

General Plan Study Session



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September 13, 2022



Visión Salinas Community Engagement – 2022



Topics

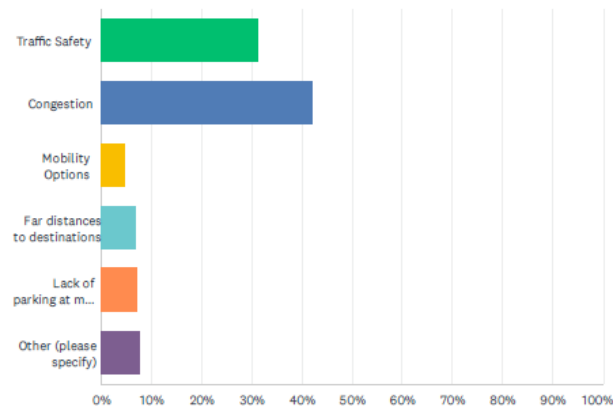
- Existing conditions
- Climate action
- Community design
- Housing
- Land use
- Economic development
- Transportation
- Water
- Environmental justice



Salinas General Plan Transportation Survey

Q2 What is your biggest transportation challenge?

Answered: 377 Skipped: 2



Sustainable Agricultural Land Conservation Grant Farmworker Engagement



Tool Kit Topics

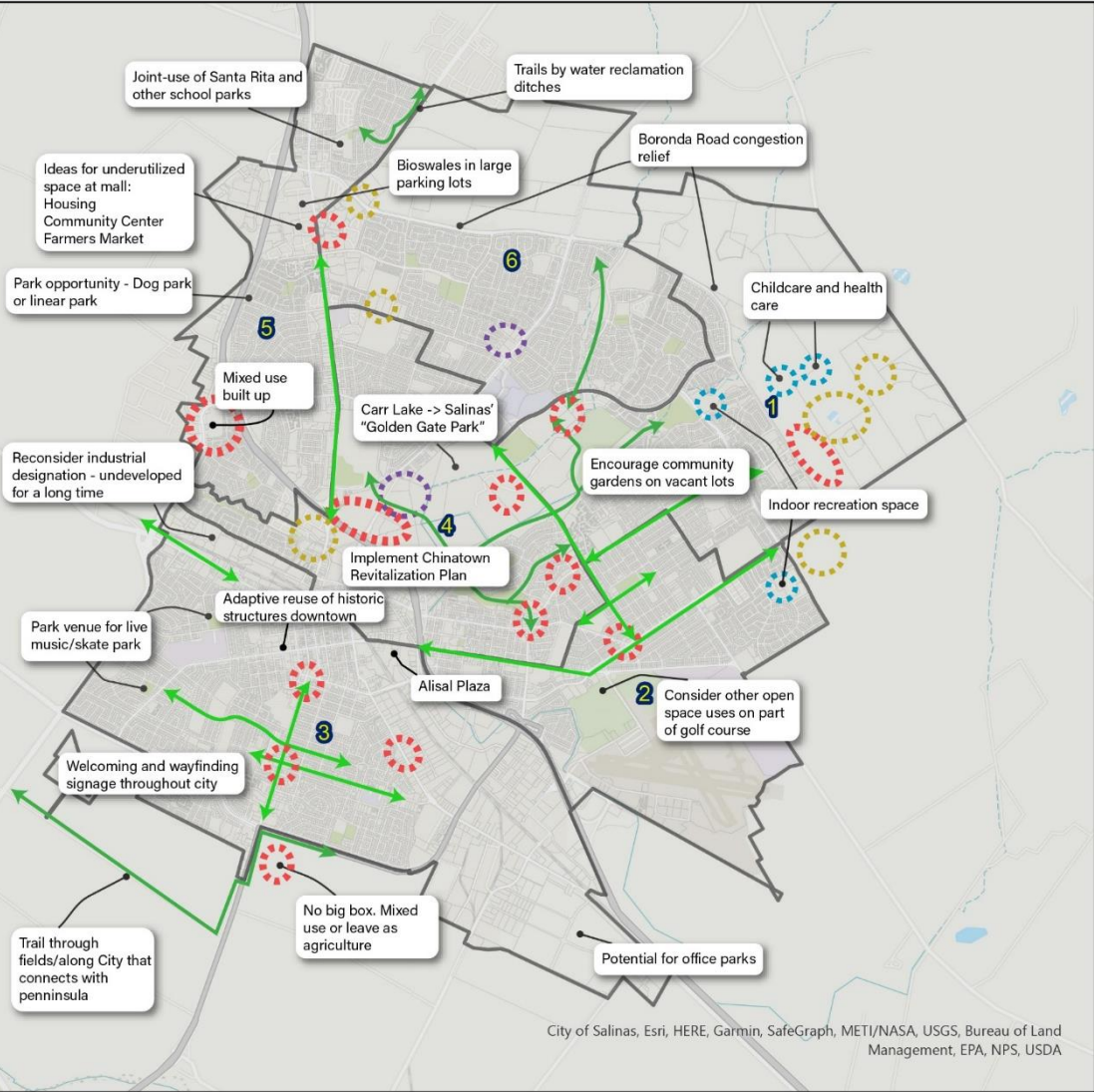
- Housing
- Environmental Justice
- Public Safety

