


City Council

Item# 6
RTC 21-990
190 N. Winchester
Boulevard Rezoning

September 7, 2021

1




City of Santa Clara
The Center of What's Possible

190 N. Winchester Blvd.

Request

Rezone existing development from Planned Development (PD) to Planned Development (PD) to eliminate the age restriction language for occupancy to senior households age 55 or older to allow resident occupancy of all ages



2

2



190 N. Winchester Blvd.

Considerations

- General Plan: Policies support senior housing; mix of housing types
- Parking ratio: Hexagon Transportation Consultants analysis indicates small increase in traffic and adequate parking for proposed use
- Affordable housing: Voluntary proposal to add 9 units (5 at 100% AMI & 4 at 120% AMI)
- Community Input: Concern from existing residents
- Planning Commission voted 6-1-0-0 to recommend that the Council deny the proposed rezoning to remove the age restriction requirement for occupancy to senior households age 55 or older to instead allow residents of all ages

5

5




190 N. Winchester Blvd.

Alternatives

- Adopt a Resolution to approve a rezone from Planned Development (PD) to Planned Developed (PD) of the property located at 190 N. Winchester Boulevard.
- Adopt a Resolution to deny a rezone from Planned Development (PD) to Planned Developed (PD) of the property located at 190 N. Winchester Boulevard.

6

6

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 green grass. The text "CITY OF SANTA CLARA CALIFORNIA" is written in a circle around the top, and "THE MISSION CITY" is written around the bottom. The year "1852" is prominently displayed in the center of the seal.

City Council

Item# 6
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190 N. Winchester
Boulevard Rezoning

September 7, 2021

9/7/21

ITEM 6.



SANTANA
TERRACE



SANTANA
TERRACE

Overview

1. Introductions
2. USA Properties Company Background
3. Santana Terrace Overview
4. Covid 19 Leasing Summary
5. Covid 19 Impacts
6. Resident Age Modification



Company Overview



- Founded in 1981
- Family Business
- Housing Focus
 - Affordable
 - Senior
 - Market Rate
- Santa Clara Communities
 - Santana Terrace
 - Tasman East - Parcel 24
- USA + City of Santa Clara
 - Affordable Housing Partners



Community Summary



- Approved - 2016
- Completion - June 2020
- 92 Units
 - 69 One Bedroom (697-742 sf)
 - 23 Two Bedroom (1,049- 1,052 sf)
- 75% One Bedroom Units
- 25% Two Bedroom Units
- No Three Bedroom Units







SANTANA TERRACE

- 92 Units
 - 69 One Bedroom
 - 23 Two Bedroom
- 115 Bedrooms
- 105 Parking Spaces
- .91 Spaces/Bedroom

COMPARABLE PARKING DEMAND

- .82 Spaces/Bedroom

General Population Housing Parking Demand

The general population housing parking demand is based on counts conducted at four nearby general population residential developments. The four facilities listed below were counted on a typical weekday and a typical weekend day.

- Hearth North Apartments – 2870 Kaiser Drive (Santa Clara, California)
- Hearth South Apartments – 2900 Hearth Place (Santa Clara, California)
- Cobalt Apartments – 50 Saratoga Avenue (Santa Clara, California)
- Park Central Apartments – 1050 Benton Street (Santa Clara, California)

The results of the parking demand counts show that on average the general population housing developments provide 1.17 parking spaces per bedroom, and there is an average parking demand of 0.82 parking spaces per bedroom (see Table 5).

