



**SUNNYVALE HOUSING STRATEGY
COMMUNITY MEETING
PRIORITIZING HOUSING NEEDS**

November 21, 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:** prioritize potential strategies for addressing Sunnyvale's housing needs

OVERALL PROJECT TIMELINE

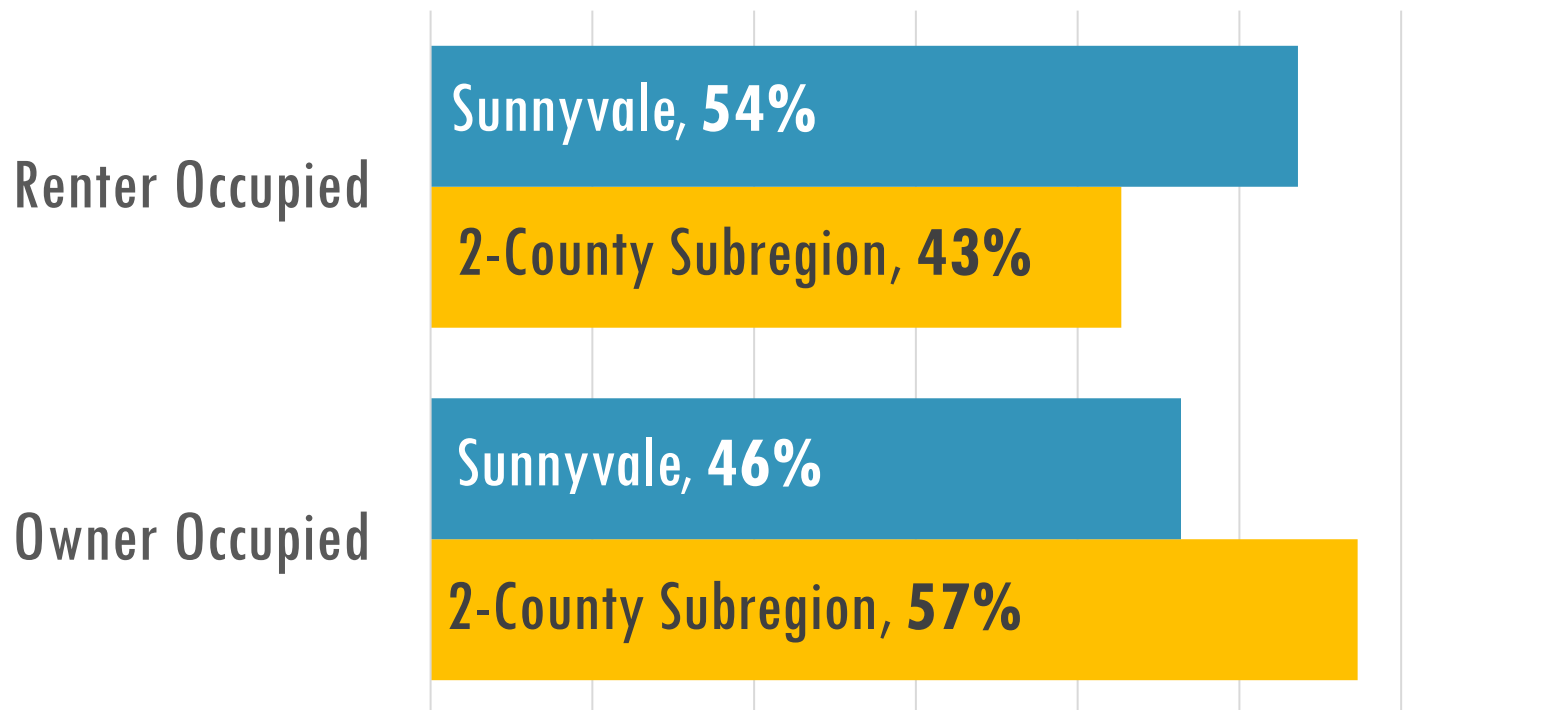
- **Community Meetings:**
 - Meeting 1: (Background Information) February 12, 2019
 - Meeting 2: (Mobile Home Park Stakeholders) June 3, 2019
 - Meeting 3: (Community Policy Meeting) June 6, 2019
 - Meeting 4: (Age-Friendly Housing) August 15, 2019
 - Meeting 5: (Housing Needs & Potential Tools) October 24, 2019
 - Meeting 6: (Prioritizing Housing Needs) **This Meeting**
- **Meetings with stakeholders on key topics**
 - Mobile home park owners; residential developers; others as needed
- **Online Surveys (MHP residents and owners)**
- **Pop-Up Event: November 16, 2019, Urban Village Farmers' Market**
- **Planning Commission and City Council Review of Draft and Final Housing Strategy Reports: Starting Feb. 2020**

PROGRESS TO DATE

- Community Input on Rental Inclusionary Requirements
 - Input gathered from residents, residential developers, & other stakeholders
- 15% Rental Inclusionary Requirement Adopted
- Community Input on Mobile Home Park Needs and Potential Policies
 - Input gathered from mobile home park residents, owners, & other stakeholders
- Community Input on Age-Friendly Housing Needs and Potential Policies

