



bae urban economics

**SUNNYVALE HOUSING STRATEGY  
COMMUNITY POLICY OPTIONS MEETING**

June 6, 2019

# INTRODUCTION

- **Housing Strategy Project:** addresses key issues prioritized by the City Council
  - Mobile Home Parks
  - Inclusionary Policy for New Rental Housing Developments
  - Age-Friendly Housing
  - Creative Approaches to Increasing Affordable Housing Supply
- **Purpose of today's meeting:** obtain community input on mobilehome park and inclusionary housing policy options

# HOUSING STRATEGY OVERVIEW

- Housing Strategy components
  - Existing Conditions: population, households, housing stock
  - Housing Strategy Development
    - Inclusionary Housing Ordinance & other supply-side approaches
    - Demand-side approaches
    - Mobile home parks
    - Age-friendly housing
- Ongoing community engagement for input throughout
  - Community & Stakeholder Meetings, Online Surveys, Popup Event

# OVERALL PROJECT TIMELINE

- **Community Meetings:**
  - Meeting 1: (Background Information) Feb.
  - Meeting 2: (Mobile Home Park Stakeholders) June 3
  - Meeting 3: (Community Policy Meeting) **This Meeting**
  - Meeting 4: (Age-Friendly Housing) Aug./Sept.
  - Meetings 5 and 6: (Demand Side Approaches) Oct./Nov.
- **Meetings with stakeholders on key topics**
  - Mobilehome park owners; residential developers; others as needed
- **Online Surveys (MHP residents and owners) and Pop-Up Event**
- **Planning Commission and City Council Review of Draft and Final Housing Strategy Reports: Dec./Jan. 2020**

# MOBILE HOME PARK POLICY OPTIONS

- Rent Stabilization
- Rent Mediation
- MOU/Accord
- Low-Income Safety Net Program

# MOBILE HOME PARK OWNER SURVEY

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Surveys completed for six parks representing 2,053 mobile home spaces

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All offer new leases/renewals of five years or more, along with options for shorter leases

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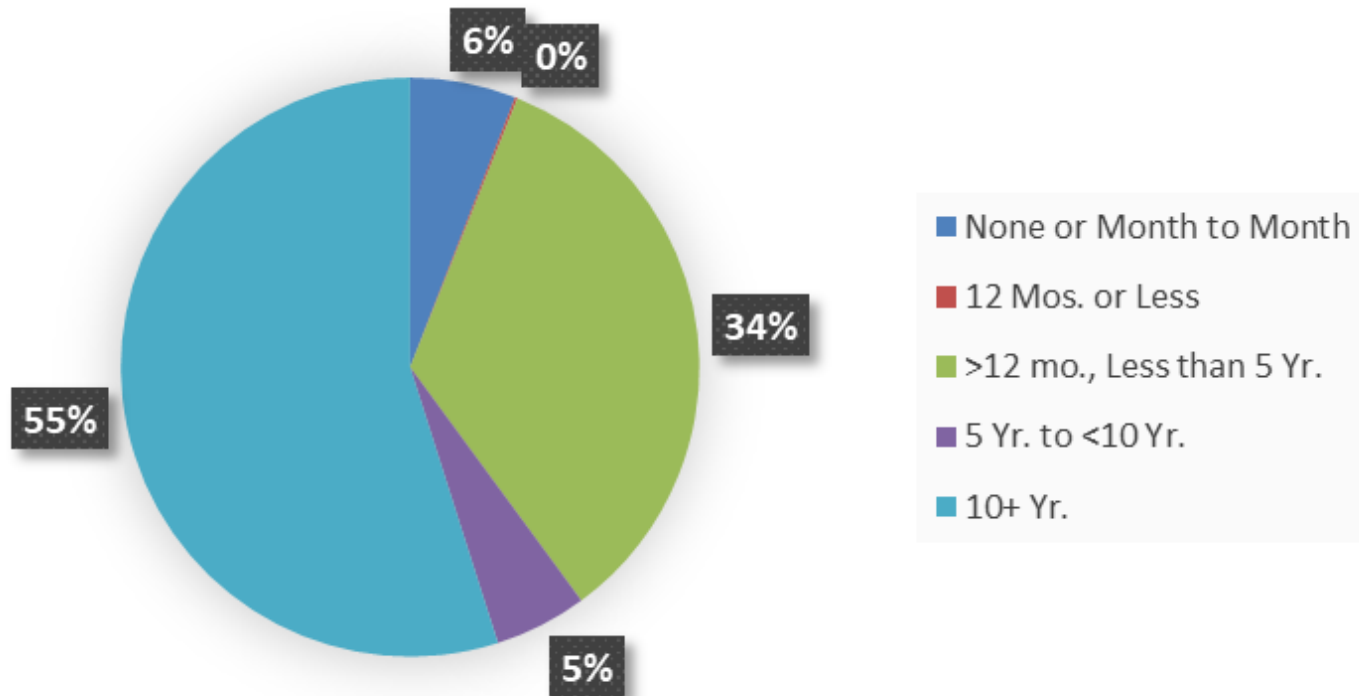
Average monthly rent for existing leases of 12 months or more ranges from \$1,035 to \$1,264

