



General Plan Update Steering Committee – 6/23/21



Agenda

I. **Call to Order:** Welcome and Introductions

Meeting Objectives:

- Review Universal Bylaws & Draft Steering Committee Shared Commitments
- Select Chairperson & Vice-Chairperson
- Discuss General Plan organization options
- Review changes to General Plan land use since 2002

I. **Opening Public Comments**

II. **Discussion Items:** Universal Bylaws & Draft Shared Commitments, Chairperson & Vice-Chairperson, General Plan Organization Options, General Plan Land Use Changes since 2002

III. **Future Agenda Items**

IV. **Adjournment**



Universal Bylaws

- Chairperson/Vice-Chair Role
- Regular meetings
- Attendance Requirements
- Voting
- Robert's Rules of Order

Draft Agreements

- Participate in good faith
- Discussion is encouraged
- Consensus-Based Decision Making





Plan Organization

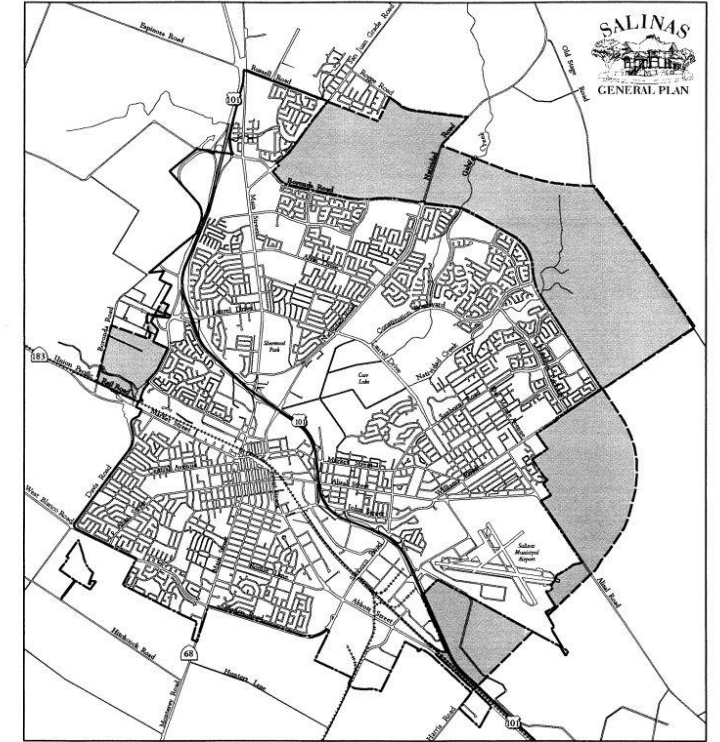
Option 1-Current structure:

- Land Use Element
- Community Design Element
- Housing Element
- Conservation/Open Space Element
- Circulation Element
- Safety Element
- Noise Element
- Economic Development
- Environmental Justice

Example:

Land Use Chapter:

- Introduction
- Issues, Goals and Policies
- Land Use Plan
- Land Use Implementation Program

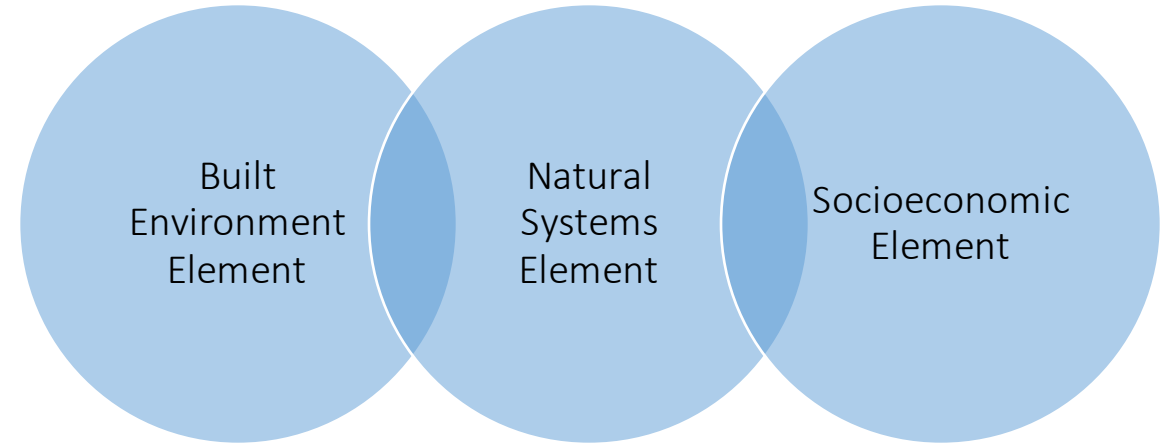


Source: City of Salinas, CBA.
City Boundary Future Growth Area



Option 2-By categories:

- The Built Environment Element
 - Land Use
 - Housing
 - Community Design
 - Housing
 - Noise
 - Circulation
- The Natural Systems Element
 - Conservation/Open Space
 - Sustainability and Adaptation (Climate Action Plan)
- The Socioeconomic Element
 - Economic Development Element
 - Safety Element
 - Environmental Justice Element





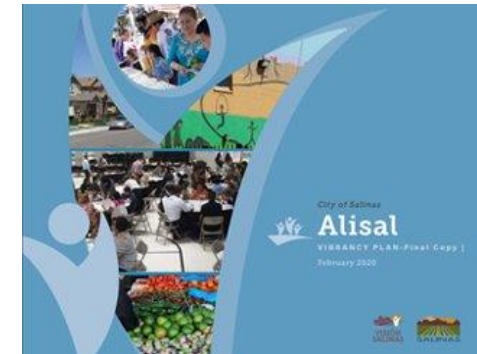
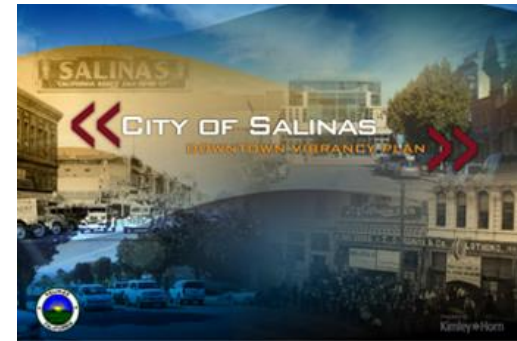
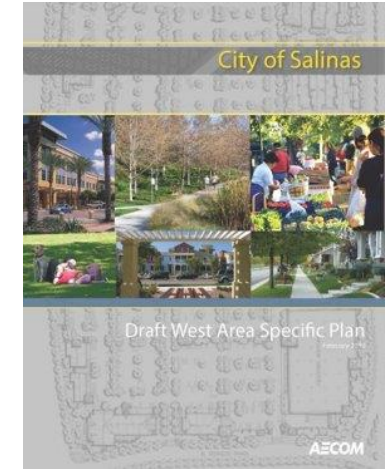
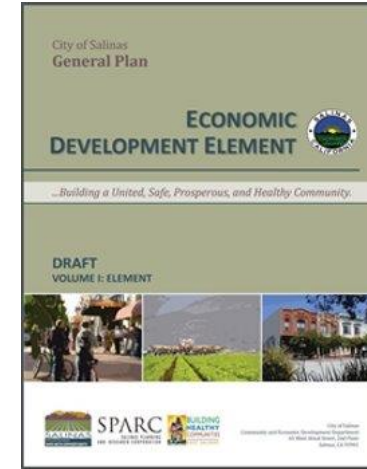
Option 3-Combined Categories

- Land Use & Circulation Element
 - Community Design Element
- Housing Element
- Conservation, Open Space and Adaptation
- Health, Safety and Environmental Justice Element
- Economic Development Element
- Noise Element



Land Use

- 2002 General Plan Land Use
- Recent major Land Use amendments
- Recommendations from community plans
- District land use workshops