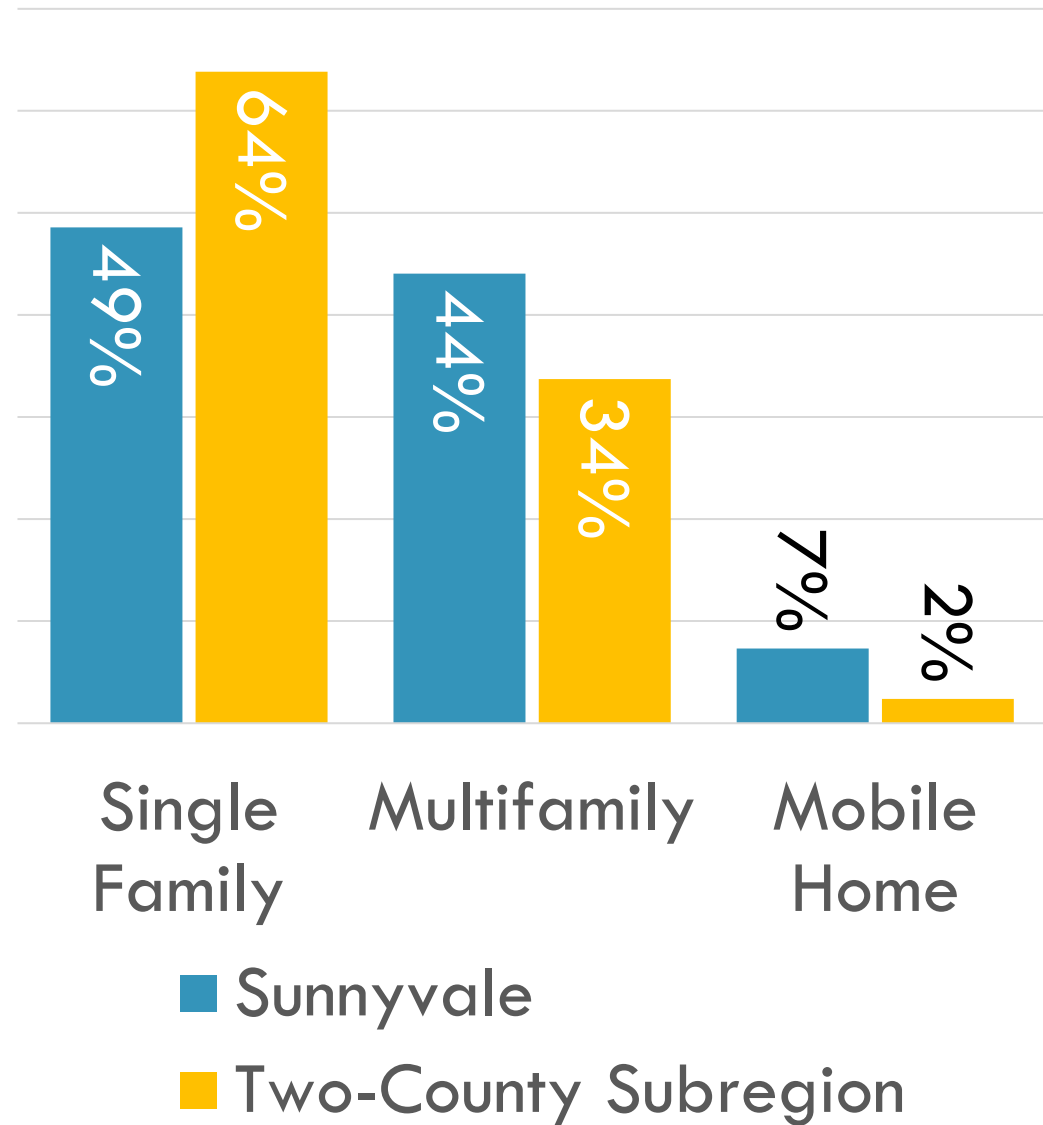
SUNNYVALE'S RESIDENTS & HOUSEHOLDS

Sunnyvale has a large share of renter households



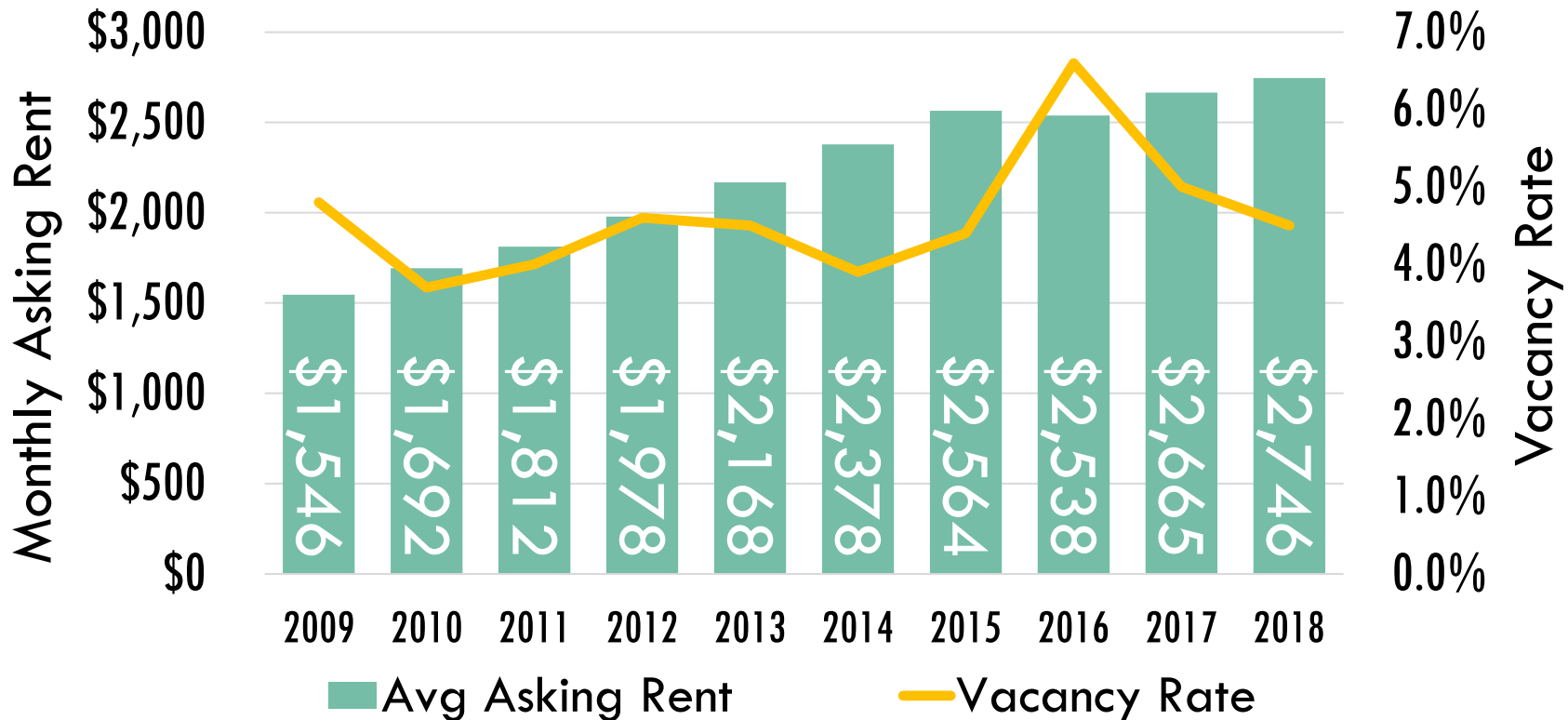
SUNNYVALE'S HOUSING STOCK

Sunnyvale has a large number of multifamily units and mobile homes



MARKET-RATE RENTS & VACANCY

Rents in Sunnyvale have increased 78 percent in the past 10 years, and vacancy rates remain low

