

City of Salinas

200 Lincoln Ave., Salinas, CA 93901

www.cityofsalinas.org



Meeting Agenda

Thursday, November 18, 2021

6:00 PM

West Wing Conference Room, City Hall

General Plan Steering Committee

STEERING COMMITTEE MEMBERS

Sloan T Campi	Paul Farmer	David Mack	Matt Ottone
Alejandro Chavez	Xago Juarez	Maria Elena Manzo	Omar Perez
Meg Clovis	Laura Kershner	John Meeks	Carissa Purnell
Jonathan De Anda	Vicente Lara	Alexis Mendez	
Dennis Donohue	Robin Lee	Jonathan Ordiano	

*Visión Salinas 2040 is about our community's future, goals
and priorities, and above all, our people.*

*Megan Hunter, Community Development Director
Monica Gurmilan, Associate Planner, Steering Committee
Executive Secretary*

monicag@ci.salinas.ca.us, (831) 758-7409

CALL TO ORDER

MEETING OBJECTIVES

Review and provide input on Draft Existing Condition Report Outline and the format of the 1/20/2022 Community Meeting
Review and provide input on the Draft Place Type Land Use Map

ROLL CALL

PUBLIC COMMENT SUBMISSION PROCEDURES

If you wish to make a general public comment or comment on a specific agenda item, you are encouraged to attend the City Council meeting in person. Public comment may also be submitted via email at monicag@ci.salinas.ca.us and will be entered into the record.

PUBLIC COMMENT TIME RESTRICTIONS

Public comments generally are limited to two minutes per speaker; the Chair may further limit the time for public comments depending on the agenda schedule.

OPENING PUBLIC COMMENTS

Receive public communications from the audience on items that both on the agenda and that are not on the agenda and that are in the City of Salinas' subject matter jurisdiction. Comments on Consent or Discussion items should be held until the items are reached. The public may request that the committee consider adding an item for consideration on a future agenda. In order to be respectful of all speakers' views and to avoid disruption of the meeting, the audience shall refrain from applauding or jeering speakers who have been recognized by the Chair.

CONSENT

Minutes

Recommendation: Approve minutes of October 27, 2021

DISCUSSION ITEMS

Existing Conditions

- **Draft Report Outline**
- **Community Meeting Format**
- **Working Groups**

Draft Place Type Land Use Map

FUTURE AGENDA ITEMS

Land Use

Existing Conditions & Policy Scans

Working Groups

ADJOURNMENT

Recording Secretary

AGENDA MATERIAL / ADDENDUM

Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings, unless otherwise allowed under the Brown Act. City Commission/Board/Committee reports may be viewed at the Salinas City Clerk's Office, 200 Lincoln Avenue, Salinas, and are posted on the City's website at www.cityofsalinas.org. The Commission/Board/Committee may take action that is different than the proposed action reflected on the agenda.

Disability-related modification or accommodation, including auxiliary aids or services, may be requested by any person with a disability who requires a modification or accommodation in order to participate in the meeting. Requests should be referred to the City Clerk's Office At 200 Lincoln Avenue, Salinas, 758-7381, as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Hearing impaired or TTY/TDD text telephone users may contact the city by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

PUBLIC NOTIFICATION

This agenda was posted on Wednesday, November 10, 2021 at the Salinas Rotunda.

DRAFT MINUTES
OF THE
VISION SALINAS 2040 STEERING COMMITTEE
GENERAL PLAN UPDATE
OCTOBER 27, 2021

WELCOME AND STAFF INTRODUCTIONS

PRESENT: John Meeks, Robin Lee, Meg Clovis, Jonathan De Anda, Matthew Ottone, Alexis Mendez, Omar Perez, Laura, Paul, Xago

ABSENT: Sloan T Campi, Alejandro Chavez, Dennis Donohue, Paul Farmer, Vicente Lara, David Mack, Maria Elena Manzo, Jonathan Ordiano,

STAFF: Planning Manager, Lisa Brinton; Associate Planner, Monica Gurmilian; Senior Planner, Jonathan Moore

COMMENTS FROM THE PUBLIC

None

MEETING OBJECTIVES

- I. Receive summary report of district land use meetings and community resource fair
- II. Review the draft place types

DISCUSSION ITEMS

Minutes from September 22, 2021 were approved.

