

Memorandum

Members of City Council:

Larry Klein
Nancy Smith
Michael Goldman
Gustav Larsson
Russ Melton
Mason Fong

Members of Housing Departments:

Jenny Carloni, Housing Officer
Trudi Ryan, Community Development Director



Re: Housing Study 2017-2020

Three Key factors that this study doesn't cover:

FACTOR 1: MOU (Memorandum of Understanding)

1. An MOU is NOT a legal document. Which means, the park owners can sign it, but there is no possibility of litigation, so no consequences for not complying.
2. Terms of an MOU can be so vague or "loosely" written that it would be impossible for the park owners not to comply. City of Sunnyvale, off the hook.

FACTOR 2: The idea of "fair market value". What is fair market value for Apartment Rent, and what is fair market value for Mobile Home Space Rent? The 2 are as different as apples and oranges. See the comparison chart below.

MOBILE HOME COSTS	APARTMENT COSTS
1. Pay space rent (only the dirt)	1. Rent the square footage in a building
2. Pay Utilities (gas, electric, cable sewer garbage)	2. May Pay Utilities (gas, electric, cable)
3. Pay homeowners and flood insurance	3.
4. Buy the home - Have a Mortgage	4.
5. Pay personal property tax	5.
6. Pay to have yard landscaped not reimbursed	6.
7. Home maintenance & repair	7. Call the landlord
8. Capital Expense Pass Through	8. Huh?
9. Rent is too high - sell or pay	9. Move - pull up a truck, load & go
10. This is an Apple	10. This is an orange
	

Based on above information how can fair market value of mobile homes and apartments be lumped together under "fair market value for rent"? How? Because those looking at the word "rent" are ignorant of what "rent" includes and does not include in Mobile Home Parks verses Apartments.

FACTOR 3:

Equity firms have come in and purchased 1 mobile home park (Plaza del Re) for way over “market value”, raised the rents 2 times higher than other parks across the street in 2 different directions. Sold for a 20% profit and caused home owners to lose equity in their homes and go under water on their loans.

The second owner raised the rent to potential new owners so high that the current home owners have to lose even more money to sell and still owe the bank as much as \$50,000. Homes across the two streets are selling for between \$90,000-\$130,000 more.

New space rent in Casa is \$1200/mo, Adobe new residents get a \$100 bump from current resident which is around \$1100. Plaza \$2380-2540. Is it the residents fault that these equity firms paid too much for the property? When they bought the property, they knew what the taxes would be, they knew what the maintenance would be, they knew the going rent for mobile home parks in Sunnyvale, yet they purchased the property and are now causing residents to lose cold hard cash. Does the word greed come to mind? It should.

There are 25 homes for sale in Plaza. House number 1 has been for sale over 16 months, owned by the property owner, Home Town America, yet they are taking away amenities to put in 4 new homes to sell.

Another park (El Dorado) used the Plaza model as an excuse to raise their space rent 8%, to long time residents, 2 years in a row. Many of them senior citizens living on a fixed income. Why? Just because they could.

Realtors lament that homes in other parks as not selling because potential buyers are afraid the other parks will follow Plaza's rent model.

During a time when residents of Sunnyvale are moving out to areas where they can afford to live and the Corona Virus Covid-19, is causing loss of jobs for workers and consequently lack of ability to pay rent to landlords. Isn't it time to do something to prevent price gouging in your mobile home parks?

Sunnyvale is way under their agreement to provide affordable housing per the Housing Element.

Terms of rent control would be the same as is already offered in 4 of the parks in North Sunnyvale.

Are you aware of the situation across 101?

August 25, 2020

Jenny Carloni
Housing Officer
City of Sunnyvale, Community Development Department

RE: Comments on the Sunnyvale Draft Housing Strategy and Implementation Tiers

Dear Ms. Carloni:

Hometown America ("Hometown") is the owner of Plaza Del Rey. I am writing on behalf of Hometown to provide feedback on the draft City of Sunnyvale Housing Strategy created by BAE Urban Economics (the "Housing Report").