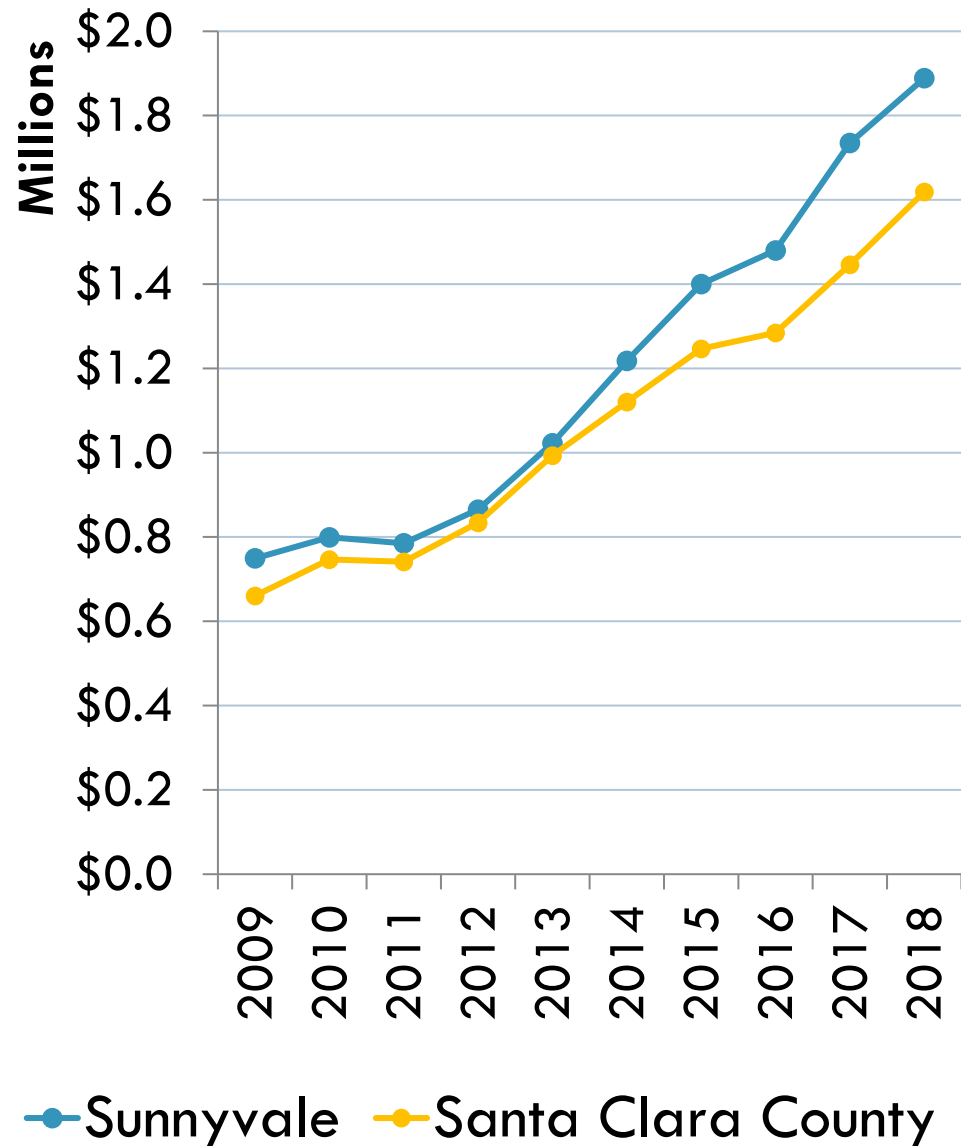


SUNNYVALE'S SINGLE-FAMILY HOME PRICES

Single-family home prices have increased by ~150% since 2009, Sunnyvale & Countywide

Median single-family home sale price in Sunnyvale in 2018: \$1.89 million (17% higher than County)

Median Single-Family Home Sale Price

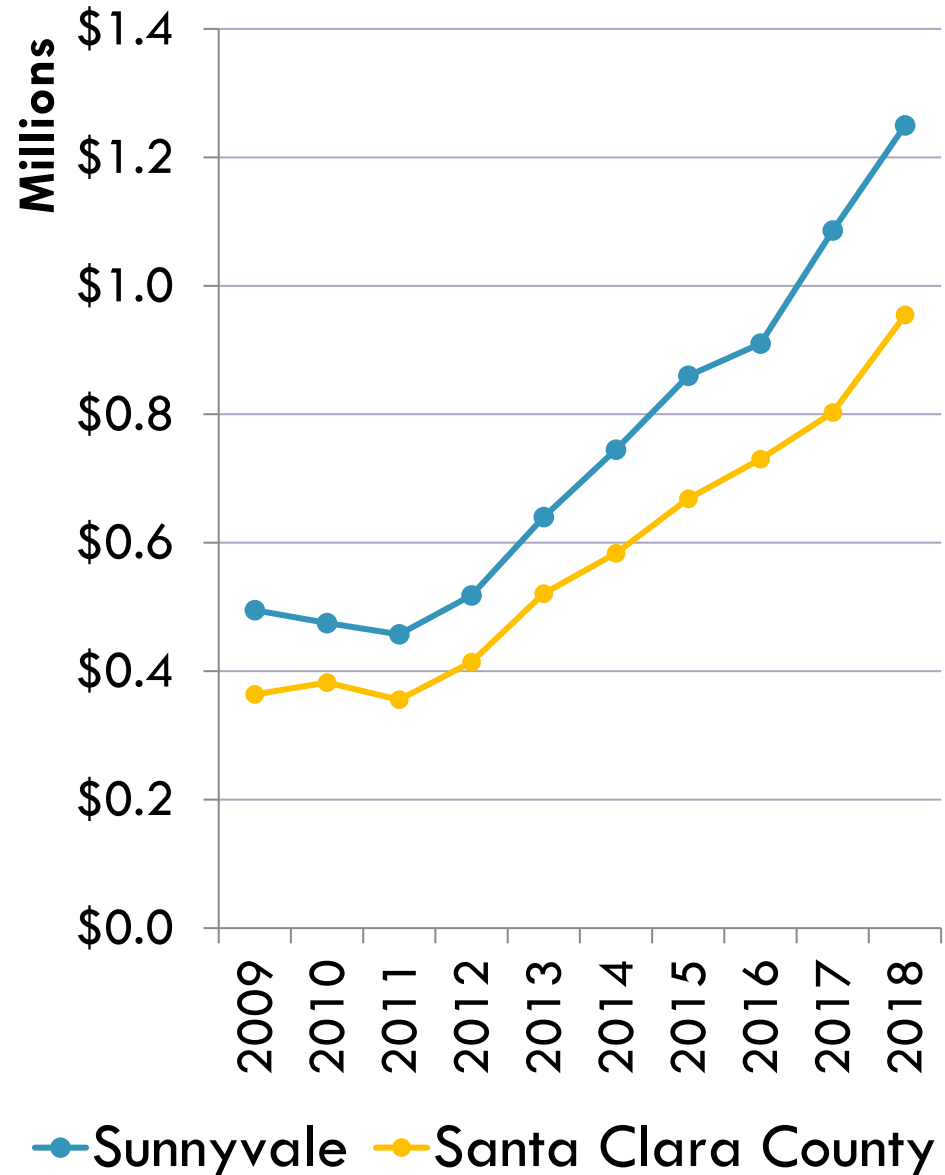


SUNNYVALE'S CONDO SALE PRICES

Condominium sale prices have increased at a similar rate

Median condominium sale price in Sunnyvale in 2018: \$1.25 million (31% higher than the County)

Median Condominium Sale Price



HOUSING COST BURDEN FOR SUNNYVALE'S HOUSEHOLDS

- Households with **high housing cost burden** spend **more than 30%** of income on housing costs
- Households with **severe housing cost burden** spend **more than 50%** of income on housing costs