CCA Engagement

- Recruited 10 Visión Salinas ambassadors
- Field visits
- Outreach at resource fairs & radio interview
- Close to **500** farmworkers already reached!

Future activities

- Focus groups
- Pop-up activities
- Tool Kit
- Support meeting turnout



- | | | | | | |
|--|---------------------|---|----------------------|---|----------------------------|
|  | Mixed use |  | Maker space |  | On-street bike lanes |
|  | Multifamily housing |  | Health/youth service |  | Off-street bike lanes/path |

Draft Place Type Basis



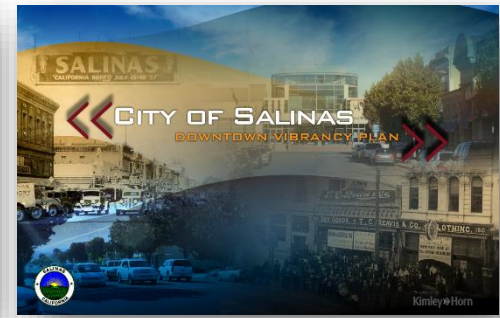
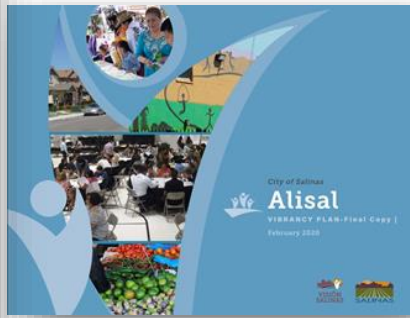
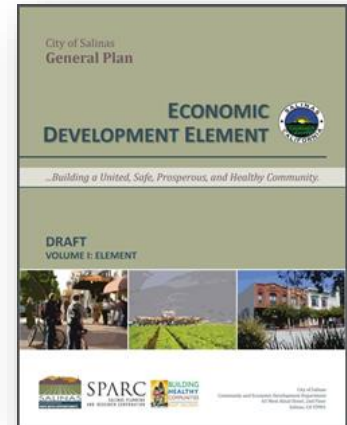
More housing and mixed-use development

Family-friendly entertainment – mini-golf or go-karts



Additional park and recreation space

Space for new and growing businesses



What do place types achieve?

