

# 2024 City of Salinas General Plan Annual Progress Report



Presented to Salinas City Council March 25, 2025

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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 2024. Accomplishment highlights include supporting significant construction projects through over 2,900 permits and 17,800 inspections; entitling a new Hebrón Family Center and improvements to Closter Park; upstaffing of the Fire Department with new recruits; adopting a permanent Mills Act Ordinance to support historic preservation; and the continuation of significant work on Ensen Community Park by the Big Sur Land Trust. The General Plan Update, Visión Salinas 2040, also continued in 2024 with the preparation of administrative drafts of General Plan chapters and targeted engagement. Staff is continuing to work toward a Public Review Draft 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 impacted 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.

- 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.

Through the General Plan Update the City can address these and other legislative changes and chart a resilient vision for housing the entire community, creating a sustainable future, and equitable recovery from the pandemic.

#### *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 2024, staff completed two Administrative Drafts of the General Plan. The City is currently preparing a Public Review Draft for late spring 2025, with the goal of adoption by the end of the year.

Engagement continued in 2024 with one (1) workshop, three (3) online info sessions, two (2) study sessions, one (1) stakeholder meeting, and other engagement activities. Specific events included:

- Transportation Workshop: One (1) in person workshop was held. Community members (20+) learned about the various city-wide transportation projects and provided feedback on Circulation Element goals, policies and actions.
- Land Use Virtual Info Sessions: Three (3) webinars were held, one in the early morning, one midday and one in the evening. Community members (25+) learned about future land use changes and how they could potentially affect their properties.
- Study Sessions: Two (2) study sessions were held at City Council. City Council members were brought up to speed on the GP Update process and received detailed reports on the Land Use and Circulation Elements and Public Safety and Environmental Justice Elements.
- One (1) presentation to the Rotary Club of Salinas.

- Stakeholder Meetings: One (1) stakeholder meeting was held for the Salinas business community. Business owners (15+) from across Salinas assisted with the ranking of EDE goals, policies and actions.

In 2024, the City completed two administrative drafts of the comprehensive General Plan Update, organizing elements under three pillars as seen in Table 1 below. The City anticipates releasing a Public Review Draft in late spring of 2025 with the goal of adoption by the end of 2025.

State-Mandated Element	General Plan Update Element	Pillar
Land Use	Land Use Element	Built Environment Pillar
Housing	Housing Element (Updated 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		
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	

**Table 1**

*Coordination with Regional Planning Efforts*

In addition to Visión Salinas 2040, in 2024 the City worked with partner organizations on multiple regional planning efforts, including:

- Association of Monterey Bay Area Governments – Coordinated with AMBAG on identifying local land use Place Types and Opportunity Areas for the MTP/SCS update.
- County of Monterey – Continued collaboration on projects in and adjacent to the city and updating memorandums of understanding.

**2. Status of General Plan Implementation Efforts**

2024		
Element	Projects and Accomplishments	Implemented Goals/Polices
Land Use /Community Design	<ul style="list-style-type: none"> <li>• City has initiated phase 1 of the Intermodal Transportation Center Master Plan.</li> <li>• In 2024 City and County staff met on a regular basis to review the consultant’s parking feasibility analysis. A matrix of financial ownership, and delivery and operation scenarios were formulated and presented at quarterly meetings of City/County Ad Hoc Committee. The next step is to present findings to City Council and Board of Supervisors.</li> <li>• Large projects in 2024 included: approving planning entitlements for a 437 lot Tentative Subdivision Map in the Central Area Specific Plan; issuing Building Permits for Closter Park improvements, a new field house and gym remodel for Palma High School, a 3.5 million square feet Amazon Fulfillment Center; and issued Building Permits for new Kaiser Permanente Medical Offices.</li> <li>• Entered into a professional services agreement in February for the preparation of the East Area Specific Plan. Held a Community Open House in August and developed an existing conditions report, area profile, and preferred land use concept.</li> <li>• Received the traffic study for the Ferrasci Specific Plan.</li> </ul>	<p><b>Goal-LU-1:</b> Develop a balanced land use pattern that provides a wide range of jobs, housing, shopping, services, and recreation.</p> <p><b>Policy-LU-1.2:</b> provide a plan for land uses that includes the capacity to accommodate growth projected for 2020 and beyond.</p> <p><b>Goal-CD-1:</b> Create and preserve a positive community image and identity.</p> <p><b>Policy-CD-1.4:</b> Use landscaping, design schemes, and signing to</p>