Table 5
General Population Parking Demand

Facility	Bedrooms	Parking Provided	Parking Provided per Bedroom	Peak Parking Demand	Parking Demand per Bedroom
Hearth North Apartments	449	474	1.06	364	0.81
Hearth South Apartments	404	462	1.14	317	0.78
Cobalt Apartments	326	378	1.16	274	0.84
Park Central Apartments	261	345	1.32	219	0.84
Average			1.17		0.82



SANTANA
TERRACE

SANTANA TERRACE

- 92 Units
 - 69 One Bedroom
 - 23 Two Bedroom
- 115 Bedrooms
- 105 Parking Spaces
- .91 Spaces/Bedroom

COMPARABLE PARKING DEMAND

- .81 Spaces/Bedroom

Expanded General Population Apartment Parking Survey

- Hearth North Apartments – 2870 Kaiser Drive (Santa Clara, California)
- Hearth South Apartments – 2900 Hearth Place (Santa Clara, California)
- Cobalt Apartments – 50 Saratoga Avenue (Santa Clara, California)
- Park Central Apartments – 1050 Benton Street (Santa Clara, California)
- The Shadows Apartments – 750 N. Shoreline Boulevard (Mountain View, California)
- North Park Apartments – 111 N. Rengstorff Avenue (Mountain View, California)
- Avalon Mountain View – 1600 Villa Street (Mountain View, California)
- Biltmore Apartments – 10159 S. Blaney Avenue (Cupertino, California)

Table 1
Apartment Parking Demand

Facility	Bedrooms	Parking Provided	Parking Provided per Bedroom	Peak Parking Demand	Parking Demand per Bedroom
Hearth North Apartments	449	474	1.06	364	0.81
Hearth South Apartments	404	462	1.14	317	0.78
Cobalt Apartments	326	378	1.16	274	0.84
Park Central Apartments	261	345	1.32	219	0.84
The Shadows Apartments	292	341	1.17	219	0.75
North Park Apartments	278	324	1.17	215	0.77
Avalon Mountain View	435	426	0.98	301	0.69
Biltmore Apartments	288	353	1.23	276	0.96
Average			1.15		0.81



SANTANA
TERRACE

COVID – 19 Leasing Summary

- Pre-Leasing – March 2020
- Opening – June 2020
- Santana Aggressive Advertising/Concessions/Rent Reductions
- Santana Leasing Rate = 2 Units/Month
- Santa Clara Square Leasing Rate = 100 Units/Month
- Negligible 55 and Over Leasing at Santana & Other Apartments
- Strong Leasing Activity Below 55 Years at Other Apartments
- Significant Interest Under 55 Years at Santana (175 Prospective Residents)
- **Only 32 of 92 Santana Units Occupied (Includes 2 Manager Units/1 Model)**



COVID – 19 Leasing Impacts

- Covid-19, Delta, Other Variants Not Going Away Soon
- Seniors Continue to Shelter/Not Move
- Low Occupancy Invites Crime
- 18 Crime Incidents at Santana
- Increased Security Cameras, Live Monitoring & Patrols



Covid 19 Not Going Away Soon

The New York Times

Delta Surge Drives Home Painful Truth: Covid Isn't Going Away

August 16, 2021

Newsweek

Trump CDC Director Robert Redfield Warns More Dangerous Variant Than Delta Coming This Fall

August 11, 2021

The Washington Post

'The war has changed': Internal CDC document urges new messaging, warns delta infections likely more severe

July 29, 2021



Crime Incidents

- Low Occupancy Invites Crime
- 18 Crime Incidents
- Break Ins
- Theft
- Vandalism
- Trespassing



Crime Incidents

- 9/2/2020 Trespassing / Building Break In
- 11/9/2020 Trespassing / Building Break In
- 2/26/2021 Vehicle Break In / Damage
- 3/02/2021 Building Break In / Theft
- 3/09/2021 Gang Related Graffiti
- 3/09/2021 Gang Related Graffiti
- 5/07/2021 Building Break In / Theft



Trespass / Building Break In



Building Break In / Theft



Vehicle Break In / Damage



Gang Related Graffiti



Crime Incidents

- 5/13/2021 Vehicle Theft
- 6/15/2021 Vandalism/Vehicle Damage
- 6/24/2021 Attempted Car Break In
- 6/26/2021 Trespass / Theft
- 6/27/2021 Trespassing
- 6/28/2021 Attempted Car Break In
- 8/10/2021 Stolen Motorcycle Abandoned
- 8/10/2021 Building Break In
- 9/02/2021 Attempted Auto Theft
- 9/03/2021 Vandalism/Vehicle Damage
- 9/03/2021 Trespassing/Attempted Car Break In