- Focus on building form and placemaking



Mixed Use Village



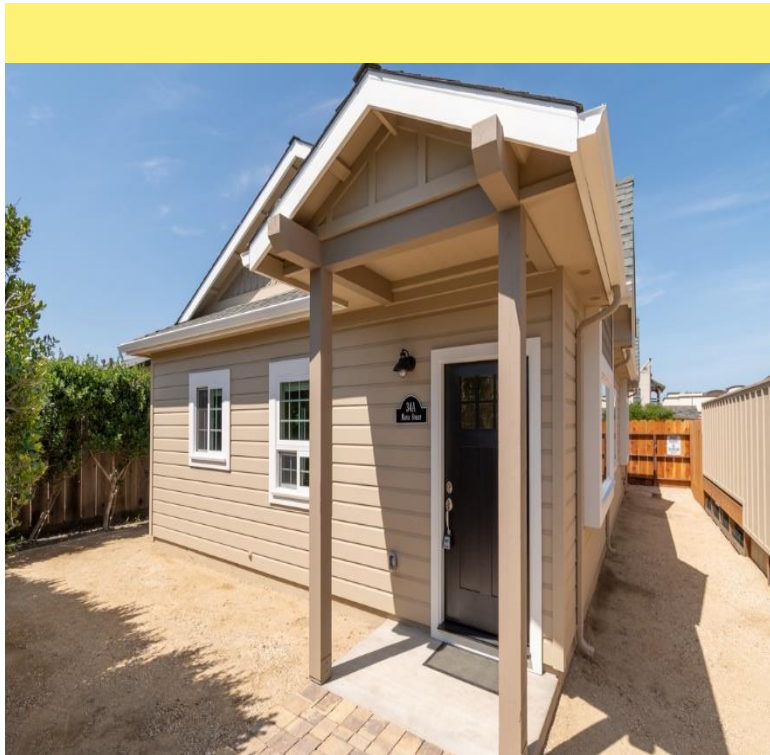
Mixed Use Corridor



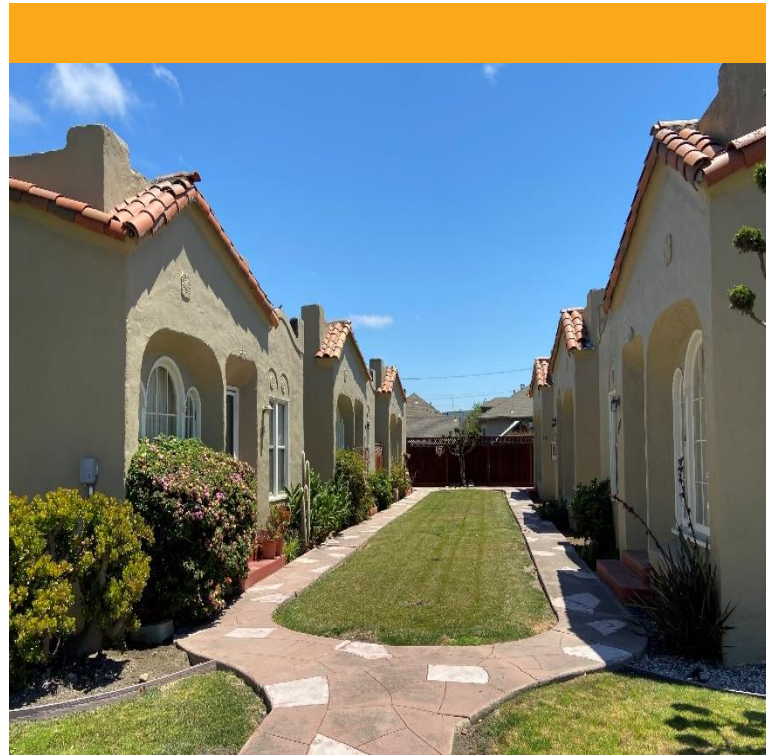
Neighborhood Center

What do place types achieve?

