



WELCOME HOME SAN CARLOS

A Community Conversation on Housing

November 7, 2019

Hiller Museum

6:15 PM



PCRC

PENINSULA CONFLICT RESOLUTION CENTER

CommonKnowledge



HOME FOR ALL

SAN MATEO COUNTY



INTRODUCTION & WELCOME

Welcome and thank you for joining us today.

Thank you also to our partners:

- Home for All
- Common Knowledge
- Peninsula Conflict Resolution Center



MEETING GOALS

- Have a learning-oriented conversation about housing in San Carlos
- Share the City's Strategic Work Plan for 2019 Housing Goals
- Connect community members and broaden the conversation about our shared future
- Identify priorities that can guide the City's upcoming housing program and policies

HOME FOR ALL

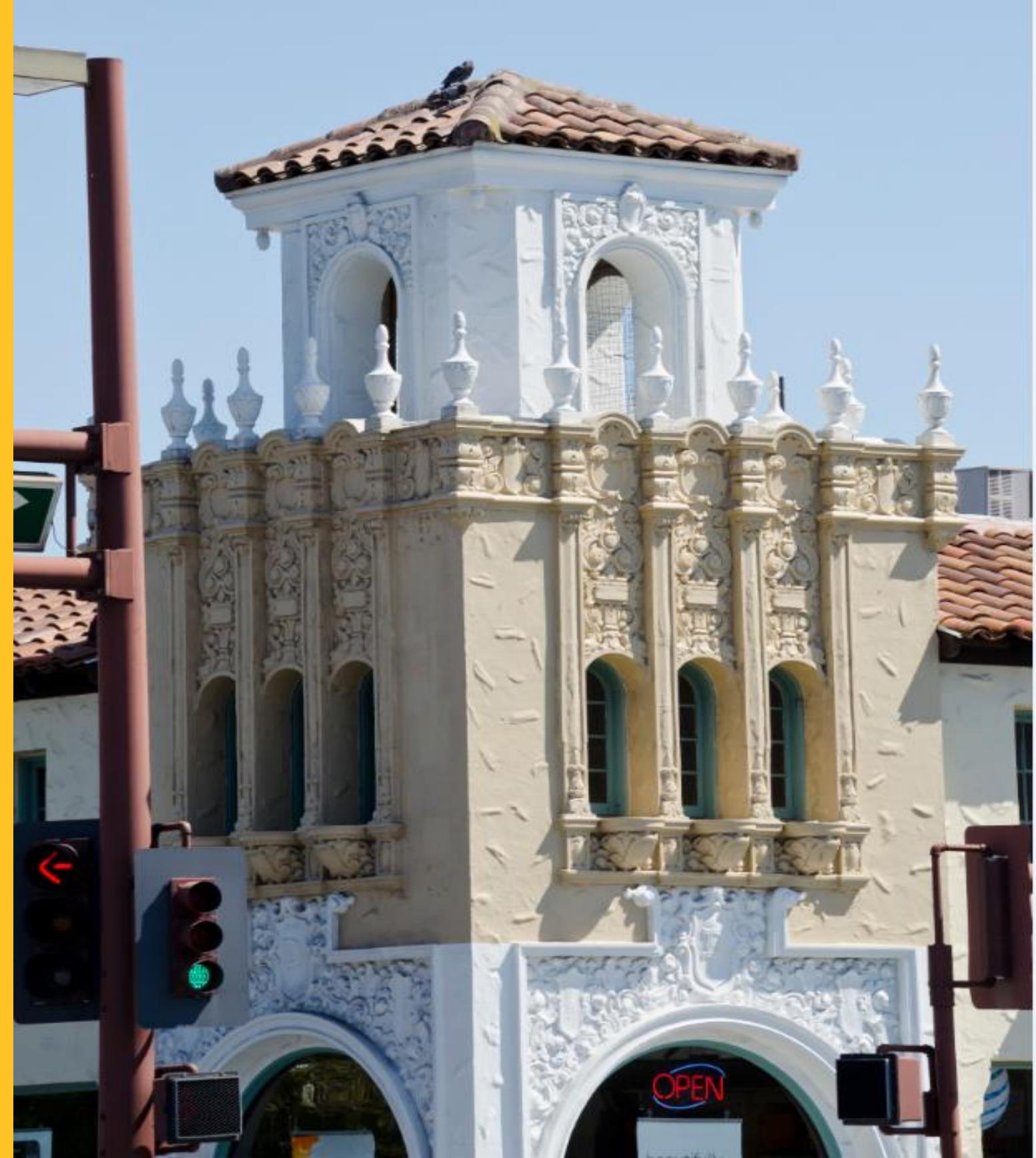
A community collaborative addressing the housing challenge in San Mateo County