Building Break In



Vehicle Theft



Trespass / Theft



Building Break In



Conclusions

- Covid-19, Delta, Other Variants Not Going Away Soon
- Seniors Continue to Shelter, Not Inquire, Not Tour, Not Move
- 60 Units Sit Vacant in Midst of Housing Crisis
- Crime Issues Continue Despite Increased Security
- Crime Issue Result of Low Occupancy
- Low Occupancy Not Result of Crime Incidents
- Addressing Crime Issues Does Not Solve Vacancy Issues
- Current Leasing Rate Not Sustainable
- **At Current Leasing Rate = Full Occupancy in Another 2.5 Years**



Resident Age Modification & Affordable Housing

- Allow Residents Above and Below 55 Years of Age
- Conditions of Approval
 - Continue to Target Market/Advertise to Older Residents
 - Maintain Operations Targeted to Older Residents
 - Continue Amenities/Programs Targeted to Older Residents
- Annual Report to City on Marketing, Operations and Amenities
- 10% of Resident Occupied Units Deed Restricted As Affordable
 - 5 Units @ 100% of AMI (4 One Bedroom & 1 Two Bedroom Unit)
 - 4 Units @ 120% of AMI (3 One Bedroom & 1 Two Bedroom Unit)
 - Total: 9 Deed Restricted Affordable Units
- Direct City Staff to Coordinate with USA to Evaluate & Install Additional Security Measures (gates, fencing)



Q&A

09-07-21

ITEM#6
RTC# 21-990

Melissa Meslo

From: Elizabeth Elliott
Sent: Tuesday, September 7, 2021 11:13 AM
To: sheila gall; Planning Public Comment
Cc: Andrew Crabtree; Reena Brilliot; Debby Fernandez; Mayor and Council; DL CCO All Users
Subject: RE: Keep it 55 and older 190 North Winchester

Good Morning,

Thank you for your email. By way of this email I am including the appropriate Planning Division staff for their information, as well as Mayor and Council. Please note, your email will be part of the public record on this item to be heard at tonight's council meeting.

Thank you for taking the time to notify us of your concerns.

Regards,

ELIZABETH ELLIOTT Planning Division | Community Development Department
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450

-----Original Message-----

From: sheila gall <shedoeshair09@sbcglobal.net>
Sent: Friday, September 3, 2021 8:37 PM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: Keep it 55 and older 190 North Winchester

Hi ,

About Santana Terraces 190 North Winchester blvd.

I just moved here to get away from young partying neighbors at my last complex. Younger people like to party loud and don't seem to respect older people so I worry this would not be a good mix.

They did tell me before I moved in that it may change but I am defiantly not in favor of this. I would like to keep it 55 and over.

Thank you for reading my concerns

Sheila Gall

09-07-21

ITEM #6
RTC# 21-990

Melissa Meslo

From: Elizabeth Elliott
Sent: Tuesday, September 7, 2021 11:33 AM
To: Sam Rafter
Cc: Reena Brilliot; Andrew Crabtree; Debby Fernandez; Mayor and Council; DL CCO All Users
Subject: RE: Land Use at 190 N. Winchester

Good Morning,

Thank you for your email. By way of this email I am including the appropriate Planning Division staff for their information, as well as Mayor and Council. Please note, your email will be part of the public record on this item to be heard at tonight's council meeting.

Thank you for taking the time to notify us of your concerns.

