



# Public Review Draft Visión Salinas 2040 General Plan

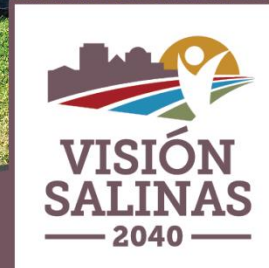
1/21/26





**VISIÓN SALINAS**  
— 2040 —

First Draft Plan Released for initial public comment on December 19, 2025



# Visión Salinas 2040 General Plan

City of Salinas | December 2025  
**Public Review Draft**



## Visión Salinas 2040 Documents in Development

- Economic Development Element
- Climate Action Plan
- Environmental Impact Report





## Built Environment Pillar

- Land Use Element
- Housing Element (updated in 2023)
- Circulation Element
- Noise Element
- *Community Design Element*



## Environment and Sustainability Pillar

- Conservation and Environmental Safety Element
- Open Space Element



## Socioeconomic Systems Pillar

- Health and Environmental Justice Element
- *Public Safety Element*
- *Economic Development Element*
- *Arts, Culture, and Youth Element*

*Optional elements.*



## Changes in the General Plan

- Reorganization and new elements
- Alignment with community and other recent plans and compliance with changes to state planning law
- Land use classification system – Place Types, missing middle housing
- Importance of Housing beyond the Housing Element
- Creating transportation options
- Increase the adaptability and resiliency of the community from the risks of climate change.





## First Chapters | Pillar Introductions

- Vision and Overview
- Community Profile
- Engagement Summary
- Pillar Introductions
  - Overview
  - Equity Connection
  - Guiding Principles Connection
  - Related Plans Connection

- **Salinas Airport Master Plan (2026 – in progress):** The Salinas Municipal Airport is in the process of updating its master plan. The plan guides future development of the airport over a 20-year period. This plan examines airport operations and facility layouts but does not include an update of the Salinas Municipal Airport Land Use Plan.
- **Alisal Streetscape Master Plan (2026 – in progress):** This plan outlines the reconfiguration of commercial corridors in the Alisal neighborhood (i.e., East Alisal Street, East Market Street, Williams Road, Sanborn Road) to support safety, economic activity, and multiple modes of transportation. This plan helps implement recommendations from Vision Zero and the Alisal Vibrancy Plan.

### Plan Organization and Use

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.

Although each element is independent, all elements are interrelated and work together to support the City’s vision for the future. Certain goals and policies of one element may also address issues that are the primary subjects of other elements. The integration and internal consistency of overlapping issues throughout the General Plan elements provides a strong basis for implementation of actions as well as related plans

and programs, and achievement of community goals.

Below is a brief description of each General Plan Element:

- The **Land Use Element** guides the general distribution, location, extent, and intensity of present and future land uses and describes the compatibility of the compatibility of land uses, such as residential, mixed-use, industrial, or open space and public service.
- The **Housing Element** establishes the City’s goals and policies for addressing housing challenges for all of Salinas’ residents including production, affordability at all income levels, reducing homelessness, fair housing, and more. Due to its unique statutory requirements, a 2023-2031 Housing Element was adopted in December 2023 as a separate document. This document contains a summary of the adopted Housing Element and demonstrates consistency with its goals and programs.
- The **Community Design Element** addresses neighborhood and urban placemaking and design, and the enhancement and conservation of the natural, historic, and aesthetic resources in Salinas that form the community’s unique character.
- The **Circulation Element** coordinates the citywide circulation system with planned land uses and promotes non-private automobile modes of transportation, such as walking, biking, and public transit.
- The **Noise Element** addresses the physiological, psychological, and economic effects of noise by providing effective strategies to reduce excessive noise and limit community exposure to loud noise sources.
- The **Conservation and Environmental Safety Element** plans for the protection of Salinas’ natural environment and resources, identifies potential natural and human-caused hazards to the community, including the effects of climate change, and addresses practices to increase the resilience and adaptability of residents, workers,

## 4. Introduction

### Overview

The Built Environment Pillar is comprised of the Land Use Element, the Housing Element, the Community Design Element, the Circulation Element, and the Noise Element. Though each element of the Built Environment Pillar makes up a separate piece of the General Plan, they are interconnected 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 and how people live, work, play, and get around. Below is a brief description of each Built Environment Pillar element:

- The Land Use Element guides the future general distribution and intensity of land uses and identifies major infrastructure facilities and needs throughout the city.
- The Housing Element Summary describes the City’s goals and policies for addressing its housing needs across all income levels. The 2023-2031 Housing Element was adopted in December 2023 as a standalone document due to statutory deadlines.
- The Community Design Element addresses neighborhood and urban placemaking and design, and the enhancement and conservation of the natural, historic, and aesthetic resources in Salinas that form the community’s unique character.
- The Circulation Element coordinates the citywide circulation system with planned land uses and promotes the use of other modes of transportation such as walking, biking, and public transit.