- Educating
- Innovating
- Convening



Agenda

- Goal: A learning meeting
- About San Carlos and Housing
- Discussion #1
- San Carlos Strategic Work Plan for Housing Goals
- Discussion #2
- Next Steps



CONVERSATION GUIDELINES

- Speak from your own experience
- Treat each other with respect
- Listen to learn; make space for different perspectives
- Help make sure everyone has a chance to share
- Your questions are valuable

Think, Pair, Share

Take :90 each to share:

- What brought you to this conversation tonight?
- What do you hope to hear, share or learn tonight?

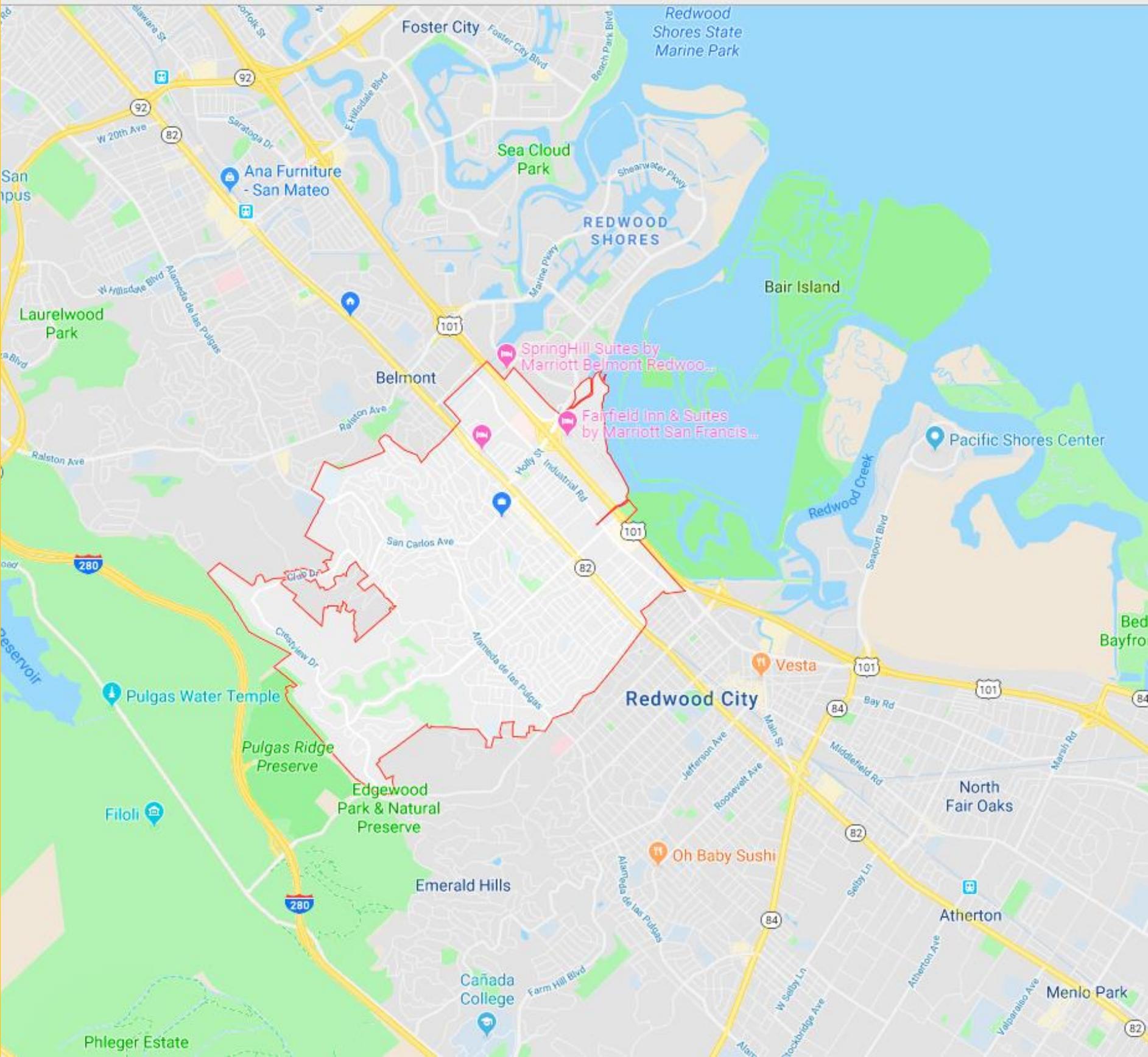




About San Carlos:

Regional Challenges & Quality of Life Data

San Carlos Regional Context



The Jobs/Housing Gap

San Mateo County Between 2010 – 2017

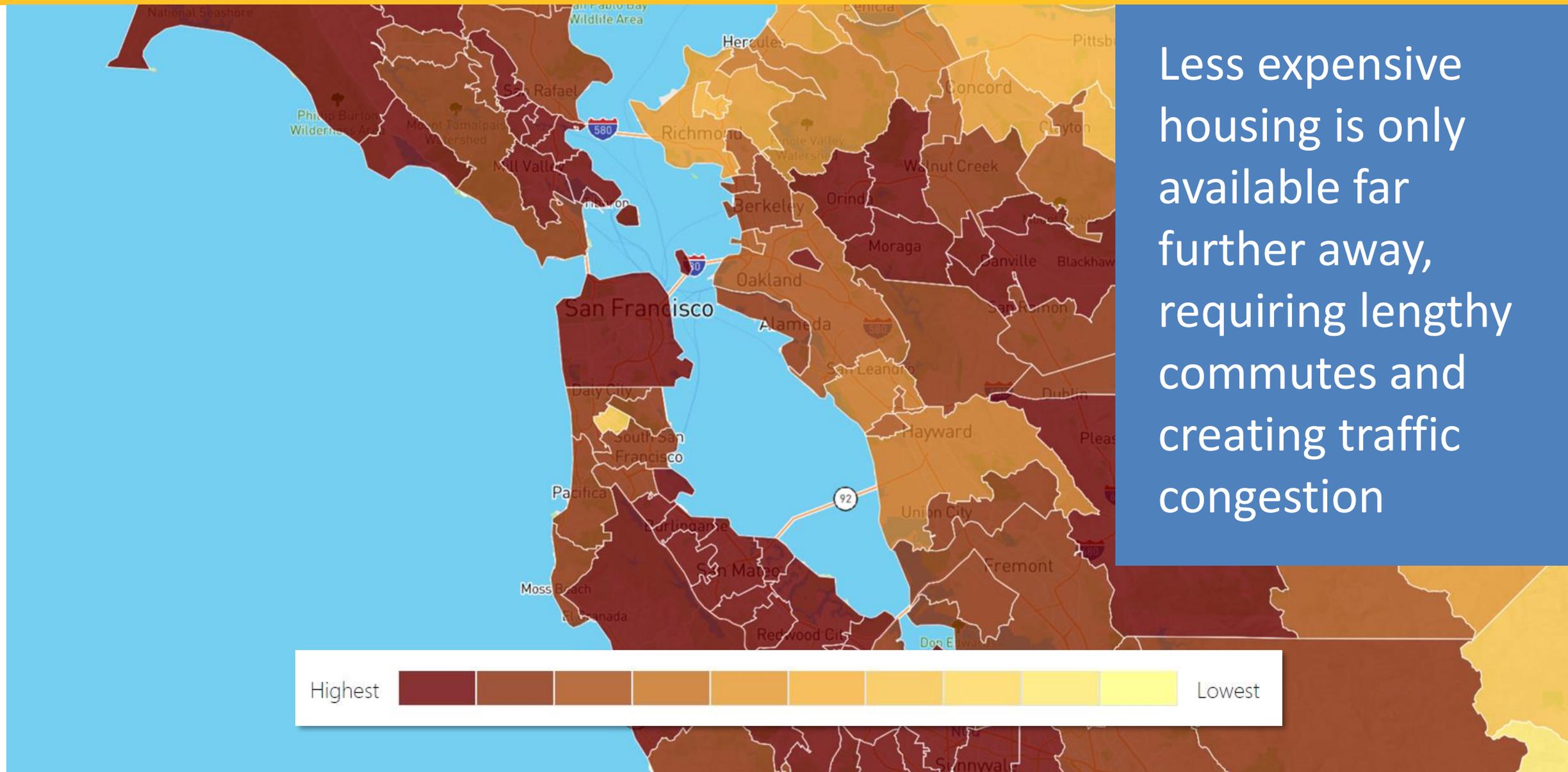


83,000
JOBS



