

# City of Salinas

200 Lincoln Ave., Salinas, CA 93901

[www.cityofsalinas.org](http://www.cityofsalinas.org)



## Meeting Agenda

Wednesday, September 27, 2023

6:00 PM

Community Room, Salinas Police Department

### General Plan Steering Committee

#### STEERING COMMITTEE MEMBERS

Jose Luis Barajas  
Alejandro Chavez  
Jonathan De Anda  
Dennis Donohue

Natalie Flores  
Rosa Gonzalez  
Xago Juarez  
Vicente Lara

Robin Lee  
David Mack  
Devon McCauley  
Alexis Mendez

Omar Perez  
Carissa Purnell

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

*Lisa Brinton, Community Development Director  
Monica Gurmilan, Senior Planner, Steering Committee  
Executive Secretary*

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

## ROLL CALL

## PUBLIC COMMENT SUBMISSION PROCEDURES

*If you wish to make a comment on a specific agenda item, please submit your comment, limited to 250 words or less via email by 2:00 P.M. on the day of the meeting to the Senior Planner at [monicag@ci.salinas.ca.us](mailto:monicag@ci.salinas.ca.us).*

*Reading of Public Comments: City Staff shall read all email comments, provided that the reading shall not exceed two (2) minutes and shall become part of the record. Every effort will be made to read your comment into the record, but some comments may not be read due to time limitations.*

## MEETING OBJECTIVES

Hold scoping meeting for the General Plan Environmental Impact Report  
Review Draft Open Space, Art, Culture, and Youth, and Public Safety goals, policies, and actions.

## 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.*

## PUBLIC COMMENTS

*Receive public communications from the audience on items 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 August 23, 2023*

## DISCUSSION ITEMS

### **Scoping of the General Plan Environmental Impact Report**

*The City released a Notice of Preparation of an Environmental Impact Report (EIR) for the General Plan Update and Climate Action Plan on September 1, 2023. This will be the required scoping meeting for the EIR.*

### **Discussion of First Draft Goals/Policies/Actions for Open Space, Art/Culture/Youth, and Public Safety Elements**

*Steering Committee review of Socioeconomic Pillar continues with Open Space, Art, Culture and Youth and Public Safety elements.*

**FUTURE AGENDA ITEMS**

**Draft goals/policies/actions for other elements  
Draft Land Use Buildout Projections**

**ADJOURNMENT**

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**Monica Gurmilan, Senior Planner**

**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](http://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, September 20, 2023, at the Salinas Rotunda.*

**MINUTES**  
**OF THE**  
**VISION SALINAS 2040 STEERING COMMITTEE**  
**GENERAL PLAN UPDATE**  
**August 23, 2023**

**WELCOME AND STAFF INTRODUCTIONS**

**PRESENT:** Jose Luis Barajas, Alejandro Chavez, Jonathan De Anda, Natalie Flores, Vicente Lara

**ABSENT:** Dennis Donohue, Rosa Gonzalez, Xago Juarez, Robin Lee, David Mack, Devon McCauley, Alexis Mendez, Jonathan Ordiano, Omar Perez, Carissa Purnell

**STAFF:** Grant Leonard (Planning Manager), Monica Gurmilan (Senior Planner), Jonathan Moore (Senior Planner), Donovan Arteaga (Community Outreach Assistant)

**COMMENTS FROM THE PUBLIC**

None.

**MEETING OBJECTIVES**

- I. Review Draft Economic Development, and Health and Environment Justice goals, policies, and actions
- II. Review draft Existing Conditions Report

**DISCUSSION ITEMS**

Monica Gurmilan called the meeting into order. The discussion was started by Jonathan Moore.

*Discussion of First Draft Goals/Policies/Actions for Economic Development, and Health and Environmental Justice Elements.*

Jonathan started the conversation by giving a background to the 2017 Economic Development Element (EDE). Monica then went over a consolidated review of the EDE. Alejandro Chavez discussed that cost may be a barrier to expanding entertainment use of Sherwood Hall. Vicente Lara mentioned that we should focus on bringing employment that offer access to (health) care. Alejandro mentioned that finding retail space that is affordable for tenants is difficult, there are

no vacancies and what is available is priced high. Jose Luis mentioned that the city should explore options to employ undocumented residents. Jose Luis brought up the city focusing on helping businesses with ADA compliance.

### *Existing Conditions Report*

Monica then transitioned the conversation to the Existing Conditions Report and opened the floor to questions. Jose Luis mentioned a spelling error and questioned why there was a proposed road going through Lower Carr Lake. Grant gave a brief history of the proposed road and the proposed ring roads in the Existing Conditions Report which originate from the 2002 General Plan. Alejandro mentioned that the Existing Conditions Report should include the median rent cost.

### *Next Meeting*

The next meeting is on September 27.

## **FOLLOW-UP REPORTS**

None.

## **FUTURE AGENDA ITEMS**

- I. Draft goals/policies/actions for other elements
- II. Draft Land Use Buildout Projections
- III. Notice of Preparation for the Environmental Impact Report Scoping Meeting

## **ADJOURNMENT**

Monica adjourned the meeting.



## Notice of Preparation

### Visión Salinas 2040 General Plan and Climate Action Plan Environmental Impact Report

**Date:** September 1, 2023

**To:** State Clearinghouse  
State Responsible Agencies  
State Trustee Agencies  
Other Public Agencies  
Interested Organizations and Individuals

**Subject:** Notice of Preparation of a Draft Environmental Impact Report for Visión Salinas 2040 General Plan and Climate Action Plan

Notice is hereby given that the City of Salinas (City) will prepare an EIR for the proposed Visión Salinas 2040 General Plan and Climate Action Plan (proposed project). Pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15206, the proposed project is considered a project of statewide, regional, or areawide significance. The City, acting as the Lead Agency, will prepare an EIR to address the potential environmental impacts associated with the project at a programmatic level, consistent with CEQA Guidelines Section 15168. The program-level EIR will evaluate the environmental impacts associated with the broad policies of the proposed Visión Salinas 2040 General Plan and the likely type and amount of development allowed within the General Plan horizon of 2040, as well as the potential impacts associated with the proposed Climate Action Plan. An evaluation of project alternatives that could reduce significant impacts will be included in the EIR. The proposed project, its location, and potential environmental effects are described below, and additional information on the proposed project is available at <https://www.visionsalinas.org/>

Pursuant to CEQA Guidelines Section 15082, the City is requesting comments and guidance on the scope and content of the EIR from interested public agencies, organizations and individuals. With respect to the views of Responsible and Trustee Agencies<sup>1</sup> as to significant environmental issues, the City needs to know the reasonable alternatives and mitigation measures that are germane to each agency's statutory responsibilities in connection with the proposed project. Responsible agencies may need to use the EIR prepared by the City when considering permitting or other approvals for potential future development projects.

Due to the time limits mandated by State law, your response must be received no later than the close of the 30-day Notice of Preparation (NOP) review period on Monday, October 2, 2023. If you submit comments on the scope of the EIR, you will automatically be added to the City's distribution list for future notices and information about the environmental review process for the proposed project. If you do not wish to submit comments on the scope of the EIR, but would like to be added to the City's mailing list, you can submit your contact information, including email address with a request to be added to the mailing list.

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<sup>1</sup> "Responsible Agencies" include all public agencies other than the Lead Agency that have discretionary approval power over the project. "Trustee Agencies" are State agencies having jurisdiction by law over natural resources affected by a project which are held in trust for the people of the State of California. Trustee Agencies include the California Department of Fish and Wildlife, the State Lands Commission, the State Department of Parks and Recreation, and the University of California.

## Lead Agency Contact:

Jonathan Moore, Senior Planner  
Community Development Department, City of Salinas  
[jonathanm@ci.salinas.ca.us](mailto:jonathanm@ci.salinas.ca.us)

## Written Comments:

Please submit written comments by 5:00 p.m. on Monday, October 2, 2023

- Email: [jonathanm@ci.salinas.ca.us](mailto:jonathanm@ci.salinas.ca.us) (subject line: "Visión Salinas EIR")
- Regular Mail: Community Development Department, City of Salinas, 65 West Alisal Street, Suite 201, Salinas CA 93901.  
Attn: Jonathan Moore

## Public Scoping Meeting:

The City will hold public workshops and meetings throughout the planning process, as well as meetings of the General Plan Steering Committee, Planning Commission, and City Council, to inform the public and interested agencies about the proposed project and solicit feedback on the contents of the proposed Visión Salinas 2040 General Plan and Climate Action Plan.

