

2025 City of Salinas General Plan Annual Progress Report



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1. Introduction

Purpose and Summary

California Government Code 65400 requires cities and counties to submit an Annual Progress Report (APR) on the status of the General Plan and implementation progress to their legislative bodies, the Governor’s Office of Land Use and Climate Innovation (LCI), and the Department of Housing and Community Development (HCD) by April 1 of each year. This annual report covers current Salinas General Plan implementation activities during the calendar year 2025. The City also prepares a Housing Element Annual Progress Report under separate cover. 2025 Accomplishment highlights include the completion of the seven-acre Ensen Community Park at Carr Lake, the construction of a new Hebrón Family Resource Center, the continued processing of six tentative maps for new neighborhoods in the Future Growth Area, and the release of a Public Review Draft of the General Plan.

General Plan Background

The City’s existing General Plan was adopted in 2002 and contains eight (8) Elements: Land Use, Community Design, Housing (updated in 2015 and 2023), Conservation/Open Space, Circulation, Safety, Noise, and Economic Development (adopted in 2017). In several ways this General Plan was ahead of its time, with a vision that called for a compact city form, high quality mixed use and infill development, and preservation of agricultural land. Still, much has changed in Salinas since the Plan was initiated in 1998. Salinas is acutely affected by the statewide housing crisis and its population is projected to continue to grow for several decades. New state laws have also significantly altered the planning landscape. These legislative changes are focused primarily on increasing housing production and addressing climate change through reducing greenhouse gas emissions and developing adaptation measures. Several of the most important recent changes that the General Plan should consider or will have to directly address are summarized below:

- AB 32 (2006) - the Global Warming Solutions Act of 2006 required the California Air Resources Board (CARB) to develop a Scoping Plan to reduce greenhouse gas emissions (GHG) to 1990 levels by 2000. Subsequent Scoping Plans have added reduction targets of 40 percent from 1990 levels by 2030 and 80 percent below 1985 levels by 2045.
- AB 1358 (2008) – the Complete Streets Act of 2008 requires cities and counties to modify their circulation elements to plan for a balanced, multimodal transportation network that meets all users’ needs for safe and convenient travel.
- SB 743 (2013) - removes automobile delay and congestion (level of service) as basis for determining significant transportation impacts under the California Environmental Quality Act (CEQA).
- SB 379 (2015) - requires general plan safety elements to include a climate change vulnerability assessment and address adaptation.
- SB 1000 (2016) - requires the creation of an environmental justice element to reduce the unique or compounded health risks in disadvantaged communities.
- AB 686 (2018) – requires jurisdictions to affirmatively further fair housing and adds new requirements for Housing Elements. Addressed in adopted 2023-2031 Housing Element.
- SB 330 (2019) – the Housing Crisis Act created procedural protections for large housing developments, including limiting certain fee increases, the number of hearings that can be held, and downzoning.
- AB 68 (2019) - this bill allows for an Accessory Dwelling Unit (ADU) and junior ADU where certain criteria are met, prohibits minimum lot sizes for ADU, and identifies opportunities for ADUs in multifamily buildings where building standards are met.
- AB 671 (2019) - requires local governments to include plans to incentivize and promote affordable ADUs in their housing elements. Addressed in adopted 2023-2031 Housing Element.
- SB 6 (2019) - requires local governments preparing a housing element on or after January 1, 2021, to submit an inventory of land suitable for residential development. Addressed in adopted 2023-2031 Housing Element.
- SB 9 (2021) – allows for two duplex housing units where one housing unit was allowed before and waives discretionary review and public hearings for these developments. A proposed project cannot result in the demolition or alteration of a building that currently has a tenant or has had a tenant in the last three years.
- SB 10 (2021) – creates a voluntary process for local governments to pass ordinances prior to January 1, 2029, to zone any parcel for up to ten (10) residential units if located in transit rich areas and urban infill sites.
- SB 1425 (2022) - requires that Open Space Elements consider climate resiliency, equity in correlation with the Environmental Justice Element.

- AB 98 (2024) – the Logistics and Warehouse Development Bill establishes minimum design standards for logistical facilities and a requirement that by 2028 local governments must update their Circulation Elements to plan for increased truck traffic linked to logistics operations.
- AB 821 (2024) – Requires cities and counties to amend zoning codes to be consistent with their General Plans within a “reasonable time”. If a local agency receives a development application where the zoning code and General Plan are inconsistent, the local agency must amend the zoning code to be consistent with General Plan within 180 days or process the development while applying General Plan standards.
- AB 1889 (2024) – requires that a city include wildlife connectivity and consider how development impacts wildlife movement in its General Plan by 2028.
- AB 2684 (2024) – this bill mandates that cities address extreme heat as a hazard in the General Plan by 2028.