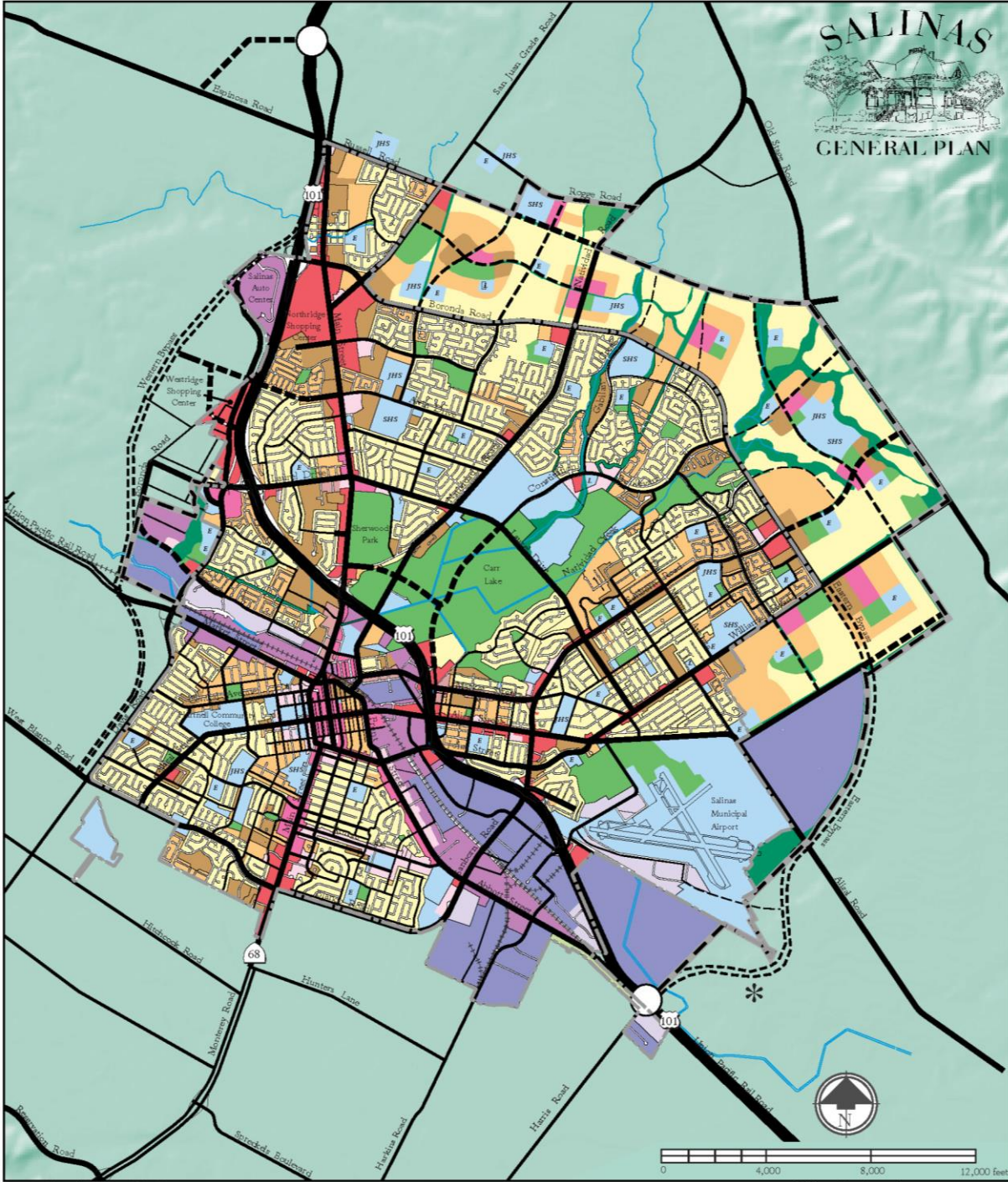


Land Use - Key Definitions















- **General Plan Land Use Designation/Map:** broadly describes what should be built where, by assigning different uses by area.
- **Zoning Code/Map:** implements General Plan Land Use. Much more detailed regulations. Can be more than one zone per a particular land use (e.g. for different intensities).
- **Sphere of Influence:** the probable future physical boundaries and service area of the city that can extend beyond its actual legal boundary for planning purposes.