The City will hold a scoping meeting to solicit public comment on the environmental issues to be addressed in the EIR. The scoping meeting will be held as part of the Visión Salinas 2040 General Plan Steering Committee meeting on Wednesday, September 27, 2023, at 6:00 pm. The meeting will be held in the Community Room at 312 E Alisal Street, Salinas CA, 93901.

## Project Location:

The City of Salinas is located approximately 105 miles south of San Francisco in Monterey County. The City of Salinas is located at the beginning of the Salinas Valley, and is bounded by Prunedale to the north, the Gabilan mountain range to the east, the Santa Lucia mountain range to the south, and Monterey Bay to the west. U.S. Highway 101 (Highway 101), State Route (SR) 183, and SR 68 run through the city. Highway 101 is the north-south route connecting the Salinas Valley and Monterey County to the south to San Francisco Bay Area to the north. SR 183 runs in an east-west direction, connecting Castroville and Highway 1 to the Salinas Valley. SR 68 runs in a south-north direction and connects the areas of Monterey and Carmel to Salinas. The City is surrounded by unincorporated rural and agricultural land. Nearby cities/communities include the city of Watsonville located to the north, the community of Speckles located to the south, and the city of Marina located to the west. Within Salinas there is the Salinas Municipal Airport; the next closest airport is Marina Municipal Airport, located approximately 9 miles to the west. Figure 1, *Local and Regional Vicinity Map*, shows the regional setting of the city of Salinas and the existing and proposed sphere of influence, which will be evaluated in the EIR.

## Project Description:

### General Plan Update

The City of Salinas is preparing a comprehensive update to its existing General Plan. The update is expected to be completed in 2024 and will guide the City's development and conservation through 2040. To guide the General Plan update, three different themes were recognized as pillars that would work together to achieve Salinas's vision. The three pillars: Built Environment, Environmental and Sustainability, and Socioeconomic Systems.

State law requires that the General Plan contains eight elements: Land Use, Circulation, Housing, Open Space, Noise, Safety, Conservation, and Environmental Justice. The content of these elements is outlined in State law. The proposed Visión Salinas 2040 General Plan will include all State-required elements and optional elements including Arts, Culture and Youth. The proposed General Plan will group these elements under the three different pillars that were previously identified, as shown below in Table 1, *Pillars and Elements of the General Plan*. General Plan Housing Elements are required to be updated every eight years to fulfill the Regional Housing Needs Allocation and comply with State law. To meet the State deadline, Salinas' Housing Element is being updated through a separate process.

**Table 1 Pillars and Elements of the General Plan**

Pillars	Built Environment	Environment and Sustainability	Socioeconomic Systems
Elements	<ul style="list-style-type: none"> <li>• <b>Land Use and Infrastructure</b></li> <li>• Community Design</li> <li>• <b>Housing *</b></li> <li>• <b>Circulation</b></li> <li>• <b>Noise</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Conservation &amp; Open Space</b></li> <li>• Environmental Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Health and Environmental Justice</li> <li>• Economic Development</li> <li>• <b>Public Safety</b></li> <li>• Arts, Culture and Youth</li> </ul>

Notes: bold = State-mandated element; \* The Housing Element is being updated through a separate process.

The overall purpose of the proposed Visión Salinas 2040 General Plan is to create a policy framework that articulates a vision for the long-term physical form and development of Salinas, while preserving and enhancing the quality of life for Salinas residents. The key components of the proposed project will include broad community goals for the future of Salinas and specific policies and implementing actions that will help meet the goals. The proposed Visión Salinas 2040 General Plan will add new and expanded policy topics to address the current requirements of State law, modernize the City's policy framework, and address land use mapping issues and inconsistencies.

As part of the proposed Visión Salinas 2040 General Plan, the City is considering future amendments to its sphere of influence to include the following four Economic Opportunity Area (EOA) Target Areas identified in the City's current Economic Development Element (EDE):

- EOA B Target Area, located to the southeast of the city, south of Abbott Street
- EOA K Target Area, located to the northwest of the city, east of Highway 101
- EOA L2 Target Area, located to the west of the city, to the north of Boronda and to the west of Highway 101
- EOA N Target Area, located to the south of the city, east of SR 68 to the south of East Blanco Road

As part of the planning process for the proposed Visión Salinas 2040 General Plan, the City has prepared a land use map using place types intended to replace the City's current General Plan land use map. Draft place types are mapped in Figure 2, *Draft Place Types*.

### Climate Action Plan

The City of Salinas is also preparing a Climate Action Plan to reduce greenhouse gas (GHG) emissions in ways that invest in equity while supporting adaptation to climate change impacts and other community priorities. The Climate Action Plan identifies Salinas' current and projected future levels of GHG, assesses how these emission levels compare to State and local GHG reduction targets, identifies strategies to reduce GHG emissions, and demonstrates quantitatively how these strategies allow the City to meet or exceed its reduction targets. The Climate Action Plan also includes information to assist the City and its community partners in implementing the GHG reduction strategies.

### **Potential Areas of Environmental Effect:**

The EIR will describe the reasonably foreseeable and potentially significant adverse effects of the proposed project (both direct and indirect). The EIR also will evaluate potential cumulative impacts of the project in conjunction with other related past, present, and reasonably foreseeable projects. The City anticipates that the proposed project could result in potentially significant environmental impacts in the following topic areas, which will be further evaluated in the EIR.

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| <ul style="list-style-type: none"> <li>• Aesthetics</li> <li>• Air Quality</li> <li>• Biological Resources</li> <li>• Cultural Resources</li> <li>• Energy</li> <li>• Forestry Resources</li> <li>• Geology and Soils</li> <li>• Greenhouse Gas Emissions</li> <li>• Hazards and Hazardous Materials</li> <li>• Hydrology and Water Quality</li> </ul> | <ul style="list-style-type: none"> <li>• Land Use and Planning</li> <li>• Noise</li> <li>• Parks and Recreation</li> <li>• Population and Housing</li> <li>• Public Services</li> <li>• Transportation</li> <li>• Tribal Cultural Resources</li> <li>• Utilities and Service Systems</li> <li>• Wildfire</li> <li>• Cumulative Effects</li> <li>• Growth-Inducing Effects</li> </ul> |
|--|--|



The City has determined that the proposed project would have no impact on the following environmental topics, due to existing conditions of the city and surrounding area. These issues will therefore not be analyzed in the EIR.

- **Zoning for forest land.** Based on Salinas zoning map, there are no lands within the EIR Study Area containing land that can support forestland, timberland, or Timberland Production Zone.<sup>2</sup> Consequently, there would be no impacts with regard to zoning for forestry resources and this issue will not be discussed in the EIR.
- **Minerals resources.** The California Department of Conservation, Geological Survey classifies lands into Aggregate and Mineral Resource Zones (MRZs) based on guidelines adopted by the California State Mining and Geology Board, as mandated by the Surface Mining and Reclamation Act of 1974.<sup>3</sup> These MRZs identify whether known or inferred significant mineral resources are present in areas. The study area does not contain areas for mineral resources where there is adequate information indicating significant mineral deposits or the high likelihood of significant mineral deposits present.<sup>4, 5</sup> Therefore, there would be no impact with regard to the loss of a valuable mineral resource and this issue will not be discussed in the EIR.

When the Draft EIR is completed, it will be available for review at the following location: <https://www.visionsalinas.org/>

The City will issue a Notice of Availability of a Draft EIR at that time to inform the public and interested agencies, groups, and individuals of how to access the Draft EIR and provide comments.