Monica began the meeting by stating that all 7 land use meetings/workshops have been completed. Monica mentioned some of the comments made on the land use meetings such as limited park space, no community spaces in district 5. Other comments were related to improving transportation, more spaces for youth, more mixed-use opportunity around the Northridge mall and Kmart.

Monica proceeded to give a report on the outcomes of the community resource fair. She explained that over 30 organizations were involved/participated. It was also mentioned that we had fun performances and a lot of activities for the youth. Close to 300 people attended our community resource fair.

Jon began the discussion regarding place types. He identified the two important steps prior to establishing place types which are Land Use and Zoning. He then continued to introduce the different place types. He started with first place type which is Natural Preservation and Open Space, he explained that there can be green open spaces, walking trails in these areas. Next, he mentioned Parks and Recreation, which can be used to add dog parks, trails, etc. Then, he talked about Civic and Institutional, in these areas he expressed the possibility of future housing and

new developments. Robin started a discussion about how “Civic and Institutional” might not be the right title for these areas if they include residential. Matt had the same question as Robin and Lisa continued to explain that housing and Civic and Institutional do not necessarily tie together since the housing in those areas isn’t considered to be only for its employees. Robin, and Jon discussed the possibility of targeting residents of Salinas and Monterey County and giving them preference for housing built in Civic and Institutional.

After the discussion, staff moved to Traditional Neighborhood place type which can include single-family residential, small parks, smaller schools, etc. Jon proceeded to talk about the next place type, which is Mixed Residential Neighborhood, in these areas we can add common courtyards, parks, etc. The last residential place type is Midrise Neighborhood, in these areas Jon explained that there is potential for large apartment building and condominium, townhomes, education, etc.

Jon began discussing Mixed Use place types. The first mixed use place type mentioned was Neighborhood Center. Jon explained that in these areas we can have vertical mix of uses, retail and dining, etc. Then, he continued to talk about Mixed Use Corridor, Jon stated that it can be like Neighborhood Center, but in Mixed Use Corridor we can include entertainment, hotels, public gathering spaces, etc.

Jon continued with next section in Place Types which is Employment. In this category the first place type discussed was Commercial Retail. Jon talked about the possibility of new developments such as residential, hotels, public spaces, etc., in places such as Northridge Mall. Then we have Employment Center, Jon explained that in business areas there can also be opportunity for housing, parks, and light industrial. Next place type discussed in this category is Emerging Industry. In these spaces, Jon discussed the possibility of adding live/work and supporting retail.

Next category discussed was Medium Industrial, according to Jon in these place types we can include business parks and energy production. The next place in this category is Heavy Industry and Production, this place can be like Medium Industrial.

Additionally, Jon continued the Place Types discussion, the next category was Unique, and the first place in this category is City Center. Jon explained that in the core and edge of this place there is still space for future growth and development. The following place type in this category is Alisal Marketplace. Staff expressed that there is opportunity for growth and developments, such as large apartments, etc. The last places are West Area Specific Plan (ASP) and Central Area Specific Plan (CASP). These are both new development/future growth areas.

Laura had a couple of questions regarding the roads and parking availability with the new developments. Staff responded that there is opportunity for widening our roads in the future, in these areas. However, Jon explained that we might have to look for alternatives in regards to transit since with new developments, the number of cars added to these areas may increase.

FOLLOW-UP REPORTS

None

FUTURE AGENDA ITEMS

- i. Existing conditions
- ii. Policy scan
- iii. Draft Land Use Map/Designations

ADJOURNMENT

Alexis adjourned the meeting.