Hometown purchased Plaza Del Rey from the Carlyle Group in late 2019, after the City held the mobile home park owner's meeting. Although I was able to have one discussion in January 2020 with Stephanie Hagar, Associate Principal at BAE Urban Economics about our commitment to keeping Plaza Del Rey an affordable housing option, I would like to take this opportunity to reiterate that commitment.

Hometown's official comment on the Draft Strategy and Implementation Tiers is that we welcome the opportunity to discuss solutions with the City. While the Housing Report does briefly discuss a Safety Net Program solution, Hometown would like to see the Safety Net option elevated as Tier 1, followed by a Memorandum of Understanding as Tier 2.

A Safety Net program allows direct relief to those that need it the most. At Plaza Del Rey, we currently offer residents that are experiencing a financial hardship access to a Safety Net lease that keeps rent flat for two years and then increases rent just 2% per year for the next five years. This is a means based program that is independently verified by a third party. Hometown welcomes the opportunity to discuss the details of our Safety Net program, and we are open to discuss how to expand access to the program.

Hometown looks forward to creating a partnership with the City and working collaboratively and constructively to address the need to preserve affordability while also protecting the value of our investment.

Sincerely,

A handwritten signature in black ink, appearing to read "Ken Kravenas".

Ken Kravenas
Chief Operating Officer

August 25, 2020

Jenny Carloni, Housing Officer
City of Sunnyvale
56 W. Olive Ave.
Sunnyvale, CA 94086

Dear Jenny,

On behalf of SV@Home, Liveable Sunnyvale, and Greenbelt Alliance we write to provide our initial comments on the City of Sunnyvale's Draft Housing Strategy. Thank you to City Staff for all of your hard work to develop a comprehensive approach to housing issues in Sunnyvale as well as to the Sunnyvale City Council for prioritizing this approach. In general, we strongly support the overall direction of the Draft Housing Strategy and offer several recommendations for how the City should prioritize its implementation.

We appreciate the Draft Housing Strategy's 3Ps (Production, Preservation, and Protection) approach to housing policy, which reflects best practices from across the Bay Area and Santa Clara County. Taking this comprehensive approach will burnish Sunnyvale's credentials as a leader on affordable housing in the South Bay. The proposed strategies are timely, data-backed, and will move Sunnyvale forward.

We recommend that the City of Sunnyvale further build upon the staff recommendations by:

- 1. Placing as a number one priority the development of a mobilehome rent stabilization policy.**
 - While we understand the staff-proposed approach to first pursue a Memorandum of Understanding between park owners and tenants and assess its success before pursuing a full rent stabilization policy, Sunnyvale must act more quickly to address the needs of mobilehome residents in the city.
 - As demonstrated through the City's research included in the Strategy document, mobilehome owners and tenants in general have lower incomes than the city average, making them especially vulnerable to displacement. With the economic impacts of COVID-19 placing people living on fixed and low incomes in even more precarious positions, now is the time to begin the process to further explore mobilehome rent stabilization.
 - **We recommend that the Sunnyvale City Council instruct staff to pursue further development of a mobilehome rent stabilization ordinance as a top priority.**
- 2. Placing as a number one priority policies to enable the development of missing middle housing types and de-emphasize dwelling units per acre (DUA) as a development standard city-wide.**
 - Both of these proposed strategies are designed to increase flexibility in housing types and densities that will allow developers to respond to the housing needs of middle-income families.
 - The allowing of "plex" housing types such as duplexes, triplexes, and quadplexes would match similar initiatives taking place in San José (the proposed Opportunity Housing policy) and other cities around the country.