### Figures:

Local and Regional Vicinity Map  
Draft Place Types



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Jonathan Moore, Community Development Department,  
Senior Planner

08/29/2023

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Date

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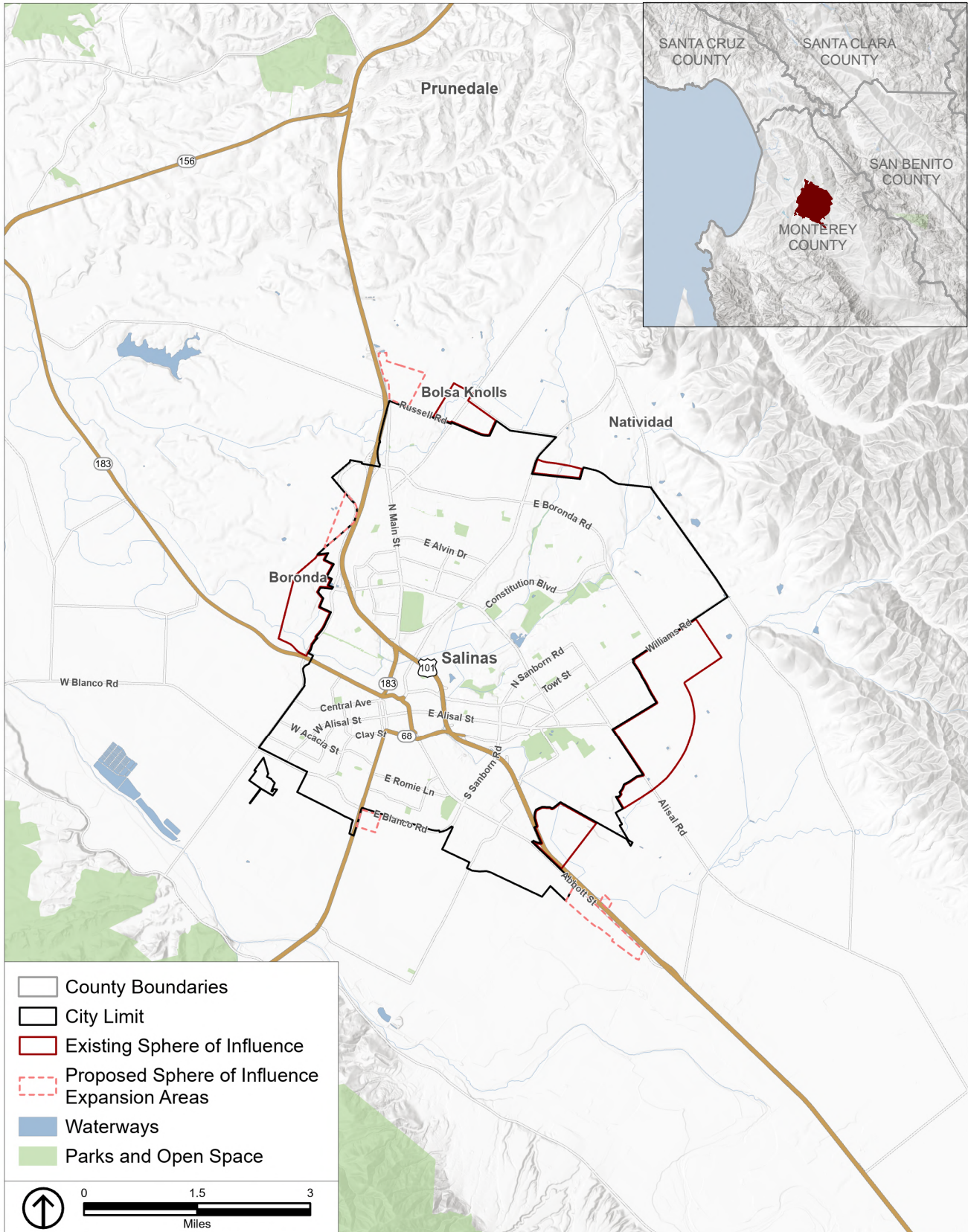
<sup>2</sup> City of Salinas, Official Zoning Map City of Salinas, <https://www.cityofsalinas.org/files/sharedassets/city/community-development/documents/salinaszoningmap.pdf>, accessed August 7, 2023.

<sup>3</sup> Public Resources Code, Division 2, Geology, Mines and Mining, Chapter 9, Surface Mining and Reclamation Act of 1975, Article 4, State Policy for the Reclamation of Mined Lands, Section 2762(a)(1).

<sup>4</sup> California Department of Conservation, 2016, Mines Online, <https://maps.conservation.ca.gov/mol/Index.html>, accessed August 7, 2023.

<sup>5</sup> Monterey County, 2004, Monterey County General Plan Update EIR, Exhibit 4.5.1 Mineral Resources. <https://www.co.monterey.ca.us/home/showpublisheddocument/43876/636386647688400000>, accessed August 7, 2023.

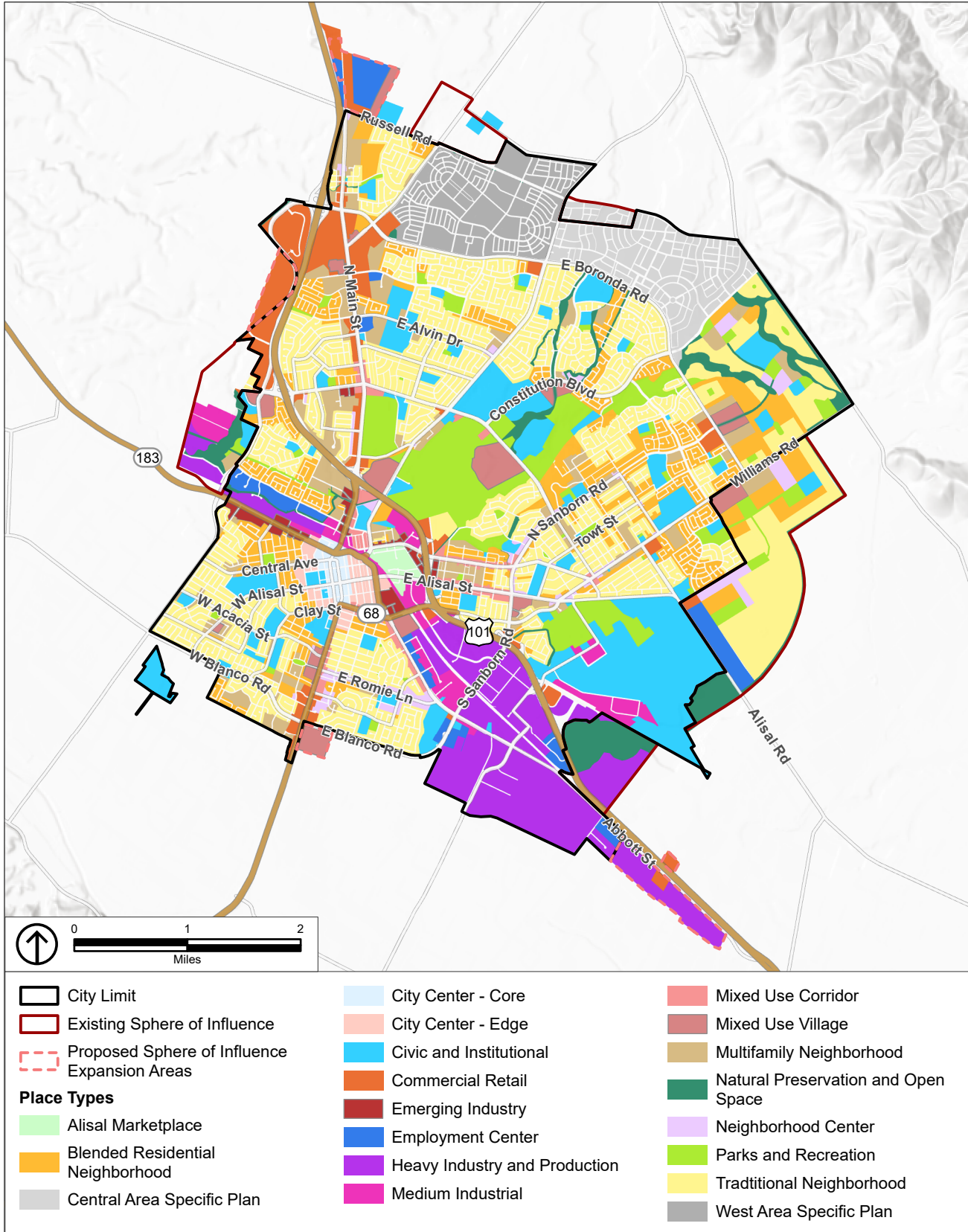
NOTICE OF PREPARATION



Source: City of Salinas, 2023; PlaceWorks, 2023.

Figure 1  
Local and Regional Vicinity Map







NOTICE OF PREPARATION








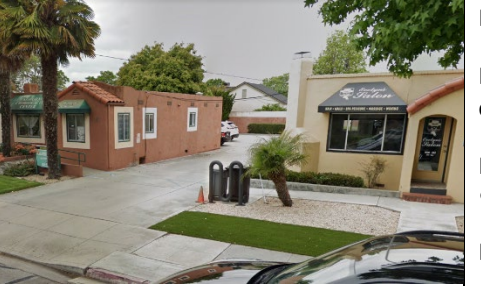


Source: City of Salinas, 2023; PlaceWorks, 2023.





