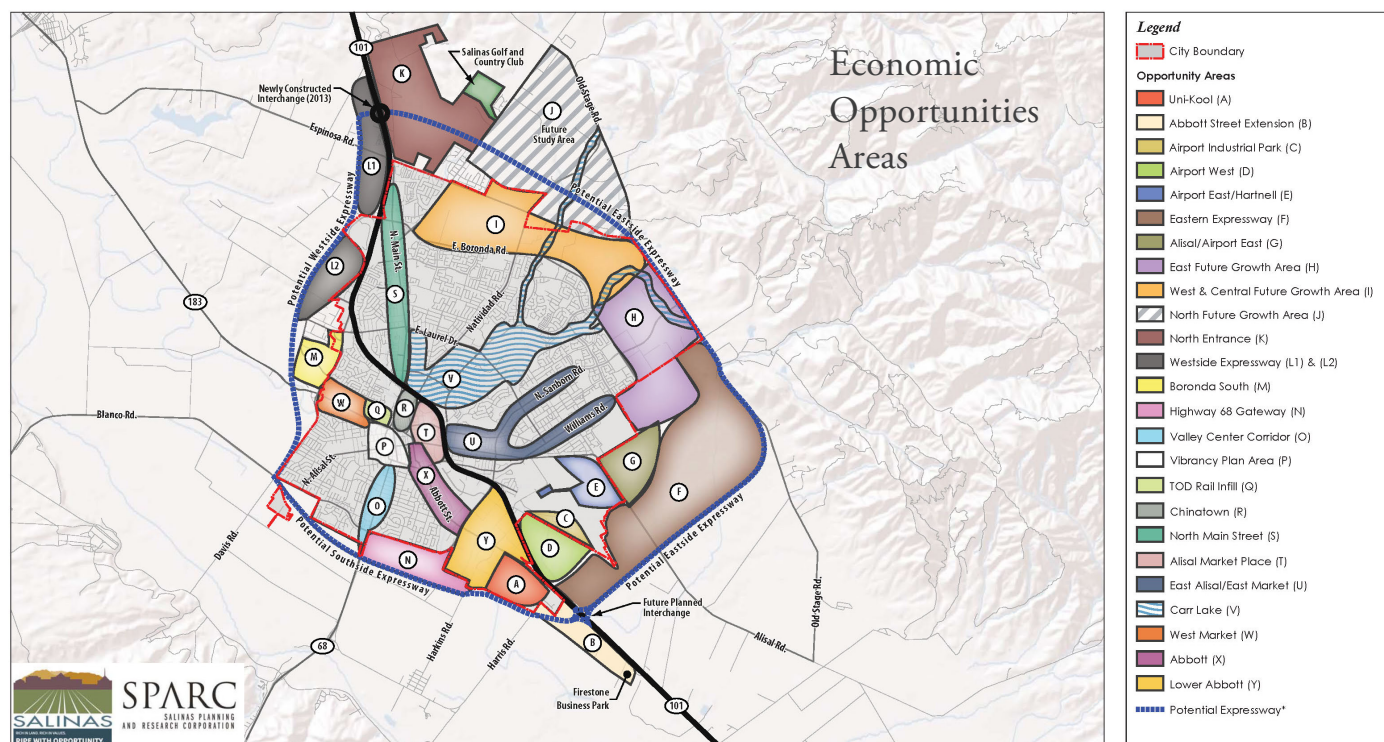


# CITY OF SALINAS ECONOMIC DEVELOPMENT ELEMENT AND ENVIRONMENTAL IMPACT REPORT



**Award-winning Project: Economic Planning and Development Award of Excellence, American Planning Association California Chapter, Northern Section (2015); Economic Planning and Development Award of Merit, American Planning Association California Chapter (2015)**

EMC Planning Group, in coordination with Salinas Planning and Research Corporation and the City of Salinas, prepared an economic development element for integration into the City's general plan. EMC Planning Group led a team of interdisciplinary consultants including economic development, public outreach, and urban design specialists. The primary components of the process included economic development visioning, an extensive public outreach effort, analysis of existing and future development market conditions, evaluation of opportunities and constraints (planning, policy, natural resources, environmental), preparation of an economic development vision map, and preparation of the economic development element.

The economic development vision focuses on safety, jobs, and health. The economic development strategy guides the City's economic development efforts and land use decisions, with the end goal of promoting business retention and creation, generating employment opportunities, facilitating workforce development, and enhancing quality of life for the City's residents. As a part of the economic development element EMC Planning Group prepared a program EIR to address the impacts of developing the target areas with a mix of retail, business park, and industrial uses. The primary potential environmental impacts Major environmental issues included traffic and circulation, conversion of Important Farmland,

**Location**  
Salinas, CA

**Client**  
City of Salinas  
200 Lincoln Avenue  
Salinas, CA 93901  
831.758.7831

**Year Completed**  
2014

**Budget**  
\$328,577.50

# CITY OF SALINAS ECONOMIC DEVELOPMENT ELEMENT AND ENVIRONMENTAL IMPACT REPORT



## (Continued)

water supply adequacy, air quality, greenhouse gases, noise, land use (consistency with the 2002 Salinas General Plan), growth-inducing impacts, and alternatives. On April 21, 2015 the Salinas Economic Development Element received an American Planning Association, Northern California Chapter Award of Excellence in the category of economic development. The economic development element was adopted by the City in 2017.