- De-emphasizing DUA as a development standard increases flexibility around producing innovative, denser housing types while allowing the city continued control over building massing and heights, potentially boosting housing production without affecting other community impacts.
 - **We recommend that the Sunnyvale City Council instruct staff to pursue these strategies as immediate top priorities for the city.**
- 3. Beginning the development of a comprehensive anti-displacement policy similar to those being pursued by neighboring jurisdictions, including Mountain View and San José.**
- Staff's recommended strategies include several anti-displacement best practices, including a Relocation Assistance Requirement, which we strongly support. With Sunnyvale pursuing significant housing and jobs growth in several major planning areas, we can expect that pressures to redevelop existing older apartment buildings will only increase, as we have seen over the last several years in Mountain View.
 - Sunnyvale should take a page out of Mountain View's book and undertake a specific policy study on displacement vulnerabilities in the city that would also identify additional tools that could be deployed to prevent the displacement of lower income families and preserve existing naturally occurring affordable homes.
 - While recent state legislation, including SB330, has addressed some aspects of residential displacement, it is in the interest of the City to clarify and formalize its own policies to ensure tenant protections in this area.
 - **We recommend that the Sunnyvale City Council instruct staff to both prioritize the proposed anti-displacement best practices, including the Relocation Assistance Requirement, and conduct a city-wide study on displacement pressures and potential anti-displacement policies that would protect vulnerable residents.**

When taken in conjunction with the other staff recommendations in the Draft Housing Strategy, we believe these proposals will strengthen Sunnyvale's overall 3Ps housing policy approach and more quickly provide the City with the tools necessary to meet its housing and affordable housing needs. We continue to strongly support the City of Sunnyvale's initiatives to increase the production of housing and affordable housing city-wide for people of all incomes and abilities.

Sincerely,

David K Meyer
Director of Strategic Initiatives
Silicon Valley at Home

Richard Mehlinger
Chair
Liveable Sunnyvale

Justin Wang
Advocacy Specialist
Greenbelt Alliance

From: [Debbi Headley](#)
To: [Jenny Carloni](#)
Subject: Housing Strategy comments
Date: Wednesday, August 12, 2020 7:25:21 PM

ATTN: Email is from an external source; Stop, Look, and Think before opening attachments or links.

I am happy to see the Sunnyvale City Council address housing needs in Sunnyvale. I am particularly interested in expanding the ADU capability on single family home lots. I would like to see less restrictions on ADUs. My husband and I own our home in Sunnyvale. We would love to build an ADU as a second story on our existing detached garage. Under the current rules, this is prohibited. I am in favor of the policy change to amend local legislation to remove any existing impediments to ADU production.

Sincerely,
Debbi Headley
Sunnyvale Homeowner

From: [Ilya Katsnelson](#)
To: [Jenny Carloni](#)
Subject: Housing Strategy comments:
Date: Monday, August 24, 2020 11:59:15 AM

ATTN: Email is from an external source; Stop, Look, and Think before opening attachments or links.

Hello:

These are some comments about the [Housing Strategy](#) plan.

Sunnyvale is growing, especially in terms of office space, but it is still in the 1960s in terms of housing. Yes, it would be nice for everyone to have a single family home with a yard and within 20 minutes from the office. But there is only so much land.

I support the recommendations 2d and 2e. I hope we can really Up-Zone land use and build up. It will provide a lot of benefits. 2e is also important. A lot of recent developments are just giant, very expensive, not every efficient apartments. We can build a lot more smaller housing units in the same area.

Thank you for your work.
-Ilya Katsnelson.

From: [Holly Lofgren](#)
To: [Jenny Carloni](#)
Subject: Housing Strategy
Date: Sunday, August 23, 2020 3:44:10 PM

ATTN: Email is from an external source; Stop, Look, and Think before opening attachments or links.

Housing and Human Services Commission,

These are my comment regarding the housing strategy draft document,

I was delighted to see issues related to assisting mobile home residents stay in their homes and a recognition that mobile homes are indeed affordable housing. I was also heartened to see a focus on improving agree friendliness in housing. The number of persons over age 65 will increase in our area. In survey after survey, people overwhelmingly state they wish to stay in their homes as they age. In the last Sunnyvale-wide survey I had seen, one area where we lapsed was Sunnyvale being a good place to retire. So, I was happy to see both issues as priorities.