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Responding owners preferred no new mobile home park regulations/programs. Rent stabilization viewed least favorably.

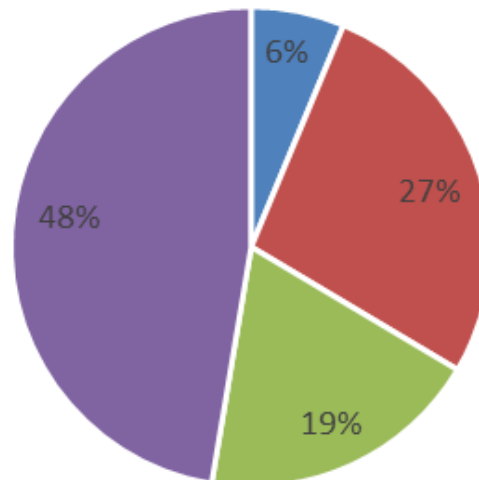
# MOBILE HOME PARK OWNER SURVEY:

## Length of Current Leases



# MOBILE HOME PARK OWNER SURVEY:

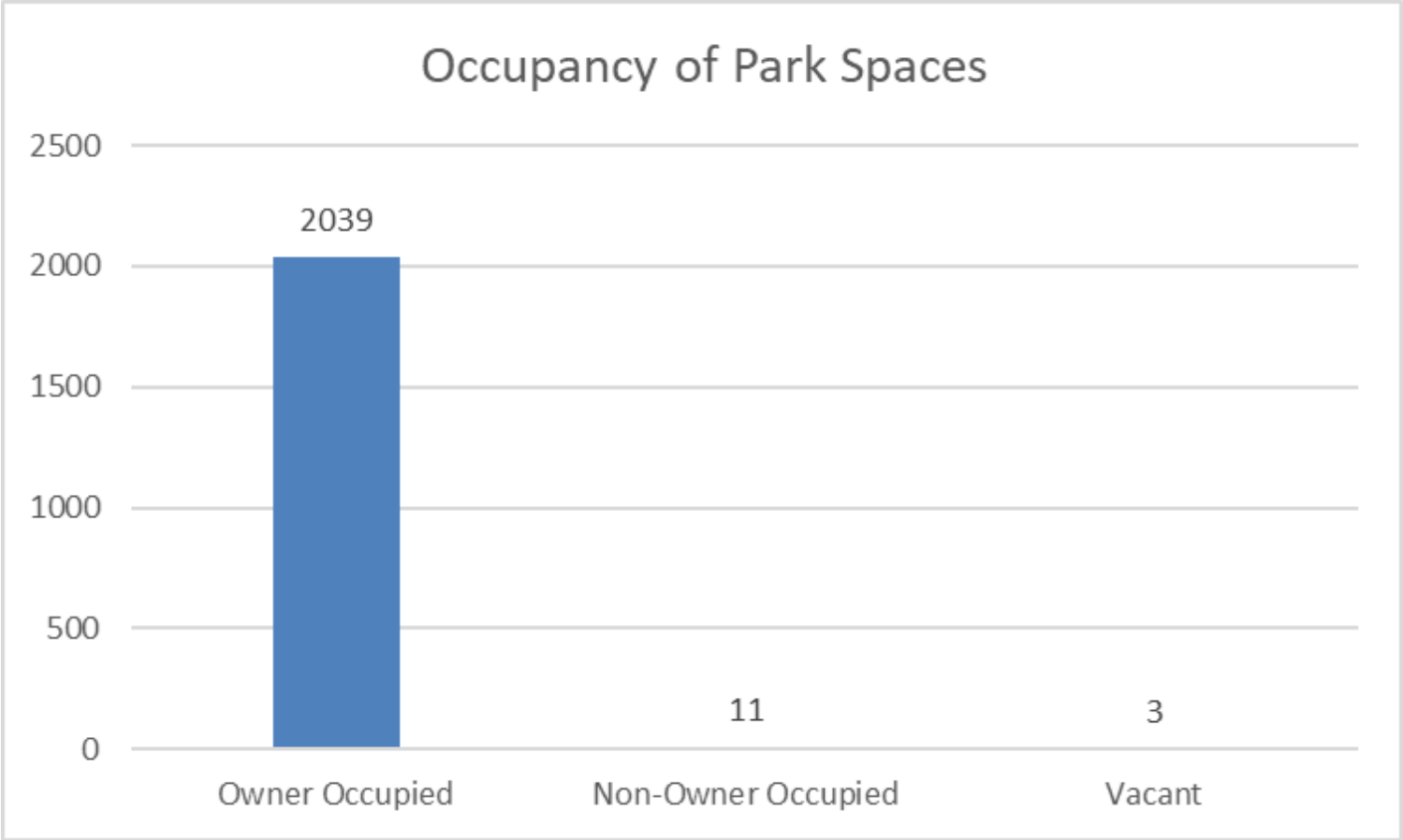
How Long Tenants Have Lived in Parks