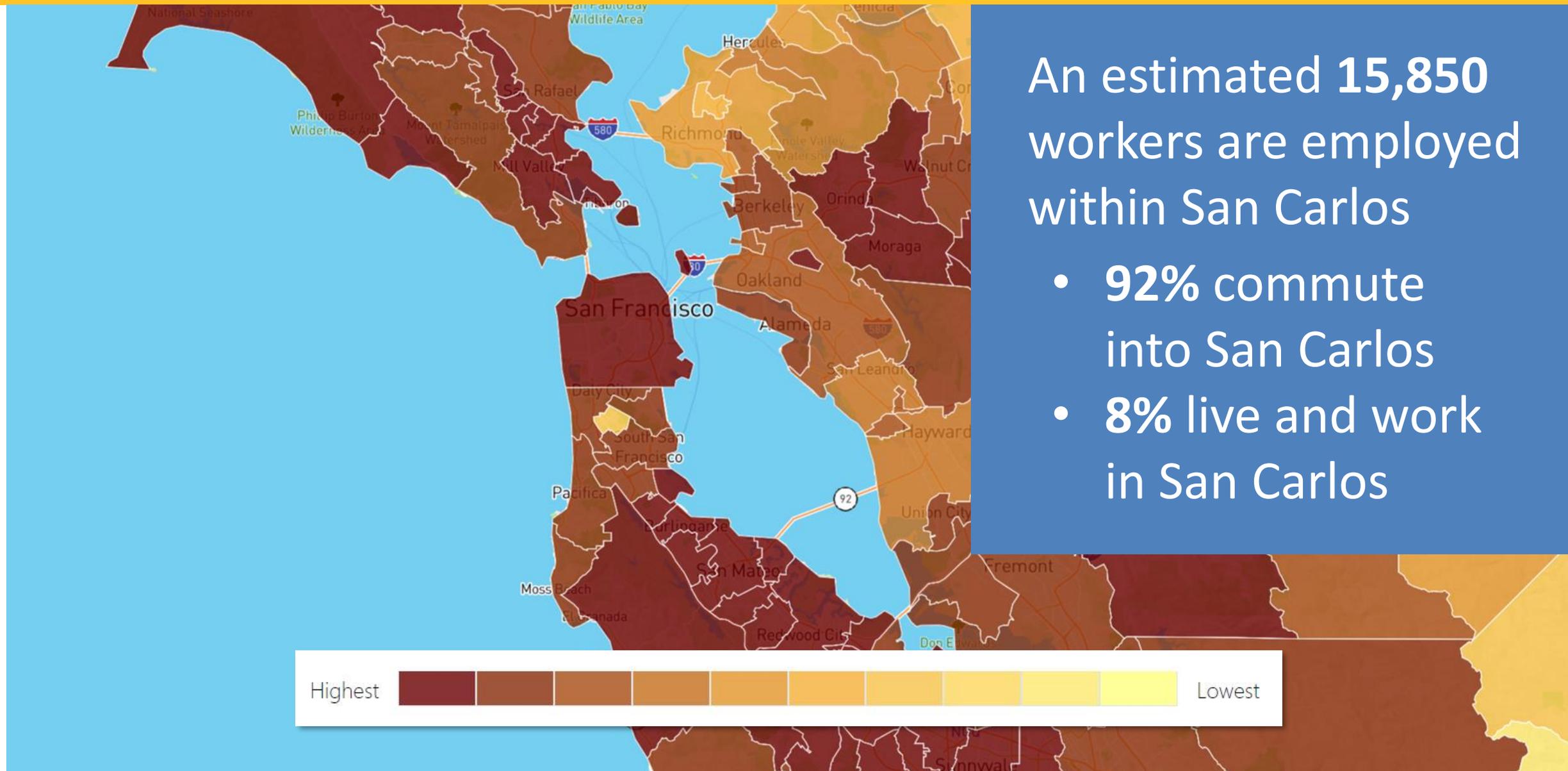
7,100
HOUSING UNITS

Long Commutes



Less expensive housing is only available far further away, requiring lengthy commutes and creating traffic congestion