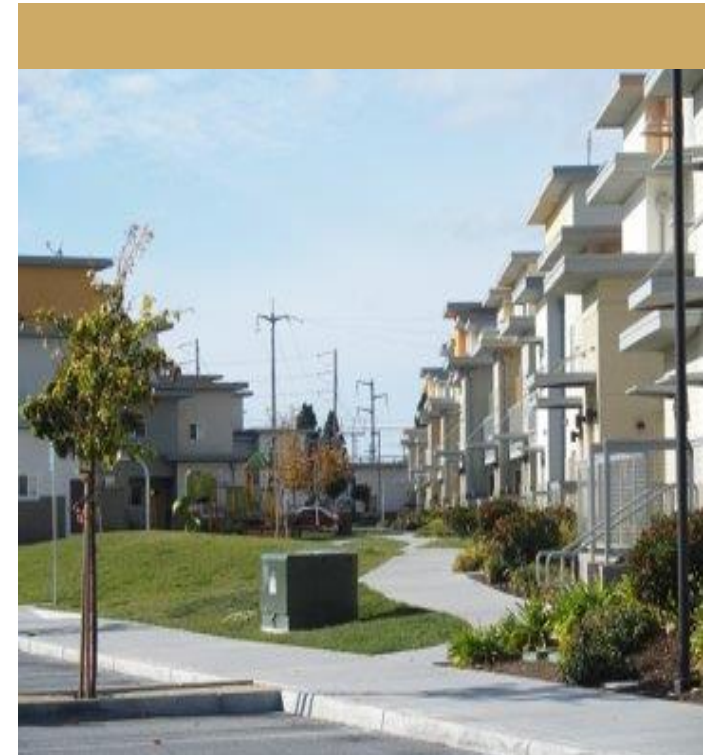
- Include more housing and mixed-use options than in the current General Plan



Traditional Neighborhood



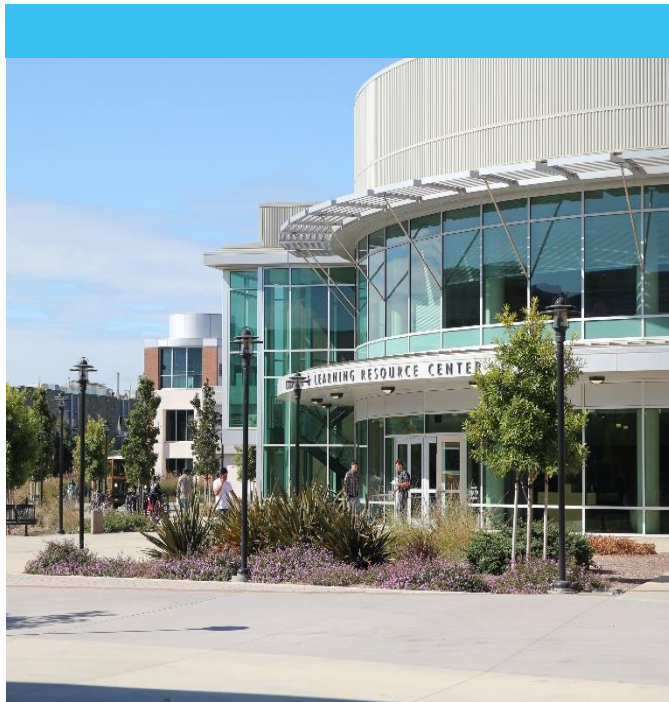
Blended Residential Neighborhood



Multifamily Neighborhood

What do place types achieve?