- The Noise Element addresses the physiological, psychological, and economic effects of noise by providing effective strategies to reduce excessive noise and limit community exposure to loud noise sources.

### Equity Connection

An equitable built environment provides a just distribution of the benefits and burdens of Salinas’ land use patterns, transportation networks, and infrastructure systems. Historically, low-income and Black, Indigenous, and People of Color (BIPOC) communities have been negatively impacted by discriminatory land use practices, such as segregation, forced removal from land, and siting communities close to pollution from industry and highways. Many BIPOC communities today are still coping with the negative effects of these damaging practices. Furthermore, lower-income residents typically live far from work or in overcrowded conditions because of increasingly unaffordable housing prices. In response to these issues, the State and local jurisdictions have embarked on a shift over the last decade towards equity-focused policies and programs, including Senate Bill (SB) 1000 and Affirmatively Furthering Fair Housing.

Placemaking is another critical component of the Built Environment Pillar. It builds on Salinas’ rich culture and history, which is often owed to people who have faced and overcome marginalization and discrimination, such as the communities of Chinatown and the Alisal. However, equitable placemaking is only possible if all residents receive the benefits of neighborhood improvements. As such, the goals, policies, and actions throughout the Built Environment Pillar promote equitable access to quality resources and opportunities for all Salinas residents as follows:



# Element Structure

Element section	Purpose
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.



## Element Introduction | Assets and Challenges

### 5. Land Use Element

#### Introduction

The Land Use Element describes present land uses and guides the proposed general distribution, location, extent, and intensity of land uses such as residential, commercial and office, vertical and horizontal mixed use, industrial, schools, government facilities, and open space. This element satisfies the statutory requirements for the General Plan Land Use Element as set forth in Government Code Section 65302 (a). In this Land Use Element, the City is proposing a new approach to land use designations and the corresponding land use map that aims to create and reinforce quality places where people want to live, work, play, and learn. The Place Types and Place Type Map were developed from community feedback received at the seven land use workshops, Working Group and Steering Committee meetings, and the Community Design Workshop. The Place Types incorporate land use policies and community feedback from other recent planning documents including the Alisal Vibrancy Plan, Chinatown Revitalization Plan, 2017 Economic Development Element, and 2023-2031 Housing Element. In general, residents and stakeholders wanted to see more housing and mixed-use development, sufficient area for businesses to grow, and a variety of entertainment and recreation opportunities for all ages. This element consists of text, maps, and diagrams that outline the future land uses within the City and their relationship to the community's long-range goals for the future.

Three major issues addressed in the goals, policies, and actions of the Land Use Element include: (1) balancing growth and distribution of future land uses with protection of Salinas' unique resources, (2) providing and maintaining necessary infrastructure for existing and future development, and (3) supporting development of the Salinas Municipal Airport.

#### Goals:

**Goal LU-1: Support a balanced, diverse, and equitable land use pattern that provides a wide range of jobs, housing, recreation, and services.**

**Goal LU-2: Provide above- and below-ground infrastructure that meets existing and future community needs.**

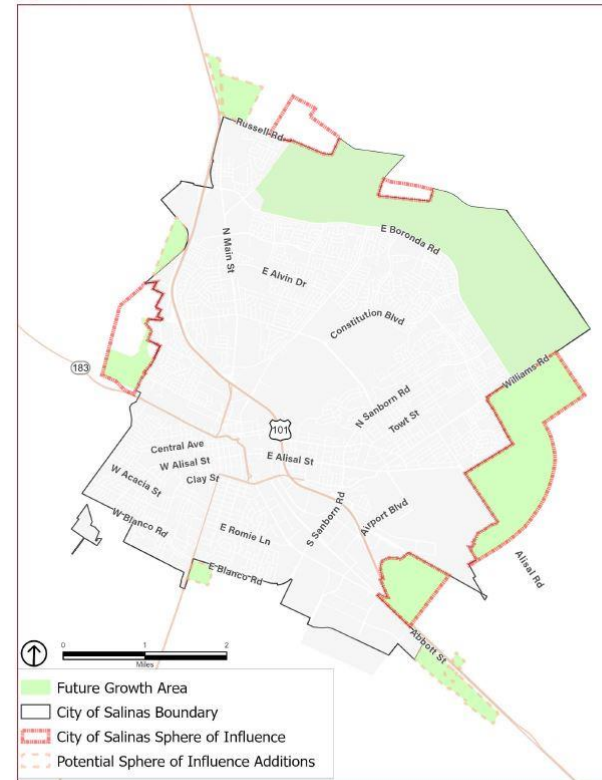
**Goal LU-3: Support the development and continued evolution of the Salinas Municipal Airport.**

#### Assets and Challenges

**Neighborhoods and areas with a strong existing sense of place.** Salinas has established areas with unique senses of identity, including a revitalized historic downtown, the Alisal, Chinatown, Maple Park, and many smaller neighborhoods. Strong retail corridors and centers, including North and South Main Street, the Alisal, the Salinas Auto Center, Northridge Mall, and North Davis Road provide shopping opportunities for residents and visitors as well as economic development opportunities for business-owners.