Long Commutes



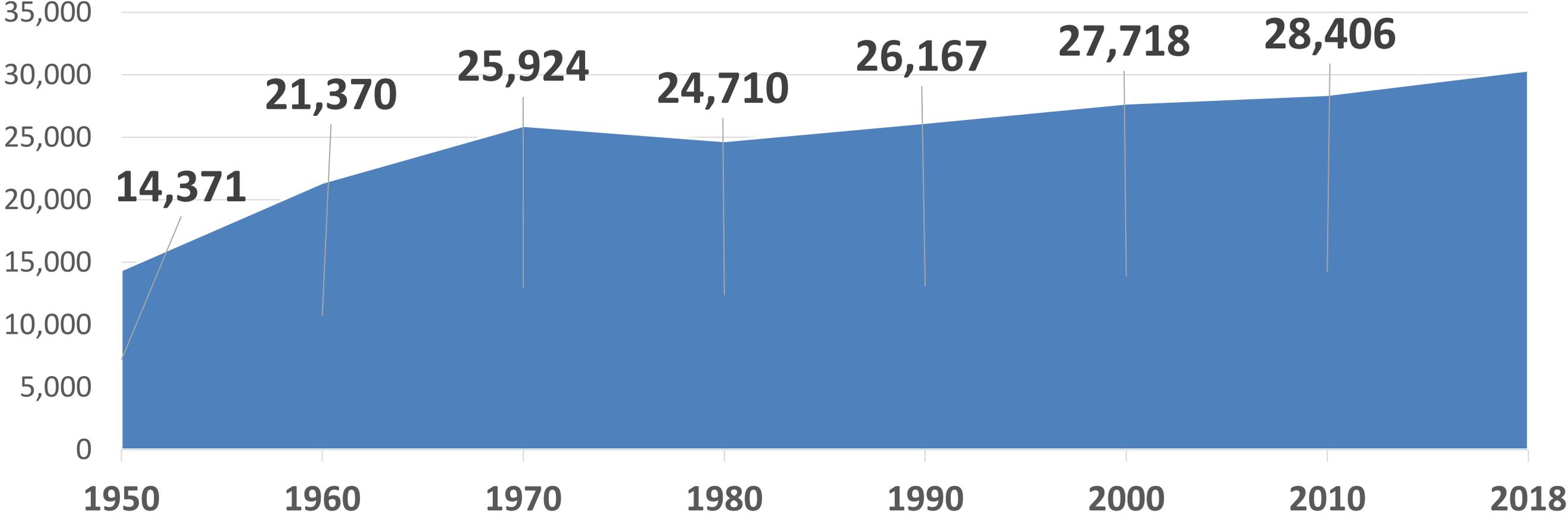
The Consequences in our County



- Between 2011 and 2017
 - Median home price doubled
 - 2 bedroom apt. rent increased 66%