2002 General Plan Land Use



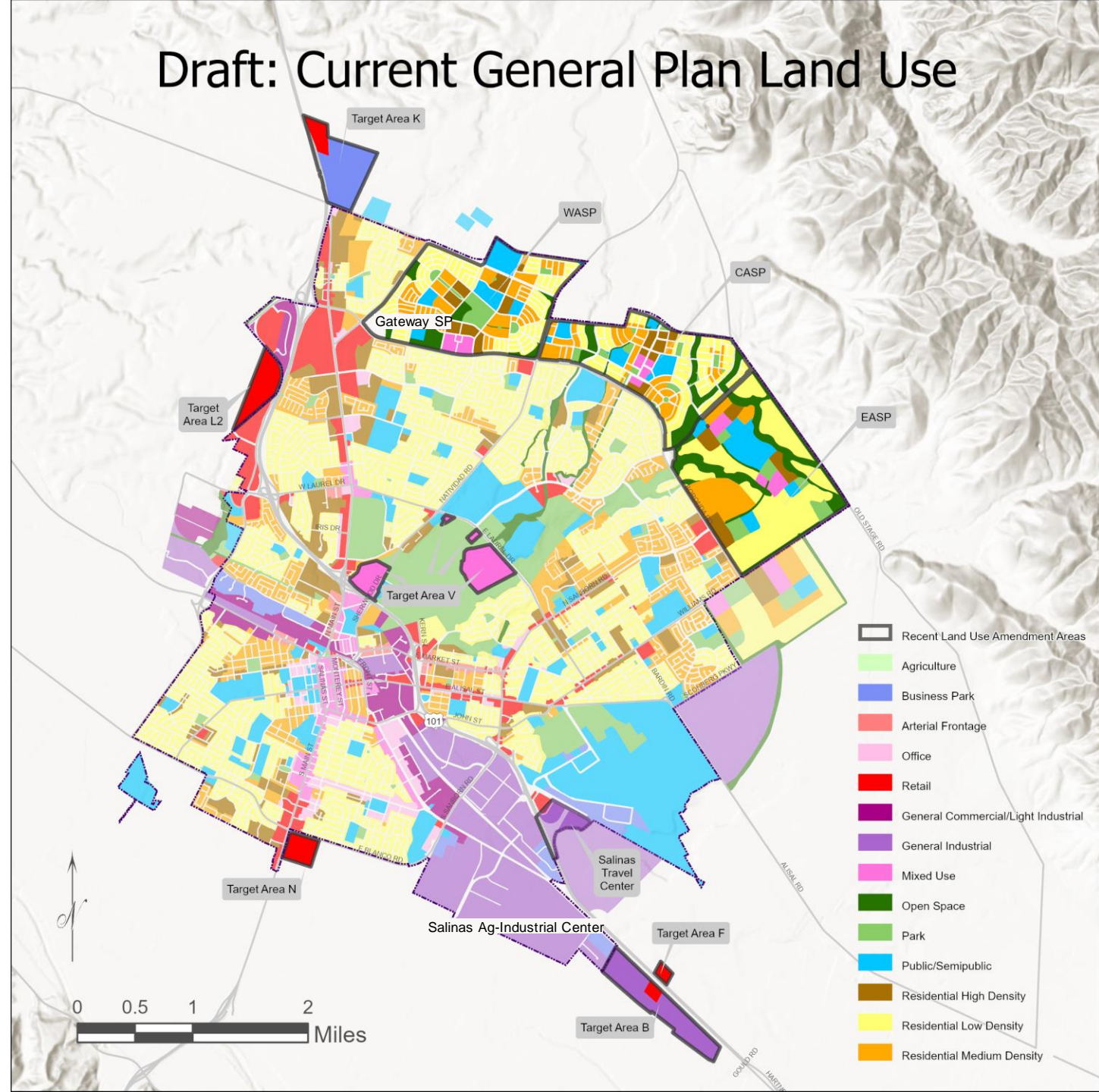
General Plan Land Use Designations

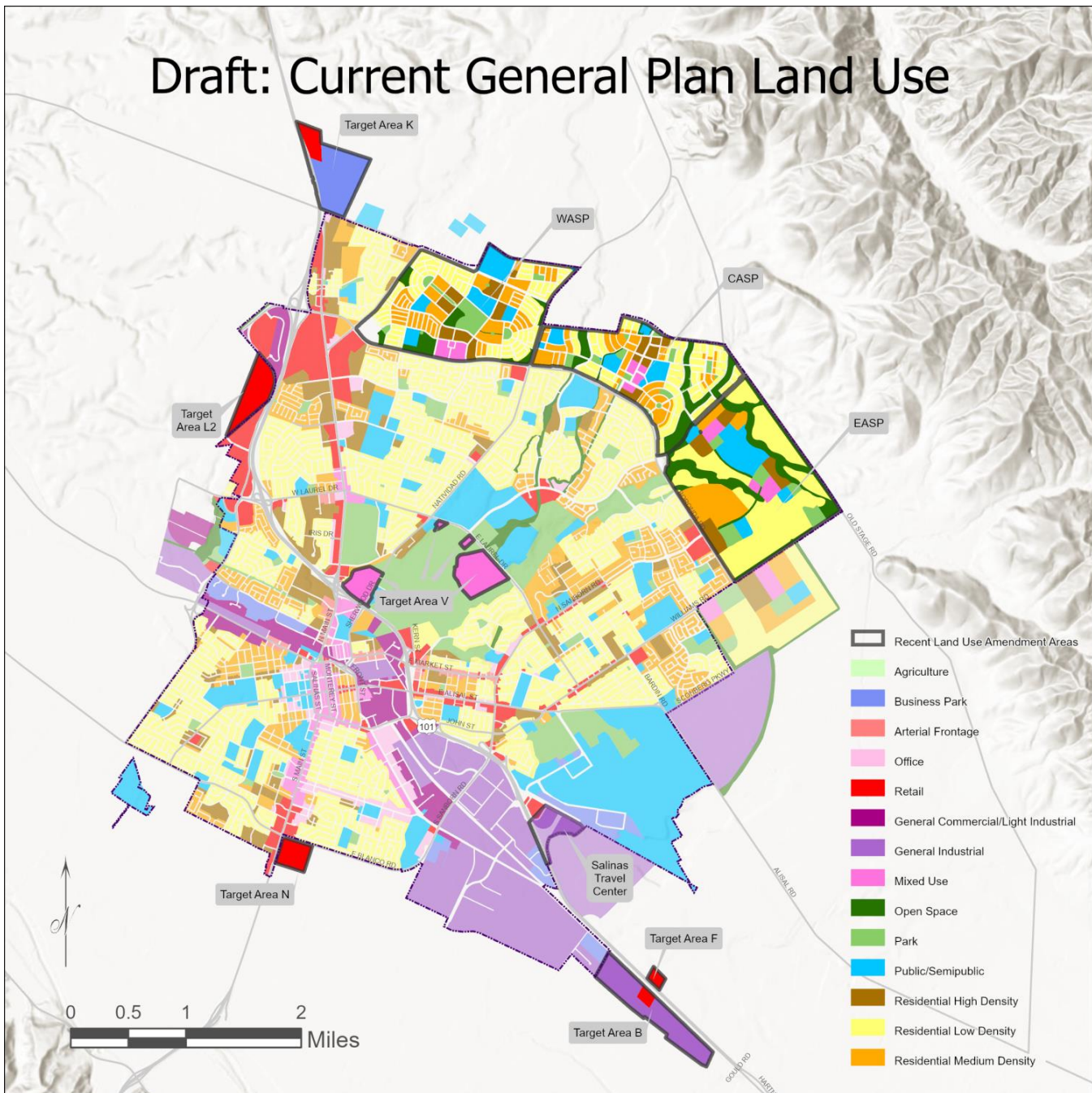
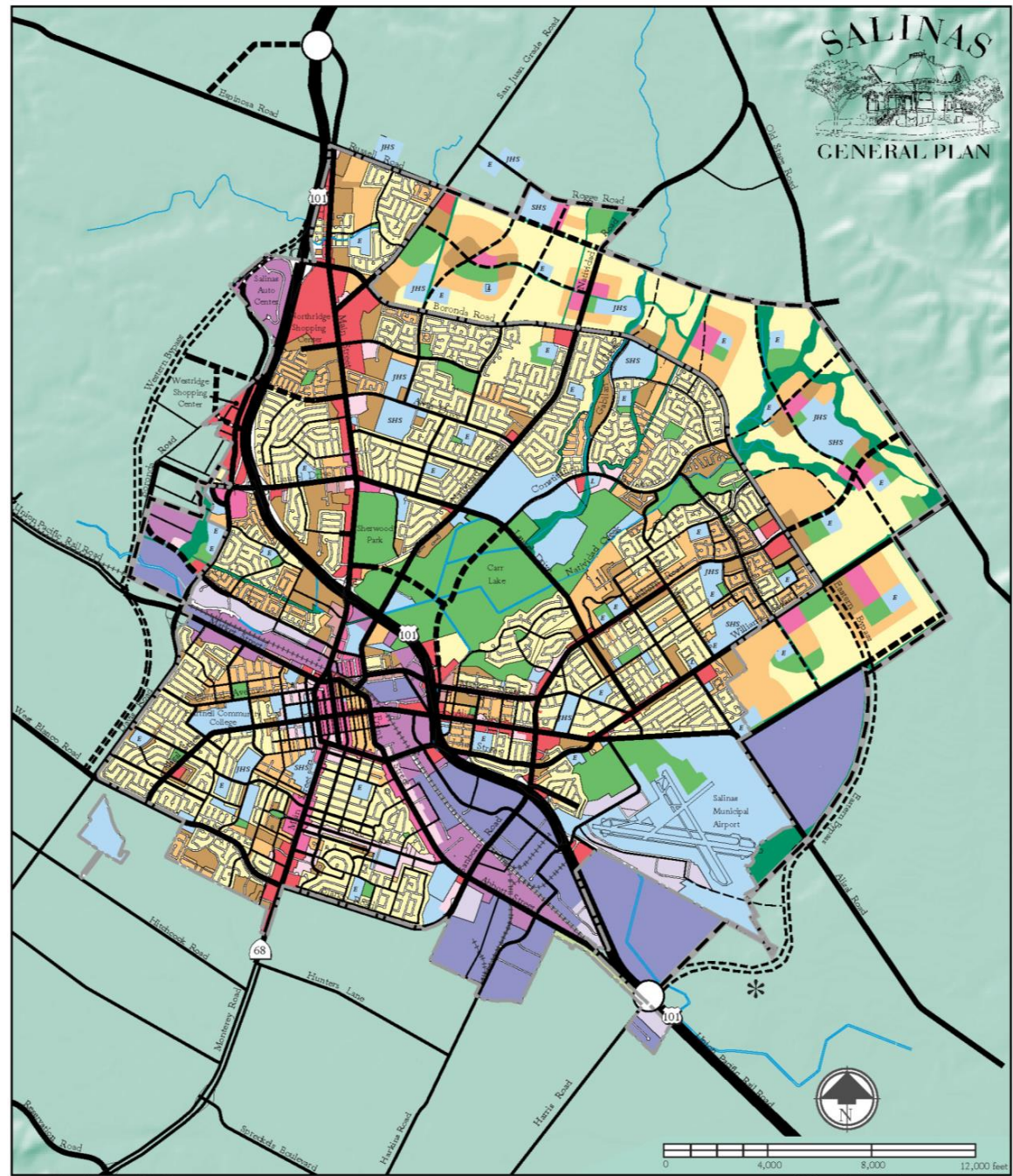
- | | | | |
|---|---|---|--|
|  | Residential Low Density
(1-8 units/net acre; average 6.5 units/gorss acres) |  | General Commercial/Light Industrial |
|  | Residential Medium Density
(8-15 units/net acre; average 11.75 units/gorss acres) |  | General Industrial |
|  | Residential High Density
(15-24 units/net acre; average 16.75 units/gorss acres) |  | Business Park |
|  | Retail |  | Public/Semipublic |
|  | Arterial Frontage |  | Park |
|  | Office |  | Agricultural |
|  | Mixed Use |  | Open Space |