■ 12 mos. or less ■ >12 mos., <5 yrs. ■ 5 yrs., <10 yrs. ■ 10+ yrs.



# MOBILE HOME PARK OWNER SURVEY:



# MOBILE HOME PARK RESIDENT SURVEY

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3,505 surveys sent; 1,151  
returned

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98% homeowners

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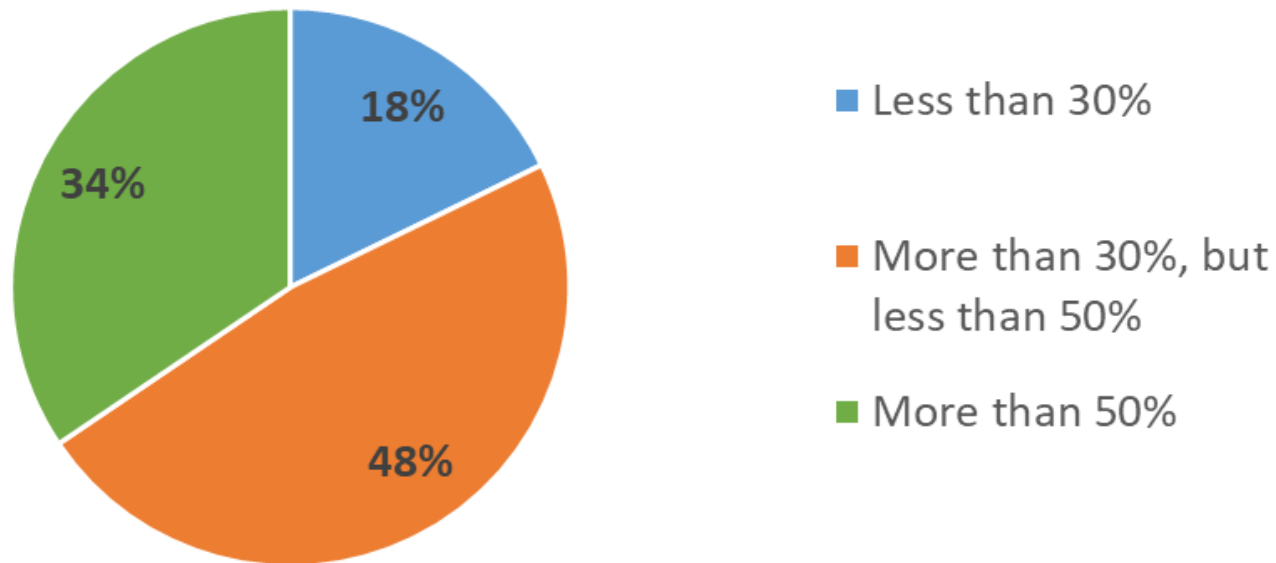
Current average space rent:  
\$1,239/ mo.

