



bae urban economics

SUNNYVALE HOUSING STRATEGY CITY COUNCIL MEETING

October 13, 2020

INTRODUCTION

- 2017 Study Issue – Housing Strategy
 - Addresses key issues prioritized by the City Council
- Consultants
 - BAE Urban Economics, PlaceWorks, Goldfarb & Lipman, Novin Development
- Today: Consider Adoption of Housing Strategy

HOUSING STRATEGY OVERVIEW

- **Housing Strategy Components**

- Existing: population, households, housing stock

- Housing Strategy Development

- Supply-side approaches

- Demand-side approaches

- Mobile home parks

- Age-friendly housing

- **Rental Inclusionary**

- Adopted November 2019 (10% low + 5% very low)

COMMUNITY INPUT OPPORTUNITIES

- **Nine Community Outreach Meetings**

February to November 2019

- **Online Survey**

December 2019

- **MHP Surveys for Park Owners & Park Residents**

June 2019

- **City Council Study Session**

February 2020

- **Housing and Human Services Commission Meeting**

August 2020

RECOMMENDED HOUSING STRATEGIES

MOBILE HOME PARK STRATEGIES

Rent Stabilization



MOU/Accord

could include safety net



Rent Mediation

Low-Income Safety
Net Program

MOBILE HOME PARK RECOMMENDATIONS

■ **Rent Stabilization**

- Creation of local ordinance
- Various components (max rent, vacancy control, etc.) determined through outreach and City Council

■ **MOU/Accord**

- Formal negotiated agreement
- Owners of all regulated parks must sign
- Various components (max rent, vacancy control, etc.) determined through negotiations with park owners and residents

AGE- FRIENDLY HOUSING STRATEGIES

Maintain Existing
Housing



Promote New Age-
Friendly Housing



Adapt Homes to Age
In Place



Facilitate New Ways to
Use Homes

AGE FRIENDLY RECOMMENDATIONS

- **Protect At-Risk Affordable Senior Housing**
 - Including MHPs
 - Set aside funds for at risk affordable developments
- **Promote New Age Friendly Housing**
 - Financial assistance
 - Policies to prioritize senior affordable housing
 - Use of City owned land
- **Adapt Homes to Age in Place**
 - Modifications to planning entitlement process, building permit ease for renovations

SUPPLY- SIDE STRATEGIES

Increase Ownership
Inclusionary Percentage



Promote ADUs



Modify Programs and/or
Policies to Encourage
Missing Middle Housing



Up-zone Land to Facilitate
Increased Residential
Development



SUPPLY- SIDE STRATEGIES

Add Developer Incentives for Units
Production into Rental Inclusionary Program

Density Bonus Program Requests > 35%

Add Affordable Housing Payment Options

Modify Fee Programs to Add Further
Gradations of Unit Sizes

De-emphasize Dwelling Units per Acre as
Development Standard



Utilize Surplus/Underutilized City or Other
Public Property for Housing Development

SUPPLY SIDE RECOMMENDATIONS

- **Increase Ownership Inclusionary Percentage**
 - 15% or greater
- **Promote ADUs**
 - Encourage in new construction, pre- approved building permit designs, new funding, etc.
- **Modify Programs and/or Policies to Encourage Missing Middle Housing**
 - Creation of 121% AMI – 200% AMI?
 - Affordable by design
 - Homebuyer financial opportunities

SUPPLY SIDE RECOMMENDATIONS

CONTINUED

- **Up-zone Land to Facilitate Increased Residential Development**
 - Increase densities to accommodate new housing development near key infrastructure (employment, transit, etc.)
- **De-emphasize Dwelling Units per Acre as Development Standard**
 - Emphasize floor area ratio rather than density of units

DEMAND- SIDE STRATEGIES

Adopt a Right to Lease
Ordinance



Adopt a Relocation
Assistance Requirement



Establish a Safe RV
Parking Program



Increase City Down
Payment Loan Amount

Increase Loan Amounts for
Home Improvement Program

DEMAND SIDE RECOMMENDATIONS

- **Adopt a Right to Lease Ordinance**
 - Require landlords to allow option of 1-year lease
- **Adopt a Relocation Assistance Requirement**
 - Require relocation benefits (financial or first offer) for those displaced by new development
- **Establish a Safe RV Parking Program**
 - Work with non-profit to create designated lot with social services for those living in RVs or cars

IMPLEMENTATION PRIORITIES

TIERED PRIORITY RECOMMENDATIONS

Tier 1: Currently Underway or to begin 2020-2021

Tier 2: Priority in 2021-2022

Tier 3: Timeframe to be assessed based on funding availability, outcome of existing studies, etc.

Considerations for prioritization – community support, readiness, staff/resource availability, funding, etc.

IMPLEMENTATION

	Tier
1 Age-Friendly Housing Policy Options	
a Protect At-Risk Affordable Sr Housing / Preserve MHPs	3
b Promote New Age-Friendly Housing	2
c Adapt Homes to Age in Place	3
2 Supply-Side Housing Policy Options	
a Increase Ownership Inclusionary Percentage	1
b Promote ADUs	1 [#]
c Programs/Policies to Encourage Missing Middle Housing	3
d Up-Zone Land to Facilitate Residential Development	1 [#]
e De-Emphasize Dwelling Units per Acre	3

In progress

IMPLEMENTATION

CONTINUED

	Tier
3 Demand-Side Housing Policy Options	
a Adopt Right to Lease Ordinance	2
b Adopt Tenant Protection/Relocation Assistance Requirement	1
c Establish Safe RV Parking Program	3
4 Mobile Home Park Policy Options	
a Mobile Home Space Rent Stabilization	3*
b Memorandum of Understanding/Accord	1*

In progress

* 6-month check in w/Council

NEXT STEPS — TIER 1 STRATEGIES

■ **Strategies Already Underway**

- Promote ADUs
- Up-zoning for more residential

■ **Strategies to Begin Immediately**

- Increase Ownership Inclusionary Percentage
- Tenant Protection/Relocation Assistance
- Mobile Home Park MOU
 - Work Plan
 - Consultant Contracts
 - Budget modifications

**HOUSING AND HUMAN SERVICES
COMMISSION (HHSC)
RECOMMENDATION**

HHSC RECOMMENDATIONS

- Include in Age Friendly Housing Strategies
 - Facilitate New Ways to Use Homes – Home Sharing
- Make modifications to both MHP Strategies
 - Provide legal assistance to residents
 - Provide legal expert during negotiations
 - Create Community Advisory Committee
 - Include long term and existing leases
 - Include strict parameters to start on Rent Stabilization if MOU negotiations unsuccessful after 6 months

HHSC RECOMMENDATIONS

CONTINUED

- No changes to strategy prioritization
- MOUs and Rent Stabilization in California
 - Provide additional background information, clarification, and data
- Staff responses to the HHSC recommendations
 - On front page of Report to Council

STAFF RECOMMENDATION

- **Alternative 1**

- Approve 2020 Housing Strategy
(*Attachment 2*)

- **Alternative 4**

- Approve Updated Implementation Schedule
(*Attachment 3*)

THANK YOU!