Major amendments:

- Salinas Ag-Industrial Center (Uni-Kool)
- Gateway Specific Plan (Lowe's)
- Salinas Travel Center
- Economic Development Element (Target Areas)
- West Area Specific Plan
- Central Area Specific Plan

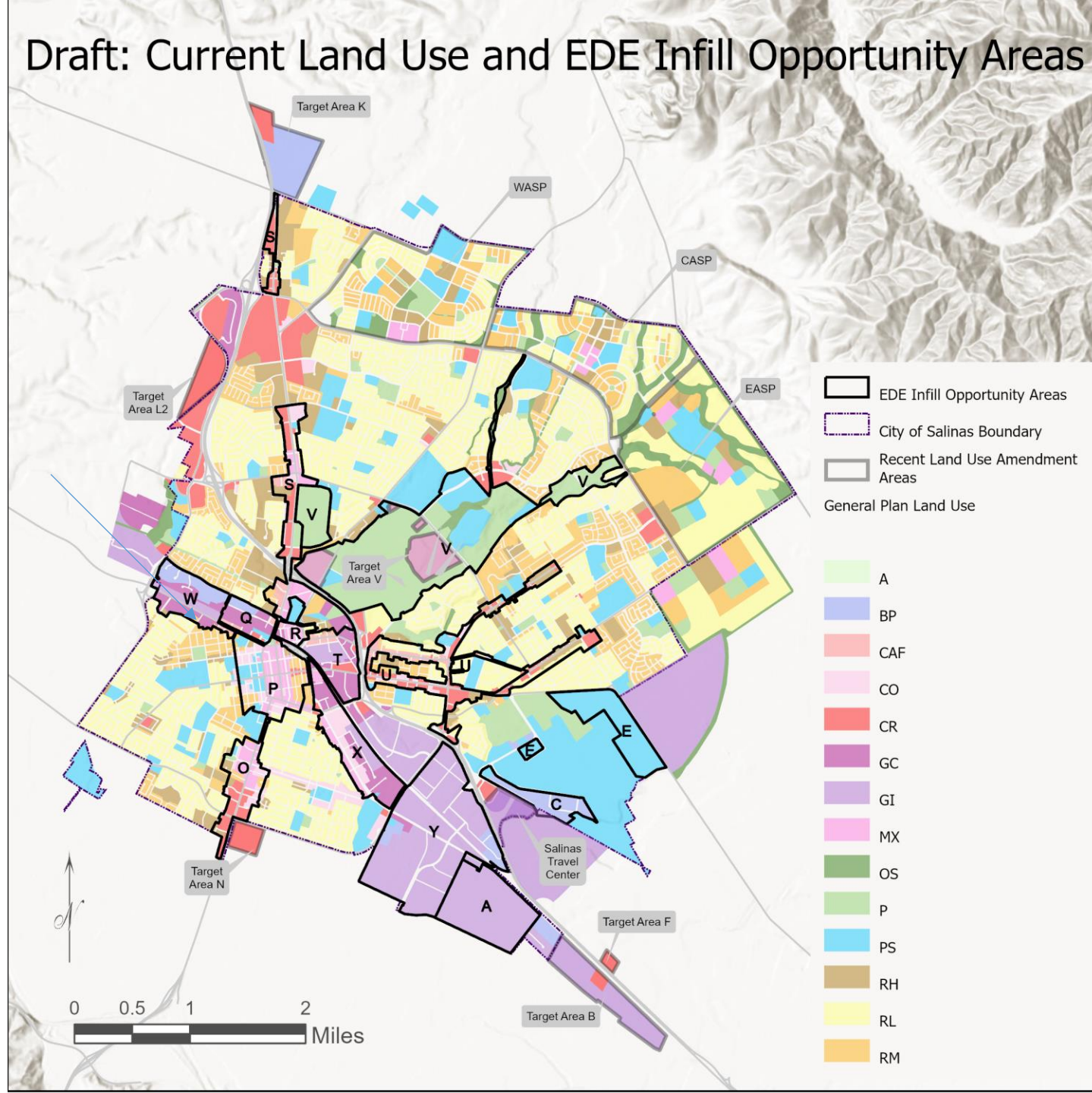




Areas of interest:

- EDE infill Opportunity Areas

Draft: Current Land Use and EDE Infill Opportunity Areas



Areas of interest:

- EDE Infill Opportunity Areas
- Downtown Vibrancy Plan

Draft: Current Land Use and EDE Infill Opportunity Areas

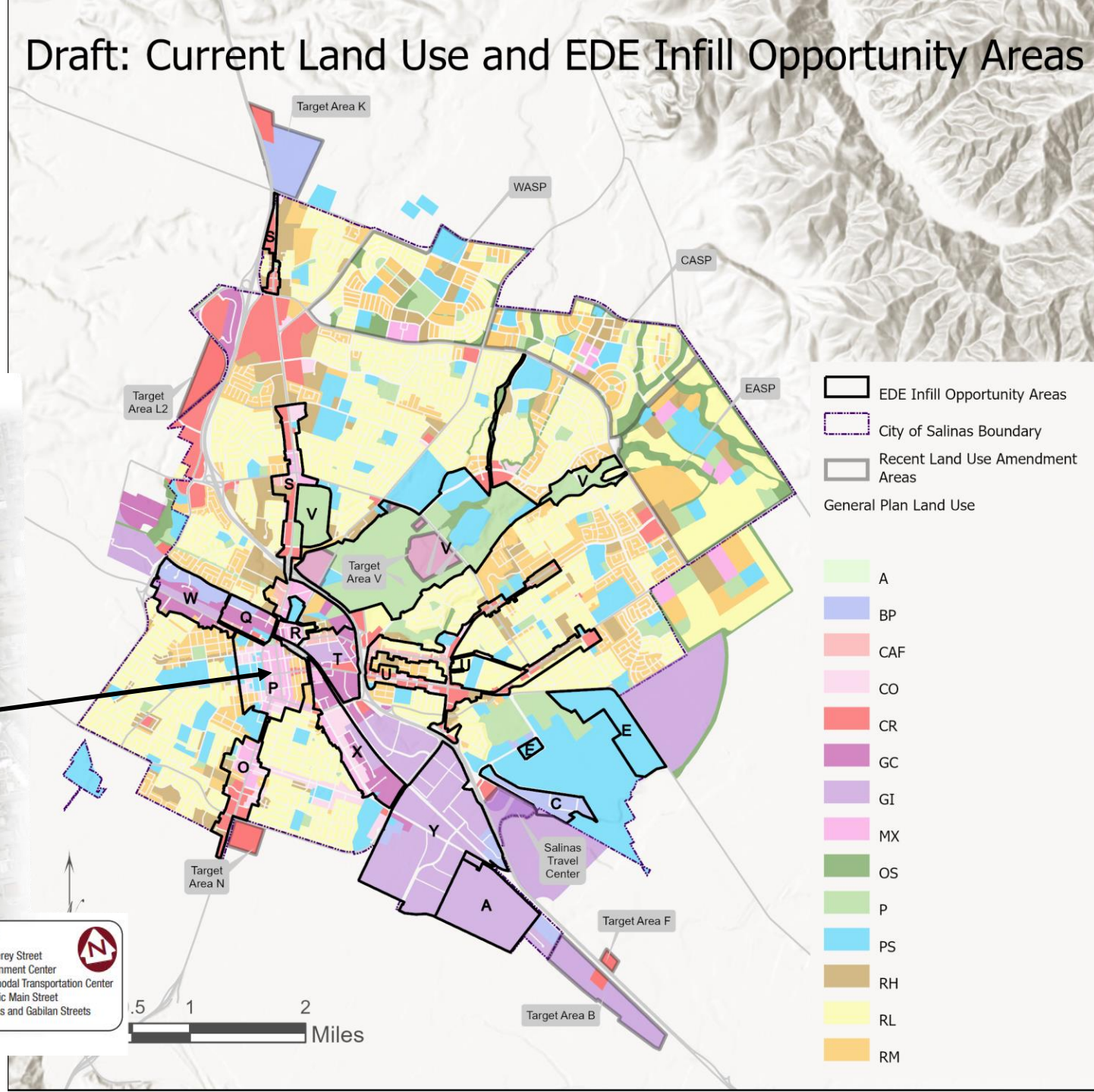
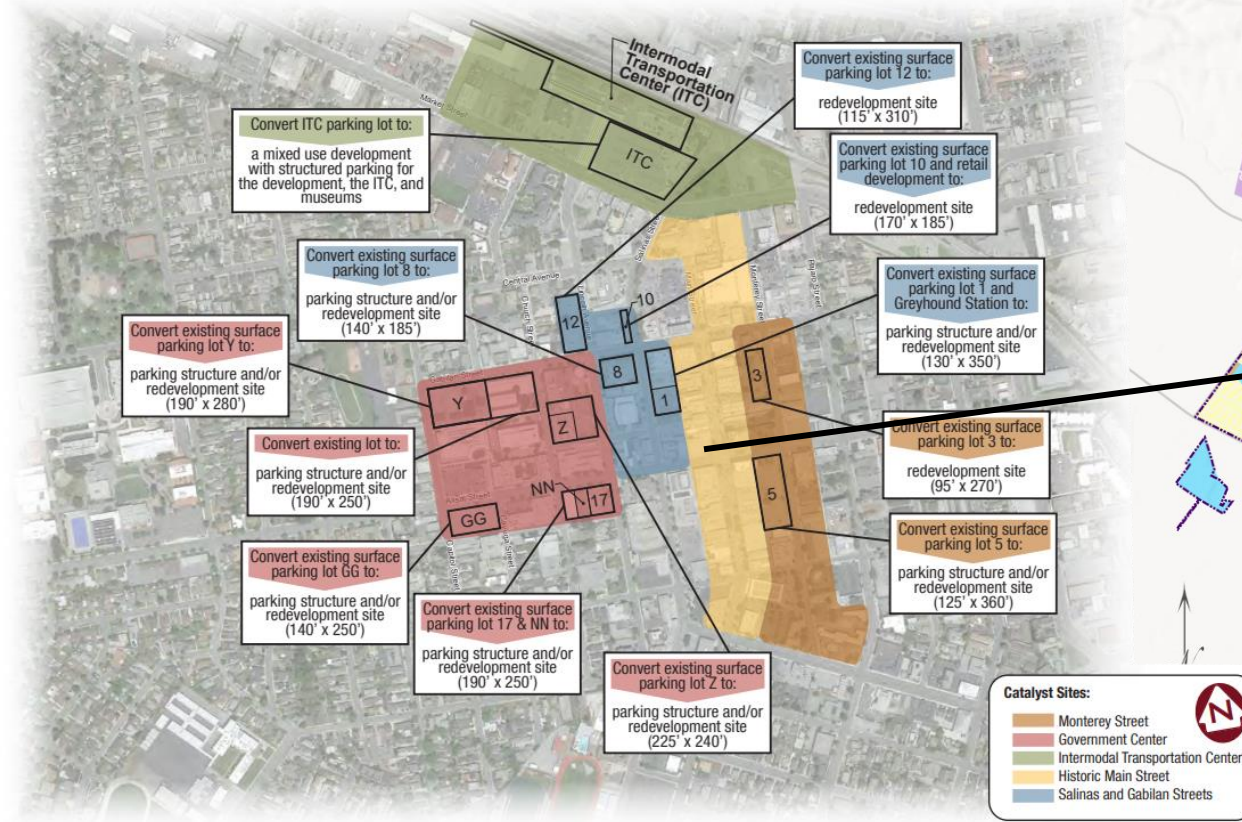


FIGURE 5-1 CATALYST SITES



Areas of interest:

- EDE Infill Opportunity Areas
- Downtown Vibrancy Plan
- Chinatown Revitalization Plan

Draft: Current Land Use and EDE Infill Opportunity Areas

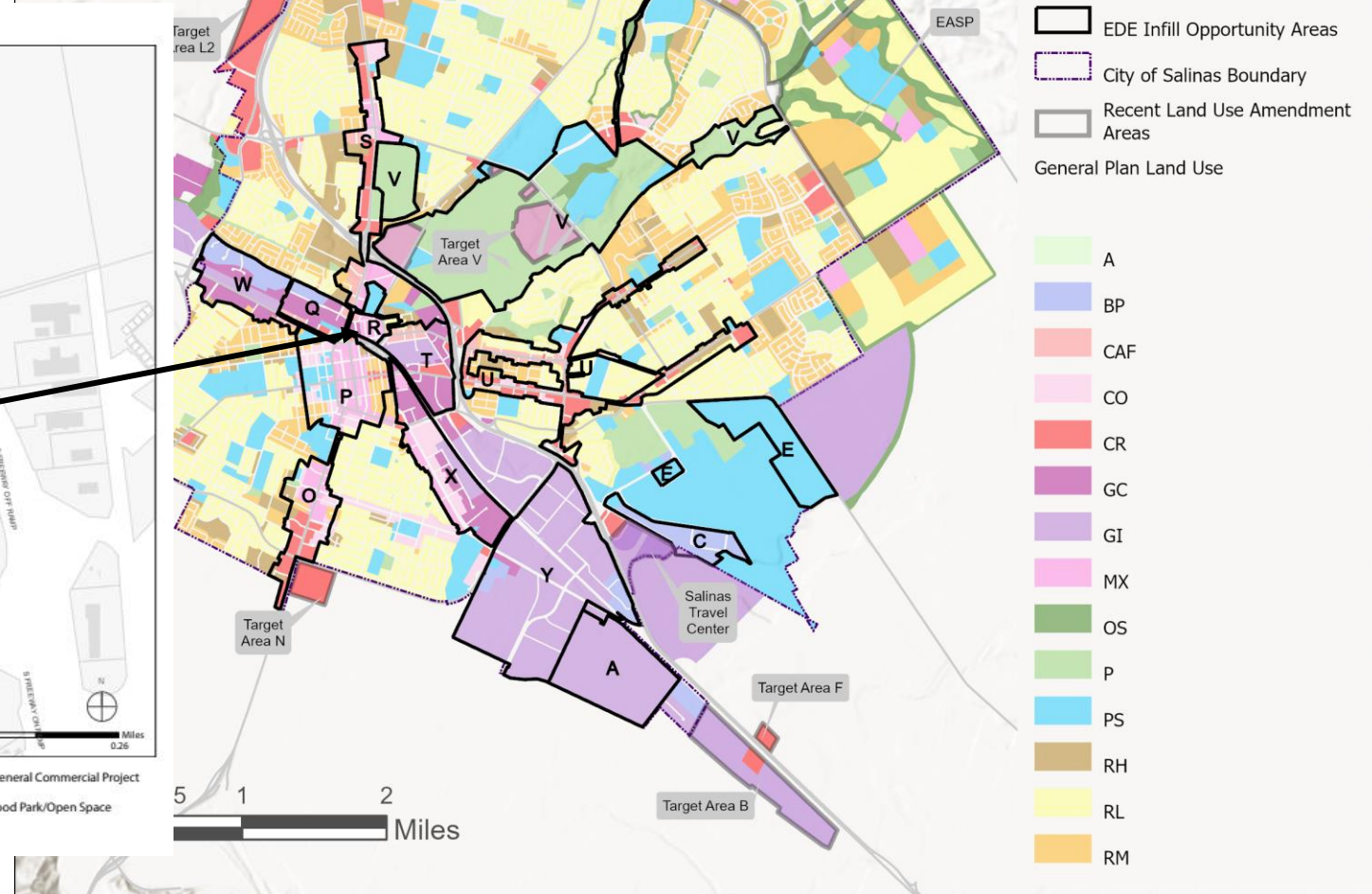
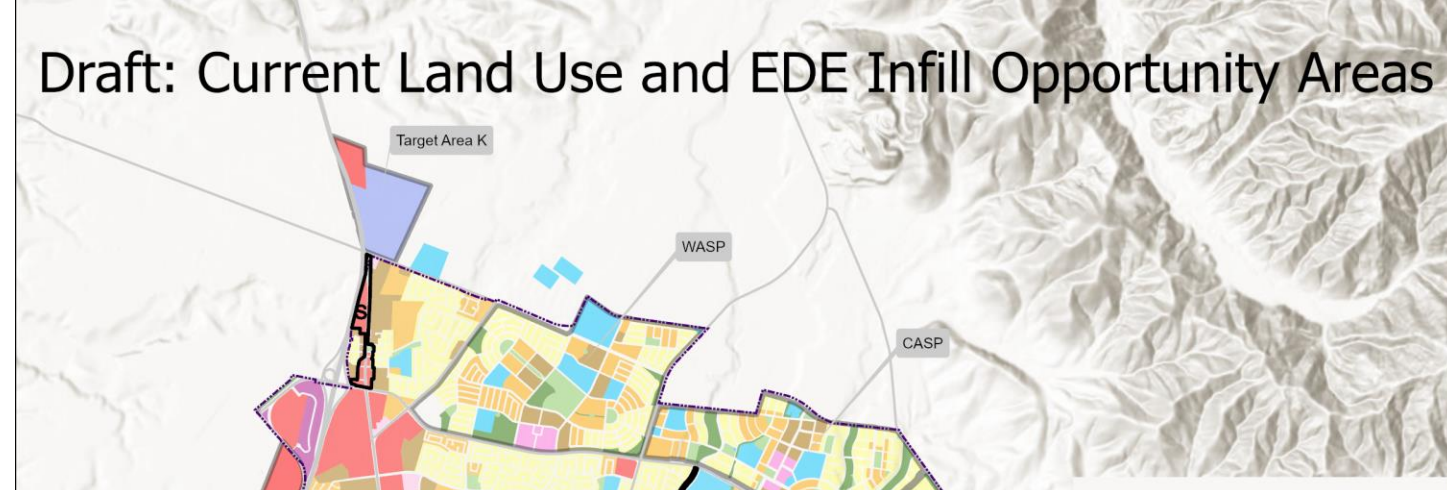


