



**City Council & Planning Commission**

**Item 2 RTC 22-886  
Joint Study Session  
Housing Element Update**

**July 12, 2022**

1



**Housing Element Update**

**Study Session Scope**

- Summarize Outreach
  - City Council/Planning Commission Study Session
  - Community Survey Results
  - Stakeholder Feedback
- Review Draft Housing Element (Public review July 1 – August 1, 2022)
  - Key Trends and Findings
  - Potential Goals, Policies and Implementing Actions
- Updated Timeline

2



# Housing Element Update

## 4/19/22 Study Session Feedback

- Build housing that is truly affordable for service workers and seniors
- Require deeper affordability under the Affordable Housing Ordinance
- Explore adoption of a relocation assistance ordinance
- Build housing near “opportunities” (retail, shopping, transit, parks, walkable areas, etc.)
- Prioritize homelessness response

3

3



# Housing Element Update

## Community Survey

- Available: May 16 – July 8, 2022
- Promoted through Health & Wellness Fair, Library Pop-ups, Social Media ads, GovDelivery Bulletins, City News, Emails (developers, non-profit developers, and non-profit agencies)
- English, Spanish, Chinese, and Vietnamese
- 1,630 total responses (as of 7/6/22)

4

4



# Housing Element Update

## Community Survey – Respondents

- Age
  - 24% 65+
  - 19% 55-64
  - 18.6% 35-44
  - 17% 45-54
  - 14% 25-34
  - 1% < 25
- Tenure in Santa Clara
  - 45% 20+ years
  - 26% 5-19 years
  - 16% 1-4 years
  - 5% < 1 year
  - 4% do not live in City
- Current housing situation
  - 61% own home
  - 30% rent home
  - 3% live with friends/family
  - 0.85% unhoused



# Housing Element Update

## Community Survey – Respondents

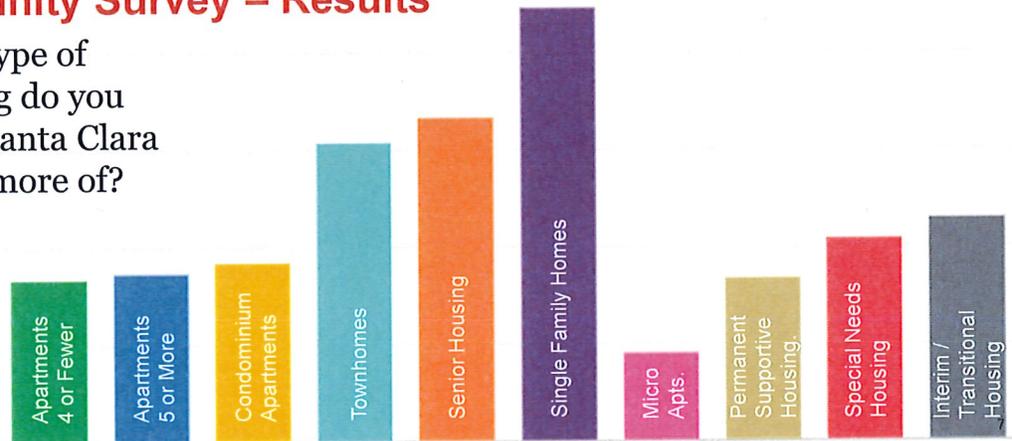
- Race and ethnicity
  - 47% White/Caucasian
  - 21% Asian/Asian American
  - 10% Hispanic/Latino
  - 2.6% Other
  - 2% Black/African American
  - 1.6% Native Hawaiian/Pacific Islander
  - 0.9% American Indian/Alaska Native
- Household income
  - 30% > \$150K
  - 17% \$100-\$150K
  - 17% \$50-99K
  - 5.5% \$30-49.9K
  - 4% \$15-\$29.9K
  - 3% < \$15K



# Housing Element Update

## Community Survey – Results

- What type of housing do you think Santa Clara needs more of?