Regards,

ELIZABETH ELLIOTT Planning Division | Community Development Department
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450

-----Original Message-----

From: Sam Rafter <rafter73@gmail.com>
Sent: Monday, September 06, 2021 11:51 PM
To: Debby Fernandez <DFernandez@santaclaraca.gov>; Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: Land Use at 190 N. Winchester

Hello Ms. Fernandez and Public Planning Comment Readers -

I write to challenge the land use decision in PLN2021-14833 / CEQ2021-01088. Our family and at least one neighbor agrees there's been no compelling evidence offered to justify changing Santana Terrace Apartments from a senior housing project to an all-ages apartment complex. U.S.A. Properties bussed in seniors to the city council meeting to get the current approval they have on the premise there was a demand for senior housing, and I prefer they stick to the charter that got the land use changed from commercial to residential for seniors. The Community Meeting on April 29th with Santana Terrace Apartments residents and neighbors is where U.S.A. Properties stated all their properties except this one were profitable, and then opened discussion to the Zoom call. I heard no residents of Santana Terrace nor any neighbors speaking out in favor of this change; residents and neighbors wanted to keep the apartment complex for seniors. Please respect the opinions expressed by the people the meeting was ostensibly for; the community. Please do not modify the city approval for the use of the property.

Thank you for your attention. Sincerely,

Sam Rafter
712 Jill Ave
Santa Clara, CA 95050

09-07-21

ITEM#4
RTZ# 21-990

Melissa Meslo

From: Elizabeth Elliott
Sent: Tuesday, September 7, 2021 11:12 AM
To: Patrice McCloskey; Planning Public Comment
Cc: Andrew Crabtree; Reena Brilliot; Debby Fernandez; Mayor and Council; DL CCO All Users
Subject: RE: Comment to Planning Division

Good Morning,

Thank you for your email. By way of this email I am including the appropriate Planning Division staff for their information, as well as Mayor and Council. Please note, your email will be part of the public record on this item to be heard at tonight's council meeting.

Thank you for taking the time to notify us of your concerns.

Regards,

ELIZABETH ELLIOTT Planning Division | Community Development Department
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450

-----Original Message-----

From: Patrice McCloskey <ptrcmc@outlook.com>
Sent: Saturday, September 4, 2021 1:31 PM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: Comment to Planning Division

PROJECT ADDRESS: Santana Terrace Apartments, 190 N. Winchester Blvd Santa Clara
MEETING BODY: City Council
MEETING DATE: Sept 7, 2021

Members of City Council:

I'm a resident who moved into Santa Terrace (ST) last fall under the premise that ST was a senior development. Never would I have moved here, otherwise.

There's a big difference in the quality of life between senior and non-age-restricted apartments. At ST there are 1-2 people (singles and couples) residing in each apartment. Opening up to everyone would allow families (or roommates) of three or more to occupy the small 1-2 bedroom units. Only one parking space is allotted per unit, insufficient for some families or residents with roommates.

USA Properties is using the pandemic as a convenient excuse to get out of the senior designation in order to supposedly speed up the process of filling up the two buildings.

Since the July 12 Planning Commission Meeting, a number of people HAVE moved in and USA Properties' impatience should not be a valid reason to dump the senior zoning.

I hope the City Council will consider the precedent that would be set and deny USA Properties the zoning change requested.

The amount of senior housing is limited, please do not diminish the supply.

-Patrice McCloskey

09-07-21

ITEM# 6
RTZ# 21-990

Melissa Meslo

From: Planning Public Comment
Sent: Tuesday, September 7, 2021 11:17 AM
To: Sam Rafter; Debby Fernandez; Planning Public Comment
Cc: Andrew Crabtree; Reena Brilliot; Mayor and Council; DL CCO All Users
Subject: RE: Land Use at 190 N. Winchester

Good Morning,

Thank you for your email. By way of this email I am including the appropriate Planning Division staff for their information, as well as Mayor and Council. Please note, your email will be part of the public record on this item to be heard at tonight's council meeting.

Thank you for taking the time to notify us of your concerns.

