoning



City of Salinas Boundary	City Center - Edge	Mixed Use Corridor
City of Salinas Sphere of Influence	Civic and Institutional	Mixed Use Village
Potential Sphere of Influence Additions	Commercial Retail	Multifamily Neighborhood
<b>Place Type</b>	Employment Center	Natural Preservation and Open Space
Alisal Marketplace	Flex Corridor	Neighborhood Center
Blended Residential Neighborhood	Heavy Industry and Production	Parks and Recreation
Central Area Specific Plan	Hillside Neighborhood	Traditional Neighborhood
City Center - Core	Medium Industrial	West Area Specific Plan



## Projected General Plan Update Timeline 2025

June

Pre-Public Review Draft  
Study Session

Finalize Public Review  
Draft General Plan

Zoning Code consultant  
contract approval

July-August

Release Public Review Draft  
General Plan

Draft plan engagement

Start Zoning Code Update

September  
– October

Release draft EIR, CAP, and  
revised GP for 45-day  
comment period

Continue engagement

Study session on EIR, CAP,  
and revised General Plan

Revise documents following  
comment period

November-  
December

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