7



# Housing Element Update

## Community Survey – Results

- More housing is needed for? (Ranking Order)
  1. Seniors
  2. Single Parents
  3. Large Families
  4. Persons with Disabilities
  5. Veterans
  6. College Students
  7. Military Personnel
  8. Farm Workers

8

8



# Housing Element Update

## Community Survey – Results

- Importance of housing issues (avg. ranking)
  - 8 Ensure that children who grow up in Santa Clara can afford to live in Santa Clara
  - 8 Provide opportunities for people who work in Santa Clara to live in Santa Clara
  - 8 Environmental risks (e.g., wetlands, air quality, flood, etc.)
  - 8 Potential traffic and congestion
  - 7 Provide more options for older residents to downsize and stay in the community

Scale: Zero (unimportant) to Ten (very important)

9

9



# Housing Element Update

## Community Survey – Results

- Importance of housing issues (avg. ranking)
  - 7 Preserving community character
  - 6 Streamline the process for new housing construction
  - 6 Provide shelters and transitional housing for homeless families and individuals, along with services that help move into permanent housing
  - 6 Support programs to help homeowners at risk of mortgage default to keep their homes

Scale: Zero (unimportant) to Ten (very important)

10

10



# Housing Element Update

## Community Survey – Results

- Neighborhoods lacking good access to amenities like parks, libraries, grocery stores, schools, bike lanes, etc.?
  - El Camino, Bowers, Scott, Alviso, Civic Center, Downtown
- What is Lacking:
  - Connected/safe bike lanes
  - Grocery stores
  - Parks



# Housing Element Update

## Community Survey – Other Input

- No more housing
  - Water availability
  - Overcrowding
- Affordable housing for
  - Seniors
  - Teachers
  - Families, single parents, and first-time homebuyers





# Housing Element Update

## Stakeholder Interviews – Feedback

- Specific Community Groups
- On-going
- 8 Completed
- Identified strengths for Santa Clara:
  - Safe, diverse, community driven environment
  - Public facilities and parks a utilized asset in community
  - Overall, City provides good access to opportunities for Santa Clara residents, but...

13

13



# Housing Element Update

## Stakeholder Interviews – Feedback

- Identified challenges for Santa Clara:
  - Some neighborhoods could improve access to food and transport
  - High cost of living & housing shortage could push residents out of City
  - Residents shouldn't have to pay more than 50% of income on housing
  - Stigma around low-income/affordable housing residents
  - Community acceptance of “creative/innovative thinking”
  - Access to transportation/traffic congestion
  - Air quality and noise pollution

14

14



# Housing Element Update

## Stakeholder Interviews – Feedback

- Potential programs to consider:
  - Rental Survey Program
  - Tenant Relocation Assistance
  - Eviction Reduction Program
  - Anti Rent-Gouging Policy
  - Security Deposit Limit
  - Fair Chance Ordinance
  - Right to Counsel
  - Proactive Rental Inspection
  - Tenant/Community Opportunity to Purchase (TOPA/COPA)
  - Tenant Resource Center
  - Citywide Affordable Rent Portal
  - Increase Multi-lingual engagement
  - Net-loss Policy

15

15



# Housing Element Update

## Stakeholder Interviews – Opportunities / Priorities

- Affordable housing for families with children, service industry, seniors, first responders, teachers, and locals critical to maintaining sense of community
- Creative housing programs
- Tackling homelessness
- Partnering with stakeholder groups
- Inclusive/equitable outreach in multiple languages

16

16



# Housing Element Update

## Draft Plan - Chapters

1. Introduction
2. Housing Plan
3. Affirmatively Furthering Fair Housing
4. Housing Needs Assessment
5. Constraints Analysis
6. Housing Resources
7. Program Accomplishments

17

17



# Draft Housing Element

## Key Trends

- Santa Clara has grown slightly faster than the County since 2010
- The median age is slightly younger than the County; largest group is 25-34
- Employment in education, health care, social assistance, professional, scientific, management, administrative has increased; manufacturing has decreased
- Racial distribution has stayed consistent with slight decreases in the Hispanic and White populations and increases in the Asian population
- Renters and lower income households are more likely to experience housing cost burden and overcrowding.
- Homelessness has increased Countywide
- Median income continues to increase Countywide

18

18



# Draft Housing Element

## Affordability

### 2014 HCD Income Limits

|   |                 | HH=1   | HH=2    | HH=3    | HH=4    |
|---|-----------------|--------|---------|---------|---------|
| Santa Clara County<br>4-Person<br>Area Median Income:<br><b>\$105,500</b> | Extremely Low   | 22,300 | 25,500  | 28,650  | 31,850  |
|   | Very Low Income | 37,150 | 42,450  | 47,750  | 53,050  |
|   | Low Income      | 59,400 | 67,900  | 76,400  | 84,900  |
|   | Median Income   | 73,850 | 84,400  | 94,950  | 105,500 |
|   | Moderate Income | 88,600 | 101,300 | 113,950 | 126,600 |