Visión Salinas 2040

The City launched the General Plan Update, *Visión Salinas 2040*, which will also include a new Environmental Justice Element and the City’s first Climate Action Plan (CAP), in the summer of 2021. In 2025 the City released a [Public Review Draft General Plan](#) and reviewed administrative drafts of the Climate Action Plan and Environmental Impact Report. The City also launched a comprehensive Zoning Code Update; selecting a consultant team, drafting an engagement strategy, and starting on the first phase of amendments.

Staff conducted multiple study sessions with City Council and commissions/boards in advance of the Public Review Draft General Plan:

- City Council - January 27 – Economic Development Element
- Joint City Council/Planning Commission – June 10 – Pre Draft Study Session
- Planning Commission – October 1 – Study session on General Plan requirements and relation to other local planning documents and ordinances.

Coordination with Regional Planning Efforts

In addition to *Visión Salinas 2040*, in 2025 the City worked with partner organizations on multiple regional planning efforts, including:

- Association of Monterey Bay Area Governments – Participated on a technical advisory committee for the Monterey County Zero Emission Vehicle Study.

- County of Monterey – Continued collaboration on projects in and adjacent to the city and updating memorandums of understanding.
- Monterey-Salinas Transit – Worked with staff to start a planning study for the future of the Salinas Transit Center and potential Bus Rapid Transit on East Alisal Street.

2. Status of General Plan Implementation Efforts

2025		
Element	Projects and Accomplishments	Implemented Goals/Polices
Land Use /Community Design	<ul style="list-style-type: none"> • Completed draft existing conditions report and opportunity memo for the Intermodal Transportation Center. • Large projects in 2025 included: reviewing six Tentative Maps for the Future Growth Area in review with nearly 4,000 proposed units; issuing entitlements or building permits for a new office building at 20 W Gabilan, a change of use of a 9,000 s.f. building from retail to dental, a new Chick-fil-A, the renovation of Fire Station 1, and a mixed use project at 904 N Sanford; and finaling projects like the Hebbbron Family Center and Raising Cane restaurant. • Completed an Administrative Draft of the East Area Specific Plan. • Received the Administrative Draft Environmental Impact Report for the Ferrasci Specific Plan. Staff also met the Local Agency Formation Committee of Monterey County to determine next steps to initiate annexation of the planning area. • The City continued to work on redevelopment site plans and entitlement documents for 34-40, 37-39, and 45 Soledad Street in Chinatown in advance of preparing a multi-property Request for Proposals for development of the sites as mixed-use with affordable housing. • In 2025, work continued on the Clean California State Beautification Program: <ul style="list-style-type: none"> ○ Completed administrative work for the installation of Banners, and the wrapping of the 20 new trash receptacles with vinyl graphic lamination of community art and photography to be completed Spring 2026. 	<p>Goal-LU-1: Develop a balanced land use pattern that provides a wide range of jobs, housing, shopping, services, and recreation.</p> <p>Policy-LU-1.2: provide a plan for land uses that includes the capacity to accommodate growth projected for 2020 and beyond.</p> <p>Policy-LU-1.4: Create and preserve distinct, identifiable neighborhoods that have traditional neighborhood development characteristics.</p> <p>Policy-LU-11.4: Provide community facilities that encourage and facilitate public participation and pride in the community, such as cultural and public gathering centers.</p>