	All Sunnyvale Households	Lower-Income* Sunnyvale Households	Lower-Income* Sunnyvale Renter Households
With > 30% Cost Burden	28%	64%	75%
With > 50% Cost Burden	13%	40%	44%

* Lower-income defined as households with income = 80% of AMI or less

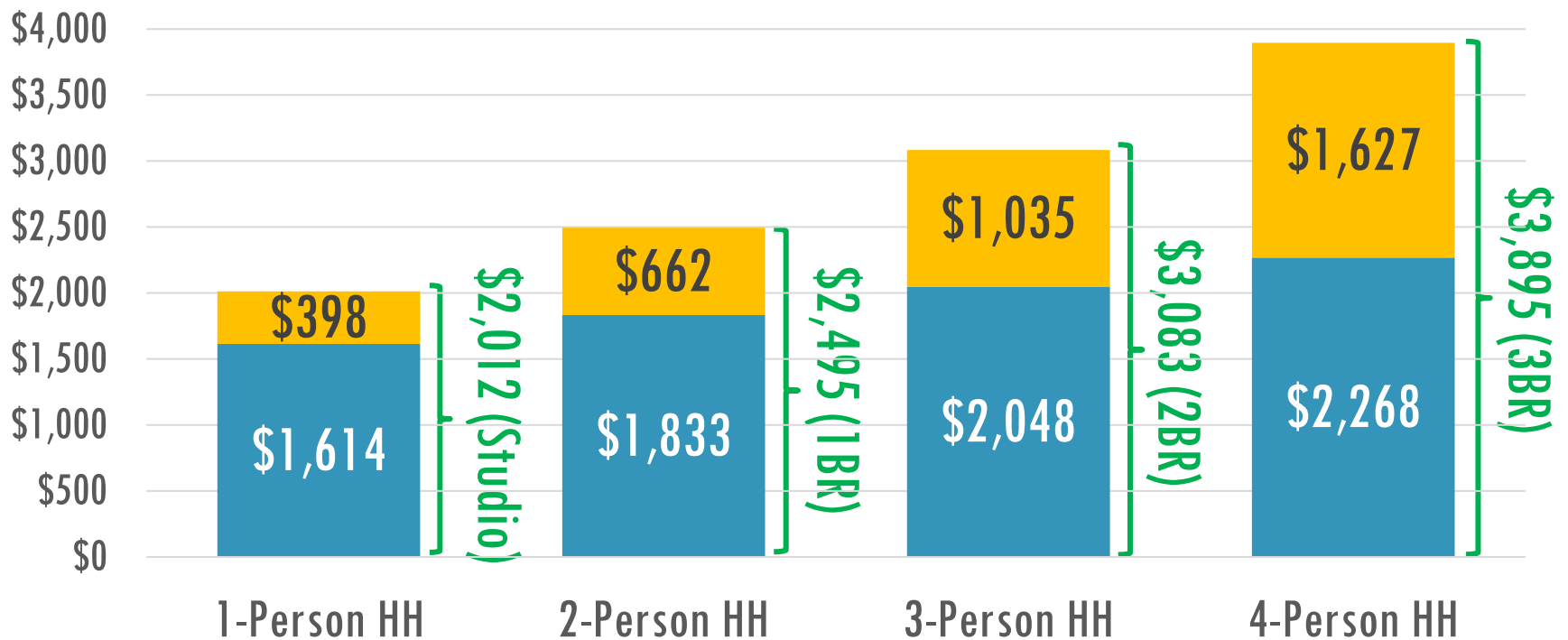
HOUSING COST BURDEN FOR SUNNYVALE'S HOUSEHOLDS

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	All Sunnyvale Households	Moderate-Income* Sunnyvale Households	Moderate-Income* Sunnyvale Renter Households
With > 30% Cost Burden	28%	23%	22%
With > 50% Cost Burden	13%	2%	0%