- Identify different types of allowed land use activities



Civic and Institutional

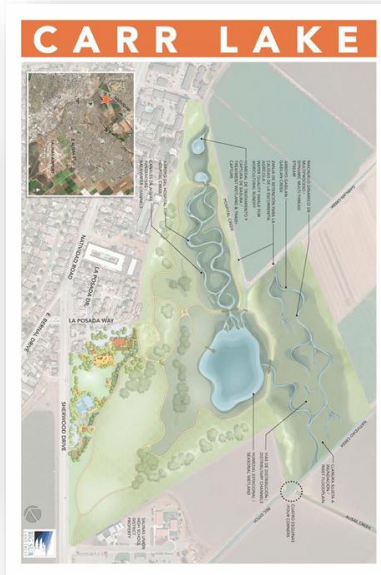


Heavy Industry and Production

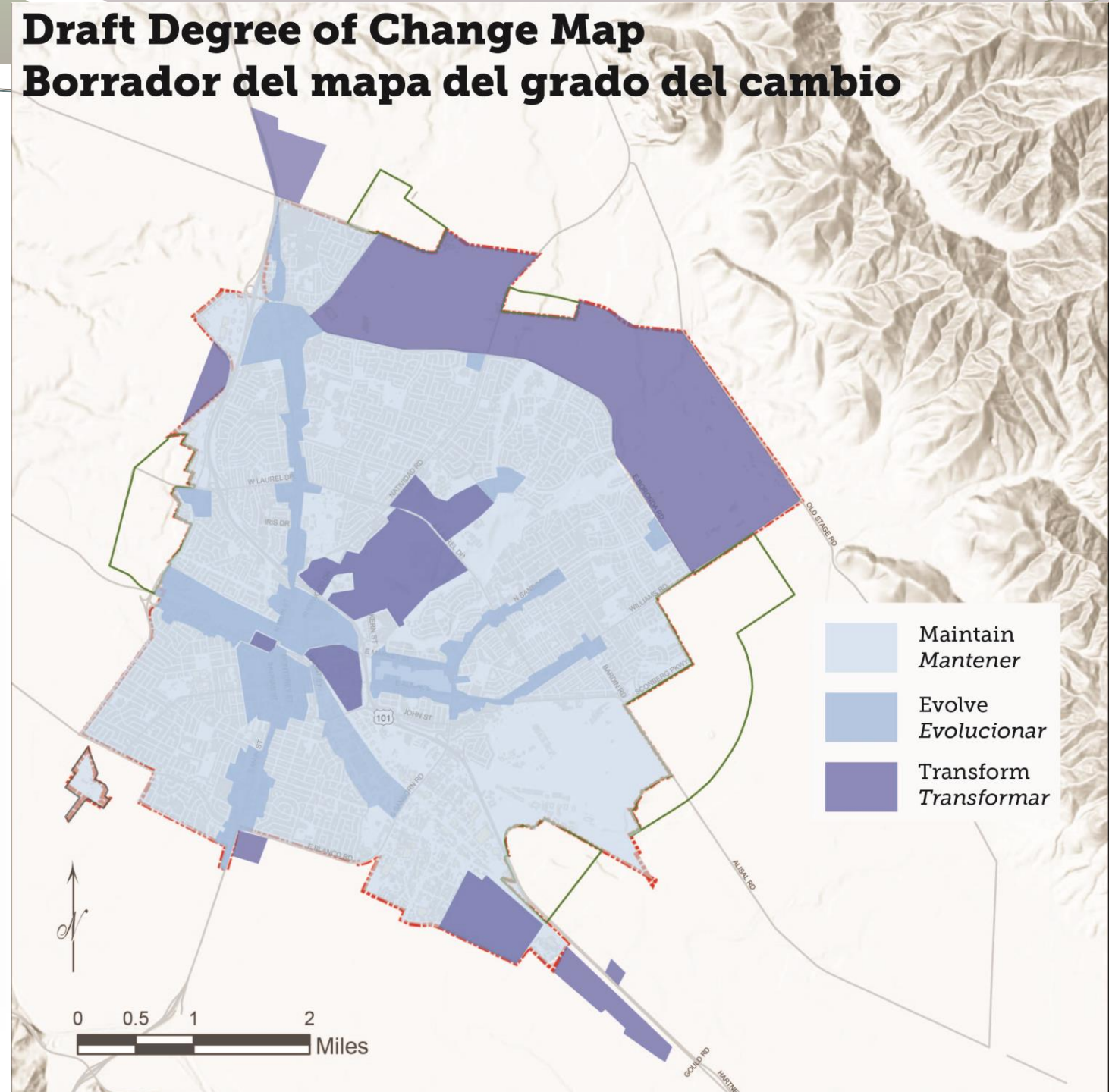


Emerging Industry

Where could we see development in the next 20 years?