- More than 210,000 people commute into San Mateo County to work every day
- 2017 Business poll
 - 40% of respondents may leave the Bay Area within the next few years

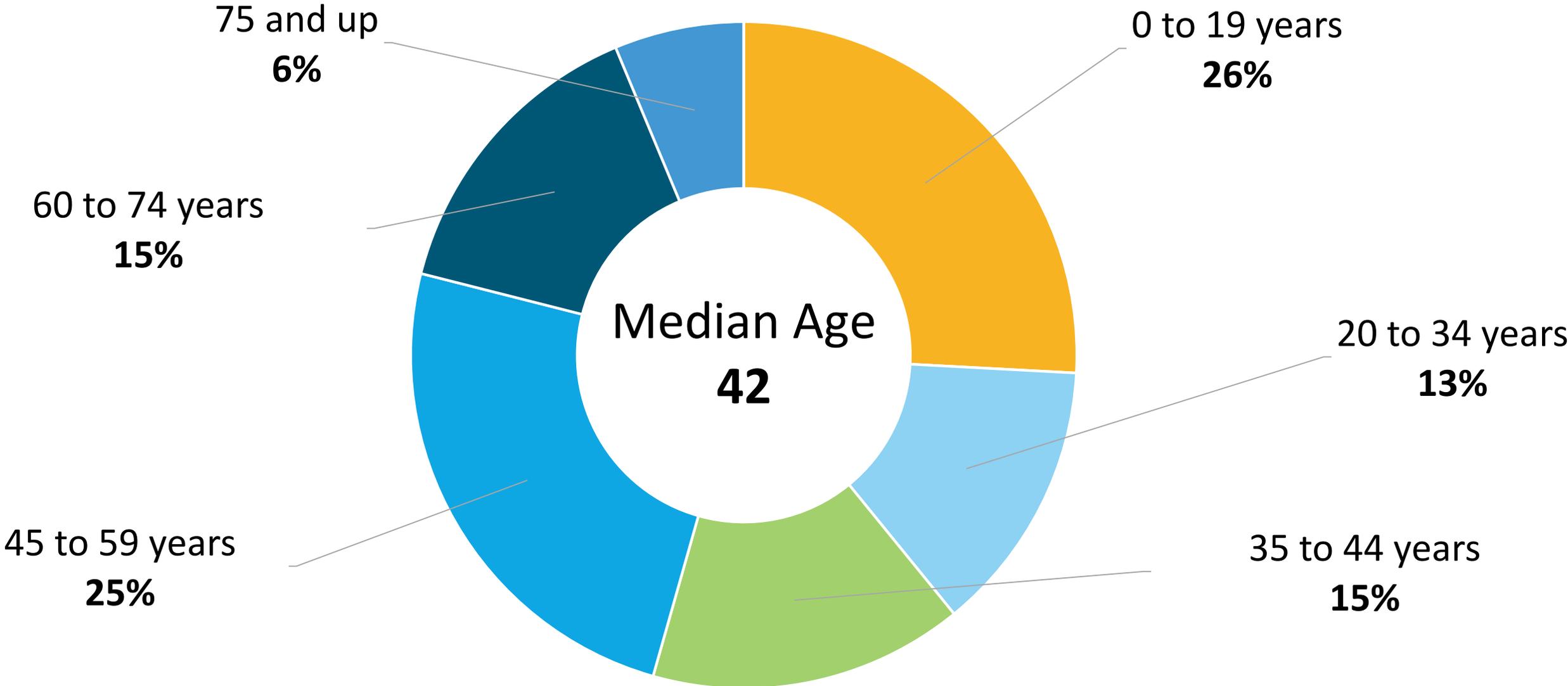
Who Lives in San Carlos?