Visión Salinas 2040 Existing Condition Report Outline

Community Summary

(About five pages of crucial information for kickstarting community conversations)

Introduction

Overview

Purpose

Recent Planning Efforts

Salinas Community

History of Salinas

Population and Boundary Change

Demographics

Age

Ethnicity and Race

Language

Household Size

Built Environment

Land Use

Current and 2002 General Plan Land Use Map

Land use breakdown

Community design characteristics

Housing

Housing unit and population density

Housing tenure (rent vs. own), overcrowding, unit type

Housing price change

Circulation and Mobility

Circulation System

Road/Sidewalk Conditions

Bike Facilities

Transit Routes and Stops

Traffic crashes

Natural Systems

Open Space

Street Trees

Parks and Community Facilities

Waterways

Prime agricultural lands around Salinas

Climate Change and Environmental Safety

Climate Change Vulnerability Assessment

Greenhouse Gas Emissions Inventory and Targets

Flood Plains

Historic Wildfire Perimeters

Wildland Urban Interface Areas

Socioeconomic Systems

Arts and Culture

Historic resources

Visual and performing arts in Salinas

Youth programming

Economic Development

Employment by industry

Median income

Key employment areas in Salinas

Business support programs (including COVID-19 response)

Education

Schools and educational facilities

Educational attainment

Enrollment

Environmental Justice

Pollution burdens (pesticides, traffic, drinking water)