2024		
Element	Projects and Accomplishments	Implemented Goals/Polices
	<ul style="list-style-type: none"> <li>In 2024, work continued on the Clean California State Beautification Program.</li> <li>Installation of new trees and shrubs, refurbishing and repainting benches, and the addition of new recycling and trash receptacles (20) was completed in the Fall of 2024. Improvements to the Bread Box Recreation Center frontage, including a new patio, trees, and bus stop shelter, was completed in the summer of 2024. Safe routes to school art <u>sidewalk art</u> was also completed in the fall of 2024. The installation of Banners, and 3 monuments: two at the Breadbox Recreation Center and the third at the Skyway Blvd and E. Alisal roundabout anticipate completion by summer 2025.</li> <li>City Council adopted the Alisal District Identity Master Plan (ADIMP) on November 19, 2024.</li> <li>As part of the Alisal MOU, the City included a Trail Master Plan in Active Transportation Plan preparation and assisted the County on a mural project for a new health clinic.</li> <li>Adopted the Urban Forestry Management Plan.</li> <li>Over 2,900 permits (commercial, residential, etc.) issued and 17,800 building inspections conducted.</li> <li></li> </ul>	<p>improve the image and distinct identity of the city, its neighborhoods, and its major gateways.</p> <p><b>Goal- CD-3:</b> Create a community that promotes a pedestrian-friendly, livable environment.</p> <p><b>Policy-CD-3.5:</b> Promote high-density residential development and mixed-use in the Central City.</p> <p><b>Policy- CD-3.8:</b> Promote the use of alternative modes of transportation, including bus, rial, bicycling and walking.</p>
Housing	See 2024 Housing Element Annual Progress Report under separate cover.	
Conservation/ Open Space	<ul style="list-style-type: none"> <li>Adopted a permanent Mills Act Ordinance in June and selected a consultant for an updated Historical Resources Survey in December.</li> <li>The entitlement process for the new Hebbbron Family Center was completed and construction is anticipated to start started in early 2025 with demolition and grading.</li> <li>The Cesar Chavez trail and installation of exercise equipment was completed, with formal acceptance of the project by the City on January 27, 2025.</li> <li>The entitlement process for the Closter Park Revitalization Project was completed. Construction is anticipated to start in early 2025.</li> <li>El Gabilan Tot Improvement Project is undergoing Site Plan Review.</li> </ul>	<p><b>Goal-COS-4:</b> Protect and enhance community historical resources.</p> <p><b>Goal-COS-7:</b> 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</p>

2024		
Element	Projects and Accomplishments	Implemented Goals/Polices
	<ul style="list-style-type: none"> <li>Themes and design for two (1 at Northgate Park and 1 at Williams Ranch) inclusive playgrounds were finalized. Installation of these two playgrounds is anticipated in early 2025.</li> <li>The City entered a contract with WRD Architects for ADA restroom improvements at Closter Park and Firehouse Recreation Centers.</li> <li>Construction of two synthetic soccer fields at Cesar Chavez Park was completed in December as part of Phase 2A of improvements.</li> <li>The City continues to work with the Big Sur Land Trust in the development of a new 73-acre park at Carr Lake. The construction of Phase I, a 7-acre community park started, and construction is anticipated to end and open to the public mid-2025.</li> </ul>	<p>network of parks and open spaces with Carr Lake, Gabilan Creek and the Sherwood Park/Rodeo Grounds complex as essential elements of the open space network.</p> <p><b>Policy- COS-7.8:</b> 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>
Circulation	<ul style="list-style-type: none"> <li>Completed construction of East Market Street Cycle Track Quick Build Project which improved the existing Class II Buffered Bike Lane to Class IV Separated Bikeway facility.</li> <li>Completed Cesar Chavez DG Path Improvements that constructed a decomposed granite walking path, bench pads and exercise pads in Cesar Chavez Park.</li> <li>Awarded \$855,520 contract for Alisal Safe Routes to School to construct a Pedestrian Hybrid Beacon(PHB) at Williams Rd between Monte Bella Blvd and Del Monte Ave.</li> <li>Awarded \$209,209 contract for Main St at Lamar St Pedestrian Crosswalk Enhancements to enhance the existing pedestrian facilities by installing overhead Rectangular Rapid Flashing Beacon (RRFB).</li> <li>Completed Annual Restriping of various roadways throughout the city totaling 9.63 miles of lane lines.</li> <li>Improved various traffic signals from loop detection to video detection</li> <li>Implemented Leading Pedestrian Intervals (LPIs) in various traffic signals</li> </ul>	<p><b>Goal C-1:</b> provide and maintain a circulation system that meets the current and future needs of the community.</p> <p><b>Goal-C-3:</b> Promote an efficient public transportation network.</p> <p><b>Goal C-4:</b> Provide an extensive, safe public bicycle network that provides on-street as well as off-street facilities.</p>