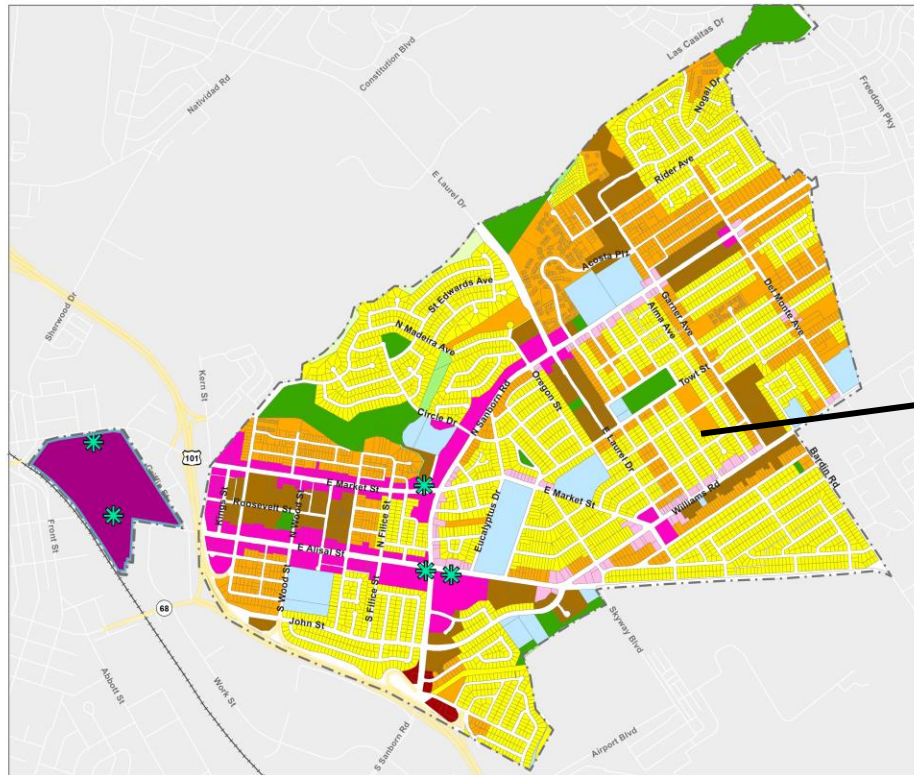
FIGURE 4.1 CHINATOWN OPPORTUNITY SITES



Areas of interest:

- EDE infill Opportunity Areas
- Downtown Vibrancy Plan
- Chinatown Revitalization Plan
- Alisal Vibrancy Plan