2025		
Element	Projects and Accomplishments	Implemented Goals/Polices
	<ul style="list-style-type: none"> o Continued planning for the installation of 2 monuments: one at Closter Park, and the second at the Skyway Blvd and E. Alisal roundabout anticipate completion by September 2026. • Over 2,900 permits (commercial, residential, etc.) approved and 20,100 building inspections conducted. • Launched a comprehensive Zoning Code Update (ZCU). Developed a community engagement strategy and presented to Planning Commission and City Council. Conducted study sessions with Planning Commission on relation between the General Plan and other City documents and code, visioning for the ZCU and changes required by state law. 	<p>Goal-CD-1: Create and preserve a positive community image and identity.</p> <p>Policy-CD-1.4: Use landscaping, design schemes, and signing to improve the image and distinct identity of the city, its neighborhoods, and its major gateways.</p>
Housing	See 2025 Housing Element Annual Progress Report under separate cover.	
Conservation/ Open Space	<ul style="list-style-type: none"> • Started work with Carollo Engineers on water policy recommendations. • Implemented the Mills Act program through execution of one contract and completed a draft Historic Context Statement. • Started design concepts for adaptive reuse of the historic Republic Café at 37-39 Soledad Street, which could include a cultural museum, restaurant, flexible office space, and one apartment unit. • Completed construction of the new Hebborn Family Center which opened on January 31, 2026. • Construction of the Closter Park Revitalization Project is underway, with completion anticipated in Summer 2026. • The entitlement process for the El Gabilan Tot Improvements Project has been completed, and the project is anticipated to go out to bid in early 2026. • The entitlement process for Phase IV of the Sherwood Recreation Center has been completed. The project has been bid and awarded, with construction anticipated to begin in early 2026. • Two Universal playgrounds were installed at Northgate and Williams Ranch Neighborhood Parks. 	<p>Goal-COS-1: Promote a safe and adequate supply of water for community uses.</p> <p>Goal-COS-4: Protect and enhance community historical resources.</p> <p>Goal-COS-7: Provide, develop, and maintain ample park and recreational facilities that offer a variety of recreational activities.</p> <p>Policy- COS- 7.2: Maximize the use of built and natural features to develop a citywide network of parks and open</p>

2025		
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	<ul style="list-style-type: none"> • Accessibility improvements at the Closter Park Recreation Center have been completed. • The City continues to partner with the Big Sur Land Trust on the development of a new 73-acre park at Carr Lake. Construction of Phase I, Ensen community park, a 7-acre park, was completed and transferred to the City for ownership and maintenance in August 2025. Phase II, the restoration area, is currently under construction and is anticipated to open to the public in Summer 2026. • The City initiated and completed a feasibility study for a D.5 Recreation Center at Northgate Neighborhood Park. • Major flooring renovations were completed at the John Steinbeck Library in 2025. • Created an Energy Assessment Master Plan for City buildings using the PG&E Government and K-12 Energy Efficiency Program. 	<p>spaces with Carr Lake, Gabilan Creek and the Sherwood Park/Rodeo Grounds complex as essential elements of the open space network.</p> <p>Policy- COS-7.8: While supporting the development of private recreational facilities, ensure that the supply and maintenance of public parks and recreational opportunities is adequate to ensure permanent availability of parks and recreational facilities for use by the entire community.</p> <p>Goal COS-8: Encourage energy conservation.</p> <p>Policy-COS-8.4: Participate in programs that promote energy conservation.</p>
Circulation	<ul style="list-style-type: none"> • Completed the Alisal Safe Routes to School to project, constructing a Pedestrian Hybrid Beacon (PHB) at Williams Rd between Monte Bella Blvd and Del Monte Ave. • Completed the Main St at Lamar St Pedestrian Crosswalk Enhancements, improving existing pedestrian facilities by installing an overhead Rectangular Rapid Flashing Beacon (RRFB). • Competed Annual Restriping of various roadways throughout the city totaling .9 miles of lane lines and 1,253 square feet of pavement markings. 	<p>Goal C-1: provide and maintain a circulation system that meets the current and future needs of the community.</p> <p>Goal-C-3: Promote an efficient public transportation network.</p>

2025		
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	<ul style="list-style-type: none"> City began the update to its Traffic Calming Policy to improve the efficiency of the program. 	<p>Goal C-4: Provide an extensive, safe public bicycle network that provides on-street as well as off-street facilities.</p> <p>Goal C-5: Provide safe routes to school, work, shopping, and recreation for pedestrians.</p> <p>Policy-C-5.1: Increase availability of safe and well-maintained sidewalks in all areas of the City.</p>
Safety	<ul style="list-style-type: none"> Continued to convene the Community Alliance for Safety and Peace maintaining a broad network of violence prevention and intervention partners to operationalize the strategic plan on Violence Prevention. Partnering with the Monterey County Public Health Departments STRIVE team to develop an update to our Comprehensive Strategic Plan on Violence Prevention for 2026-2030. Hosted and organized the annual Salinas March for Peace in the Alisal, establishing an ongoing call for peace. Led the annual My Life Story Conference for professionals who work with violence and justice system impacted youth and their families to hear from their clients in a conference setting to learn how to improve our practices. Managing the implementation of the fourth year of the Prevention and Wellness Grant, which provided \$300,000 to subgrantees for community services and programs. Grant deliverables included youth leadership efforts, addressing nutrition insecurity, education, digital arts, domestic violence support, and intervention support. The grant provided funding to six organizations in 2025: <ul style="list-style-type: none"> Action Council/ Building Health Communities Everyone's Harvest 	<p>Goal S-1: Continue to play a central role in the creation and maintenance of a community that resolves its problems in non-violent ways.</p> <p>Goal S-5: Improve the community's ability to respond effectively to natural and human-caused emergencies.</p> <p>Goal-LU-4: Provide effective and responsive fire protection and emergency response service.</p> <p>Policy-LU-4.1: Provide an effective and responsive level of fire protection, public</p>