### 2022 HCD Income Limits

|  |                 | HH=1   | HH=2   | HH=3   | HH=4   |
|--|-----------------|--------|--------|--------|--------|
| Santa Clara County<br>Area Median Income<br><b>\$168,500</b> | Acutely Low     | 17700  | 20250  | 22750  | 25300  |
|  | Extremely Low   | 35400  | 40450  | 45500  | 50550  |
|  | Very Low Income | 59000  | 67400  | 75850  | 84250  |
|  | Low Income      | 92250  | 105400 | 118600 | 131750 |
|  | Median Income   | 117950 | 134800 | 151650 | 168500 |
|  | Moderate Income | 141550 | 161750 | 182000 | 202200 |

59% increase since 2014



# Draft Housing Element

## Affordability

Home Health Aid    Childcare Worker    Grocery Stocker    EMT    Mail Carrier    Bus Driver    Elementary Teacher

effective 05/13/2022

| HH | 2022 AMI for Santa Clara County |        |        |        |        |        |         |         |         |         |         |         |
|----|---------------------------------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|
|    | 15%                             | ELI    |        |        | VLI    |        |         | LI      |         |         | MED     | MOD     |
|    |                                 | 30%    | 35%    | 40%    | 45%    | 50%    | 60%     | 70%     | 80%     | 100%    | 110%    | 120%    |
| 1  | 17,700                          | 35,400 | 41,300 | 47,200 | 53,100 | 59,000 | 70,750  | 82,550  | 92,250  | 117,950 | 129,750 | 141,550 |
| 2  | 20,250                          | 40,450 | 47,200 | 53,900 | 60,650 | 67,400 | 80,900  | 94,350  | 105,400 | 134,800 | 148,300 | 161,750 |
| 3  | 22,750                          | 45,500 | 53,100 | 60,650 | 68,250 | 75,850 | 91,000  | 106,150 | 118,600 | 151,650 | 166,800 | 182,000 |
| 4  | 25,300                          | 50,550 | 58,950 | 67,400 | 75,850 | 84,250 | 101,100 | 117,950 | 131,750 | 168,500 | 185,350 | 202,200 |



# Draft Housing Element

## Affirmatively Furthering Fair Housing

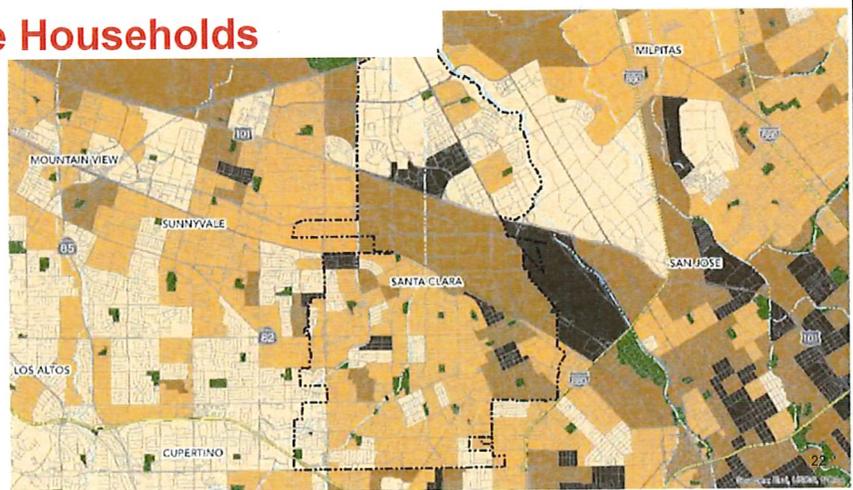
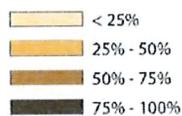
- 1. Access to Opportunity** varies in different parts of the City
- 2. Displacement risk** exists throughout the City
- 3. High Housing Cost Burden** affects 51% of all households, 63% of renters
- 4. Targeted Outreach:** The City has several neighborhoods with higher rates of poverty, housing cost burden, disability, or housing voucher usage
- 5. Substandard Conditions:** The City has a higher rate of incomplete kitchen facilities than the county. Proactive code enforcement could more fully assess actual conditions in older apartments and homes