**Figure 2**  
**Draft Place Types**






Draft Place Types Description Table

Category	Place Type	Description	Example Images		Common Uses/Development	Development Standards	Most Comparable Zoning
Open Space and Public Service	1. Natural Preservation and Open Space	This place type intends to protect natural resources in Salinas, such as creeks, floodways, habitats, and hillslope areas. May include improvements for limited recreation such as trails or benches.	 <p>Gabilan Creek</p>	 <p>Between Circle Dr. and N Madeira</p>	Open space ●●●●● Resource preservation ●●●●● Flood management/multi-use green infrastructure ●●●● Trails ●●	Development of buildings and structures not permitted.	Open Space (OS)
	2. Parks and Recreation	This place type provides a flexible designation for existing and future publicly- and privately-owned active recreation areas. Parks can range from neighborhood tot lots to large multipurpose sports facilities, with many active recreation uses in between.	 <p>Closter Park</p>	 <p>Natividad Creek Park</p>	Public parks ●●●●● Playgrounds ●●●●● Sports fields and courts ●●●● Recreation centers ●●● Trails ●●● Flood management/multi-use green infrastructure ●●● Community Gardens ●	Max 0.2 FAR	Parks (P)
	3. Civic and Institutional	This place type includes schools, recreation centers, senior centers, government offices, and hospitals, as well as the Salinas Airport. Some of these institutions require differing development standards to use space efficiently, including for associated housing, such as for school teachers and staff on school sites, which can include tiny homes and other alternative housing types.	 <p>El Gabilan Library</p>	 <p>Hartnell College - photo by "Sgerbic"</p>	Grade schools ●●●●● Government buildings ●●●●● College/post-secondary ●● Hospitals ●● Recreation, community, or senior centers ●● Residential ● Navigation center/permanent supportive housing ● Emergency Shelters●	Typically 2-3 stories, maximum 4 stories Max 1.0 FAR 15 to 30 DU/Acre for workforce/student housing only	Public/Semi-Public (PS)


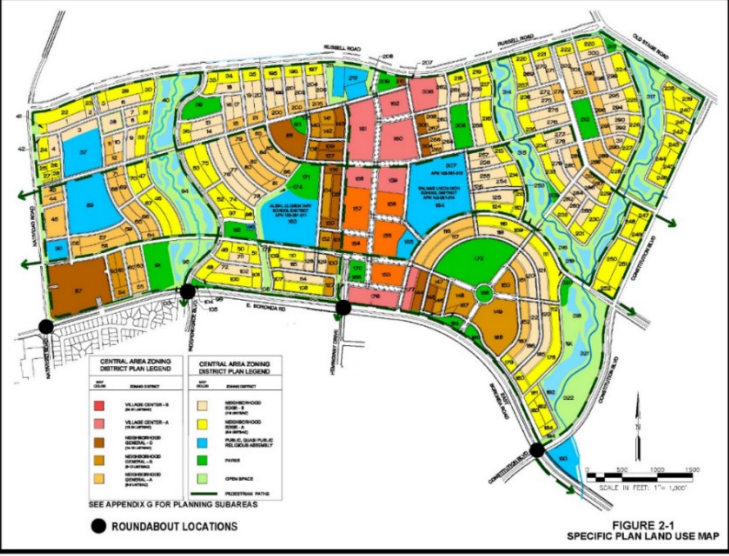

					Airport ●		
Residential	4. Traditional Neighborhood	These established neighborhoods include primarily detached single-family homes, accessory dwelling units, and small multifamily structures. Supporting uses include schools, neighborhood-serving parks, community/senior centers, and places of worship.	 Salinas home	 Salinas Accessory Dwelling Unit (ADU)	Single-family residential (detached homes, small lot homes) ●●●●● Small-scale multifamily units (accessory dwelling units, duplexes, bungalow courts) ●●● Education/worship/parks ●	1-2 stories. Scale and setbacks should be consistent with surrounding development. 6 to 12 DU/Acre	Residential – Low Density (R-L)
	5. Blended Residential Neighborhood	These residential areas generally have a mix of housing types, including duplexes and triplexes, small apartment buildings, courtyard bungalows, and townhomes. Supporting uses include schools, neighborhood-serving parks, community/senior centers, and places of worship. These areas are typically walkable to nearby commercial services.	 Bungalow court – Riker Street	 Salinas small apartment building – Riker Street	Multifamily (small apartment buildings, bungalow courts, townhomes, duplexes, and triplexes) ●●●●● Single-family residential ●● Education/worship/parks ●	1-3 stories. Scale and setbacks should be consistent with surrounding residential development. 12 to 20 DU/Acre	Residential – Medium Density (R-M)
	6. Multifamily Neighborhood	These areas feature apartment buildings large enough to support on-site community spaces, such as playgrounds and gardens, with supporting uses similar to other neighborhoods and commercial districts nearby, often along major roads.	 Haciendas apartments – Calle Cebu	 La Gloria apartments – E Market Street	Larger apartment and condominium developments ●●●●● Rowhomes/townhomes ●●● Education/worship/parks ● Navigation center/permanent supportive housing ●	2-5 stories. Provides opportunity to build higher than most existing residential structures and include more amenities on site. 20 to 40 DU/Acre	Residential – High Density (R-H)
	7. Neighborhood Center	These key intersections include commercial uses that provide a variety of services and a social hub for nearby residents. Buildings are encouraged to provide retail, dining, and service uses on ground floors with residences above, and horizontal mixed use with offices, personal services, and small-scale retail.	 Montana Avenue – Santa Monica	 Romie Lane	Retail and dining ●●●● Medical and professional offices ●●●● Personal services and offices ●●● Multifamily residential ●●● Vertical mix of uses ●●● Public gathering spaces ●	1-4 stories. Stacking of uses is encouraged. Opportunities exist to increase sidewalk width and build to sidewalk. 15 to 30 DU/Acre Max 1.0 FAR	Commercial Office/Residential (CO/R) Mixed Use – (MX)

Mixed Use	8. Mixed Use Corridor	These major thoroughfares feature a vertical mix of commercial activity, such as retail shopping centers, offices, and professional services with residential uses above.	 Fremont Boulevard – Fremont	 Lighthouse Avenue - Monterey	Vertical mix of uses ●●●●● Retail and dining ●●●●● Offices and services ●●●●● Multifamily residential ●●●●● Entertainment ●●● Hotels/lodging ●● Public gathering/open space ●	2-6 stories. New development should be oriented to the street, be accessible to pedestrians and transit riders, and include a mix uses to create a walkable and transit-friendly environment.  30 to 40 DU/Acre  Max 3.0 FAR (non-residential only)	Mixed Use (MX)  Mixed Arterial Frontage (MAF)
	9. Mixed Use Village	This place type is designed to accommodate both a vertical and horizontal mix of uses, often in clusters of multiple buildings in a planned development, or via redevelopment of big box retail centers. Mixed use villages should be well-integrated with surrounding development, including residential and commercial uses.	 Fruitvale Station – Oakland	 Constitution Blvd – Creekbridge Village	Mix of uses ●●●●● Retail and dining ●●●●● Offices and services ●●●●● Multifamily residential ●●●●● Entertainment ●●● Hotels/lodging ●● Public gathering/open space ●	1-6 stories. New development should be oriented to the street, be accessible to pedestrians, and include a mix uses to create a walkable environment.  30 to 50 DU/Acre  Max 1.0 FAR (non-residential only)	Mixed Use (MX)
	10. Commercial Retail	The Commercial Retail place type primarily provides for larger-scale stores, as well as restaurants and personal and business services. These uses are commonly located in local- and regional-serving shopping centers on major roads. This place type also allows for hotels and some multifamily housing.	 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 ●●●	1-4 stories. 15 to 30 DU/Acre  Max 0.5 FAR	Commercial Retail (CR)
	11. Employment Center	These areas with business parks, research and development laboratories, office clusters, and limited manufacturing include landscaping and design standards intended to buffer noise, traffic, and other impacts to be compatible with apartments and workforce housing.	 Abbot Street - Primecare	 Rossi Street and Quail Run	Office/business parks ●●●●● Research facilities ●●●●● Medical offices/labs ●●● Multifamily residential/workforce housing ●● Light industrial ●●	1-4 stories Max 2.0 FAR  15 to 30 DU/Acre  Includes form and screening/landscaping requirements to make compatible with adjacent residential development. Development often planned	Industrial - Business Park (IBP)  Industrial – General Commercial (IGC)  Commercial Office (CO)