However, I don't think table ES-1 goes far enough to support these strategies. I wondered why recommendations 1a and 4a, initiatives to preserve people in mobile homes were rated a 3 instead of a 2 and would encourage we move faster as a policy. I wondered why item 1c, adapting homes to age in place was rated a 3 instead of a 2. Why was promoting new age friendly housing rated a 2 when the survey stated: "Among the respondents, living independently in their own home as they age was a top priority, ranked as either very important or extremely important in 92 percent of the responses." The rankings in table ES-1 are perplexing. While I think promoting new age friendly housing, senior affordable housing living is highly desirable, it is not a replacement for aging in place, residents' strong preference.

I don't believe that supply-side housing strategies (density bonuses) has any place in the discussion of solving housing affordability. Recommendation 2d, up zoning land to facilitate a population increase in residential development is not helpful at all. "Facilitating a population increase" has little to do with supporting existing Sunnyvale residents. The more you upzone, the higher the land prices go, the worse it gets. I believe the expansion of office space and upzoning, the most profitable and desirable real estate propositions, has a detrimental effect on housing affordability.

Also, in this time of WFH brought on by COVID-19, and a clear need to supply preeminently affordable housing, a policy to upzone without specifically, and solely specifying that work towards affordable housing does not meet the stated need. Providing for only a small percentage (15-25%) of affordable units in projects does not keep up with the real demand and makes the situation worse. I believe, this goal should be postponed, as further clarity both emerges post COVID-19.

Additionally, I am utterly opposed to the use of "pop-up" data collection. This puts the city in the position of promoter, (staff have personal beliefs, they act upon). I personally saw this happen in both Measure B Farmer's Market (which is itself not representative at all of the population of Sunnyvale) and the community meetings held to gather input regarding the civic center. The personnel in charge wrote down the input from the opinions they agreed with and ignored the input from those they did not agree with. The HHS Commission should immediately strongly object to this practice. Unbiased surveys produced by third parties are much more reliable.

The entire paragraph, "Role of Both Market-Rate and Deed-Restricted Affordable Housing Production", shows a clear lack of direction and internal logic, and states its own policies are likely to fail. Clearly, regarding policy recommendation 2d, the document is incongruous in its conclusions.

All the demand-side housing ideas need much more precedence in our strategies. Loans and other forms of assistance from a well-endowed (maybe less this year, but overall) city such as Sunnyvale,

would go a long way to helping people get into homes and stay in homes. Since the paper itself admits that its supply-side programs are bound to fail, why not pursue what is humanly possible to keep the people who really need the help housed. Yet, so many more pages were dedicated to what one can summarize as simple 'upzoning'. As stated above, we will not achieve the recommended goals the document addresses with this strategy, we will just fall further into displacement.

Other comments:

<!--[if !supportLists]-->a) <!--[endif]-->The RHNA goals set forth by an unelected, and ineffective body MTC/ABAG should be objected to in a way Sunnyvale resident can hear it.

<!--[if !supportLists]-->b) <!--[endif]-->The Missing Middle was addressed, but needs both more emphasis and more clarity about the protection of SFH neighborhoods and homeowners.

<!--[if !supportLists]-->c) <!--[endif]-->ADUs can be a good solution, except that protections to the character of SFH neighborhoods receives little attention at both the city and state level and this needs to be addressed.

<!--[if !supportLists]-->d) <!--[endif]-->Utilizing surplus land is an excellent idea. I am hopeful that this proposal area would receive more visibility.

I agree with the strategy to increase the ownership percent (regardless of type of home) versus leasing, since a permanent, committed population makes for a better community than a transitory one.

Thank you,

Holly Lofgren

From: [Richard Mehlinger](#)
To: [Jenny Carloni](#)
Subject: Housing Strategy: Missing Middle vs. Moderate Income
Date: Friday, August 14, 2020 3:35:14 PM

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Hi Jenny,

I was a bit confused by something that I saw in the housing strategy on pages 51 and 52. It appears that this section is conflating missing middle and moderate income housing, which are not quite the same thing. While missing middle housing is typically affordable to moderate income earners, from everything I've seen the term "missing middle housing" really primarily refers to the *built form* of the housing. For instance, <https://missingmiddlehousing.com/> describes missing middle housing as ranging from duplexes to small apartment buildings, like LA's famous dingbats.