Draft: Current Land Use and EDE Infill Opportunity Areas

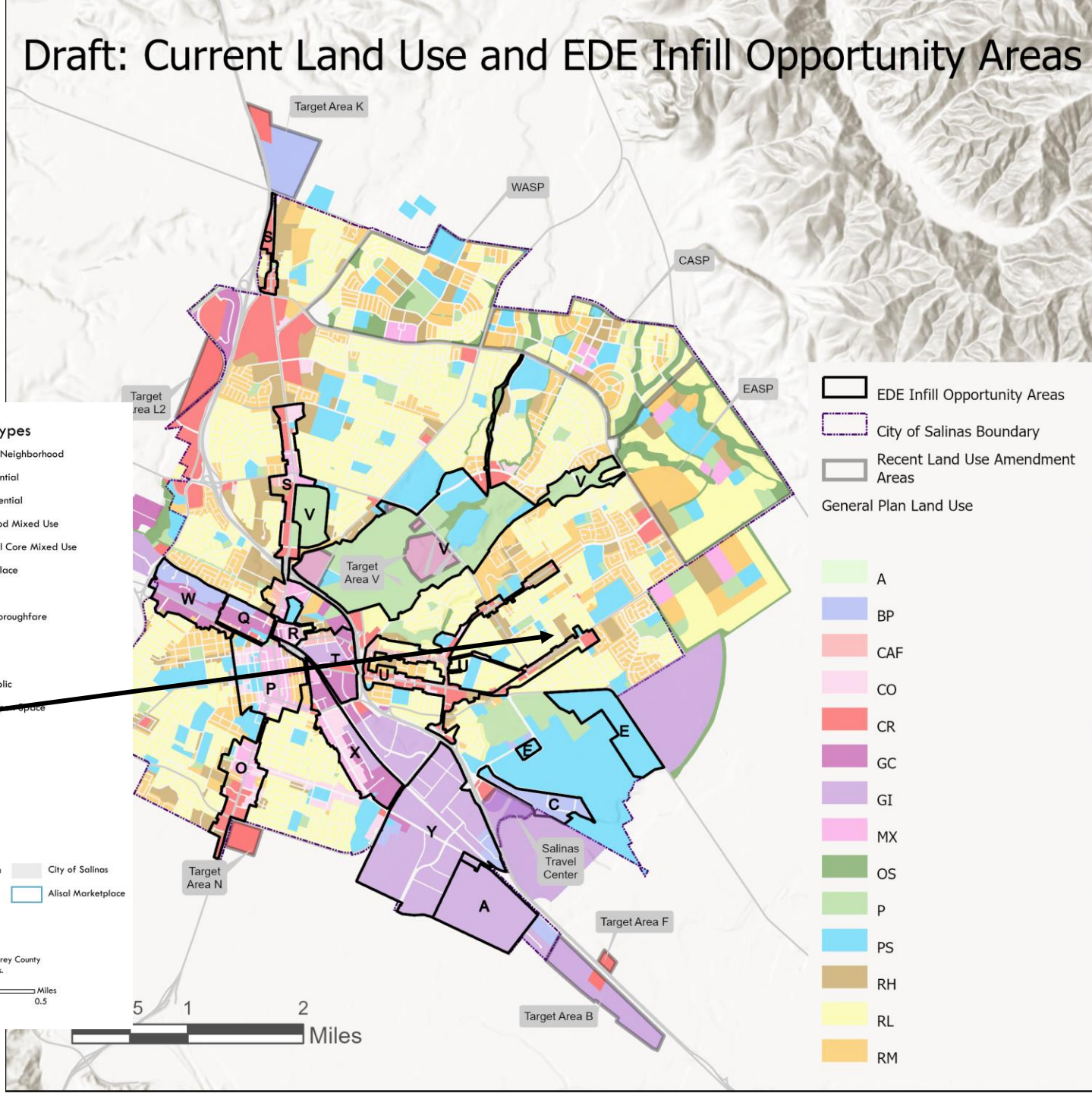


Proposed Place Types

- R-TND, Traditional Neighborhood
- R-M, Mixed Residential
- R-H, Midrise Residential
- NMU, Neighborhood Mixed Use
- CCMU, Commercial Core Mixed Use
- MP, Alisal Marketplace
- A, Agricultural
- CT, Commercial Thoroughfare
- OS, Open Space
- PS, Public/Semipublic
- Potential Urban Open Space

- Vibrancy Plan Area
- Highways
- Railroad
- City of Salinas
- Alisal Marketplace

October 2019
Sources: City of Salinas, Monterey County Office of the Assessor, Caltrans.



- EDE Infill Opportunity Areas
- City of Salinas Boundary
- Recent Land Use Amendment Areas
- General Plan Land Use

- A
- BP
- CAF
- CO
- CR
- GC
- GI
- MX
- OS
- P
- PS
- RH
- RL
- RM

AVP Place Types

- Visual approach to land use designations
- Focuses on creating a sense of place, rather than just a single use

4.4 GOALS & POLICIES

GOAL LU 1. Preserve the Character Of Traditional Neighborhoods While Adding New Units and Providing New Opportunities for Homeownership.

This goal aims to enhance the quality of existing single-family residential areas and the quantity of housing stock through the Traditional Neighborhood Place Type, while allowing and incentivizing ongoing development of new units. Maintaining a solid core of traditional low-density residential neighborhoods is crucial to ensuring the health of the City and providing high-quality services. However, as residents struggle with increasingly unaffordable housing prices and overcrowding, it's evident that these neighborhoods need increased flexibility to adapt to current needs. The Traditional Neighborhood Place Type balances residents' preference for more traditional neighborhood development with the need to provide more housing by promoting infill development on existing lots, small lot subdivisions, and the development of accessory dwelling units (ADUs).

Traditional Neighborhood Place Type

Character description:

Traditional Neighborhood areas predominantly include low-density residential uses, along with supporting uses such as schools and places of worship. The encouragement of Accessory Dwelling Units, small lot homes, and duplexes, depending on lot size and configuration, in addition to detached houses, adds variety and housing choices.

Common Uses:

- 1-2 Unit Residences
- Grade Schools
- Places Of Worship

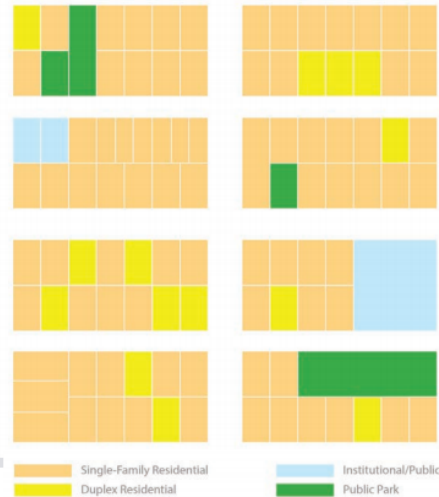
Development Types:

- Single Family Homes
- Single Family Home + ADU
- Duplexes
- Small Lot Homes
- Parks And Recreation Buildings
- Schools And Religious Building

Development Standards:

- 1-2 Stories

Example Land Use Organization



Current Conditions in Neighborhood Place Type



- 1 Single-family homes are the foundation of the Traditional Neighborhood Place Type.
- 2 Large backyards are ideal locations for ADUs.
- 3 Neighborhood parks and schools make it easy to access recreation and education opportunities.

Character Images



Single-Family Home and ADU



Duplex



Small Lot Homes

AVP Place Types

- Visual approach to land use designations
- Focuses on creating a sense of place, rather than just a single use

GOAL LU 4. Redevelop the Alisal Marketplace as a Unique, Dynamic, Pedestrian-Oriented Urban District Connecting the Downtown and the Alisal.

Currently occupied by mostly light-industrial uses and big-box retail buildings, this area has significant redevelopment potential. A 2010 developer proposal envisioned a vibrant, mixed-use and pedestrian-oriented district, rooted in the community's strong cultural heritage. The proposal outlined the area's transformation into a new neighborhood integrating housing and services with public open space and educational and civic buildings, including a new police station. The City wanted to revisit this Marketplace concept with the Alisal community as part of the Alisal Vibrancy Plan to determine how the proposal aligned with their values and vision for the area. This goal and Place Type represents an array of flexible uses and exciting possibilities Alisal residents and stakeholders saw in the Marketplace.

Alisal Marketplace Place Type

Character description:

The Alisal Marketplace Place Type reflects one of the most unique redevelopment opportunities in Salinas, connecting the Alisal and the Downtown through a new higher density and walkable neighborhood, that includes large-scale residential, mixed-use, civic, commercial, and light industrial uses.

Common Uses:

- Civic (Government, Education)
- Mixed-Use
- Live/Work Units
- Co-Working Space
- Residential
- Retail/Office Space
- Industrial Flex Space

Development Types:

- Multi-Story Buildings For A Variety Of Uses
- High-Rise
- Occasional Single-Story

Development Standards:

- 1-7 Stories
- 5.0-6.0 FAR
- Up To 100 Dwelling Units/ Acre

Example Land Use Organization



Current Conditions in Alisal Marketplace Place Type



- 1 The City is trying to acquire and redevelop the site next to the new Public Safety Headquarters at E. Alisal and Murphy Streets.
- 2 The Marketplace would still include many light industrial uses and businesses.
- 3 There is large potential for mixed-use and residential redevelopment on underutilized sites.