Commercial/ Employment	12. Emerging Industry	These areas support a variety of light manufacturing, workshops, arts and crafts production, commercial kitchens, and other small-scale, lower-impact uses. This place type also accommodates live/work and supporting retail.	–  Office building – Santa Monica	 Industrial/business incubator/office building – Richmond	<ul style="list-style-type: none"> <li>Light industrial ●●●●</li> <li>Workshops ●●●●</li> <li>Maker space ●●●●</li> <li>Business incubators ●●●●</li> <li>Auto-repair ●●●</li> <li>Live/work ●●</li> <li>Retail ●</li> <li>Multifamily residential/workforce Housing●</li> </ul>	as a cohesive “campus” or business park. 1-4 stories Max 2.0 FAR 12 to 24 DU/Acre Includes form and screening/landscaping requirements to make compatible with residential.	Mixed Arterial Frontage (MAF) Industrial – General Commercial (IGC) <i>Light intensity</i>
	Industrial	13. Medium Industrial	The Medium Industrial place type provides for 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 impacts. In areas where this place type is adjacent to residential uses, there should be screening or a landscaped buffer between the uses.	 West Market Street	 Industrial building – San Luis Obispo	<ul style="list-style-type: none"> <li>Light manufacturing ●●●●</li> <li>Warehousing and distribution ●●●●</li> <li>Vehicle sales and repair ●●●●</li> <li>Wholesaling ●●●●</li> <li>Business parks ●</li> <li>Energy production ●</li> </ul>	1-2 stories Max 0.4 FAR
14. Heavy Industry and Production		These areas dedicated to intense manufacturing, distribution, freight, and other heavy industry and infrastructure are located near rail and highways for efficient movement of goods. They provide significant space for large-scale operations and other uses that may generate significant noise, odors, or other potential effects that require buffering from surrounding areas.	 Harkins Road	 Hansen Street	<ul style="list-style-type: none"> <li>Packing and shipping centers ●●●●●</li> <li>Plants and factories ●●●●●</li> <li>Warehousing and distribution ●●●●●</li> <li>Waste management/processing ●●●</li> <li>Auto salvage ●</li> <li>Energy production ●</li> </ul>	1-3 stories depending on internal production activities required for facility Max 0.5 FAR Includes buffering, landscaping, and green infrastructure to limit nuisances and environmental harm.	Industrial – General (IG) <i>Heavy Intensity</i>

Unique	<p><b>15. City Center</b></p> <p>a. Core</p> <p>b. Edge</p>	<p>The City Center place type is centered along the vibrant heart of Main Street in Salinas. This place type builds off the area’s strong historic character, while encouraging innovation, adaptive reuse, multi-story mixed use, and transit-oriented development, especially near the Intermodal Transit Center. The City Center Core area should feature the tallest buildings in Salinas, with development intensity tapering off in City Center Edge areas.</p>	 <p>South Main Street – Downtown Core</p>	 <p>East Alisal Street – Downtown Edge</p>	<p>Retail and dining ●●●●●</p> <p>Entertainment ●●●●</p> <p>Multifamily residential ●●●●●</p> <p>Office ●●●●</p> <p>Government ●●●●</p> <p>Hotels ●●</p> <p>Public gathering/open space ●</p>	<p>Core:</p> <p>1-8 stories</p> <p>Max 6.0 FAR</p> <p>30 to 80 DU/Acre</p> <p>Edge:</p> <p>1-5 stories</p> <p>Max 3.0 FAR</p> <p>20 to 40 DU/Acre</p>	<p>Mixed Use (MX) + Central City Overlay Downtown Core Area and Downtown Neighborhood Area</p>
	<p><b>16. Alisal Marketplace</b></p>	<p>This place type offers a major redevelopment opportunity to connect the City Center to the Alisal through a new walkable neighborhood that includes larger-scale residential, mixed use, civic, commercial, and even flexible light industrial development.</p>	 <p>Transit Oriented Development – Pleasant Hill BART Station Area</p>	 <p>Mixed use building – Berkeley</p>	 <p>Tannery Arts Center – Santa Cruz</p> <p>Source: Jscotannery.com</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>1-6 stories</p> <p>Max 4.0 FAR</p> <p>30 to 60 DU/Acre</p>



<p><b>Specific Plan Areas</b></p>	<p><b>17. West Area Specific Plan (WASP)</b></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 more than 4,300 housing units at 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><i>Set by specific plan adopted in 2019.</i></p>	<p><i>The WASP and CASP each have their own land use/zoning</i></p>
	<p><b>18. Central Area Specific Plan (CASP)</b></p>	<p>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.</p>	 <p>CASP 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>Library/fire station ●</p>	<p><i>Set by specific plan adopted in 2020.</i></p>	<p><i>The WASP and CASP each have their own land use/zoning</i></p>
	<p><b>19. East Area Specific Plan (multiple place types)</b></p>	<p>The Place Type Map shows this area as a complete neighborhood with mixed use nodes at key intersections, open space and recreation, and new education sites. Residential neighborhoods are made up of a mix of housing types with higher densities concentrated more along major roadways and intersections. The Natividad Creek corridor will also be preserved as a natural feature. A specific plan will refine the locations and types of planned land uses for the East Area.</p>	 <p>General Plan Land Use and Circulation Policy Map of the East Area</p>	<p>Low – medium density residential ●●●●●</p> <p>Parks and open space ●●●●</p> <p>Schools ●●●</p> <p>High density residential ●●</p> <p>Mixed use and commercial space ●●</p> <p>Civic and institutional ●</p>	<p><i>Set by future specific plan</i></p>	

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## Conservation & Open Space

### Recurring Themes:

- Maintain/repair libraries and recreation centers
- Maintain/repair parks
- Increase safety in parks/open space like trails (lighting, restrooms, community programs hosted in park facilities)
- Need community spaces for all ages (youth, adults, elders)
  - Spaces specifically targeted to teens (skate park, soccer, pool)
- Open-air gym/public exercise equipment in parks
- Recreational/sports programs for kids in parks
- More open green space (in new developments)
- More use of public facilities (Sherwood Hall, etc.)
- Need new recreation centers
- Pocket parks
- Invest in all parts of the city
- Clean waterways/drains to prevent flooding
- Green infrastructure throughout the city
- More walking and biking trails
- More trees throughout the city
- Combat pollution near open spaces
- Water conservation (turf, aquifer recharge, limit depletion of ground water reserves)
- Sustainability needs to be a priority
- Farmers market, community gardens
- Protect agricultural land from development
- Combat pollution from agriculture (pesticides and fertilizers into soil, water)
- Carr Lake project
- Limit CO2 emissions by improving built environment

## Open Space

**Goal COS-4: Provide, develop, and maintain ample parks, urban community spaces, and recreational facilities that offer a variety of recreational activities.**

Policy COS-4.1: Develop and maintain a high-quality park system that provides adequate space and facilities for a variety of recreational opportunities conveniently accessible to all existing and future Salinas Residents.

Action COS-4.1.1: Consider formation of special districts, issuance of bonds and other means for financing and maintaining large urban parks and special facilities serving all of Salinas.

Action COS-4.1.2: Require new residential development to provide land and/or fees to achieve a minimum of 3.0 acres per additional 1,000 population for developed public parklands for community or neighborhood parks.

Action COS-4.1.3: Encourage development of private outdoor and indoor commercial recreational facilities (e.g. Carr Lake, Soccer Complex, etc.) to expand community recreational opportunities and to fill unmet needs.

Action COS-4.1.4: Maximize the use of built and natural features to develop a citywide network of parks and open spaces with Carr Lake, Gabilan Creek and the Sherwood Park/Rodeo Grounds complex as essential elements of the open space network.

Policy COS 4.2: Promote equity in new and existing parks and recreation developments, renovations and programming.

Action COS-4.2.1: Plan park and recreation facilities in cooperation with concerned public and private agencies and organizations, particularly school districts and neighborhood residents.

Action COS-4.2.2: Identify the recreation needs of special user groups, such as the disabled and elderly, and address these in park and recreation facility development/improvements.

Action COS-4.2.3: Prioritize parks, other green space and recreation projects in underserved areas.

Action COS-4.2.4: Promote diverse opportunities for gathering, wellness and exercise in City parks and gathering spaces.