# Draft Housing Element

## Low/Mod Income Households

### Percent of Low-Moderate Income Population – Block Group

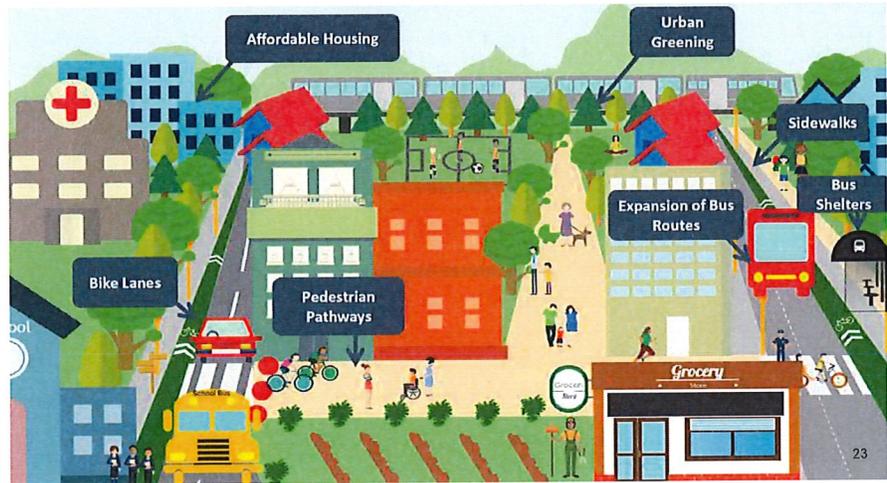


Sources: American Community Survey, 2011-2015;  
U.S. Department of Housing and Urban Development (HUD);  
County of Santa Clara, 2022.



# Draft Housing Element

**AFFH =  
Housing  
choices near  
opportunity**

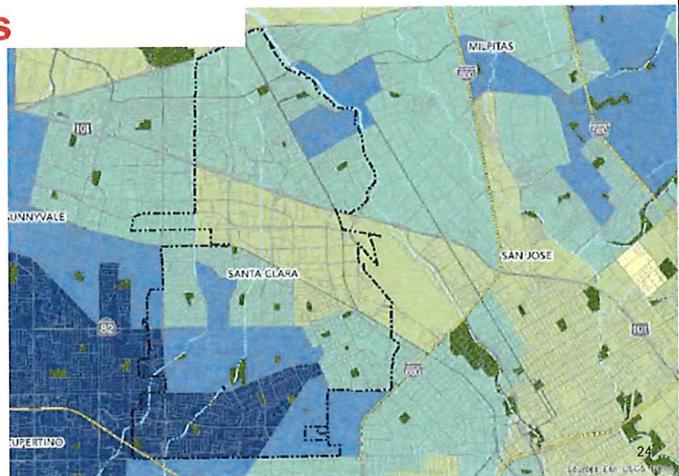


# Draft Housing Element

## TCAC Opportunity Scores

Vulnerability of Displacement due to Rising Property Values

- Highest Resource
- High Resource
- Moderate Resource (Rapidly Changing)
- Moderate Resource
- Low Resource
- High Segregation & Poverty
- Missing/Insufficient Data



Sources: U.S. Department of Housing and Urban Development (HUD), County of Santa Clara, 2022.

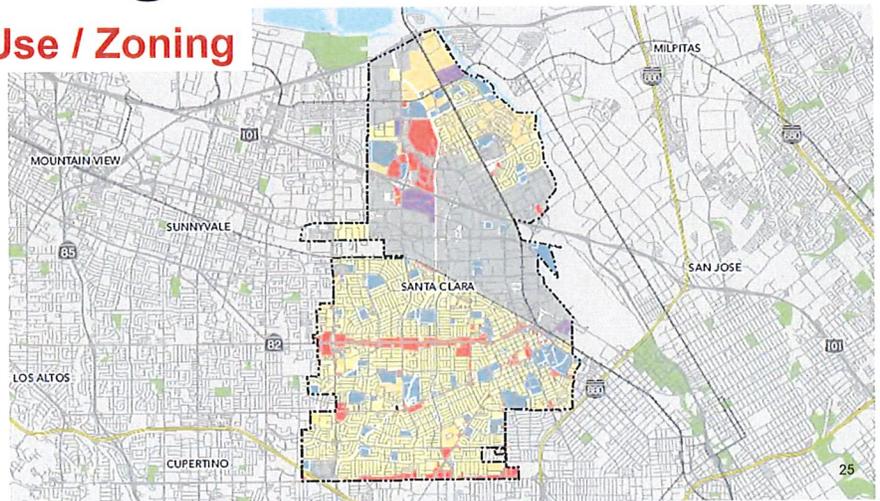


# Draft Housing Element

## Existing Land Use / Zoning

### Existing Zoning

-  Residential
-  Planned Development
-  Commercial
-  Mixed Use
-  Industrial
-  Public or Quasi Public
-  Parks and Open Space