Regards,

ELIZABETH ELLIOTT Planning Division | Community Development Department
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450

-----Original Message-----

From: Sam Rafter <rafter73@gmail.com>
Sent: Monday, September 6, 2021 11:51 PM
To: Debby Fernandez <DFernandez@santaclaraca.gov>; Planning Public Comment
<PlanningPublicComment@santaclaraca.gov>
Subject: Land Use at 190 N. Winchester

Hello Ms. Fernandez and Public Planning Comment Readers -

I write to challenge the land use decision in PLN2021-14833 / CEQ2021-01088. Our family and at least one neighbor agrees there's been no compelling evidence offered to justify changing Santana Terrace Apartments from a senior housing project to an all-ages apartment complex. U.S.A. Properties bussed in seniors to the city council meeting to get the current approval they have on the premise there was a demand for senior housing, and I prefer they stick to the charter that got the land use changed from commercial to residential for seniors. The Community Meeting on April 29th with Santana Terrace Apartments residents and neighbors is where U.S.A. Properties stated all their properties except this one were profitable, and then opened discussion to the Zoom call. I heard no residents of Santana Terrace nor any neighbors speaking out in favor of this change; residents and neighbors wanted to keep the apartment complex for seniors. Please respect the opinions expressed by the people the meeting was ostensibly for; the community. Please do not modify the city approval for the use of the property.

Thank you for your attention. Sincerely,

Sam Rafter
712 Jill Ave
Santa Clara, CA 95050

09-07-21

ITEM # 6
RTZ # 21-990

Melissa Meslo

From: Planning Public Comment
Sent: Tuesday, September 7, 2021 11:17 AM
To: Lisa Warner; Planning Public Comment
Cc: Debby Fernandez; Andrew Crabtree; Reena Brilliot; Mayor and Council; DL CCO All Users
Subject: RE: Proposal to rezone Santana Terrace, at 190 Winchester Boulevard, from senior housing project, to allow residents of all ages.

Good Morning,

Thank you for your email. By way of this email I am including the appropriate Planning Division staff for their information, as well as Mayor and Council. Please note, your email will be part of the public record on this item to be heard at tonight's council meeting.

Thank you for taking the time to notify us of your concerns.

Regards,

ELIZABETH ELLIOTT Planning Division | Community Development Department
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450

-----Original Message-----

From: Lisa Warner <lisawarner.lcsw@gmail.com>
Sent: Tuesday, September 7, 2021 10:34 AM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Cc: Debby Fernandez <DFernandez@santaclaraca.gov>
Subject: Proposal to rezone Santana Terrace, at 190 Winchester Boulevard, from senior housing project, to allow residents of all ages.

Dear Ms. Fernandez and City Council members:

I want to voice my objection to the proposal to modify the pervious City approval for Santana Terrace Apartments; changing this complex from senior housing to allow residents of all ages.

I moved to Santana Terrace because I wanted to live with people in my age group. I am a 67 year old woman, who works as a therapist. I moved to Santa Clara County over eight years ago, from San Mateo County, to be near my grandchildren. In that time, I have worked in Santa Clara County, for Kaiser Hospice and for Jewish Family Services, before establishing a private practice as a LCSW. I have lived in several apartment complexes, and, although I enjoy interacting with individuals of all age groups; I came to crave serenity and quiet in my living environment. I grew tired of living among younger individuals who often partied and were loud and disrespectful of community quiet hours. Most importantly, I craved socialization with individuals in my age group. I felt lonely in transient communities where my neighbors would move out after their lease expired. There was no sense of community, which is so important at any age.

I was excited to find a community where I would live with individuals in my age range, and there would be social activities, and exercise programs geared to our age group, I love how quiet my apartment at Santa Terrace is. The residents are all friendly and respectful. I feel safe here and enjoy living with people in my age cohort group. Studies have shown that loneliness and isolation can contribute to depression and early death among seniors. Socialization and activities which bring seniors together and help them meet friends, encourage connection and alleviate loneliness and

depression. As a mental health professional, I have worked with seniors for years in different employment settings, and I know the above facts to be true. As a senior myself, I know how beneficial it is to be able to meet others in my age group and feel a sense of connection to a community.

I strongly object to the proposal to change Santana Terrace to all-ages housing. It will change the intended purpose of this community to allow seniors to live with other seniors and to enjoy activities and socialization with individuals in their age group. I am deeply saddened that Santana Terrace is wanting to change the nature of our complex to include all ages. I know many of my neighbors are upset about this. I know that Santana Terrace has not achieved full occupancy, and there is a concern on management's part that they won't fill the units unless they advertise as a community that is open to all ages. In the three weeks since I have moved in; I have counted at least ten moving trucks parked in front moving new residents in, I believe that there will continue to be new occupants moving in. The pandemic played a big part in a lag time of new residents. We are now seeing a significant increase in new residents, and I think that will continue. Santana Terrace is beautiful and quiet, and it is so wonderful to live in a 55 and older community.