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91% rank rent  
control/stabilization most  
favorably

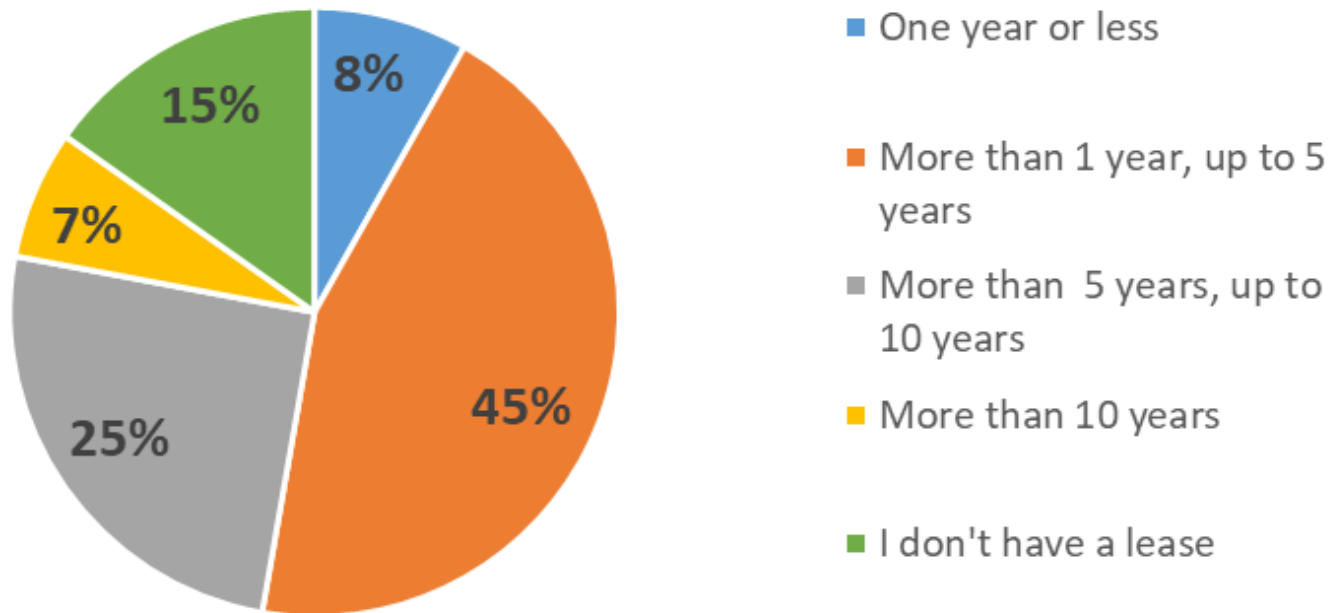
# MOBILE HOME PARK RESIDENT SURVEY:

What Percentage of Monthly Income is Spent on Housing Costs?