	<p>Action COS-4.2.5: In areas of high concentration of low-income families or where sufficient needs exist, consider assisting with the development of community facilities (e.g., youth and senior centers) to meet their special needs and provide space for necessary programs and activities.</p>
<p>Policy COS 4.3: Ensure parks and recreational spaces are accessible and promote active transportation.</p>	<p>Action COS-4.3.1: Link activity centers, recreational opportunities, transit nodes and other services to integrated trails network.</p> <p>Action COS-4.3.2: Develop and maintain an integrated system of open-space corridors and trails along utility easements, power-transmission-line rights-of-way, the reclamation ditch, stream banks, drainage-ways, slopes, and other natural features.</p> <p>Action COS-4.3.3: Consider the incorporation of sun and wind elements into park designs and existing public facilities.</p> <p>Action COS-4.3.4: Implement Streetscape Master Plan and other documents encouraging green space (trees, bioswales, etc.)</p>

## Arts, Culture and Youth

### Recurring themes

- Need more art, sports, and cultural programs for youth
  - Accessible to all incomes
  - Different mediums of art (music, dance, pottery)
- Use libraries to engage with youth
- More public art throughout the city (murals)
- A space for cultural meetings
- Help/scholarships for youth programs
- Opportunities/Spaces for local artists to showcase work
- Summer internship programs for youth
  - With City, hospitals, non-profits
- Indoor activities for kids
- Facilities targeted to youth (skate park, etc.)
- Better access to soccer complex, recreation centers, public spaces (mobility)
- After school activities for youth
- Access to art/culture (museums, concerts)
- Mental health resources for youth
- Outreach with at-risk youth
- More youth programs

## Arts, Culture & Youth

**Goal ACY-1: Support the recreational, educational, and social needs of residents through new and existing community facilities.**

Policy ACY-1.1: Maintain and continue to develop a high-quality library system that: enhances the cultural life of the community; is the repository of people's ideas, knowledge, and thoughts; and is the information center for the community.

Action ACY-1.1.1 - Provide library services and facilities that meet: The Library Plan of Service, The Library Department Mission, The State of California guidelines for library facilities, and The Library Commission's recommended standards of 0.5 square feet of public use space per capita and library services within 2 miles of every City resident.

Action ACY-1.1.2- Improve the library system by building at least two branch libraries and by expanding current library facilities, with interim expansion of service achieved through alternative means such as bookmobiles, portable buildings, and joint-use facilities.

Action ACY-1.1.3: Increase funding for programming that improve educational outcomes outside of school, such as library homework centers.

Action ACY-1.1.4: Support educational, recreational, and enrichment programming for all ages from youth to seniors.

Action ACY-1.1.5: Ensure programming includes language accessibility.

Policy ACY-1.3: As the City grows, the need for additional neighborhood, senior, youth, and day-care centers should be evaluated, and facilities provided as needed.

Action ACY-1.3.1: In areas of high concentration of low-income families or where sufficient needs exist, consider assisting with the development of community facilities (e.g., youth and senior centers) to meet their special needs and provide space for necessary programs and activities.

Action ACY-1.3.4: Increase use of community facilities and programming by removing barriers to participation.

Action ACY-1.3.5: Work with Monterey Salinas Transit to provide transit routes to serve new community and institutional facilities.

<b>Goal ACY-2: Promote public art, culture, and creative expression in a manner that fosters community pride.</b>	
Policy ACY-2.1: Support culturally relevant public art and events that offer all City residents the opportunity to experience art.	<p>Action ACY-2.1.1: Establish arts and culture districts throughout the City.</p> <p>Action ACY-2.1.2: Offer training opportunities and capacity building for artists to apply for competitive grants.</p> <p>Action ACY-2.1.4: Provide resources to allow artists showcase art, and live and work in Salinas.</p> <p>Action ACY-2.1.5: Promote culture, art, identity and history of Salinas’ unique neighborhoods through context and place-sensitive design.</p> <p>Action ACY-2.1.6: Work with local artists, Public Art Commission, and art interest groups to expand murals and public art throughout the City.</p>
<b>Goal ACY-3: Support Youth Leadership and Development.</b>	
Policy ACY-3.1: Promote Healthy Youth Development Through Intentional Investment in support and Resources.	<p>Action ACY-3.1.1: Work with local school districts and other educational organizations to promote youth leadership development.</p> <p>Action ACY- 3.1.2: Support the development and operation of community centers and recreation facilities as a pre-emptive strategy to reduce youth related crime.</p> <p>Action ACY- 3.1.3: Create partnerships to offer a range of personal and professional no-cost programming (music, dance, poetry, etc.) and internship opportunities for youth.</p> <p>Action ACY- 3.1.3: Promote and formalize youth participation in City and community decision-making with the creation of a Youth Commission.</p> <p>Action ACY- 3.1.4: Work with community-based organizations and Monterey Health Department to help support outreach youth.</p>



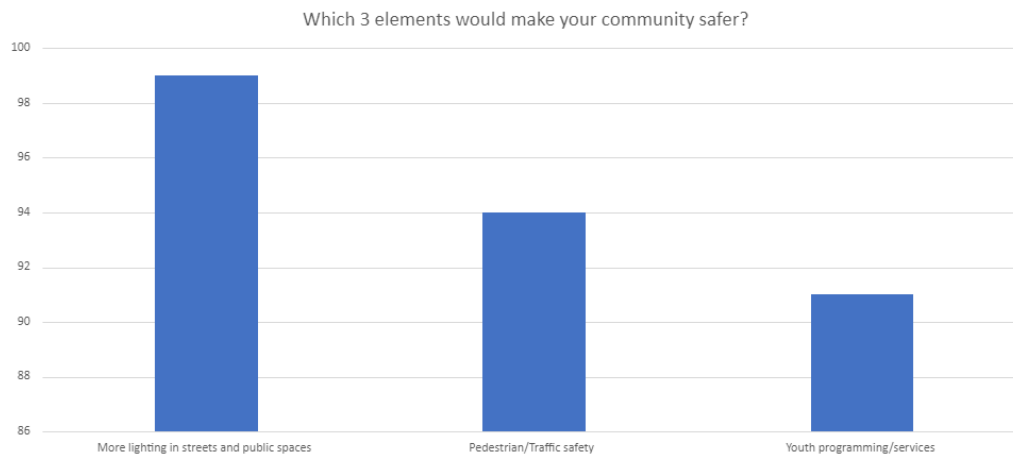


## Public Safety Outreach Results

Total community members reached: 500+

### Pop Up Safety Results

- Which 3 elements would make our community safer?
  - More lighting in streets and public spaces
  - More fire/police services (traffic enforcement, trainings, safe zone exchanges, etc.)
  - Pedestrian/traffic safety
  - Housing assistance and community spaces
  - Mobile Crisis Team (mental health support)
  - Youth programming services
- 4 pop-up activities
  - Sherwood Hall- State of the City
  - El Dorado Park - Tenants' Right's Meeting
  - Sherwood School - Hebbbron Center Meeting
  - Sacred Heart Church - COPA Housing Academy
- 150 respondents



### Public Safety Workshop

Feedback Source: Public Safety Meeting Breakout Groups (3/28 & 3/29) (78 participants)

Recurring themes:

#### **Community Conflict Resolution and Crime Prevention**

- Communicate/establish relationships with businesses/commercial
- Have more communication and connections with neighbors
- Have trainings in Spanish to be better prepared in case of natural disasters and crime
- Programs for parents on how to help our children to prevent violence
- After school programs that are free and accessible

- Indigenous/Spanish resources--need to communicate in multiple language
- Teach classes on how to strategically live in crowded conditions
- More community events—National Night Out, Ciclovía, etc.
- CHW model for safety (neighborhood watch)
- Community first aid and CPR courses (collaborate with schools)

### **CPTED**

- More public lighting
- Programs for youth in schools and community centers
- Have lighting in parks and that are nice looking
- Maintain parks and gardens to eliminate dangers to the those who use them
- Maintain the streets, more pedestrian crossings and speed reducers
- Safe, well-funded schools
- More community spaces
- Cameras in the stop lights that function and are maintained
- Setting up a raceway for legal racing/outlets for cultural practices like low riders

### **Fire and Police Services**

- More police surveillance
- A more united society, free of discrimination. Have more confidence with the police force
- The police should accept anonymous calls so that the community is not scared to report crimes
- Remove the language barrier in all departments of the city since most of the residents are Spanish speaking
- A police department that has capability and that is completely staffed
- Firefighter and police services that respond faster to emergencies
- Engage more with the community
- Quick response: less interrogation, no discrimination, gender language
- Uniforms can be intimidating
- Mental health resources for fire/police officers
- Education on what to do when firetruck is on road

### **Police Response Alternatives**

- Programs for youth to combat crime
- Have resources like youth centers
- Response alternatives, have social workers that are well prepared (bilingual)
- More help for mental crisis, more collaborations with health departments
- Programs for people living on the streets, plus community outreach service programs
- Halfway house for runaway youth, safe space to go to prevent homelessness, run by social workers/not probation

- Youth outreach positions for violence at-risk/Gang prevention
- Alternative response models
- Police response alternatives: mobile crisis unit, out community is in strong need of mental health awareness and other response aside from police regardless of training people still fear them and don't feel safe—escalates the situation
- Family Justice Center (victims of domestic violence) --center that includes all resources necessary to help victims
- Mental health workers need to feel safe

### **Public Safety Survey**

Feedback source: CCA Public Safety Survey (273 participants)

Recurring Themes/Top Responses:

*What three elements would make your community safer?*

- More lighting on the streets and in public places
- More police/fire services
- Programs and services for youth

*What are the major problems in your community?*

- Robberies (auto/car)
- Disorderly youth
- School safety
- Vandalism/graffiti
- Gang activity
- Gun violence
- Problems related to the homeless

*Do you feel safe in your community?*

- More or less

*What is "public safety" to you?*

- To feel safe outside in your neighborhood. Less housing insecurity. More police involvement in the community.

