

Work Plan LUC 2025-2026

Land Use Committee

Accomplishments FY Dec 24/25

Housing

To the extent possible, monitored the status of proposed new transit-oriented density housing on city parking lots in Downtown Salinas and the exclusive negotiating agreement toward approval of those parcels.

Highlighted how the City of Salinas has advanced towards its Regional Housing Needs Allocation (RHNA) goals through adaptive reuse development in the Downtown.

Downtown Parking Facility

Continued interaction with County of Monterey and City of Salinas officials in the planning stages for a potential Downtown Parking Facility adjacent to the County Government Center, as indicated in the Downtown Vibrancy Plan.

Parking Management District

Collected records from dozens of other California cities related to their Downtown Parking management programs and discussed the possible approach and timing for a parking study with City planning staff.

Intermodal Transportation Center

Continued to track the status of the Salinas Kick-Start Project Phases 2 and 3, as well as the initiation of planning for the Parajo station, toward the ultimate goal of commuter trains between Salinas and the South Bay (and beyond). Participate in the MST Alisal BRT TAC (Monterey Salinas Transit Alisal Bus Rapid Transit Technical Advisory Committee.)

Permit Reform

Worked in a coalition with other business organizations to monitor the city's permit process and provide input for improvements through a Business Development Committee.

Accurate Assessment of Vacancies

Directed the SCCIA district coordinator to create and maintain an accurate record of who owns properties and operates businesses within the Salinas Community Benefit District, in order to identify vacancies and consider a plan to get those vacancies filled.

Traffic Issues

Maintained communication with the Public Works Department on evaluation of the diagonal “scramble” crosswalks and how they affect traffic flow and pedestrian behavior.

Outdoor Dining

Monitored the city’s development and promotion of a permit program and financial assistance for outdoor dining.

Salinas Arch Maintenance

Continued cooperation with SCCIA and Salinas Rotary to maintain the Salinas Rotary Arch and implement a plan for quick removal of graffiti using appropriate methods, and other maintenance issues.

Economic Development Element

Continued to participate and monitor the EDE and General Plan Update.

Goals FY Dec 25/26

1. Support and Advocate for Continued Implementation of the Downtown Vibrancy Plan – maintain a list of what in the Downtown Vibrancy Plan has been completed, what is in the process of being done, and what still remains to be done. Continue to highlight the relationship of the Downtown Vibrancy Plan to other plans, such as the Economic Development Element of the General Plan, the Alisal Vibrancy Plan, the Chinatown Revitalization Plan, and others.
2. Achieve a Revenue-Neutral, Vibrancy-Oriented, Publicly-Accountable Parking Management Program – develop and implement a comprehensive plan for a public-private Downtown Parking Management District, for the purpose of reducing parking frustrations for customers, merchants, employees, and other businesses while generating revenue that pays expenditures for adequate, quality operations and maintenance in the District.
3. Pursue Public and Private Policies that Promote and Highlight Historical, Cultural, and Aesthetic Aspects of Downtown Salinas – emphasize the distinctive buildings, facades, and cultural and historical elements of Downtown through initiatives including a Vintage Sign Ordinance and a facade illumination program, so residents of the region, visitors from outside the region, and business owners choose Downtown as a destination. Work with the California Welcome Center, the First Mayor’s House, the Heritage Park organization, the UC Valleys of Anza project, the Historic Resources Board, and other groups dedicated to historic preservation and promotion.
4. Improve the Permit Process to Encourage Commercial and Residential Development – continue active participation in a coalition of business groups currently known as the Business Development Committee to review and recommend improvement to the permit process, including proper assessment of traffic impact fees and reasonable review of planning, building and sign applications within SCCIA Boundaries.

5. Prevent Property Neglect and Blight – monitor and report dilapidated vacant buildings for potential City enforcement action, track short-term commercial vacancies, and encourage building owners to activate long-term commercial vacancies.
6. Monitor:
 1. Operations of Downtown Events and recommend policies and changes as necessary to relevant parties.
 2. Diagonal scramble crosswalks at the intersection of Main Street and Alisal Street and work with the City of Salinas for solutions to traffic backups that occur there at certain times.
 3. Others as needed may develop.
7. Seek Grants to Provide Expertise or Resources to the Land Use Committee in Advancing the Downtown Vibrancy Plan:
 1. Expand the vision of Downtown by obtaining advice, studies and models from outside experts and by seeking analysis of projects and programs that increase vibrancy in other downtown districts in California and elsewhere.
 2. Study Downtown streets to reduce speeds, improve circulation and pedestrian safety, and broaden parking options.
 3. Others as needed may develop.