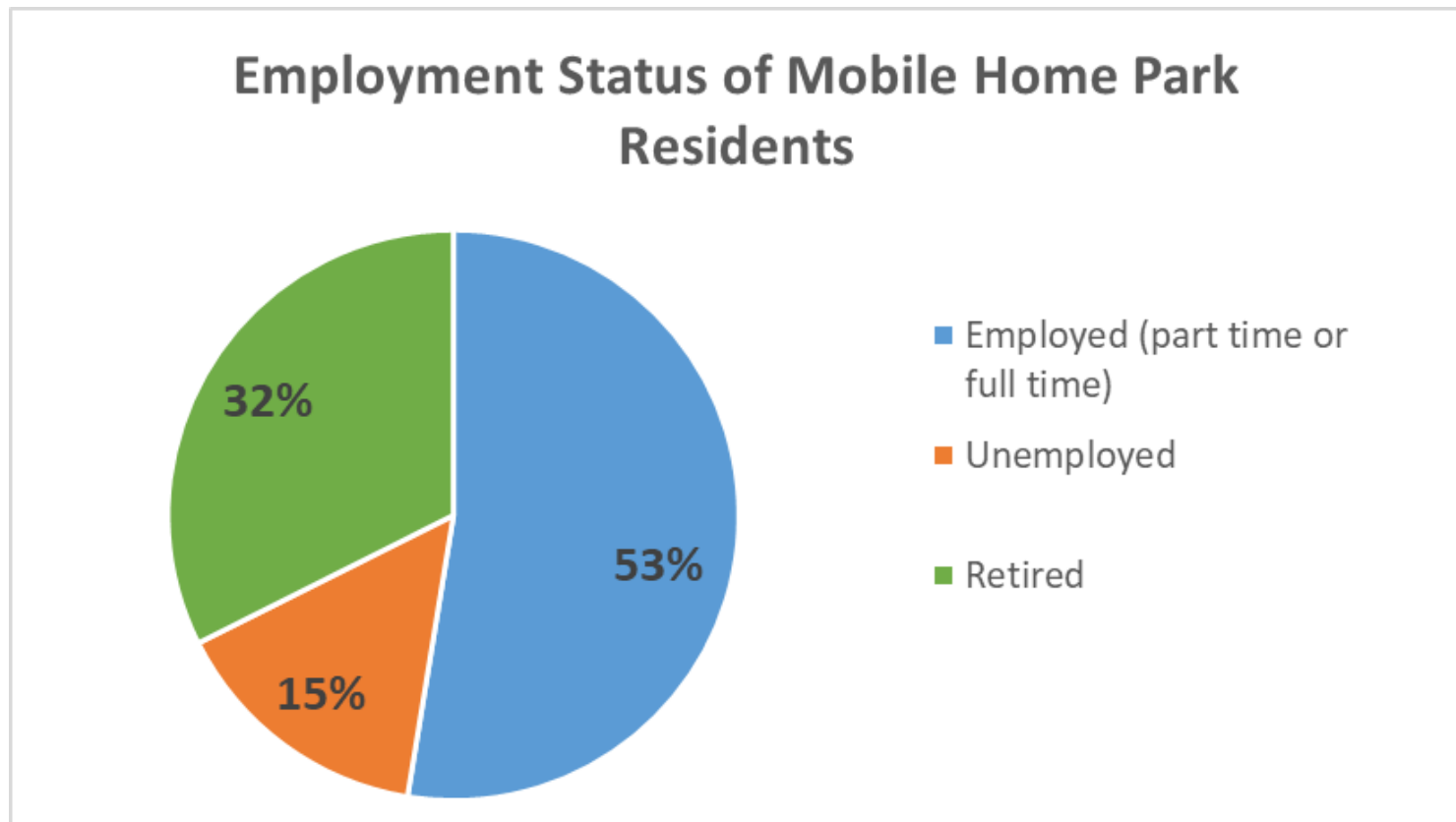


# MOBILE HOME PARK RESIDENT SURVEY:

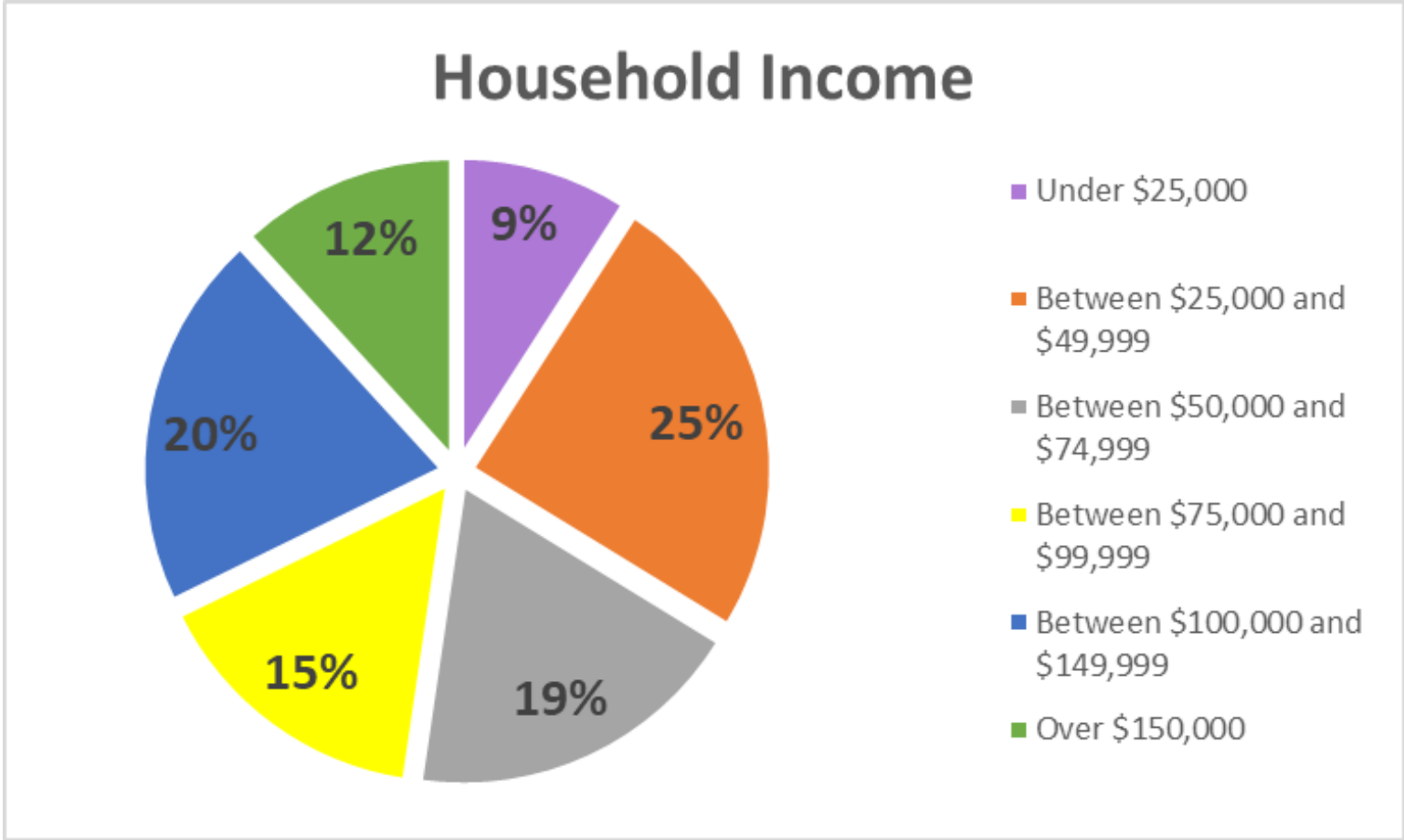
## Current Lease Term Length



# MOBILE HOME PARK RESIDENT SURVEY:



# MOBILE HOME PARK RESIDENT SURVEY:



# CURRENT AFFORDABLE HOUSING REQUIREMENTS

- 12.5% Inclusionary Requirement for For-Sale Projects
  - Units affordable to Median-Income Household
- In-Lieu Fee Option for For-Sale Projects
  - 7% of the contract sale price of market rate units
- No Inclusionary Requirement for Rental Projects
- Affordable Housing Impact Fee for Rental Projects
  - \$9.50 per square foot for projects up to 7 units
  - \$19.00 for projects of 8 or more units

# POTENTIAL INCLUSIONARY HOUSING UPDATES

- Reinstatement of rental inclusionary housing requirement at 15%
  - 6% of units affordable to Very Low-Income
  - 9% of units affordable to Low-Income
- Increase for-sale inclusionary housing requirement from 12.5% to 15%



# HIGHLIGHTS FROM RESIDENTIAL DEVELOPER INCLUSIONARY POLICY MEETING:

- Predictability and consistency of regulations is key
- Would like balance between Very Low- and Low-Income requirement; more costly to provide very low-income units
- Would like an in-lieu fee option for portions of inclusionary requirement that don't trigger a density bonus
- Would like higher allowable densities –preferably 100 to 120 dwellings/acre, but at least 55 to 60 dwellings/acre
- Parking rates of 1 or more spaces per unit are too high