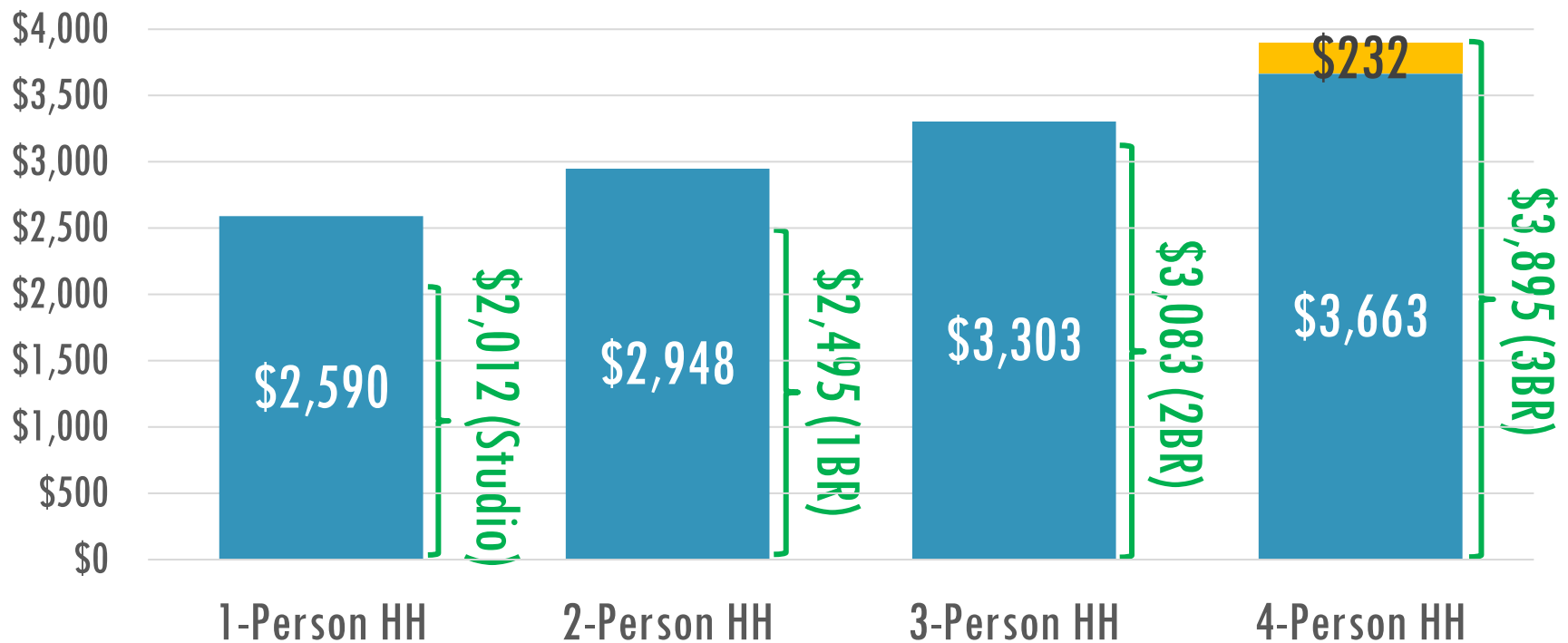
* Moderate-income defined as households with income > 80% of AMI & <=120% AMI

RENTAL HOUSING AFFORDABILITY IN SUNNYVALE, LOW INCOME HH



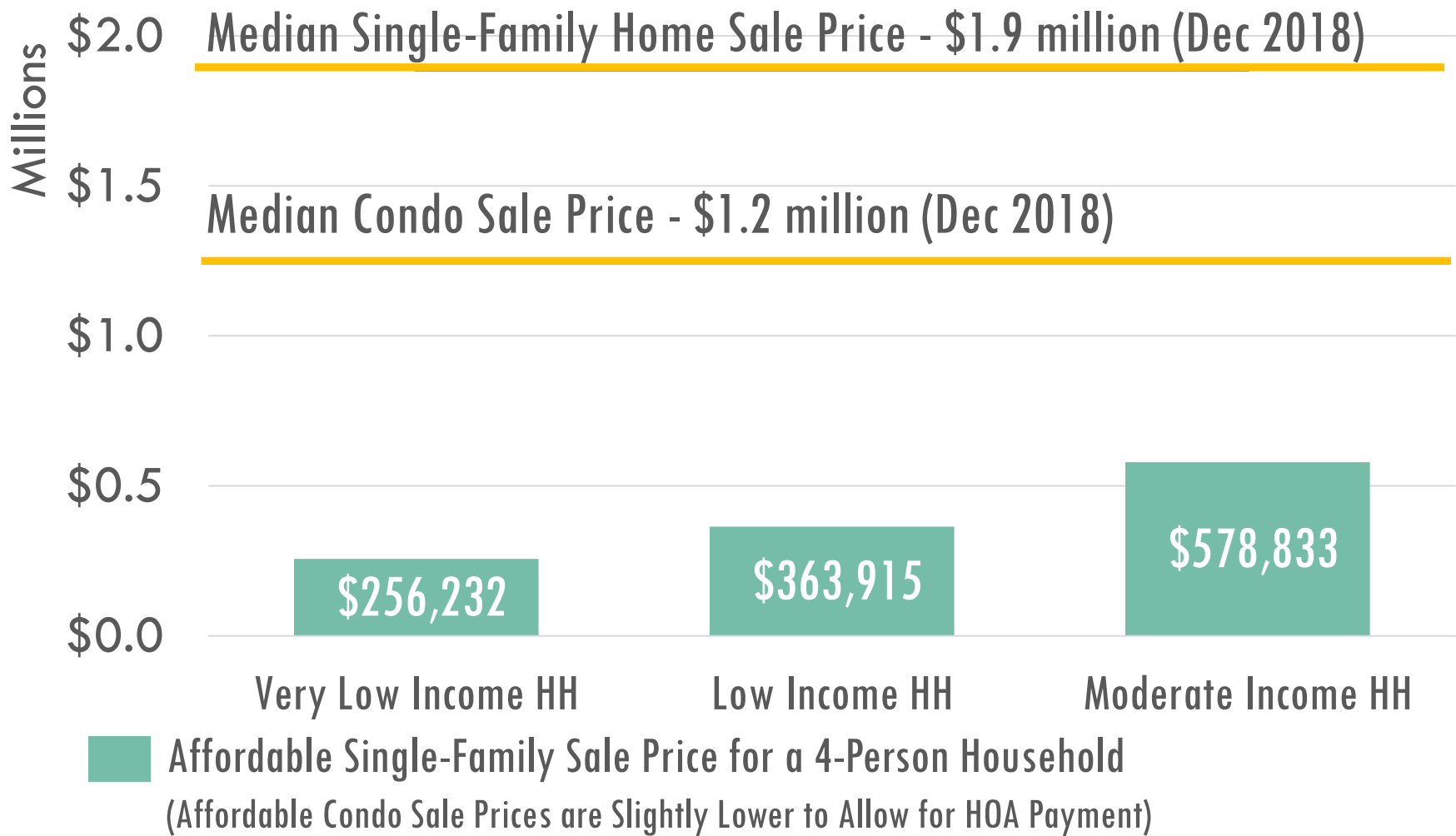
- Gap between Affordable Monthly Rent & Market-Rate Rent for an Appropriately-Sized Unit
- Monthly Rent Affordable to a Low-Income Household
- Market-Rate Rent