Really, "encouraging affordability by design" seems to be about zoning, while the other pieces in this section are about subsidies. I would therefore suggest splitting the "Encourage 'Missing Middle' Housing" section into two pieces: "Missing Middle" and "Moderate Income".

Do you think this would make sense? I'd be happy to hop on a call if you're interested.

Cheers,
Richard

Ms. Jenny Carloni
Housing Officer
Department of Community Development
Housing Division
City of Sunnyvale
August 24, 2020

Dear Ms. Carloni,

I am writing in response to your invitation for comments on the Sunnyvale Draft Housing Strategy. As a co-owner of Mary Manor Estates mobile home park, I will confine my comments to the mobile home section of the document.

Mary Manor Estates has 117 spaces and has been in operation since 1974. The median length of residency for our current residents is ten years. In the midst of the Coronavirus pandemic all but two of our residents are up to date on their rent, and those residents have enrolled in our rental assistance program.

The owners of Mary Manor all grew up in Sunnyvale and are second generation owners – children of Augustine Garcia, a local developer and home builder, and Donald Koreski, realtor, Sunnyvale City Council member and mayor. Our parents were good stewards of the property and so are we. You will find no instances of rent-gouging in Mary Manor's past, and there will be none in the future under our ownership. Our rent increases have always been modest, and we regularly invest in the park in order to maintain its quality.

We believe that we have a good business model and that additional controls on our operation are unnecessary. However, having said that, we are keenly aware of the times in which we live, and we understand the pressure on any type of housing where rents are involved. We are also in support of effective strategies to address housing affordability in Sunnyvale. We do not believe that mobile home space rent stabilization is an effective strategy, so we are heartened that staff has made it a low priority recommendation. Rent stabilization is not only acrimonious, but it also provides a disincentive for owners to invest in park maintenance and improvements.

We believe that staff's recommendation to implement a Memorandum of Understanding {MOU} is a preferred approach if the City decides to implement any of the mobile home strategies included in the draft document. Again, while we do not believe our current business model needs regulation, we find that our approach to rent increases generally aligns with the MOU examples that staff has provided on the City website, both as to the method of calculation and the allowable range of increases. This gives us hope that we will be able to find common ground with the City should it decide to go forward with an MOU approach.

One concern that will need to be addressed should the City go forward with an MOU is what happens to rent when a space becomes vacant. Existing MOUs diverge widely on this issue, ranging from no regulation, to strict regulation, to something in between, such as a percentage cap on increases. As owners of a property with many space rents below market, we are particularly interested in the development of this aspect of an MOU.

Thank you for the opportunity to comment on the Draft Housing Strategy.

Sincerely,

Dan Garcia, Co-owner
Mary Manor Estates

cc:

Robert Garcia
Thomas Garcia
Janice Byrd
David Koreski
Robert Koreski

From: [Stone, Jonathan](#)
To: [Jenny Carloni](#)
Subject: RE: [EXT] Sunnyvale Draft Housing Strategy Now Available for Public Review
Date: Wednesday, August 12, 2020 4:09:55 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

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Hi Jenny,

Per your E-mail below, I wanted to pass on our comments. We are certainly supportive of the efforts outlined in the Sunnyvale Draft Housing Strategy. We'd like to convey that the more Sunnyvale can do to modify the Supply-Side policies and increase densities throughout the City will help to address the housing crisis at all levels. Items 2d and 2e we would like to point to as areas of focus as well as potentially adding another option of form based zoning which is in line with 2e.

We look forward to the upcoming meetings on August 26th and October 13th.