2024		
Element	Projects and Accomplishments	Implemented Goals/Polices
	<ul style="list-style-type: none"> <li>Traffic calming devices installed on Rainier Drive and Nogal Drive and Coventry Street</li> <li>Council adopted the 2024 Active Transportation Plan (ATP) as a key strategic planning document</li> </ul>	<p><b>Goal C-5:</b> Provide safe routes to school, work, shopping, and recreation for pedestrians.</p> <p><b>Policy-C-5.1:</b> Increase availability of safe and well-maintained sidewalks in all areas of the City.</p>
Safety	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>Hosted and organized the annual Salinas March for Peace in the Alisal, establishing an ongoing call for peace.</li> <li>Lead the annual My Life Story Conference for professional 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.</li> <li>Management of the 3.4-million-dollar California Violence Intervention and Prevention Grant that funds: <ul style="list-style-type: none"> <li>Salinas Police Department Juvenile Diversion program and a new Community Outreach Team to include a Sergeant, four officers, and a part-time analyst.</li> <li>Rancho Cielo: Tiny Home construction training program.</li> <li>Partners for Peace: Parent Education and youth mentoring.</li> <li>Natividad Foundation: Hospital-based violence intervention program.</li> </ul> </li> <li>Managing the implementation of the third year of the Prevention and Wellness Grant, which provides \$300,000 annually to subgrant for community services and programs. Grant deliverables included workshops to identify community issues and solutions, youth outreach and advocacy related to crime and gang</li> </ul>	<p><b>Goal S-1:</b> Continue to play a central role in the creation and maintenance of a community that resolves its problems in non-violent ways.</p> <p><b>Policy S-1.3:</b> Support the development and operation of community centers and recreational facilities as a pre-emptive strategy to reduce youth related crime.</p> <p><b>Goal S-5:</b> Improve the community's ability to respond effectively to natural and human-caused emergencies.</p> <p><b>Goal-LU-4:</b> Provide effective and responsive fire protection and emergency response service.</p>

2024		
Element	Projects and Accomplishments	Implemented Goals/Polices
	<p>involvement, substance abuse counseling, music programming, and a bullying Prevention Program. The grant provided funding to six organizations in 2024:</p> <ul style="list-style-type: none"> <li>o Action Council of Monterey County</li> <li>o Calif Youth Outreach</li> <li>o Community Homeless Solutions</li> <li>o YOSAL</li> <li>o Harmony at Home</li> <li>o YWCA Monterey County</li> </ul> <ul style="list-style-type: none"> <li>• The Fire Department successfully completed an academy of 15 recruits who were assigned to the front-line at the end of 2024. The addition was supported by a SAFER grant, received by the department in 2023, which fully covers the cost of 9 nine positions. Upstaffing has helped the department plan for long-term leaves and reduce its response times.</li> <li>• A cost study was conducted to identify repair and renovation priorities for all fire stations, ensuring informed funding allocation to a \$12 million deferred maintenance schedule.</li> <li>• The Fire Department successfully issued a contract for the renovation of Fire Station No. 1. Construction will start in January 2025 and is slated to be completed in Summer of 2025.</li> <li>• The Fire Department has added a part-time Deputy Fire Marshall position to support the Division Chief reduce the workload related to fire code enforcement and prevention efforts.</li> </ul>	<p><b>Policy-LU-4.1:</b> Provide an effective and responsive level of fire protection, public education and emergency response service (including facilities, personnel, and equipment, through the Salinas Fire Department.</p>
Economic Development	<ul style="list-style-type: none"> <li>• Partnered with the Monterey County Business Council to support Building Business Back programming, which included an info session on micro-enterprise home kitchens and a procurement expo to help entrepreneurs understand the City’s application process.</li> <li>• City has completed the development of the Salinas Broadband Master Plan and Alisal Neighborhood Broadband Fiber Network Design. A second consultant team will assist with the next steps in implementation.</li> </ul>	<p><b>Goal ED-QL-2</b> – 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>

2024		
Element	Projects and Accomplishments	Implemented Goals/Polices
	<ul style="list-style-type: none"> <li>• Supported Blue Zones, Sustainable Salinas, and SUBA in doing monthly volunteer clean-ups in Natividad Creek Park, the Alisal business corridors, Santa Rita Park and old town Salinas.</li> <li>• The Small Business Hotline has received 166 calls, 273 emails, and 43 counter appointments in 2024 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.</li> <li>• Continued to support initiatives outlined in the Small Business and Economic Recovery Blueprint to provide training and financial support for small businesses and entrepreneurs.</li> <li>• Expanded our Marketing and Technology Grant Program to include businesses outside of the Alisal area. 14 businesses have been fully funded assistance to help improve their computer, social, or financial literacy and equip their business with up-to-date technology.</li> <li>• In 2024, the Downtown Outdoor Dining Forgivable Loan Program has had three interested applicants and staff have been actively working with them to process their applications to establish a permanent outdoor dining and thus enhancing Downtown revitalization improvements.</li> </ul>	<p><b>Goal ED-RET-1.1:</b> Enhance retail, entertainment, and tourism opportunities throughout the City.</p> <p><b>Policy RET 1.2</b> – 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><b>Goal ED-EBG-2</b> – Ensure that existing businesses have access to the resources and services they need to prosper and expand in Salinas.</p>