



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: MARCH 25, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT

FROM: LISA BRINTON, DIRECTOR

THROUGH: GRANT LEONARD, PLANNING MANAGER

BY: JONATHAN MOORE, SENIOR PLANNER

TITLE: 2024 GENERAL PLAN ANNUAL PROGRESS REPORT AND
VISIÓN SALINAS 2040 UPDATE

RECOMMENDED MOTION:

A motion to approve a resolution accepting the 2024 General Plan Annual Progress Report (GP APR) and authorizing its submittal to the California Department of Housing and Community Development (HCD) and the Governor's Office of Land Use and Climate Innovation (LCI).

EXECUTIVE SUMMARY:

The General Plan Annual Progress Report covers Salinas General Plan (2002) 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 Hebborn 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 construction of Ensen Community Park by the Big Sur Land Trust. The General Plan Update continued in 2024 with the preparation of administrative drafts of General Plan chapters and targeted community engagement. Staff is continuing to work toward a Public Review Draft General Plan.

BACKGROUND:

Under California Government Code Section 65400, staff is required to prepare a General Plan Annual Progress Report (GP APR) for review by the City Council and submittal to LCI and HCD by April 1st of each year. The GP APR provides the City's legislative bodies and the state with information regarding the implementation of the current General Plan and informs the public of the progress in meeting the community's goals. The Draft 2024 GP APR is provided as Attachment 2 to this report.

There is no standardized form or format for the preparation of the General Plan APR. The GP APR is to provide enough information for decision makers to assess how the General Plan was implemented during the reporting period and should provide enough information to identify necessary “course adjustments” or modifications to the General Plan and means to improve local implementation. The GP APR is not required to incorporate all General Plan elements. For example, the Housing Element has its own Annual Progress Report that is overseen by HCD and prepared by the Housing Division. Therefore, housing accomplishments are discussed in detail in that staff report rather than below.

2024 General Plan Accomplishment Highlights

The APR lists projects and accomplishments by related General Plan Element and implemented Goals/Policies. Accomplishment highlights in 2024 include:

Land Use/Community Design Elements

- The Permit Center issued over 2,900 permits and conducted more than 17,800 inspections. Major construction projects included building permits finalized for new Kaiser Permanente medical offices, issuing building permits for Closter Park improvements and a 3.5 million square foot fulfillment center, and issuing planning entitlements for a 437-lot subdivision that is part of the Central Area Specific Plan.
- Completed additional work related to the Clean California State Beautification Program including a new patio and bus stop shelter at the Bread Box Recreation Center, installation of new trees and shrubs, and 20 new trash and recycling receptacles.
- Adopted the Alisal District Identity Master Plan.

Conservation/Open Space Element

- Adopted a permanent Mills Act Ordinance to support historic preservation and selected a consultant for an updated Historical Resources Survey.
- Completed the entitlement process for the new Hebborn Family Center and for the Closter Park Revitalization Project, both of which will start construction in 2025.
- Continued work with the Big Sur Land Trust on Ensen Community Park and the overall 73-acre project at Carr Lake.

Circulation Element

- Adopted the 2024 Active Transportation Plan as a key strategic planning document.
- Awarded contracts for the Alisal Safe Routes to School project and for crosswalk enhancements at Main and Lamar.
- Installed traffic calming devices on Rainer Drive, Nogal Drive, and Coventry Street.

Safety Element

- Partnered with Monterey County Public Health Department to start a 2026-2030 update to the Comprehensive Strategic Plan on Violence Prevention.
- Completed an academy of 15 recruits with the addition being supported by a grant which covers the costs of nine (9) of the positions.
- Issued a contract for the renovation of Fire Station No. 1 on West Alisal Street.

Economic Development Element

- Partnered with the Monterey County Business Council to support Building Business Back programming.
- Expanded the Marketing and Technology Grant Program, which assists with computer/financial literacy and technology, to include business outside of the Alisal Area.
- Received 166 calls, 273 emails, and 43 counter appointments from businesses to the Small Business Hotline.

Visión Salinas 2040 - 2025 Efforts and Next Steps

In the first quarter of 2025, staff conducted a General Plan Update [Study Session](#) that focused on the Economic Development Element. Staff also met with Business Stakeholder group again on February 14 and March 21 on the Economic Development Element and economic development efforts and opportunities. On the General Plan consultant side, PlaceWorks completed consistency edits to the Administrative Draft General Plan and started greenhouse gas emission reduction calculations on draft Climate Action Plan policies, which will also support the Environmental Impact Report for the General Plan. Staff is reviewing PlaceWorks' edits and completing final administrative drafts of the Circulation and Economic Development Elements, so that PlaceWorks can produce a complete Public Review Draft General Plan by late spring.

Future engagement will include a Climate Action Plan webinar and workshops/open houses and other events for the Public Review Draft. The Draft Environmental Impact Report and Climate Action Plan are expected to follow in August 2025. The City is also in the final stages of selecting a consultant for the Zoning Code Update and anticipates bringing a contract to Council in April 2025.

DEPARTMENT COORDINATION:

Nearly all City departments contributed to this report by describing their General Plan-related accomplishments in 2024. Although the development of this report was led by Community Development, all departments, the City Council and City Commissions are involved in the General Plan Update. The GPU also involves significant coordination with regional agencies, including but not limited to, the County of Monterey, Monterey-Salinas Transit, the Transportation Agency for Monterey County, and the Association of Monterey Bay Area Governments.

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. An Environmental Impact Report is being prepared for the General Plan Update.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No.

STRATEGIC PLAN INITIATIVE:

Given that the General Plan acts as the City's guiding document for future growth and development, it will help meet all City Council Strategic Goals. However, the current work around the General Plan Update is specifically reflected as an objective under Effective and Culturally Responsive Government.

FISCAL AND SUSTAINABILITY IMPACT:

This report has no direct fiscal impact to submit the APR. The General Plan APR must be submitted within sixty (60) days of the April 1st deadline. Failure to submit the APR on time could make the City ineligible for certain State grant programs.

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 Operating Budget Page	Last Budget Action (Date, Resolution)
n/a	n/a	n/a	n/a	n/a	n/a	n/a

ATTACHMENTS:

- 1) Resolution accepting the 2024 General Plan Annual Progress Report
- 2) Draft 2024 City of Salinas General Plan APR
- 3) Presentation Slides