WELCOME

3575 De La Cruz Boulevard

Community Engagement Meeting
January 29, 2018
Agenda

- Introductions
- Goals and Timeline
- General Development Parameters
- Affordable Housing Discussion
- Discussion Tables:
  - Affordability
  - Site Layout and Density
  - Housing Preferences
  - Amenities
- Summary of Feedback
- Closing
Introductions

- Jonathan Veach
- Diana Elrod
- Elaine Phung
- Anna McGill
- Jennifer Caravalho
- Sandra Soria
- Suzanne Burns-Tobin
Goals

- Create high-quality, livable, and unique residential neighborhoods.

- Manage growth in the City by designating suitable vacant sites for new residential development and ensuring compatibility with community goals and existing neighborhoods.

- Provide housing for persons of all economic levels, regardless of religion, gender, sexual orientation, marital status, national origin, ancestry, familial status, source of income, or disability.

- Provide an adequate variety of individual choices of housing tenure, type and location, including higher density where possible, especially for low and moderate income and special needs households.
Timeline (Tentative)

- Jan 29: Community Engagement Meeting
- Feb 12: Community Survey
- March: Community Feedback Report
- June: Development Proposals Due
- July: Developer Interviews
- August: Recommendations to Council
Development Parameters

- Community Redevelopment Law & SB 341

1. **Timing**
   Housing Successor must initiate development on land obtained from former RDA within 5 years of transfer.

2. **Affordability**
   Land must be developed to provide affordable housing for low and moderate income households (up to 120% AMI).

3. **Density**
   Pursuant to Government Code Section 65583.2, Santa Clara utilizes “default” density standards to comply with Housing Element State Law.

Santa Clara’s Default Density = 20-30 DU / Acre
Housing is considered “affordable” if a household pays no more than 30% of total income on housing costs.

Households that spend more than 30% of income on housing are considered “cost-burdened”.

Households that spend more than 50% of income on housing are considered “severely cost-burdened”.

What is Affordable Housing?
What is Affordable Housing?

- Households with a housing cost burden often have to choose whether to pay for housing, food, child care, health care, clothes, etc.

- In the City of Santa Clara, 42% of residents experience a housing cost burden.

- Cost burdens fall disproportionately on lower income renter households, but owner households are affected as well.
# Income Brackets

## Santa Clara County Median Household Income 2017: $113,300 for a family of four

<table>
<thead>
<tr>
<th>Affordability Level</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Low Income: 30% AMI</td>
<td>$25,100</td>
<td>$28,650</td>
<td>$32,250</td>
<td>$35,800</td>
</tr>
<tr>
<td>Very Low Income: 50% AMI</td>
<td>$41,800</td>
<td>$47,800</td>
<td>$53,750</td>
<td>$59,700</td>
</tr>
<tr>
<td>Low Income: 80% AMI</td>
<td>$59,400</td>
<td>$67,900</td>
<td>$76,400</td>
<td>$84,900</td>
</tr>
<tr>
<td>Median Income: 100% AMI</td>
<td>$79,300</td>
<td>$90,650</td>
<td>$101,950</td>
<td>$113,300</td>
</tr>
</tbody>
</table>

(Source: California Department of Housing and Community Development Official 2017 Income Limits)
Santa Clara Incomes

Household Income
(Avg HH Size = 3)

- 38.6% Extremely Low Income
- 22.4% Very Low Income
- 11.6% Low Income
- 9.2% Moderate Income
- 18.2% Above Moderate

(Source: US Census Bureau, 2015)
## Housing Costs

<table>
<thead>
<tr>
<th>RENTAL</th>
<th>AVERAGE MARKET RENT (Source: Rent Café 2017)</th>
<th>MINIMUM INCOME REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bedroom</td>
<td>$2,424</td>
<td>$96,960</td>
</tr>
<tr>
<td>2 Bedroom</td>
<td>$2,993</td>
<td>$119,720</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWNERSHIP</th>
<th>AVERAGE SALES PRICE (Santa Clara County Assoc. of Realtors, Sept. 2017)</th>
<th>MINIMUM INCOME REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condominium</td>
<td>$839,000</td>
<td>$150,700 ($167,800 down)</td>
</tr>
<tr>
<td>Single Family Home</td>
<td>$1,341,592</td>
<td>$233,700 ($268,400 down)</td>
</tr>
<tr>
<td>Affordability Level</td>
<td>Affordable Rent 1 BR</td>
<td>Market Rent 1 BR</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>ELI</td>
<td>$716</td>
<td>$2,424</td>
</tr>
<tr>
<td>VLI</td>
<td>$1,195</td>
<td>$2,424</td>
</tr>
<tr>
<td>LI</td>
<td>$1,698</td>
<td>$2,424</td>
</tr>
<tr>
<td>Median</td>
<td>$2,266</td>
<td>$2,424</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affordability Level</th>
<th>Affordable Rent 2 BR</th>
<th>Market Rent 2 BD</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELI</td>
<td>$806</td>
<td>$2,993</td>
<td>($2,187)</td>
</tr>
<tr>
<td>VLI</td>
<td>$1,344</td>
<td>$2,993</td>
<td>($1,649)</td>
</tr>
<tr>
<td>LI</td>
<td>$1,910</td>
<td>$2,993</td>
<td>($1,083)</td>
</tr>
<tr>
<td>Median</td>
<td>$2,549</td>
<td>$2,993</td>
<td>($444)</td>
</tr>
</tbody>
</table>

(Source: California Department of Housing and Community Development Official 2017 Income Limits)
Ongoing Challenges

- Tight mortgage lending criteria
- Skyrocketing housing costs
- Tenant displacement
- Loss of Redevelopment Agencies
- Reduction in federal funds
- Projected local job growth – low wages
## Current *RHNA Production*

<table>
<thead>
<tr>
<th>Affordability Level</th>
<th>RHNA Allocation 2015-2022</th>
<th>Actual Production 2015-2016</th>
<th>Target Production (to reach Allocation) 2017-2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Low</td>
<td>525</td>
<td>0</td>
<td>525</td>
</tr>
<tr>
<td>Very Low</td>
<td>525</td>
<td>0</td>
<td>525</td>
</tr>
<tr>
<td>Low</td>
<td>695</td>
<td>1</td>
<td>694</td>
</tr>
<tr>
<td>Moderate (80% - 120% AMI)</td>
<td><strong>755</strong></td>
<td><strong>36</strong></td>
<td><strong>719</strong></td>
</tr>
<tr>
<td>Market Rate</td>
<td>1,593</td>
<td>642</td>
<td>951</td>
</tr>
<tr>
<td>Totals</td>
<td>4,093</td>
<td>679</td>
<td>3,414</td>
</tr>
</tbody>
</table>

*Regional Housing Needs Assessment*
Housing at the site will be 100% affordable for households earning a range of incomes up to 120% AMI.

What income range do you feel is most appropriate at this site?
Table 2: Site Layout and Density

The site layout and density of the project should be appropriate for the neighborhood.

What are your site layout concerns and what do you feel is an appropriate density?
Table 3: Housing Preferences

Santa Clara has diverse neighborhoods and communities that sometimes have special needs.

Are there specific populations that have housing needs in the community?
The new development may be able to accommodate some retail and /or community facility amenities.

What retail and /or community facility amenities are most needed in the neighborhood?
Table 5: Feedback and Q & A

In a few words, briefly describe your vision for a new affordable housing development at 3575 De La Cruz Boulevard?

Addition Questions or Concerns?
WELCOME

3575 De La Cruz Boulevard
Community Engagement Meeting
January 29, 2018

City of Santa Clara
The Center of What’s Possible