Hazardous sites

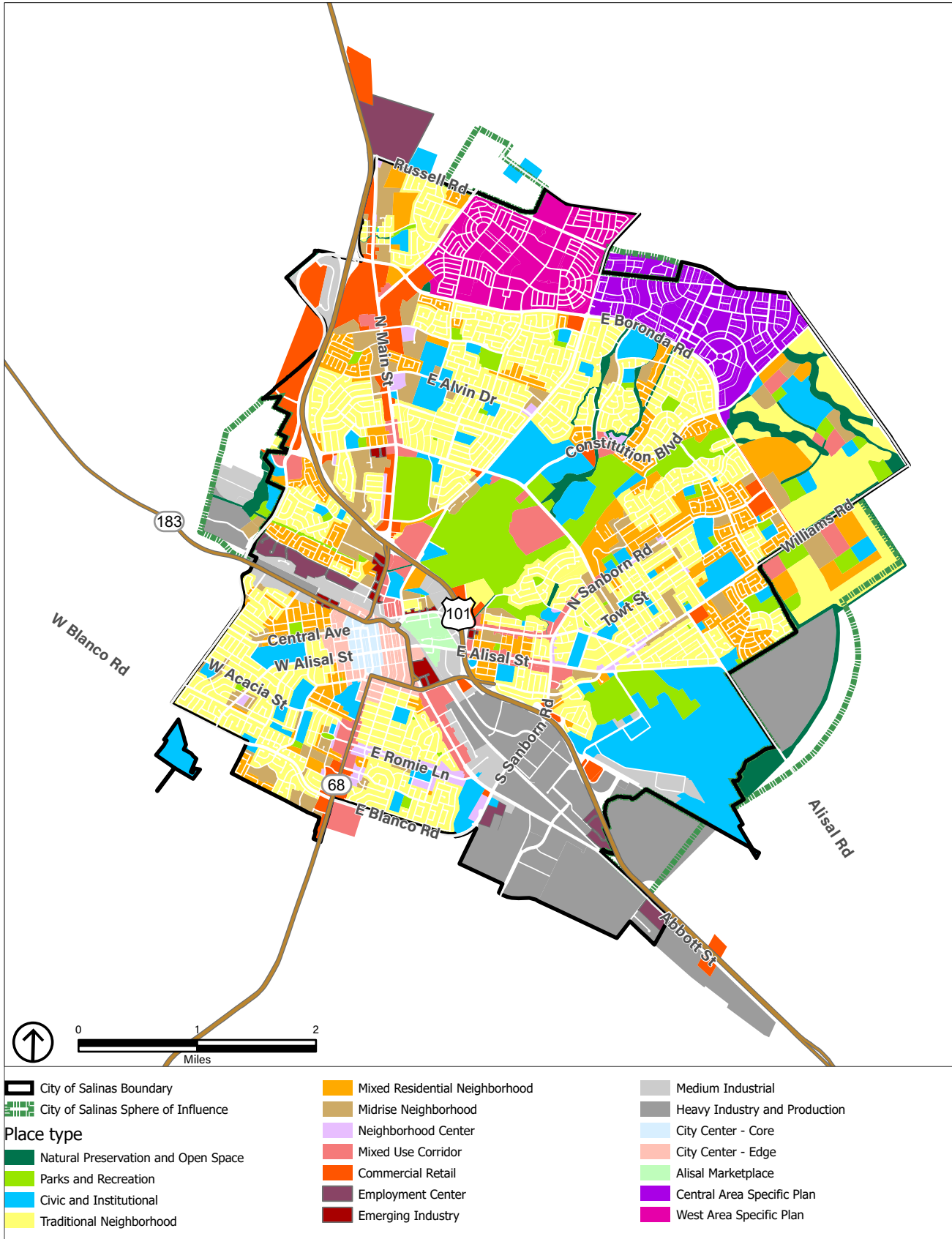
Food Access

Healthcare Access

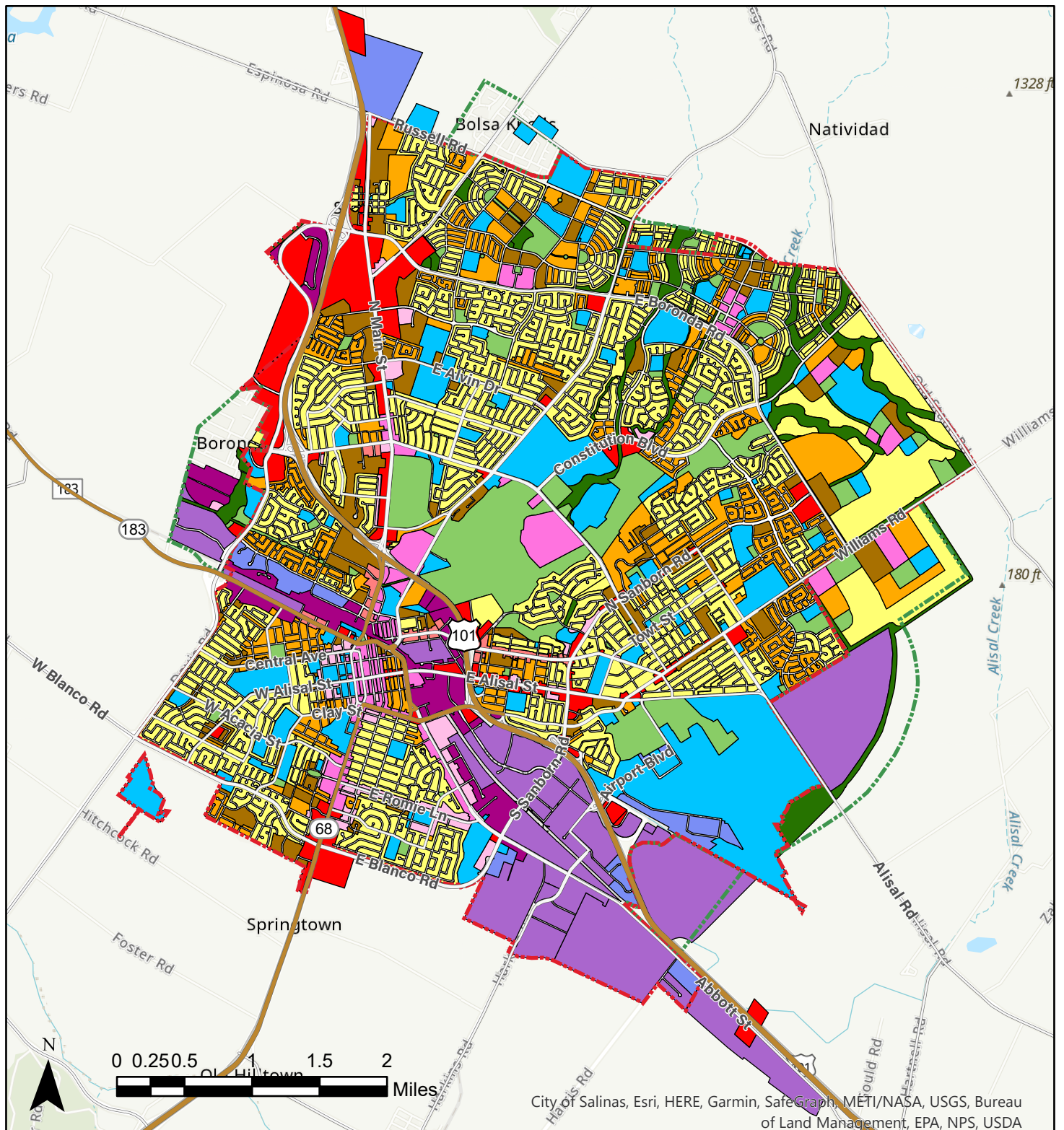
Public Safety

Existing Police and Fire Stations

Draft Place Type Land Use Map Nov. 2021









Current General Plan Land Use

















City of Salinas, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA








- | | | |
|-------------------------------------|-------------------------------------|----------------------------|
| City of Salinas Boundary | Arterial Frontage | Open Space |
| City of Salinas Sphere of Influence | Office | Park |
| General Plan Land Use | Retail | Public/Semipublic |
| Agriculture * | General Commercial/Light Industrial | Residential High Density |
| Business Park | General Industrial | Residential Low Density |
| | Mixed Use | Residential Medium Density |

* The 2002 General Plan designated land in the immediate vicinity of Salinas as Agriculture. Nothing within the City boundary was designated as Agriculture.



Category	Place Type	Description	Example Images		Uses/Development Types ● = intensity of use	Most Comparable Zoning
Open Space and Public Service	1. Natural Preservation and Open Space	Intended to protect vulnerable natural resources in Salinas, such as creeks, habitats, and erosion areas.	 Gabilan Creek	 Between Circle Dr. and N Madeira	Open space ●●●● Resource preservation ●●●● Flood management/green infrastructure ●●●● Walking trails ●●	Open Space (OS)
	2. Parks and Recreation	This place type provides a flexible designation for existing and future public and privately-owned recreation areas. Parks can range from neighborhood tot lots to large multipurpose sports facilities and many active recreation uses in between.	 Closter Park	 Natividad Creek Park	Public parks ●●●●● Playgrounds ●●●●● Sports fields ●●●● Recreation centers ●●● Trails ●●● Dog parks ● Community Gardens ●	Parks (P)
	3. Civic and Institutional	This place type includes many of the schools, recreation centers, government offices, and hospitals throughout Salinas, as well as the Salinas Airport. Some of these institutions, however, occupy large lots and need different development standards to efficiently use space. Because of these large lot sizes, there are also opportunities for complementary housing, such as housing for teachers and staff on school sites, or tiny homes/alternative housing solutions.	 El Gabilan Library	 Hartnell College - photo by "Sgerbic"	Grade schools ●●●●● College/post-secondary ●● Government buildings ●●●● Hospitals ●● Recreation centers ●● Residential ● Airport ●	Public/Semi-Public (PS)