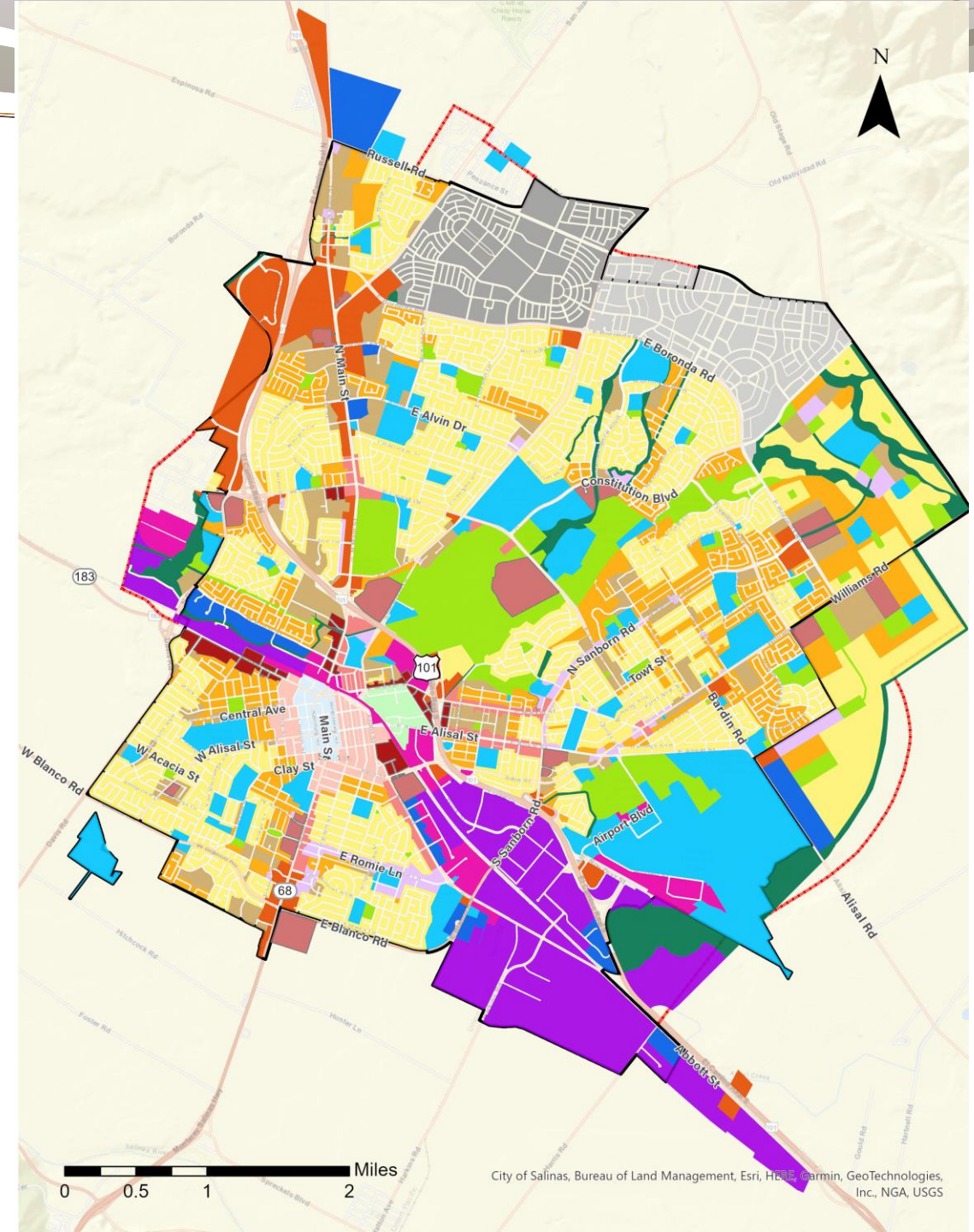


Draft Degree of Change Map Borrador del mapa del grado del cambio



Draft Place Types

- Detailed descriptions of draft Place Types and interactive map available on visionosalinas.org – [Place Type Tool](#)





Pop-Ups

- CCA- SALC engagement with farmworkers
- Existing community events, i.e., El Grito...

- Online surveys
- One on one conversations using engagement tool kit

Surveys



Focus Groups

- Small meetings with key stakeholders



Round Table/Workshop

- Larger community meetings

ENVIRONMENTAL JUSTICE, PUBLIC SAFETY, AND HOUSING ENGAGEMENT

Housing Element

- New components
 - Affirmatively Furthering Fair Housing
 - Higher scrutiny of Sites and Constraints
 - Increase in Regional Housing Needs Allocation





Questions/Comments