I hope that the City Council will vote against modifying our home to include all ages.

Thank you for taking the time to read this letter.

Very truly yours,

Lisa Warner, LCSW
190 N. Winchester Boulevard, B2U201, Santa Clara, CA. 95050

09-07-21

ITEM # 6
RTZ#21-990

Melissa Meslo

From: Elizabeth Elliott
Sent: Tuesday, September 7, 2021 2:41 PM
To: Dave Lazzarini; Debby Fernandez; Reena Brilliot
Cc: Andrew Crabtree; Reena Brilliot; Debby Fernandez; Mayor and Council; DL CCO All Users
Subject: RE: 190 N. Winchester - SUPPORT Age Restriction Modification

Good Morning,

Thank you for your email. By way of this response email I am including the appropriate Planning Division staff for their information, as well as Mayor and Council. Please note, your email will be part of the public record on this item to be heard at tonight's council meeting.

Thank you for taking the time to notify us of your concerns.

Regards,

ELIZABETH ELLIOTT Planning Division | Community Development Department
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450

From: Dave Lazzarini <dlazz@preferredcm.com>
Sent: Tuesday, September 7, 2021 2:21 PM
To: Elizabeth Elliott <Elliott@santaclaraca.gov>; Debby Fernandez <DFernandez@santaclaraca.gov>; Reena Brilliot <RBrilliot@SantaClaraCA.gov>
Subject: 190 N. Winchester - SUPPORT Age Restriction Modification

Mayor Gillmor and Council Members

We are the owners of Santana Place Apartments at 1850 Pruneridge Avenue in Santa Clara. We are immediate neighbors with Santana Terrace Apartments, sharing a fence line with the property. I am writing to urge the City Council to approve the age restriction modification being requested by USA Properties.

On behalf of our owners, we would like to thank USA Properties for building such a beautiful building and adding value to the neighborhood. As apartment owners, we also understand and commend USA Properties for their unprecedented efforts to lease the building in this unprecedented time. We are also not seeing 55+ residents leasing at our community, but continue to see strong rental activity in other age groups.

We are very concerned about the ongoing vacancy and crime issues next door. Our building is nearly fully occupied, and despite being right next door, we don't have the ongoing crime incidents they are experiencing next door. There is a very simple reason and that is our building is fully occupied by residents and we have activity and "eyes on the street" at our property. USA Properties has taken steps to further secure the building but without residents there will continue to be crime issues.

Leaving housing units at Santana Terrace vacant during a housing crisis and pandemic is waste of this brand new housing resource, will continue to invite more crime and not be good for the neighborhood. A vibrant, occupied neighborhood is much more appealing and community asset compared to a ghost town!

Again, we respectfully request that you approve the age restriction modification.

Thank you for your consideration.

Sincerely,

Dave

Dave Lazzarini
Preferred Community Management
142-A S. Santa Cruz Ave.
Los Gatos, CA 95030
Ph: 408-395-2468 (office)
Ph: 408-402-6680 (direct)
Fx: 408-395-7806
email: dlazz@preferredcm.com

09-07-21

#u

Nora Pimentel

From: Kirk Vartan <kirk@asliceofny.com>
Sent: Tuesday, September 7, 2021 2:19 PM
To: Public Comment
Cc: Mayor and Council; Hosam Haggag; Clerk
Subject: Item 21-990 - Vote NO - DO NOT CHANGE ZONING - 190 N Winchester Blvd.