Residential	<p>4. Traditional Neighborhood</p>	<p>Established neighborhoods with predominantly low-density residential units, typically single-family homes, accessory dwelling units, and small multifamily structures that reinforce area character. Supporting uses include schools, parks/community centers, and places of worship.</p>	 <p>Salinas home</p>	 <p>Salinas Accessory Dwelling Unit (ADU)</p>	<p>Single-family residential (detached homes, small lot homes) ●●●●●</p> <p>Small-scale multifamily units (accessory dwelling units, duplexes) ●●●</p> <p>Education/worship/parks ●</p>	<p>Residential – Low Density (R-L)</p>
	<p>5. Mixed Residential Neighborhood</p>	<p>Residential neighborhoods with a mix of multifamily and single-family units. Includes small apartment buildings, bungalow courts, townhouses, detached/attached homes and accessory dwelling units. Supporting uses include schools, parks/community centers, and places of worship. Also walkable to place types with commercial services and mixed use.</p>	 <p>Bungalow court – Riker Street</p>	 <p>Salinas small apartment building – Riker Street</p>	<p>Multifamily - small apartment buildings (~4-12 units), bungalow courts, townhomes, duplexes ●●●●●</p> <p>Single-family residential ●●</p> <p>Education/worship/parks ●</p>	<p>Residential – Medium Density (R-M)</p>
	<p>6. Midrise Neighborhood</p>	<p>Larger apartment buildings and other multifamily developments. Typically, large enough to support semi-private community spaces on-site such as a playground or gardens. Similar supporting uses as other residential place types. Walkable to nearby commercial districts and commonly near major roads.</p>	 <p>Haciendas apartments – Calle Cebu</p>	 <p>La Gloria apartments – E Market Street</p>	<p>Larger apartment and condominium developments ●●●●●</p> <p>Rowhomes/townhomes ●●●</p> <p>Education/worship/parks ●</p>	<p>Residential – High Density (R-H)</p>
	<p>7. Neighborhood Center</p>	<p>Located at key neighborhood intersections, and areas that started as residential but have slowly converted to include a mix of commercial uses over time, Neighborhood Center would provide a variety of services and offer a social hub for nearby residents. Buildings would be encouraged to include a mix of retail, dining, and service uses on the ground floor with residential uses on floors</p>	 <p>Montana Avenue – Santa Monica</p>	 <p>Romie Lane</p>	<p>Retail and dining ●●●●</p> <p>Medical and professional offices ●●●●</p> <p>Personal services and offices ●●●</p> <p>Multifamily residential ●●●</p> <p>Vertical mix of uses ●●●</p> <p>Public gathering spaces ●</p>	<p>Commercial Office/Residential (CO/R)</p> <p>Mixed Use – (MX)</p>

		above. Would also include existing horizontal mix of uses such as residential, offices and personal services, and supporting retail.				
Mixed Use	8. Mixed Use Corridor	Mixed Use Corridors are centered along major roadways and focus on commercial activity, such as retail shopping centers, offices, hotels, and professional services. Development may also include multifamily residential and a vertical mix of uses.	 Constitution Blvd – Creekbridge Village	 Lighthouse Avenue - Monterey	Vertical mix of uses ●●●●● Retail and dining ●●●●● Offices and services ●●●●● Multifamily residential ●●●●● Entertainment ●●● Hotels/lodging ●● Public gathering/open space ●	Mixed Use (MX)
	9. Commercial Retail	The Commercial Retail place type primarily provides for uses such as retail stores, restaurants, and personal and business services. These uses are commonly located in large shopping centers on major roads. This place type also allows for some residential and hotel uses.	 North Main Street – Northridge Mall	 West Davis Road - Costco	Regional shopping centers and malls ●●●●● Retail and dining ●●●●● Offices and services ●●●●● Entertainment ●●●●● Multifamily residential ●●● Hotels/lodging ●●● Auto sales/service ●●●	Commercial Retail (CR)
Employment	10. Employment Center	Business parks, research and laboratories, office clusters, and limited manufacturing. Landscaping and design standards shall be used to eliminate minor nuisances due to odor, dust, noise or traffic. Because of this, Employment Centers would also be suitable for large-scale apartments and workforce housing that can mix with these uses.	 Abbot Street - Primecare	 Rossi Street and Quail Run	Office/business parks ●●●●● Research facilities ●●●●● Medical offices/labs ●●●●● Multifamily residential/workforce housing ●● Light industrial ●●	Industrial - Business Park (IBP) Industrial – General Commercial (IGC) Commercial Office (CO)