*In the past 12 months have you had an interaction with the police? Was it negative or positive?*

- No interaction

*Do you feel safe asking for help from the police?*

- Yes

*If you don't feel comfortable asking for help, what could the police do to make you feel more comfortable?*

- Accept anonymous calls/tips. Don't ask so many personal or unnecessary questions. Respond to calls quickly. Speak Spanish/be bilingual.

*Would you be willing to work the police to resolve issues in your community?*

- Not sure

*Additional comments:*

- More safety in schools and for our youth.

## Public Safety Element

**Goal PS-1: Continue to play a central role in the creation and maintenance of a community that resolves its problems in non-violent ways.**

### Community Conflict Resolution & Violence Prevention

<p>Policy PS-1.1: Improve community safety and health through civic engagement and relationship building.</p>	<p>Action PS-1.1.1: Create opportunities to build more trusting and transparent relationships between the community, <b>businesses</b> and public safety officers to enhance collaboration and strengthen community safety, inclusion, and engagement.</p> <p>Action PS-1.1.2: Ensure language inclusivity (including indigenous languages) to increase communication and connections with community members.</p> <p>Action PS-1.1.3: Support and facilitate youth and resident led community events like National Night Out and Ciclovía.</p> <p>Action PS-1.1.5: Convene residents, community organizations, schools, and the County to improve the criminal justice system.</p>
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### Police Response Alternatives

<p>Policy PS-1.2: Implement alternative policing methods, Community Policing, youth programs and crime awareness public education programs to reduce the incidence of crime within Salinas.</p>	<p>Action PS-1.2.1: Promote neighborhood cohesion programs, and Neighborhood Watch programs to reduce the risk of criminal activity.</p> <p>Action PS-1.2.2: Support after school programs and other youth programs/activities (e.g., Explorer Program, outreach positions for at-risk youth, etc.)</p> <p>Action PS-1.2.3: Offer crime/violence prevention trainings/programs.</p>
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	<p>Action PS-1.2.4: Collaborate with regional partners to explore the creation of a mobile crisis unit that prioritizes mental health support.</p> <p>Action PS-1.2.5: Work with Salinas Outreach and Response Team to support engagement/communication with unhoused residents.</p>
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**Goal PS-2: Provide effective and responsive police and fire services to ensure a safe and vibrant community.**

**Fire & Police Services**

<p>Policy PS-2.1: Ensure Salinas’ residents have effective and responsive fire, EMS, and police services.</p>	<p>Action PS-2.1.1: Address staffing needs by:</p> <ul style="list-style-type: none"> <li>*Adding additional response units during periods of high incident activity;</li> <li>*Adding additional battalion chief(s) per shift;</li> <li>*Plan for the addition of facilities and staff in future growth areas;</li> <li>*Exploring opportunities to reduce response workload;</li> <li>*Addressing administrative and support staff needs.</li> </ul> <p>Action PS-2.1.2: Offer mental health/emotional support services for fire/police officers.</p> <p>Action PS-2.1.3: Encourage capacity building and trainings for staff.</p> <p>Action PS-2.2.4: Ensure roads can accommodate fire protection equipment and other emergency vehicles.</p> <p>Action PS-2.2.5: Update traffic signal pre-emption equipment to help improve response times.</p>
<p>Policy PS- 2.2: Improve facilities and access to equipment and technology.</p>	<p>Action PS-2.2.1: Seek funding to modernize fire facilities to help improve work conditions and response times.</p>

	<p>Action PS- 2.2.2: Extend use of cameras at intersections and high traffic public spaces.</p> <p>Action PS- 2.2.3: Seek funding opportunities to purchase new and improved fire/police equipment.</p>
<p>Policy PS- 2.3: Fire/PD collaboration with other City departments and outside agencies/organizations to help improve the built environment and connect residents to services.</p>	<p>Action PS-2.3.1: Work with the Community Development Department to assist community members with housing/shelter needs.</p> <p>Action PS-2.3.2: Work with Code Enforcement to help mitigate safety concerns due to overcrowding.</p> <p>Action PS-2.3.3: Support Public Works with active transportation projects to ensure pedestrian and traffic safety.</p> <p>Action PS-2.3.4: Work with County of Monterey and other agencies to connect residents with mental health, social, domestic violence support and other services.</p> <p>Action- prioritizing public spaces? Parks/Closter Park.</p>
<p>Policy PS- 2.4: Provide a range of fire/police services to support community education and non-emergency situations.</p>	<p>Action PS-2.4.1: Seek funding opportunities to support local schools with first aid and safety trainings/demonstrations.</p> <p>Action PS-2.4.2: Continue to promote Safe Zone Exchange and work with community to identify additional programmatic needs.</p> <p>Action PS-2.4.3: Increase public education related to home fire safety and prevention.</p> <p>Action PS-2.4.4: Promote the use of the Salinas Police Department anonymous tip line.</p>



**Goal PS-3: Create a safer community through the use of design techniques for existing spaces, new developments and reuse/revitalization projects.**

**Crime Prevention through Environmental Design (CPTED)**

<p>Policy PS-3.1: Promote the use of Crime Prevention through Environmental Design techniques/strategies.</p>	<p>Action PS-3.1.1: Encourage physical features that improve building visibility, as well as well-marked entrances and exits, proper lighting, and landscape design to improve or limit access to certain areas.</p> <p>Action PS-3.1.2: Create welcoming and accessible community spaces with both safety and design features (e.g., signage, public art, large planters/boulders to discourage vehicles, etc.)</p> <p>Action PS-3.1.3: Ensure repair and general upkeep of neighborhoods, debris, trash and graffiti removal, and street, lighting and sidewalk repairs.</p>
<p>Policy PS-3.2: Cultivate a safe and clean neighborhood environment in which residents, employees, and visitors feel comfortable and safe at all times.</p>	<p>Action PS-3.2.1: Ensure that streets, sidewalks, and public spaces are clean and well maintained.</p> <p>Action PS-3.2.2: Maintain and improve lighting in parks.</p> <p>Action PS-3.1.4: Install infrastructure improvements that increase pedestrian and traffic safety.</p>

# Draft Economic Development Element Goals, Policies, Actions

Revised 9/19/2023

**Topic: Maintaining a strong agricultural industry while diversifying the local economy**

**Goal ED-1: Support a diverse economy that provides jobs responsive to the future while promoting the continued economic success of the Salinas Valley as the premier center of agricultural productivity and technological advancement in the fresh food/produce sector.**

Policy	Actions
<p>Policy ED-1.1: Encourage economic expansion and diversification in the high-tech sector and other industries that are ecologically compatible with Salinas and that promote stable, year-round higher paying employment opportunities.</p>	<p>ED-1.1.1: Promote training and educational opportunities to encourage a diverse and educated workforce and the upward mobility of the City's residents.</p> <p>ED-1.1.2: Maintain a competitive supply of sites for businesses and manufacturers associated with high technology and light manufacturing industries.</p> <p>ED-1.1.3: Undertake and maintain a comprehensive marketing program to change the misperception and false image of Salinas as being an unsafe place to visit, live and work.</p>
<p>Policy ED-1.2: Maintain and enhance Salinas and the Salinas Valley as the premier center of agricultural productivity and technological advancement in the fresh food/produce sector.</p>	<p>ED-1.2.1: Partner with the County and communities of Monterey County to facilitate growth of the agricultural cluster supply chain in Salinas and the Salinas Valley.</p> <p>ED-1.2.2: Invest in a coordinated program that attracts investment capital and research activity in agricultural technology to Salinas and the Salinas Valley.</p> <p>ED-1.2.3: Ensure supply of industrial land use space is adequate for agriculture business expansion by facilitating realization of the Ag Industrial Center through an Enhanced Infrastructure Financing District and other support.</p> <p>ED-1.2.4: Build a stronger direct relationship between the City and industry stakeholders</p>