Character Images



Light Industrial Space



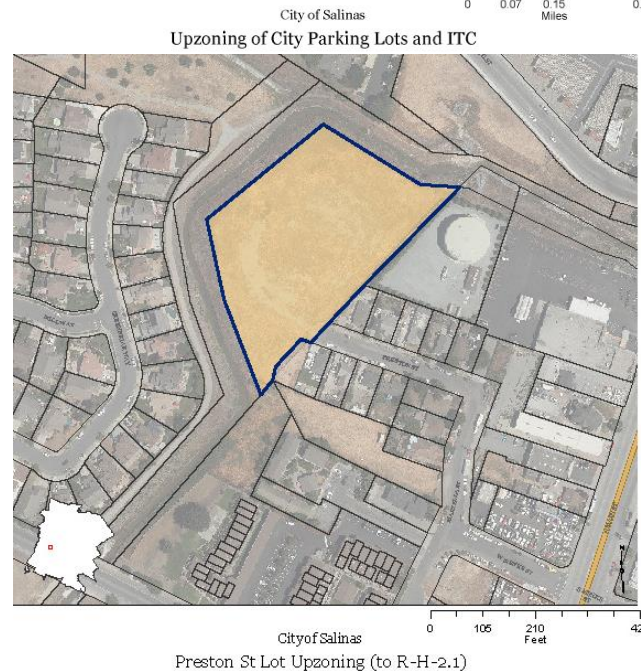
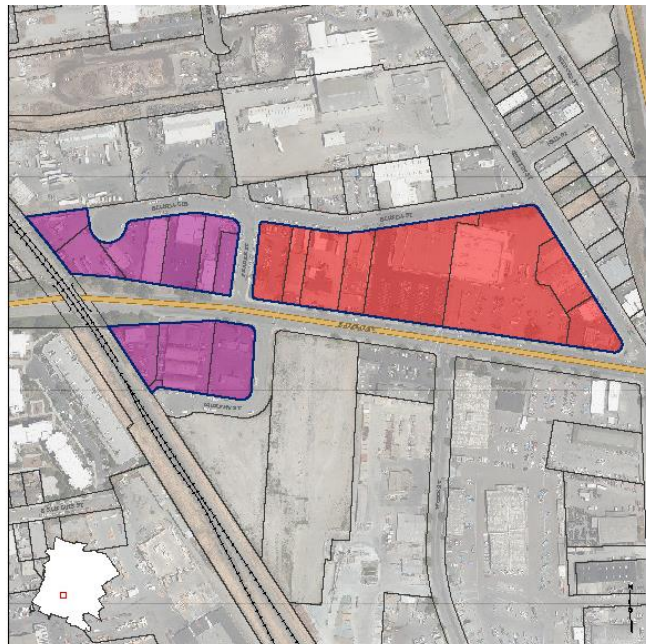
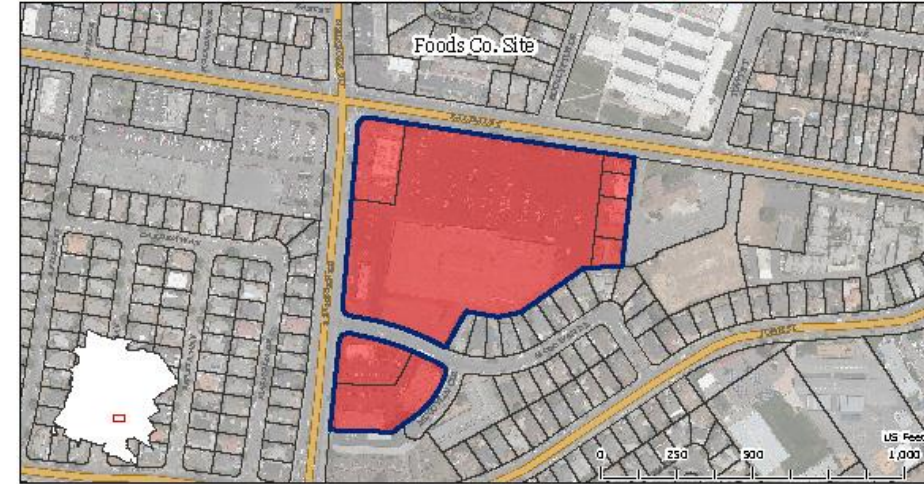
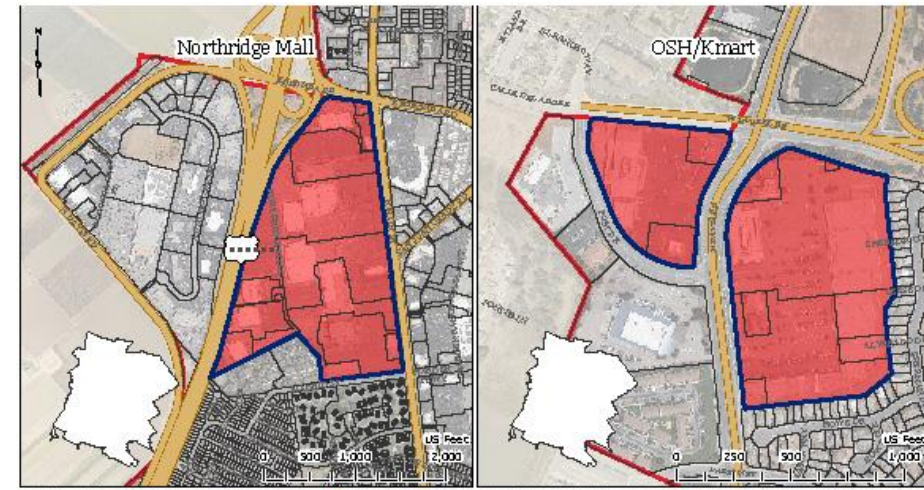
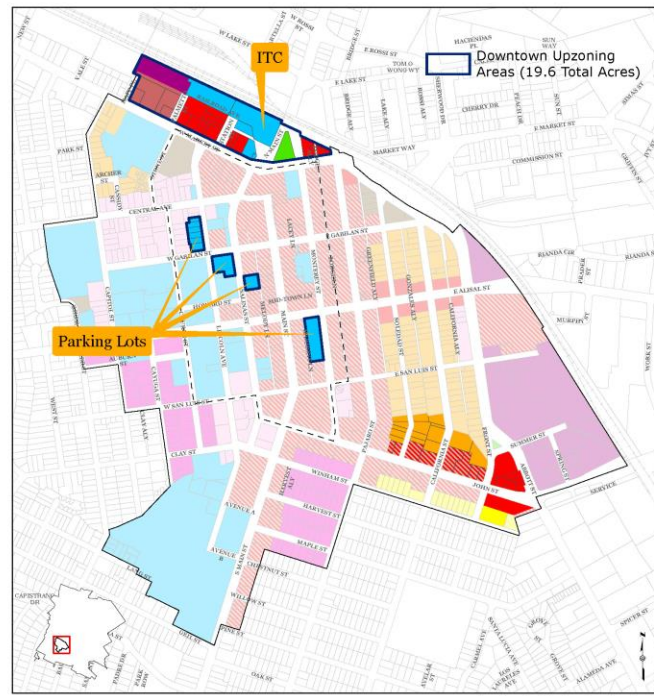
Large-Scale Mixed-Use



Live/Work Units

SB-2:

- Interim changes to encourage housing ahead of GPU
- State grant
- Changes to allow housing in Public/Semi-Public zones
- Selective upzoning to start implementation of community plans



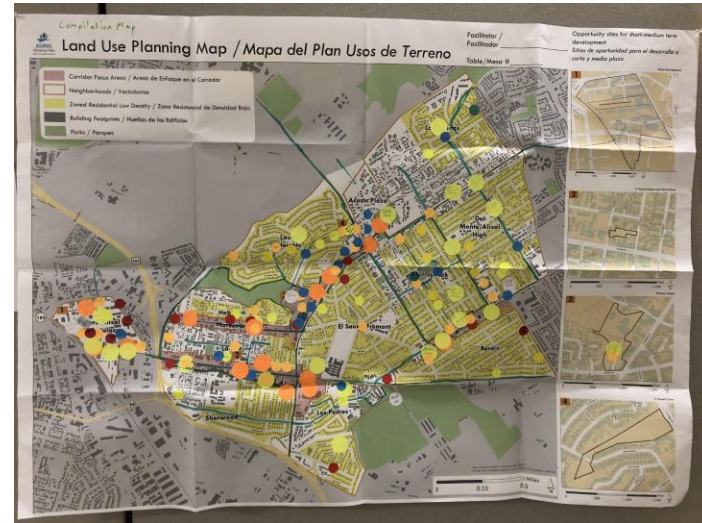
City of Salinas
Shopping Center Opportunity Sites





Land Use - District Workshops

- August - September
- Kicks off engagement with smaller groups
- Land use focus, but also intro to GPU overall
- Similar to AVP Land Use Workshop
- Steering Committee role





Land Use - Questions

- Overall questions?
- Are there other focus areas we are missing?
- What do you want to see at workshops that will help the community make decisions?





VISIÓN SALINAS

2040

Future Agenda Items

- Final Steering Committee Shared Commitments
- General Plan Chapter Organization
- Land Use district meetings
- Existing Conditions
- Working Groups





Adjournment