RENTAL HOUSING AFFORDABILITY IN SUNNYVALE, MODERATE INCOME HH

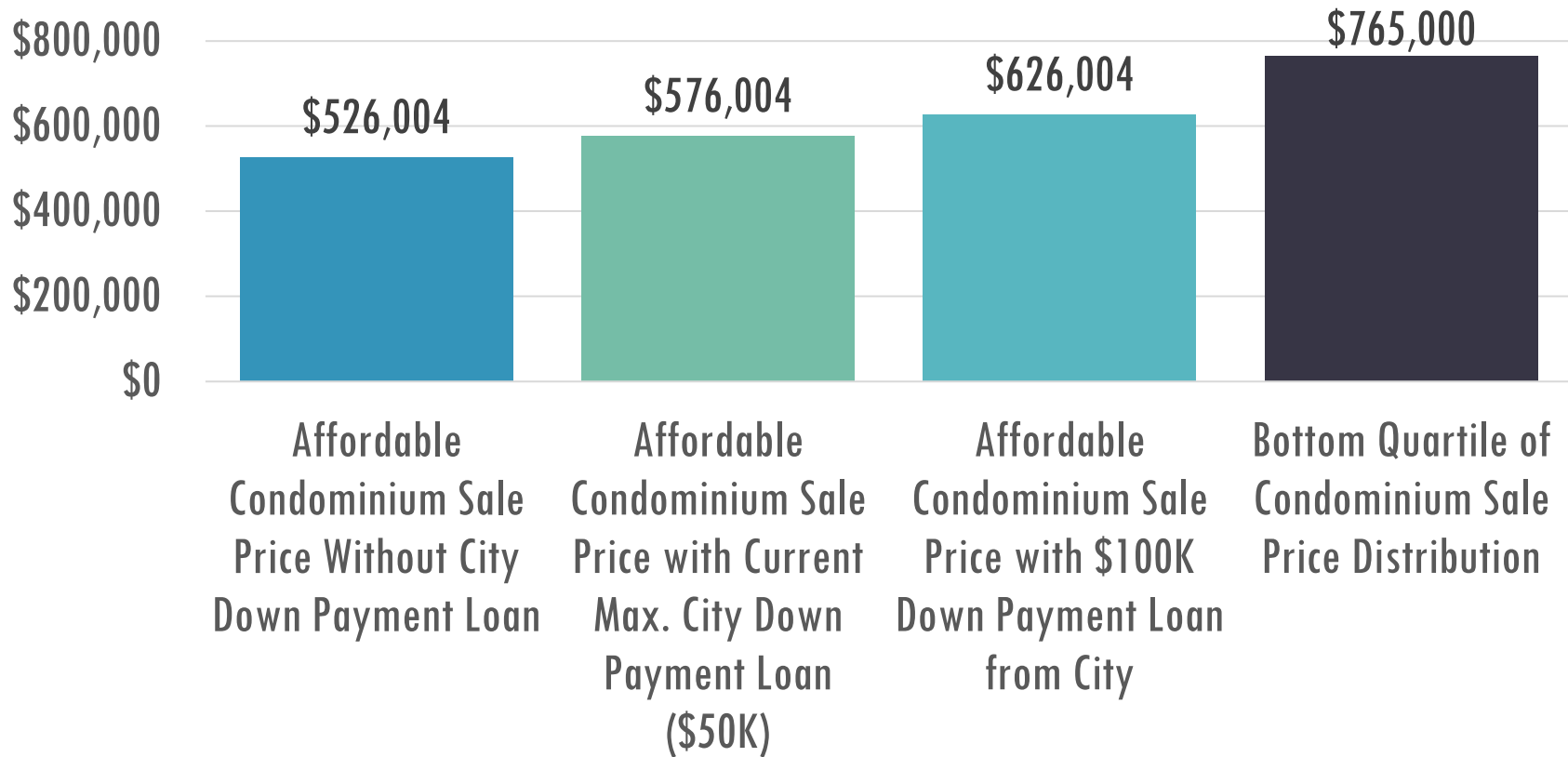


- Gap b/t Affordable Monthly Rent & Market-Rate Rent for an Appropriately-Sized Unit
- Monthly Rent Affordable to a Moderate-Income Household
- Market-Rate Rent

