Attachment 3

City of Salinas Housing Element Update 2023-2031

VISIÓN SALINAS 2040

WHAT IS THE HOUSING ELEMENT?

- Required part of the General Plan
- Establishes the City's goals and policies for addressing housing needs
- Updated every eight years. Must be reviewed and certified by the State Department of Housing and Community Development (HCD)
- **Implements Regional Housing Needs Allocation** (RHNA)

CITY'S ROLE IN HOUSING

- Create the environment for housing production (rules, procedures, incentives)
- Housing programs
- Monitoring safety – code enforcement
- Grant/gap funding and special projects
- **But not a housing developer**

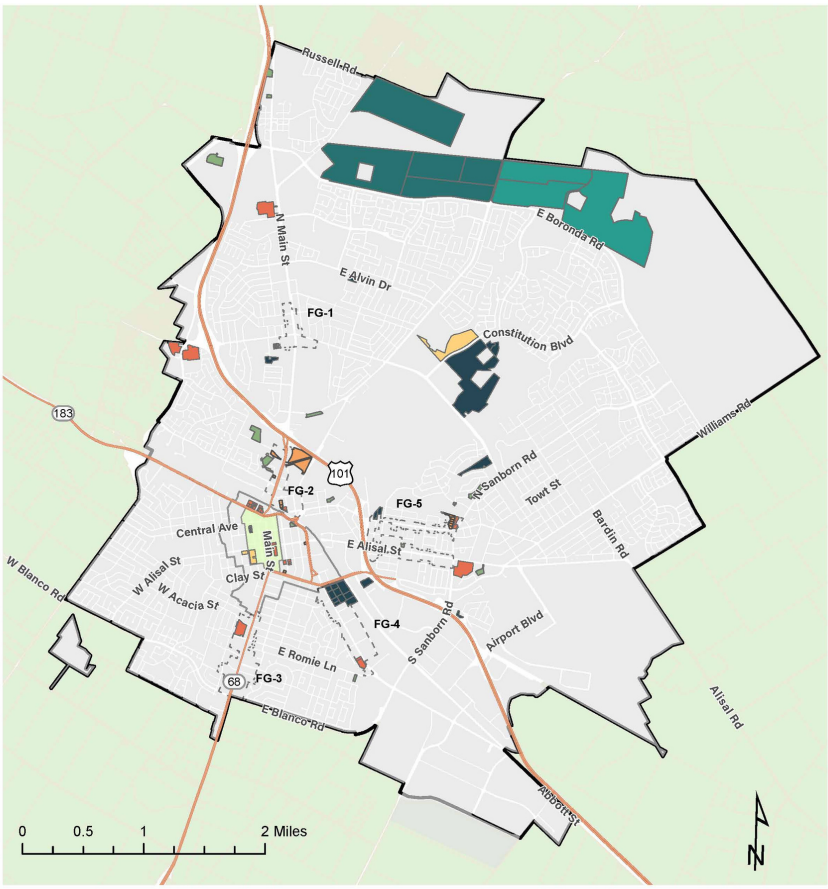
RHNA: *6,674

Salinas 2023-2031 RHNA by Income Level

Very Low	920
Low	600
Moderate	1,692
Above Moderate	3,462

***RHNA is the number of homes the City of Salinas is required to plan for.** This number is triple what it was in 2015 because of the continued need for housing.

SITES INVENTORY



- West Area Specific Plan Sites
- Central Area Specific Plan Sites
- Pipeline Projects
- Vacant Residential Sites
- Underutilized Residential Sites
- Vacant Mixed Use Sites
- Underutilized Mixed Use Sites
- City of Salinas Boundary
- Downtown Core
- Downtown Neighborhood Area
- Focused Growth Overlays
- Monterey County Parcels

The Sites Inventory map shows the land available for potential development.

2023 HOUSING ELEMENT TIMELINE

May	June	Sept-Oct	November	December
30- day Public Review Period	Draft sent to HCD- 90 days to review	Revise Draft	City Review	City Council Adoption

SALINAS

COMMUNITY ENGAGEMENT & FEEDBACK

Following the adoption of the 2015-2023 Housing Element, the City has continued extensive bilingual community outreach.

- **(25)** Twenty-five community workshops exploring housing topics
- **(12)** Twelve AVP & Visión Salinas Housing Working Group Meetings
- **(4)** Four citywide budget meetings for 2023-2024 budget cycle
- **(40)** Budget pop-up activities for 2023-2024 budget cycle
- **(6)** Visión Salinas pop-up activities
- **(3)** Housing Element Workshops
- **(95)** Ninety-five house meetings facilitated by GPU Ambassadors reaching over three hundred and forty **(340)** residents in Spanish, Mixteco and Triqui.
- GPU Ambassadors presentations and community conversations reaching over one thousand two hundred **(1,200)** farmworkers.

***Ambassador Tool Kit**

HOUSING

KEY INFORMATION

- Salinas has limited land availability particularly for housing developments.
- Salinas is surrounded by protected agriculture land.
- Housing/developments cannot be built on flood plains.
- **Future Growth Area:** Plans have been adopted for future housing developments.
- Available land = outside City limits
- **46%** of our current land use is dedicated to housing.
- **19.3%** of units = overcrowded (more than 1 occupant per room).
- Median home price November 2021 = **$666,250***

*Source: 2019 American Community Survey, DQNews.com

HOW CAN WE CREATE MORE HOUSING?

- Build out Future Growth Area
- Infill development and higher density housing

Infill development = building within unused & underutilized lands
High density housing = taller housing buildings

Overcrowding — Too many people in each home.
Density — Enough homes for all the people.

Source: 2020 Density vs Overcrowding, bendyimby.com

WHAT KIND OF HOUSING WOULD YOU LIKE TO SEE IN THE FUTURE?

2 Stories, 20 units per acre
4 Stories, 40 units per acre
3 Stories, 20+ units per acre
6 Stories, 80+ units per acre

**GPU Ambassadors used a tool kit to facilitate discussion around housing and other topics.*

2023-2031 HOUSING ELEMENT GOALS

GOAL 1: Increase Housing Supply and Opportunities for All.

GOAL 2: Provide Tenant Protection.

GOAL 3: Access to Safe and Healthy Housing for All Residents.

GOAL 4: Advance Housing Affordability and Opportunity at all Income Levels.

GOAL 5: Stabilize and Support Neighborhoods.

HOUSING ACTIONS

- **Prohousing Designation:** Funds will be used towards the development of affordable housing and First Time Homebuyer Down Payment Assistance Program.
- **Pre-approved ADU plans.**
- **Re-establish Low-Interest House Rehabilitation loans and grants.**
- **Supporting Renters:** rental assistance, rental registry program, Fair Housing services, etc.
- **Homeless Services:** Salinas Outreach Response Team (SORT), Project Homekey, SHARE Center, Encampment Resolution Grant, and more!
- **In-fill development and future growth areas.**

SORT performs essential outreach and engagement, which consists of engaging unsheltered residents in six (6) encampment areas.

SALINAS

COMMENTS/QUESTIONS: visionsalinas.org, 831-758-7409