Thanks,

Jonathan Stone | Senior Director of Development | PROMETHEUS REAL ESTATE GROUP, INC. | Est. 1965

From: Jenny Carloni <JCarloni@sunnyvale.ca.gov>
Sent: Wednesday, August 5, 2020 4:58 PM
To: Jenny Carloni <JCarloni@sunnyvale.ca.gov>
Subject: [EXT] Sunnyvale Draft Housing Strategy Now Available for Public Review
Importance: High

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Stakeholders,

Thank you for your continued involvement and patience as we worked through COVID challenges in releasing our draft Housing Strategy. We are pleased to announce that the [Sunnyvale Draft Housing Strategy](#) is now available for public review. The Draft Housing Strategy recommends 13 strategies (Table 10 of the report, pg. 74) to address the most critical housing needs of the community. These strategies have been assigned an Implementation Tier which identifies the priority level and timeframe for each strategy to be completed.

Staff is currently seeking comments and input on the Draft Strategy and Implementation Tiers. All comments should be emailed to jcarloni@sunnyvale.ca.gov no later than 5 p.m. Tuesday, August 25, 2020.

In addition, two public hearings will be held on the Draft Housing Strategy:

1. **Housing and Human Services Commission:** Wednesday, August 26, 2020 at 7 p.m.
Telepresence meeting information will be available [online](#) on Aug. 21.
2. **City Council:** Tuesday, October 13, 2020 at 7 p.m. Telepresence meeting information will be available [online](#) on Oct. 8.

Thank you!



Follow us on:



JENNY CARLONI
Housing Officer
Community Development Department

Direct Line: 408-730-7465

Fax: 408-737-4906

Sunnyvale.ca.gov

Please note: Sunnyvale's Housing Division is currently working remotely. We appreciate your patience during this time!

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From: [Doug Johnson](#)
To: [Jenny Carloni](#)
Subject: Re: Sunnyvale Draft Housing Strategy Now Available for Public Review
Date: Tuesday, August 25, 2020 12:43:54 PM
Importance: High

ATTN: Email is from an external source; Stop, Look, and Think before opening attachments or links.

Dear Ms. Carloni:

The Western Manufactured Housing Communities Association (WMA) is a nonprofit trade association representing the owners and operators of mobilehome communities throughout the state of California. Having been founded in 1945, WMA is one of the oldest, largest and most respected trade associations of its kind in the United States.

WMA has carefully reviewed the Sunnyvale Draft Housing Strategy — as it pertains to the city's 13 mobilehome communities — and we fully support the development of a fair and balanced MOU. Several cities and counties in California already use these instruments as effective and cost-efficient forms of rent stabilization. Some MOUs have been in place for more than 20 years.

WMA and our Sunnyvale members look forward to working earnestly — with city staff and mobilehome park residents — on the creation of this important affordable housing solution.

Best regards,

DOUG JOHNSON

Senior Regional Representative
Local Government & Public Affairs

WESTERN MANUFACTURED HOUSING COMMUNITIES ASSOCIATION
Northern California & Bay Area Regional Office
1667 Columbus Road
West Sacramento, CA 95691-4902

WMA — Advancing and Protecting the Manufactured Housing Industry since 1945

From: [Antonio Johnson](#)
To: [Jenny Carloni](#)
Subject: Senior Mobile Home Parks
Date: Monday, August 10, 2020 12:37:31 PM

ATTN: Email is from an external source; Stop, Look, and Think before opening attachments or links.

Greetings,

Please develop a rent control policy for Seniors living in Sunnyvale mobile home parks because the majority of these individuals are retired on a fixed income and the space rent at the Senior Mobile Home Parks increase every year. This increase in space rent is forcing seniors out of their mobile homes and becoming homeless. Thanking you ahead for your efforts in resolving this issue.

Sincerely
Antonio Johnson

San Francisco Office
312 Sutter Street, Suite 510
San Francisco, CA 94108
(415) 543-6771

August 25, 2020

City of Sunnyvale
Attn: Jenny Carloni
456 W. Olive Ave
Sunnyvale, CA 94086

Dear Jenny:

First of all, Greenbelt Alliance would like to thank city staff for their hard work on the Housing Strategy. By and large, we favor the conclusions that the City has come to in addressing the current housing crisis. Many of our coalition partners have and are addressing the urgent need to produce, preserve, and protect housing. We fully support their letters and suggestions. As an organization that looks at land-use issues through an environmental lens, we would be remiss to not emphasize several things:

1. Climate Adaptation:

We have seen the devastating impacts that flooding can have on mobile home park residents and other socioeconomically vulnerable populations. Given that the survey indicated that over 80% of mobile home park residents have a high to severe housing cost burden, the looming threat that sea-level rise and groundwater flooding pose cannot be left unaddressed. These communities are particularly susceptible to the displacement and monetary costs that climate change can represent.