FOR-SALE HOUSING AFFORDABILITY IN SUNNYVALE



AFFORDABLE HOME SALE PRICE WITH CITY DOWN PAYMENT ASSISTANCE

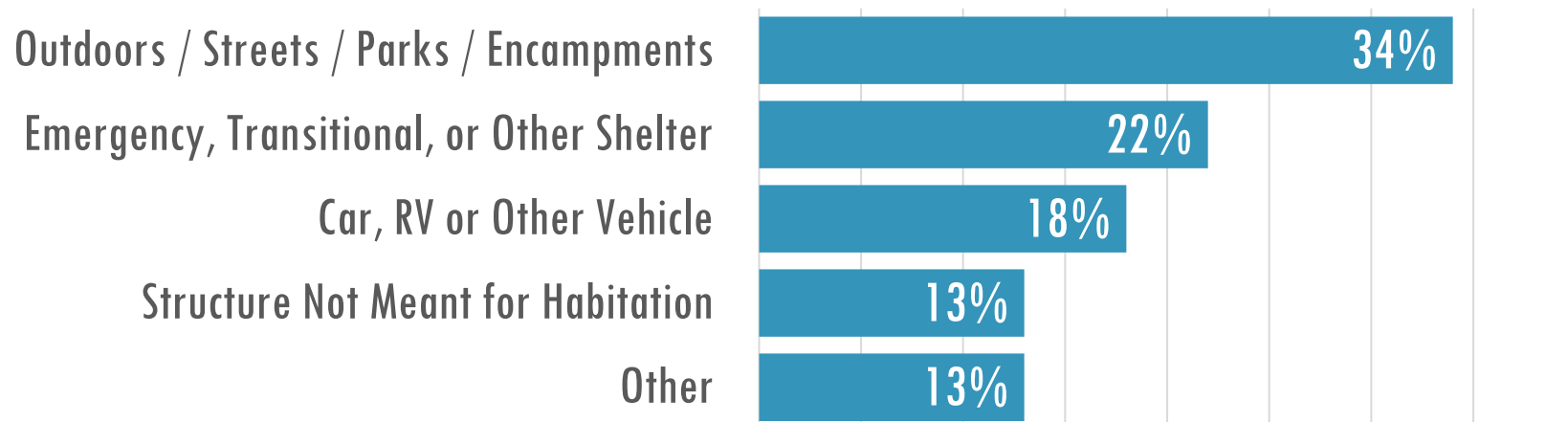


Affordable Sale Prices based on a 4-Person, Moderate-Income (120% of AMI) Household

HOMELESS POPULATION COUNTS

	2019 Homeless Population	Change from 2017 Homeless Population
Santa Clara County	9,706	+31%
Sunnyvale	624	+147%

Current Living Arrangements for Homeless Individuals in Santa Clara County, Homeless PIT Count, 2019



COURT-ENFORCED EVICTIONS

Average number of households facing court-enforced evictions per year in Santa Clara County **3,515**
(2014-2016 average per data from the Anti-Eviction Mapping Project)

If evictions in Sunnyvale are proportionate to Sunnyvale's share of renter households countywide, the est. avg. number of Sunnyvale households facing court-enforced evictions per year would be: **276**

Most evictions do not go through courts,
so the total number of evictions in the County is much higher

MOBILE HOME PARK OWNER SURVEY

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

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

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

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

MOBILE HOME PARK RESIDENT SURVEY

3,505 surveys sent;
approximately 1,300 returned

98% homeowners

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

91% rank rent
control/stabilization most
favorably

SUNNYVALE SENIOR DEMO- GRAPHICS

17,707 residents (11.8%)
are 65 or older

Over 1/3 of elderly
residents have a disability

70% of senior households
are lower-income

41% of households headed
by a person 65+ are seniors
living alone

SUNNYVALE AGE-FRIENDLY COMMUNITY INITIATIVE

City of Sunnyvale has joined the Age-Friendly Communities network, a program of the World Health Organization

The City pledges to work to become more age-friendly

Library and Community Services Department has created a Draft Age-Friendly Action Plan

The plan focuses on low-cost actions that don't create a lot of ongoing responsibilities for other departments

Currently recruiting for Advisory Committee members to review and refine the Action Plan

SUNNYVALE RESIDENTIAL ZONING DISTRICTS

Sunnyvale has a range of residential zoning districts

Allowable residential densities in Sunnyvale reach a maximum of 45 dwelling units per acre

Developments that provide affordable housing may be eligible for a 35% density bonus

RIGHT TO LEASE ORDINANCES

- Right to lease ordinances require that residential landlords offer leases to tenants in rental units
- Right to lease ordinances can increase stability for tenants and reduce displacement
- Example: Menlo Park requires that landlords offer tenants a written 1-year lease every 12 months

PLEASE GIVE US YOUR FEEDBACK ON POTENTIAL HOUSING TOOLS

- **Visit Each Station** – There are stations for “Supply-Side Strategies”, “Demand-Side Strategies”, “Age-Friendly Housing Strategies”, and “Mobile Home Park Strategies”.
- **Ask Questions** – Consultants and City staff are available to answer questions at each station.
- **Give Feedback** – Consultants and staff will record your feedback and additional information or perspectives you would like to share.
- **Prioritize the Strategies** – At each station, use the dots provided to indicate which strategies you would like the City of Sunnyvale to prioritize.

NEXT STEPS

- Online Survey Starting Early December
- Planning Commission and City Council Review of Draft and Final Housing Strategy Reports: Starting Feb. 2020

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.