

# WELCOME

## 3575 De La Cruz Boulevard

Community Engagement Meeting  
January 29, 2018



**City of  
Santa Clara**

The Center of What's Possible



# 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 Carvalho
- 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  
Issue RFP
- 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

# What is Affordable Housing?

- 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?

- 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

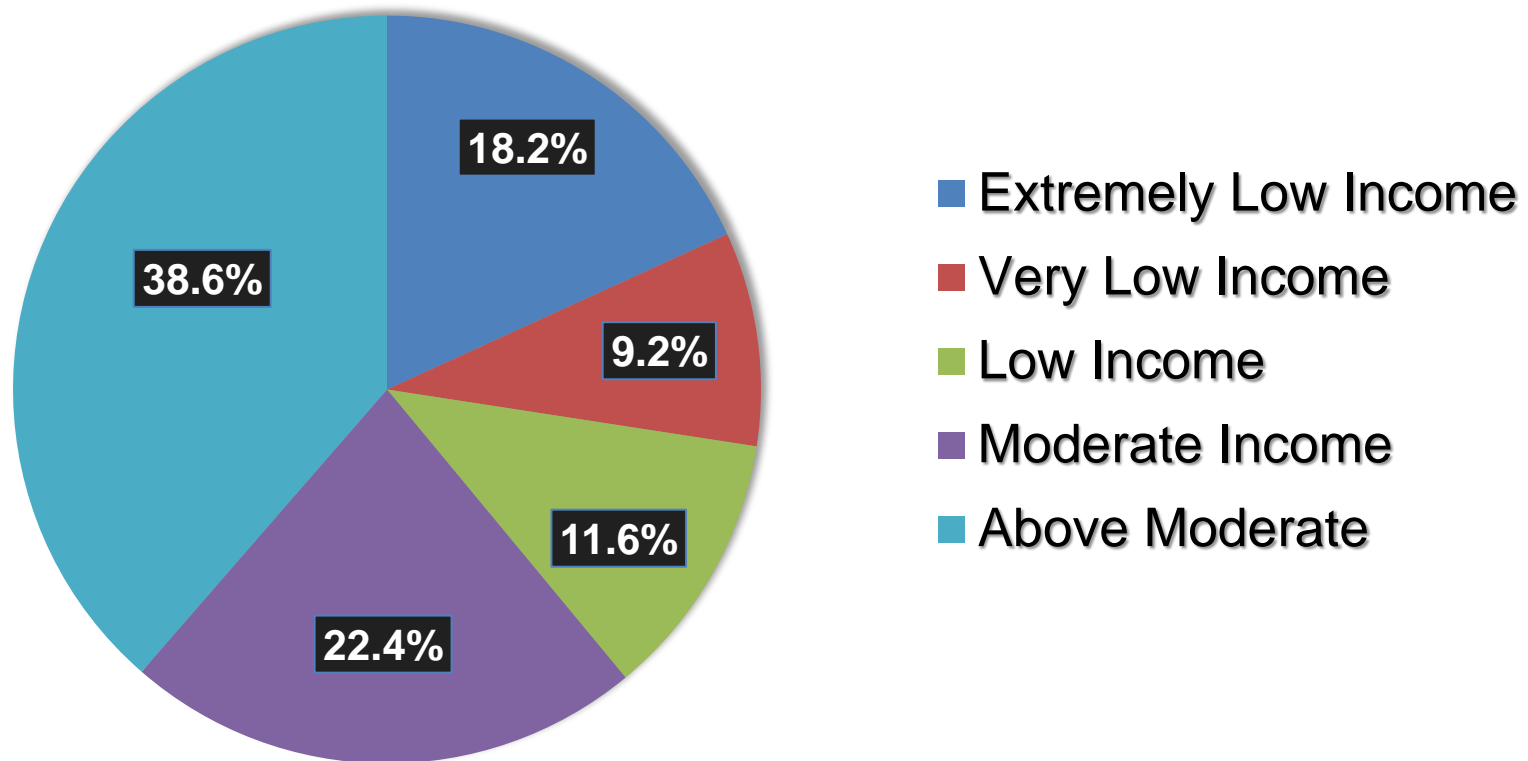
Affordability Level	1	2	3	4
Extremely Low Income: 30% AMI	\$25,100	\$28,650	\$32,250	\$35,800
Very Low Income: 50% AMI	\$41,800	\$47,800	\$53,750	\$59,700
Low Income: 80% AMI	\$59,400	\$67,900	\$76,400	\$84,900
Median Income: 100% AMI	\$79,300	\$90,650	\$101,950	<b>\$113,300</b>

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

# Santa Clara Incomes

## Household Income

(Avg HH Size = 3)



(Source: US Census Bureau, 2015)

# Housing Costs

RENTAL	AVERAGE MARKET RENT <i>(Source: Rent Café 2017)</i>	MINIMUM INCOME REQUIRED
1 Bedroom	\$2,424	\$96,960
2 Bedroom	\$2,993	\$119,720

OWNERSHIP	AVERAGE SALES PRICE <i>(Santa Clara County Assoc. of Realtors, Sept. 2017)</i>	MINIMUM INCOME REQUIRED
Condominium	\$839,000	\$150,700 <i>(\$167,800 down)</i>
Single Family Home	\$1,341,592	\$233,700 <i>(\$268,400 down)</i>

# Affordability

Affordability Level	Affordable Rent 1 BR	Market Rent 1 BR	Difference
ELI	\$716	\$2,424	(\$1,708)
VLI	\$1,195	\$2,424	(\$1,229)
LI	\$1,698	\$2,424	(\$727)
Median	\$2,266	\$2,424	(\$158)

Affordability Level	Affordable Rent 2 BR	Market Rent 2 BD	Difference
ELI	\$806	\$2,993	(\$2,187)
VLI	\$1,344	\$2,993	(\$1,649)
LI	\$1,910	\$2,993	(\$1,083)
Median	\$2,549	\$2,993	(\$444)

*(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

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

\*Regional Housing Needs Assessment

# Table 1: Affordability

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

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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.

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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.

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Are there specific populations that have housing needs in the community?

# Table 4: Amenities

The new development may be able to accommodate some retail and /or community facility amenities.

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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?

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Addition Questions or Concerns?

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