It is key that the city prioritizes climate adaptation in conjunction with its Housing Strategy. With opportunities like the Moffett Park Specific Plan representing potential homes for thousands of residents, it is crucial that Sunnyvale gets it right. Sunnyvale's own Climate Action Playbook, released in 2019, calls out the fact that "there are no community-specific plans to address response to extreme weather events, which may increase in frequency and severity due to climate change... [including] heat waves, intense rain storms, and sea level rise". The time to plan for and address these issues is now.

2. Green Infrastructure:

As the Housing Strategy called out, the regional population aged 65 and older is projected to substantially increase over the next 20 years. Sunnyvale and the Bay Area at large recently experienced an extreme heat wave; this is the new normal that we must be preparing for. Given that senior citizens are significantly more at risk of negative outcomes from excessive heat, any conversation about age-friendly housing must also talk about adaptations to extreme weather patterns.

One tool that the city should utilize is emphasizing green infrastructure. One of many benefits of creating open spaces and increasing canopy cover is the ability to mitigate the urban heat island effect, which would help to offset the rise in global temperatures. Moreover, it would be a key step in allowing seniors to age in place—an indicated preference in the Housing Strategy—without the associated increased monetary or environmental costs on the individuals, many of whom are living on fixed incomes, that may arise from other solutions.

3. Housing

To be clear, none of this is said to discount the urgent need we have for more housing. Our region is in a housing crisis and we have a responsibility to do what we can to address it. Sunnyvale has taken a tremendous step forward with this Housing Strategy. However, we don't just need housing: we need the *right* housing, and we need to adapt the housing that we already have. Greenbelt Alliance believes that taking the above steps would serve to make Sunnyvale a better, more vibrant place for all residents.

Sincerely,

Justin Wang
Advocacy Specialist
Greenbelt Alliance
(408)891-3668

From: [Mike Serrone](#)
To: [Jenny Carloni](#); [Council AnswerPoint](#); [PlanningCommission AP](#); [livable_svl_board](#)
Subject: Sunnyvale Housing Strategy Report - Livable Sunnyvale comments
Date: Tuesday, August 25, 2020 3:15:06 PM

ATTN: Email is from an external source; Stop, Look, and Think before opening attachments or links.

August 25, 2020

Re: Sunnyvale Housing Strategy Report.

To Jenny Carloni, Housing Officer, Mayor Klein, Vice-Mayor Smith, City Council Members and Planning Commissioners,

Livable Sunnyvale commends City Staff on the Sunnyvale Housing Strategy Report. We look forward to providing additional feedback before the final version is approved by the City Council.

Our first comments:

Mobile Home Park Issues

Staff recommendation is to spend a year negotiating terms of an MOU with Mobile Home Park owners. If that is not successful, then the Council might consider an ordinance limiting rent increases. Realistically, the MOU process would not start for at least 6 months, when preparation of an RFP would begin. So negotiations would likely not start for at least a year - it could easily be two years before a conclusion is reached on the viability of an MOU.

The primary incentive for MHP owners to negotiate an MOU would be the threat of an ordinance with terms more restrictive than the MOU. If an ordinance is not under consideration, the City has no leverage.

We recommend that the preparation of a rent stabilization ordinance begin immediately and proceed in parallel with the MOU negotiations. The tradeoffs and issues related to the MOU and the ordinance are very similar, so this would make more efficient use of Staff time and is more likely to result in successful MOU negotiations.

Age Friendly Housing

1.

We strongly support the strategy to "Adapt senior homes to age in place by facilitating home renovations through the Sunnyvale Home Improvement Program" and "The City could also offer or promote home repair and maintenance services." Both of these will provide housing relief in the short term with relatively low expenditures per preserved housing unit.