<p>Employment</p>	<p>11. Emerging Industry</p>	<p>Areas that support a variety of light manufacturing, workshops, art and craft production, commercial kitchens, and other small-scale non-nuisance industry. This place type also includes live/work and supporting retail.</p>	 <p>Green Incubator building - UK</p>	 <p>Tannery Arts Center – Santa Cruz Jscotannery.com</p>	<p>Light industrial ●●●● Workshops ●●●● Maker space ●●●● Business incubators ●●● Auto-repair ●●● Live/work ●● Retail ●</p>	<p>Mixed Arterial Frontage (MAF) Industrial – General Commercial (IGC) <i>Light intensity</i></p>
<p>Industrial</p>	<p>12. Medium Industrial</p>	<p>The Medium Industrial place type provides for light manufacturing, distribution and warehousing/wholesaling, automobile sales and repairs, and building materials sales, that would generally not be appropriate in place types with residential uses because of potential nuisance factors.</p>	 <p>West Market Street</p>	 <p>Victor Way</p>	<p>Light manufacturing ●●●● Warehousing and distribution ●●●● Auto sales and repair ●●●● Wholesaling ●●●● Business parks ● Energy production ●</p>	<p>Industrial – General (IG) <i>Medium intensity</i></p>
	<p>13. Heavy Industry and Production</p>	<p>Areas dedicated to intense manufacturing, distribution, freight, and other heavy industry and infrastructure. Located near rail and highways for efficient movement of goods. Provides significant space for large-scale operations and other uses that may generate significant noise, odors, or other potential nuisances that preclude residential development and requires buffering from surrounding development.</p>	 <p>Harkins Rd</p>	 <p>Hansen Street</p>	<p>Packing and shipping centers ●●●●● Plants and factories ●●●●● Warehousing and distribution ●●●●● Waste management/processing ●●● Auto salvage ● Energy production ●</p>	<p>Industrial – General (IG) <i>Heavy Intensity</i></p>
<p>Unique</p>	<p>14. City Center a. Core b. Edge</p>	<p>The City Center place type is centered on the vibrant heart of Main Street in Salinas. This place type would build off its historic character, while encouraging innovation, adaptive reuse, multi-story mixed use, and transit-oriented development, especially near the Intermodal Transit Center and blocks surrounding Main Street. City Center Core should feature the tallest</p>	 <p>South Main Street – Downtown Core</p>	 <p>East Alisal Street – Downtown Edge</p>	<p>Retail and dining ●●●●● Entertainment ●●●● Multifamily residential ●●●●● Office ●●●● Government ●●●● Hotels ●● Public gathering/open space ●</p>	<p>Mixed Use (MX) + Central City Overlay Downtown Core Area and Downtown Neighborhood Area</p>

