

City of Salinas Housing Element Update 2023-2031



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**

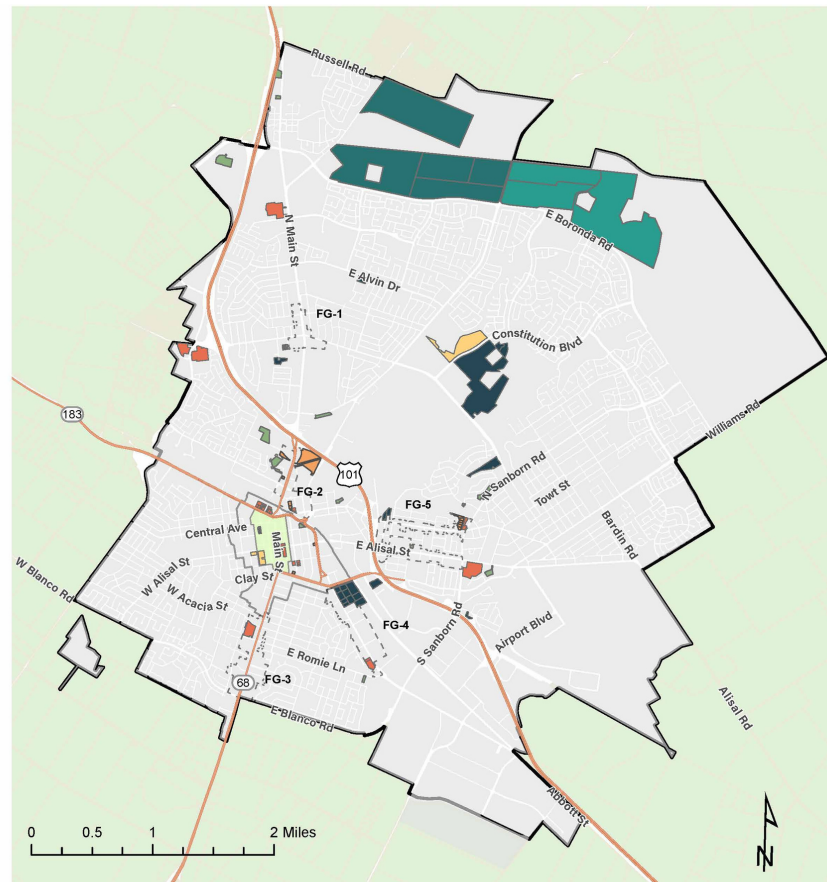
RHNA: *6,674

Salinas 2023-2031 RHNA by Income Level



*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



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 Areas: Plans have been adopted for future housing developments.
- Available land = outside City limits
- 46% of our current land use is dedicated to housing.
- 18.2% of units = overcrowded (more than 1 occupant per room).
- Median home price November 2021 = **\$666,250***

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

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	8 Stories 80+ units per acre

Overcrowding
"Too many people in each home."

Density
"Enough space for all the people"

Source: 2020 Density vs Overcrowding, bendyimby.com

*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.