2. Home sharing can potentially produce thousands of housing units without any new development - it would utilize existing housing stock. This will benefit seniors who own homes and everyone else looking for housing. Catholic Charities has a very small scale operation. Because they support only affordable alternatives, most rooms that are offered for rent in this area are too expensive for their program. The City should also look for public/private relationships with companies like Silvernest or Homily.

Supply-Side Housing

1. We encourage Up-zoning - "Up-Zone Land to Facilitate Increased Residential Development".
2. We support increasing the Ownership Inclusionary Requirement to 15 Percent. The current rate is 12.5%. **Livable Sunnyvale recommends increasing this to 15%. We believe this will not discourage development of new housing.**
3. We strongly support affordable by design units, which provide affordable housing without subsidies.
4. Offering supplemental density bonuses (i.e., more than 35 percent additional density and/or additional incentives or concessions) for projects that are not 100 percent affordable will offer more flexibility for residential developers.
5. We encourage the City to "De-Emphasize Maximum Dwelling Units per Acre as a Development Standard". This will also provide more flexibility to housing developers to respond to changing market needs.

Demand-Side Housing

1. Livable Sunnyvale has previously endorsed the Right-to-Lease study issue and supports pursuing this as a strategy alternative.
2. **Establish a Safe RV Parking Program.** This is critical. The alternative will be unsafe RV parking.

We will continue to provide feedback as we participate in review meetings with commissions and at the September 2nd, Livable Sunnyvale General Meeting.

Best Regards,

Mike Serrone on behalf of the Livable Sunnyvale Board

From: [HousingHumanServices AP](#)
To: [Edith Alanis](#)
Cc: [Jenny Carloni](#); [Trudi Ryan](#)
Subject: INFO ONLY -- FW: Housing strategy
Date: Thursday, August 27, 2020 3:48:18 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

Dear Commissioners,

Forwarding item from Housing and Human Services Commission Answer Point.

These comments did not arrive in time to forward to you for last night's meeting, but will be forwarded to City Council.

Outside of official board or commission meetings, individual board and commission members are not authorized to represent the City or their board or commission and therefore this item is being forwarded as Information Only and you should not respond to the individual."

Kind regards,



EDITH ALANIS (pronouns: she/her/hers)
Housing Programs Technician
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I am currently working remotely and may access phone and email less frequently. Thank you for your patience and understanding.

*Due to the shelter in place order for Santa Clara County, the City of Sunnyvale offices are closed to in-person services. Updates about all City Services are available on the City webpage:
<https://sunnyvale.ca.gov/news/topics/coronavirus.htm>.

From: fred kameda
Sent: Wednesday, August 26, 2020 6:05 PM
To: HousingHumanServices AP <HousingHumanServices@sunnyvale.ca.gov>
Subject: Housing strategy

ATTN: Email is from an external source; Stop, Look, and Think before opening attachments

or links.

Hello, my group representing a coalition of mobile home residents have read your extensive analysis as regards to Mobile Homes / rent stabilization. Please find the following:

While the analysis provides good data as to the situation and impact to our (low income) residents: the summary that MOU's should be first entertained would be disastrous. The problem and impact is now! Not in the undefined future. Low and fixed income residents (82% of us) are in eminent danger of losing our homes NOW. MOU's have proven to drag out for too long and almost always end up favoring park owners.

The most severe issue is where park owners are imposing extreme increases for new buyer space rents. We are looking at an 87.4% increase over current space rents. The net effect of an increase of \$1,100.00 in monthly space rent effectively wipes out any equity in our homes. In many cases where the resident has a mortgage on their home they would face a negative equity. This coupled with non regulated current space rents places them in near term forced eviction. Low and fixed income residents face financial disaster from this and have no means of recuperation.

Almost every other bay area city has recognized this issue and implemented rent stabilization to protect. Sunnyvale has long ignored taking action to resolve the problem. Even state and federal HUD organizations are now concerned.

We must have rent stabilization and vacancy control legislated NOW.