2025		
Element	Projects and Accomplishments	Implemented Goals/Polices
	<ul style="list-style-type: none"> o Harmony at Home o Hijos Del Sol Arts o Wonder Wood Ranch o YWCA <ul style="list-style-type: none"> • Renovations to the Fire station #1 were completed and crews moved in 2 months ahead of schedule and the project was completed within budget. • The Fire Department secured a FEMA Assistance to Firefighters Grant (AFG) in the amount of \$350,000 to offset the cost of needed upgrades to fire station exhaust systems. • SFD completed extensive technology upgrades to its' Mobile Command Vehicle, funded by a \$167,000 grant from the Bay Area Urban Area Security Initiative (UASI). • SFD placed orders for 3 new apparatus. 1 pumper, 1 ladder truck, and one type-6 wildland pumper. 4 additional apparatus were approved for purchase at the end of CY-2025. • 4 SFD personnel completed Paramedic training and are now licensed and operational on duty. • The department executed a MOU with Governor's Office of Emergency Service to operate a Type-1 Hazardous Materials Response Unit and receive annual grants of approximately \$150,000 for training and operations of a regional hazmat team. • SFD Expanded its' youth explorer program from 15 to 25 and recently celebrated the completion of the first cohort's successful completion of the program. • The department has launched a pilot of Engine 7 currently housed at Fire Station 1. Data from this pilot will be used to validate response policy changes recently developed to better allocate resources, reduce response times, and reduce reliance on mutual aid from adjoining jurisdictions. 	<p>education and emergency response service (including facilities, personnel, and equipment, through the Salinas Fire Department.</p>

2025		
Element	Projects and Accomplishments	Implemented Goals/Polices
	<ul style="list-style-type: none"> • A promotional process for Fire Captain was completed and used to fill vacancies created by retirements and resignations. • The department is pursuing a partnership with the Salinas Union High School District and the Missional Trails Regional Occupational Program (ROP) for the development of shared training facilities and expansion of the SFD Youth Explorer Program and ROP Fire Science Program. 	
Economic Development	<ul style="list-style-type: none"> • Created and staffed a new Deputy Director of Economic Development position • Developed a 2-Year Economic Development Work Plan • Re-established ongoing dialogue with economic development stakeholders • Contracted with Monterey County Business Council to provide technical assistance and resource support for local business in Salinas. The City of Salinas participated in the Procurement Expo with MCBC to promote governmental contracting opportunities. • Renewed two existing contracts to provide regular clean-up services for commercial corridors in the Alisal area. There was a gap in services by the end of October 2025 due to a provider closing the organization. The City is working on finding supplemental services. • The Small Business Hotline has received 170 calls, 122 emails, and 31 counter appointments in 2025 from businesses. The Business Navigator has assisted business owners and entrepreneurs with acquiring and renewing business licenses, permitting, referrals to small business support organizations and the promotion of workshops and financial opportunities. • Launched the Micro-Grant and Forgivable Loan program for Alisal Facade Improvements. There are 6 applications that are in the process of obtaining the required permits for improvements. • Supported the planning efforts of the Financial Empowerment Center in coordination with Administration Staff. The City hosted an FEC Site Visit which entailed of a 3-day engagement effort to help inform potential advisory and 	<p>Goal ED-QL-2 – Narrow social and economic disparities in the City of Salinas to foster a more inclusive community rich with diversity, social cohesion, civic engagement, and sense of belonging.</p> <p>Goal ED-RET-1.1: Enhance retail, entertainment, and tourism opportunities throughout the City.</p> <p>Policy RET 1.2 – Undertake an aggressive marketing program to change the misperception and false image of Salinas as being an unsafe place to visit, live and work.</p> <p>Goal ED-EBG-2 – Ensure that existing businesses have access to the resources and services</p>

2025		
Element	Projects and Accomplishments	Implemented Goals/Polices
	fundens groups and interested partners as well as a presentation to Council. Staff is drafting a Request for Proposal that will be issued in the Spring of 2026.	they need to prosper and expand in Salinas.

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