****Please read during the Public Comment portion of this item (Item 21-990)****

Hello Mayor and Council,

I spoke at the Planning Commission hearing on this item AGAINST changing the zoning and allowing people of any age to live at 190 N Winchester Blvd. I am asking the Council to do the same: DO NOT CHANGE THE ZONING. The Planning Commission almost unanimously was again changing its designation. I remember clearly when this project was proposed. I remember it specifically went for a "senior only" designation to allow for reduced parking and other financial benefits from being a senior project. It was always billed as a Luxury, Market-rate building. At the very least, there are substantial financial consideration that need to be clearly quantified that would simply be a windfall to the project owner, similar to a gift of public funds.

What I heard in the testimony given by the developer was times are tough. They have lots of their other properties are doing well and this one is not. Their occupancy rate is low and they are attributing it to covid. They now want to allow all ages here.

I would like to suggest their \$3,000/month price tag could be contributing to their lack of occupancy. While they are giving free weeks to new residents, that is a one time thing. If someone wants to stay for a year, sure, you can calculate that and have an effective lower rent. But if a senior wants to move here and stay here, the "free weeks" is a like a sign-on bonus, not a raise (or discount). That "free rent" has diminishing returns the longer one stays. It like a special rate for the first year, and every subsequent year is full rate.

I just looked at the rates on their website: 1BR: \$2,500-3,300 per month (10 available) and 2BR: \$3,500-3,900 per month (8 available). If that is what luxury rentals go for, then that is what they go for. I heard at the Planning Commission meeting these was a very low occupancy rate, but it is showing only 18 units left. Maybe that's a marketing thing. Either way, it seems like the market is telling you the rents are too high for people that want to live here.

<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.liveatsantanaterrace.com%2Ffloorplans.aspx&data=04%7C01%7Cclerk%40santaclaraca.gov%7Cef0ed35fdd9b47c4204a08d972452200%7C28ea354810694e81aa0b6e4b3271a5cb%7C0%7C0%7C637666464541375173%7CUnknown%7CTWFpbGZsb3d8eyJWljoIMC4wLjAwMDAiLCJQljoIV2luMzliLCJBTiI6IkhWwLJCjXVCI6Mn0%3D%7C3000&reserved=0>

And more importantly, current residents that signed up for this as a senior-only building should be respected for that. They might not want a small family or others with different interests on their floor or in the building. What about the recreation facilities or public lounge/public spaces? Seniors and non-seniors might prioritize things differently. And I'm not saying it can't be done (it absolutely can be done - look at all the wonderfully things Fred Kent continues to do), but this building complex was designed for seniors specifically. What needs to change?

Lastly, the community was "sold" that this was a senior building. The whole less noise, less traffic, less cars, less everything was a primary message when this project was being proposed. I remember as I heard it.

The owners own a lot of property. Maybe this particular property will take a little longer to become as profitable as all the others. That why diversification is so important, and it seems like the owners of this property do this as they referenced all their thousands of units around the county. This seems to be an anomaly. I personally think we need more housing of all types and this building could have been twice as tall. But it's not. It was sold to the community as a senior-only building to take care of a desperate need. Well, that need hasn't disappeared; it is still here. Changing the parameters seems improper, unjustified, and premature.

This is a 50+ year old project that is a couple years old. If in five years the project is still struggling, then a well thought out plan on a strategy to do so should be considered. Then again, in five years, there will be thousands more 55+ year olds that may want to live there, if the price is right.

I am asking you NOT to change the PD zoning.

Thank you,

Kirk Vartan

=====

A Slice of New York, a Worker Cooperative A New York Experience in the Bay Area

3443 Stevens Creek Blvd. (San Jose/Santa Clara)

1253 W El Camino Real (Sunnyvale)

SJ: (408) 24-SLICE / SV: (650) 938-NYNY

<https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.asony.com%2F&data=04%7C01%7Cclerk%40santaclaraca.gov%7Cef0ed35fdd9b47c4204a08d972452200%7C28ea354810694e81aa0b6e4b3271a5cb%7C0%7C0%7C637666464541375173%7CUnknown%7CTWFpbGZsb3d8eyJWljojMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C3000&sdata=L1cUXSMtg2sHAsBILIA8hkKg3BSr94vqAiwa1dYQvNU%3D&reserved=0>
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