25



# Draft Housing Element

## Housing Plan

- Goals and Policies
  - Actions
    - Funding Source
    - Responsible Agency
    - Objectives
    - Timeframe

26

26



# Draft Housing Element

## Housing Goals

- A. Create and maintain high-quality, livable, and diverse housing stock within the City of Santa Clara
- B. Designate suitable vacant or underutilized sites for new residential development
- C. Increase special needs housing opportunities for persons of all economic levels
- D. Promote a variety of housing types, tenure, and location including higher density where possible, especially for lower and moderate income and special needs households.
- E. Affirmatively further fair housing by increasing access to opportunity, reducing displacement impacts, reducing cost burden, targeting outreach to lower income residents, and rehabilitating substandard living conditions.

27

27



# Draft Housing Element

## Housing Actions

- |   |                                    |
|---|------------------------------------|
| 1. Provision of a Variety of Housing Types        | 10. Adequate Sites Inventory       |
| 2. Affordable Housing Ordinance                   | 11. Impact Fees                    |
| 3. Affordable Housing Incentives and Facilitation | 12. Affordable Housing Funding     |
| 4. Maintenance of Housing Stock                   | 13. Economic Displacement          |
| 5. Preservation of Assisted Rental Housing        | 14. Housing Choice Voucher Program |
| 6. Acquisition of Multi-Family Housing            | 15. Homeownership 1st time Buyers  |
| 7. Code Enforcement Program                       | 16. Fair Housing Program           |
| 8. Neighborhood Relations Program                 | 17. Homeless Services              |
| 9. Zoning Ordinance                               |                                    |

28

28



# Draft Housing Element

## Housing Actions (Highlights)

- Complete comprehensive update to the Zoning Ordinance by early 2023
- Explore changes to the affordable housing ordinance that require deeper affordability for inclusionary rental and ownership projects
- Explore changes to the BMP program that would keep homes affordable for longer than five years
- Establish multi-family residential housing inspection and educational programs that are self-funded

29

29



# Draft Housing Element

## Housing Actions (Highlights)

- Require no net loss of residential units during the construction of new housing or rehabilitation of existing housing
- Explore the implementation of a relocation ordinance modeled on State guidelines
- Implement the City's Homelessness Plan and establish a Housing Commission (2023)
- And more...

30

30



# Housing Element Update

## Timeline

- **July 1 – Aug. 1, 2022: Public Review Draft Available**
- Aug. 12 – Oct. 31, 2022: HCD Review of Draft
- Dec. 13, 2022: City Council Study Session
- Dec. 21, 2022: Planning Commission Hearing\*
- Jan. 17, 2023: City Council Adoption Hearing\*
- Jan. 31, 2023: Adopted Housing Element Due to HCD

\* Assuming Minor or No Revisions Required by HCD

31

31



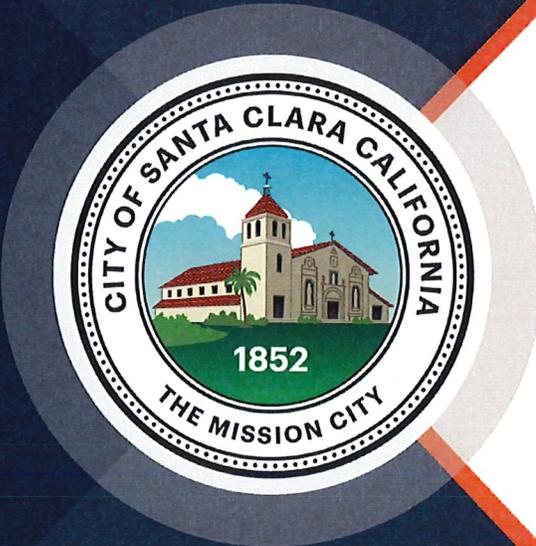
# Housing Element Update

## Discussion

- Community Survey Results
- Stakeholder Key Findings
- Key Trends
- Public Review Draft
- Updated Timeline

32

32

The seal of the City of Santa Clara, California, is circular. It features a central illustration of a mission-style building with a red roof and a bell tower, set against a blue sky with clouds and a green field. The year "1852" is written below the building. The outer ring of the seal contains the text "CITY OF SANTA CLARA CALIFORNIA" at the top and "THE MISSION CITY" at the bottom, separated by a dotted line.

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Planning  
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