- Other incentives: By-right approvals, less discretionary review, pre-clearance for environmental review, fee reductions, reduce storage requirements

# PLEASE GIVE US YOUR FEEDBACK ON POLICY OPTIONS THIS EVENING

- **Visit Each Station** – There is one station for each policy option, plus one “Mobile Home Park Policy Options” station to express your preferences among the policy options.
- **Ask Questions** – Consultants and City staff are available to answer questions at each station.
- **Give Feedback** – Consultants and staff will record your feedback on each policy option
- **Rank the Options** – Use the dots provided to rank the options for both Inclusionary Housing Policy and Mobile Home Park Policy options

# INSTRUCTIONS FOR POLICY PREFERENCE EXERCISES

- For Mobile Home Park Policy Preferences
  - Use color coded dots to indicate your order of preference for the four different policy options:
    - **Green** dot = 1<sup>st</sup> preference
    - **Blue** dot = 2<sup>nd</sup> preference
    - **Yellow** dot = 3<sup>rd</sup> preference
    - **Red** dot = 4<sup>th</sup> preference
- For Inclusionary Housing Policy Preferences
  - Use one black dot to indicate your recommendation in response to each of the four policy questions

# HOW TO STAY INVOLVED

- Fill out and hand in a comment card to leave additional comments on general housing issues and/or mobile home-related issues.
- Leave contact information on sign-in sheet to be notified directly of upcoming Housing Strategy meetings/events.