	<p>to keep informed of ag business and facility needs. Consider creating an ag liaison position.</p> <p>ED-1.2.5: Address critical infrastructure issues affecting the ag industry, including freight transportation, water availability, and wastewater treatment.</p> <p>ED-1.2.6: Assist ag industry with identifying paths to modernizing existing facilities to keep businesses in Salinas.</p> <p>ED-1.2.7: Work with the industry to reduce climate impacts and adapt to changes such as increased temperatures, volatile precipitation, water supply threats, and increased pests.</p> <p>ED-1.2.8: Promote capacity building/trainings for existing workforce to ensure upward mobility in ag tech sector.</p>
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**Topic: Business Development**

**Goal ED-2: Foster business creation, retention, expansion, and attraction to create a critical mass of economic activity across the city.**

Policy	Action
<p>ED-2.1: Ensure that existing businesses have access to the resources and services they need to prosper and expand in Salinas.</p>	<p>ED-2.1.1: Develop and maintain a business retention and expansion program, including a menu of incentives and City services available to existing businesses to help facilitate growth and expansion.</p> <p>ED-2.1.2: Work with businesses that are not up to code to make improvements that ensure code compliance, health, and safety.</p>
<p>ED-2.2: Support new business development and attraction in Salinas and promote entrepreneurship and business innovation.</p>	<p>ED-2.2.1: Employ a proactive business attraction strategy to add complementary and new businesses to the City.</p>

	<p>ED-2.2.2: Identify vacant and/or underutilized buildings that could be used as incubator spaces for innovative business models that nurture entrepreneurship and attract home grown businesses.</p> <p>ED-2.2.3: Leverage local agriculture, food, and non-profit resources to create entrepreneurial development, microlending, and job opportunities.</p> <p>ED-2.2.4: Increase the flexibility of the Zoning Code to foster economic development and business innovation.</p>
<p>ED-2.3: Build strong relationships between the City and business/commercial property owners.</p>	<p>ED-2.3.1: Continue Business Navigator positions as a point of contact in the city to assist new and existing businesses through regulatory processes and to share knowledge of accessible and affordable resources, training programs, and funding opportunities to support business creation, retention, and expansion.</p> <p>ED-2.3.2: Continue streamlining and simplifying the business licensing and permitting process.</p> <p>ED-2.3.3: Create accessible spaces for dialogue for business owners can voice concerns, ask questions and share comments with City staff (e.g., Cafecitos).</p> <p>ED-2.3.4: Explore options to support commercial renters.</p>
<p>ED-2.4: Increase access to capital for all stages of business growth.</p>	<p>ED-2.4.1: Collaborate with community organizations and financial institutions to assist entrepreneurs and existing business owners with identifying and applying for appropriate products (loans, grants, etc.) to meet their business stage needs.</p>

	<p>ED-2.4.2: Activate existing loan programs (with flexible terms), identify funding gaps, and establish a microloan program.</p> <p>ED-2.4.3: Provide multilingual financial literacy education through workshops covering lender approval process and requirements.</p> <p>ED-2.4.4: Explore loan programs offered to undocumented business owners.</p> <p>ED-2.4.5: Increase community outreach about capital opportunities and explore new partnerships with educational institutions (Hartnell, Adult Ed, etc.) for outreach.</p>
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**Topic: Workforce Development**

**Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.**

Policy	Actions
ED-3.1: Increase Access to Education and Vocational Training Programs for youth and adult learners to improve economic security.	<p>ED-3.1.1: Partner with local and regional educational institutions and nonprofit organizations to increase the number of high school graduates, literate adults, and completed general education development (GED) or vocational programs to increase job readiness skills and opportunities. Integrate adult learning programming, such as GED courses and English as a Second Language (ESL) classes, into vocational training and workforce development programs.</p> <p>Action ED-3.1.2: Encourage educational institutions and workforce development programs to expand and create new educational and training programming based on employer/industry needs.</p> <p>Action ED-3.1.3: Create or recruit new job training programs (e.g., JobCorps) to connect existing and future residents with job</p>

	<p>opportunities and to satisfy the needs of local industry.</p> <p>Action ED-3.1.4: Continue support of non-profit organizations working with youth programs focused on career exploration and job readiness (e.g. Digital Nest, Rancho Cielo, Girls Inc., etc.).</p> <p>Action ED-3.1.5: Support workforce development training for green economy and climate adaptation jobs.</p>
<p>Policy ED-3.2: Promote economic security by providing access to economic opportunities for all workers and households in the community.</p>	<p>ED-3.2.1: Acknowledge that individual income and wealth is the strongest predictor of health and well-being and strive to increase incomes among the lowest-income groups in Salinas.</p> <p>ED-3.2.2: Support organizations that assist the homeless, undocumented immigrants, displaced agricultural workers, the formerly incarcerated, and other marginalized populations find employment and become self-sufficient.</p> <p>Action ED-3.2.3: Seek to increase the number of professional-level jobs that offer family-supportive wages, paid sick days, and health care insurance, and protect worker safety, so college-educated residents can find appropriate jobs in their home city.</p> <p>Action ED-3.2.4: Prioritize employment opportunities for Salinas’ residents through tools such as community benefit agreements, employer incentives, and local preference policies.</p>
<p>Policy ED-3.3: Empower citizens to take an active role in neighborhood revitalization.</p>	<p>ED-3.3.1: Promote the establishment of a system of neighborhood-level resident representation to empower/engage local neighborhoods in their own revitalization process.</p>

	<p>ED-3.3.2: In collaboration with neighborhood representatives and/ or other community groups and organizations, leverage the use of technology to promote low-cost, short-term activities that may lead to long-term economic change.</p> <p>ED-3.3.3: Support the emotional well-being of residents by creating safe opportunities for residents to connect with their neighbors, especially when they are from a different culture or background.</p>
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**Topic: Retail/Entertainment/Tourism**

**Goal ED-4: Enhance retail, entertainment, and tourism opportunities throughout the City.**

Policy	Action
<p>ED-4.1: Enhance marketing, promotion, and branding efforts and develop a City-wide retail strategy to combat sales tax leakage.</p>	<p>ED-4.1.1: Promote the City’s unique neighborhoods as cultural, arts, and shopping destinations.</p> <p>ED-4.1.2: Attract new retail development that will expand the variety and quality of goods and services for existing residents without harming existing, locally-owned businesses.</p> <p>ED-4.1.3: Develop a branding and marketing strategy that promotes Salinas as a culture, art, and retail destination.</p>
<p>ED-4.2: Enhance tourism opportunities by promoting Salinas’ history, cultural diversity, and positive attributes.</p>	<p>ED-4.2.1: Create destination-based and identifiable place-themed districts within the community for agriculture, business and technology, marketplace/shopping activities, tourism, entertainment, recreation, food and wine, cultural, and historic resources.</p> <p>ED-4.2.2: Support the creation of key cultural spaces to bring visitors to Salinas.</p>

**Topic: Corridor improvement**

**Goal ED-5: Coordinate public and private investment along disinvested commercial corridors.**

Policy	Action
<p>ED-5.1: Improve the appearance, <b>accessibility</b> and cleanliness of the city and its commercial corridors.</p>	<p>ED-5.1.1: Establish a consistent corridor maintenance program and tailored design guidelines to improve appearance, create district identity, and increase safety.</p> <p>ED-5.1.2: Incentivize owners and merchants to invest in property maintenance and improvements. The City will also evaluate potential revenue streams to support consistent corridor maintenance.</p> <p>ED 5.1.3: Establish and fund a façade improvement program that incentives alignment with City design guidelines/district identity (e.g. 50/50, Jazz Up programs).</p> <p>ED 5.1.4: Support business owners with navigating code issues and assist to ensure compliance.</p> <p>ED 5.1.5: Facilitate ADA compliance and streamline process by offering ADA checklist, info packet, and trainings.</p> <p>ED 5.1.6: Explore grants to facilitate ADA upgrades and compliance.</p>