**Specific Plan Areas.** The Future Growth Area (see Figure LU-1) is comprised of undeveloped areas targeted for growth either annexed since the 2002 General Plan or located adjacent to city limits that consist of land currently designated for agricultural production. Neighborhood development in Future Growth Areas is envisioned as pedestrian and transit friendly and compact with complete neighborhoods, including a commercial or mixed-use center

Figure LU-1: Future Growth Area



Data Source: City of Salinas.





## Goals and Policies | Implementation

### Goals and Policies

**Goal LU-1: Support a balanced, diverse, and equitable land use pattern that provides a wide range of jobs, housing, recreation, and services.**

One of the challenges facing the growing city is providing adequate room for all community uses and needs due to the City's agricultural surroundings and existing development patterns that favor single-uses and one to two-story buildings. Over 45-percent of Salinas land is designated as residential, and most of that is low-density. The Place Type designations seek to balance land use patterns by increasing mixed-use and infill development, creating opportunities for additional housing across the city, and offering flexibility and selectively increasing available land for employment generating uses. See Table 65 of the 2023-2031 Housing Element for a housing density comparison between current zoning and the Place Types.

**Policy LU-1.1: Actively encourage mixed-use designations and development to increase sustainability and capacity for housing, business, services, and alternative modes of transportation.**

The Place Types include multiple mixed-use and flexible designations that have the potential to create housing, services, and jobs near one another. This could improve community health and quality of life by reducing commute time and making active forms of transportation pleasant and realistic options. The Zoning Code should be updated to emphasize form and placemaking over specific land use in the Mixed Use, City Center, and Alisal Marketplace Place Type areas. The City Center and Alisal Marketplace Place Types will also help maintain a compact city core with the downtown area as the business, government, and entertainment hub of Salinas.

**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).**

The Mixed Use, Multifamily Neighborhood, City Center, and Alisal Marketplace Place Types are located near major corridors, destinations, and transit facilities. These Place Types encourage high-density infill in appropriate places to foster reinvestment and improvements of existing infrastructure.

The City will evaluate ways to reduce development costs and provide equitable incentives to create development within disinvested neighborhoods that benefit the existing population. As part of this work, the City will develop anti-displacement tools to protect existing businesses and residents against unintended consequences of redevelopment.

**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.**

Salinas will direct growth within the Future Growth Areas, along major corridors, downtown, and the Alisal Marketplace, via the Place Types and Zoning Code. This will keep the community compact, encourage active transportation, and minimize loss of valuable agricultural land, while meeting the public service and infrastructure needs of existing and future residents. This includes carefully managing urban expansion and directing most development to the north and east, away from the most productive agricultural land. Additional industrial users should be encouraged to locate within the approved Salinas Ag-Industrial Center Specific Plan Area.

### Land Use Element Action Matrix

**Goal LU-1:** Support a balanced, diverse, and equitable land use pattern that provides a wide range of jobs, housing, recreation, and services.

**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
<b>Action LU-1.1.1:</b> 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
<b>Action LU-1.1.2:</b> 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
<b>Action LU-1.1.3:</b> 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
<b>Action LU-1.1.4:</b> 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
<b>Action LU-1.2.1:</b> 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
<b>Action LU-1.2.2:</b> 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
<b>Action LU-1.2.3:</b> Utilize well-designed infill development and increase density along major corridors and Economic Opportunity Areas.	Community Development	Ongoing
<b>Action LU-1.2.4:</b> Promote green retrofits of existing parking lots in infill development for environmental benefits.	Community Development	Ongoing



# Projected General Plan Update Timeline 2026

**Q1**

Draft Plan Workshop  
- February 7, 2026

Continued Engagement

Revisions to  
ADCAP/ADEIR

Revisions to Draft Plan

**Q2**

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

Study sessions on EIR, CAP,  
and revised General Plan

Revise documents following  
comment period

Complete Phase 1 ZCU  
amendments

**Q3**

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

**Q4**

Complete approval process if  
necessary

Focus on Phase 2 ZCU  
Amendments



**VISIÓN SALINAS**  
2040

# Thank You!

*Questions*

*Jonathan Moore*

*jonathanm@ci.salinas.ca.us*

*831-758-7409*

*www.visionsalinas.org*