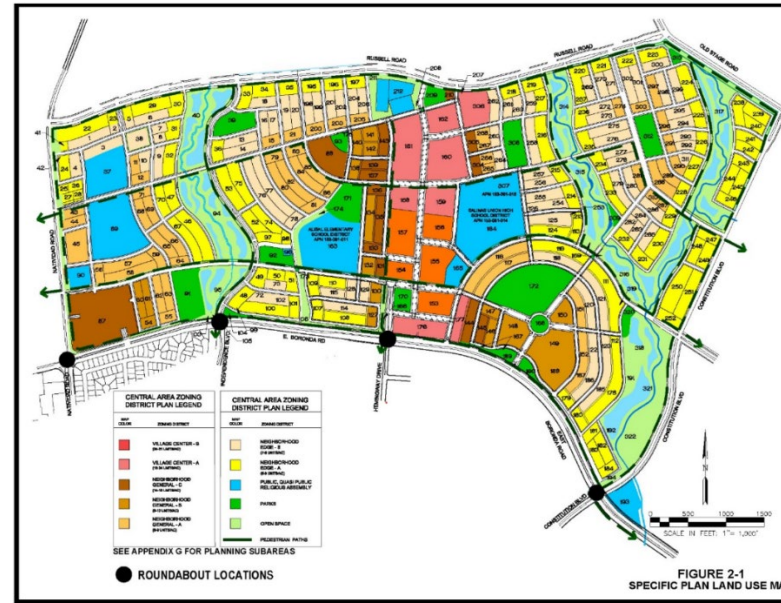
Unique

		<p>buildings in Salinas, with development intensity tapering off in Edge areas.</p>				
	<p>15. Alisal Marketplace</p>	<p>A major redevelopment opportunity connecting the City Center to the Alisal through a new walkable neighborhood that includes large-scale residential, mixed-use, civic, commercial, and even flexible light industrial development.</p>	 <p>Warehouse Artists Lofts in Sacramento – Photo by Max Whittaker</p>	 <p>Mixed use building - Berkley</p>	<p>Large apartments/multifamily residential ●●●●</p> <p>Retail and dining ●●●●</p> <p>Office ●●●●</p> <p>Live/work ●●●</p> <p>Light industrial/maker space ●●●</p> <p>Hotel/lodging ●●</p> <p>Civic (government/education) ●</p> <p>Public gathering/open space ●</p>	<p>Mixed Use (MX)</p> <p>Mixed Arterial Frontage (MAF)</p> <p>Industrial – Business Park (IBP)</p>
	<p>16. West Area Specific Plan (WASP)</p>	<p>Approved in 2019, the WASP is located on 797 acres north of Boronda Road between San Juan Grade and Natividad Road. It plans for over 4,300 housing units in a variety of densities, mixed use commercial areas, and community uses such as parks and schools.</p>	 <p>WASP Land Use Map</p>	<p>Low – medium density residential ●●●●●</p> <p>High density residential ●●</p> <p>Schools ●●</p> <p>Parks and open space ●●</p> <p>Mixed use and commercial space ●●</p>	<p>The WASP and CASP each have their own land use/zoning plans</p>	

Unique

17. Central Area Specific Plan (CASP)

Approved in 2020, the CASP is located on 760 acres north of Boronda Road between Natividad Road and Constitution Boulevard. Designed according to New Urbanism principles, it plans for about 3,900 housing units, a mixed use village center, and community uses such as parks and schools.



CASP Land Use Map

- Low – medium density residential ●●●●●
- High density residential ●●
- Schools ●●
- Parks and open space ●●●
- Mixed use and commercial space ●●
- Library/fire station ●

The WASP and CASP each have their own land use/zoning plans

Place Type Conversion Guide

Category	Place type	Closest General Plan Land Use	Closest Zoning
Open Space and Public Service	Natural Preservation and Open Space	Open Space	Open Space
	Parks and Recreation	Park	Parks
	Civic and Institutional	Public/Semipublic	Public/Semipublic
Residential	Traditional Neighborhood	Residential Low Density	R-L
	Mixed Residential Neighborhood	Residential Medium Density	R-M
	Midrise Neighborhood	Residential High Density	R-H
Mixed Use	Neighborhood Center	Office, Mixed Use	Commercial office/Residential, Mixed Use
	Mixed Use Corridor	Mixed Use	Mixed Use
Employment	Commercial Retail	Retail	Commercial Retail
	Employment Center	Business Park, Office	IBP, IGC, CO
	Emerging Industry	MAF, General Commercial/Light Industrial	MAF, IGC, <i>lighter intensity</i>
Industrial	Medium Industrial	General Commercial/Light Industrial	IG, <i>medium intensity</i>
	Heavy Industry and Production	General Industrial	IG, <i>heavy intensity</i>
Unique	City Center - Core	Mixed Use	MX, Central City Overlay Downtown Core
	City Center - Edge	NA	MX, Central City Overlay Downtown Neighborhood
	Alisal Marketplace	NA	MX, MAF, IBP
	West Area Specific Plan	(according to Specific Plan)	(according to Specific Plan)
	Central Area Specific Plan	(according to Specific Plan)	(according to Specific Plan)