Population in 2018: 30,364



Source: U.S. Census Bureau, Bay Area Census

Median Age



Source: 2018 American Community Survey

Housing Types

Total Housing Units: 11,894



Single Family
Homes
73%



Multifamily
Homes
(2+ units)
26%



ADUs
1%

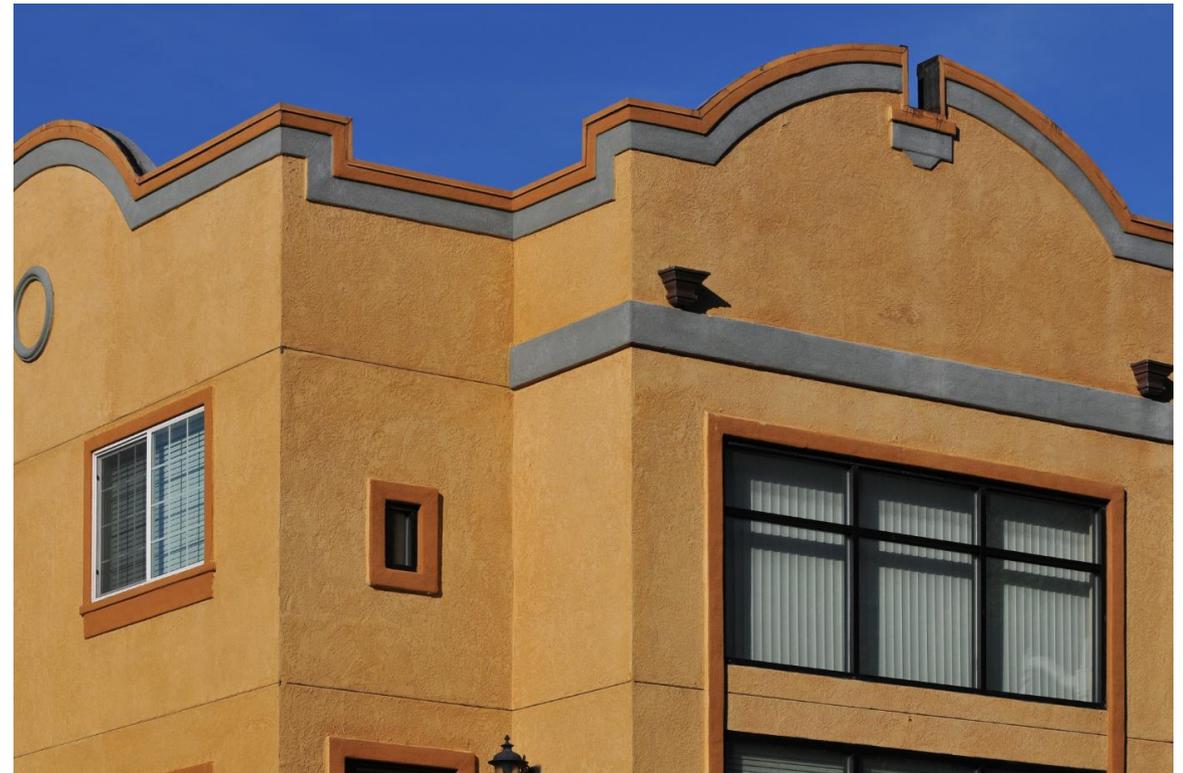
Ownership Costs

- Median Home Price:
\$2,025,000
- Income required:
\$471,636/ year assuming a
20% down payment
- Median Household Income
(4 people): **\$136,800**

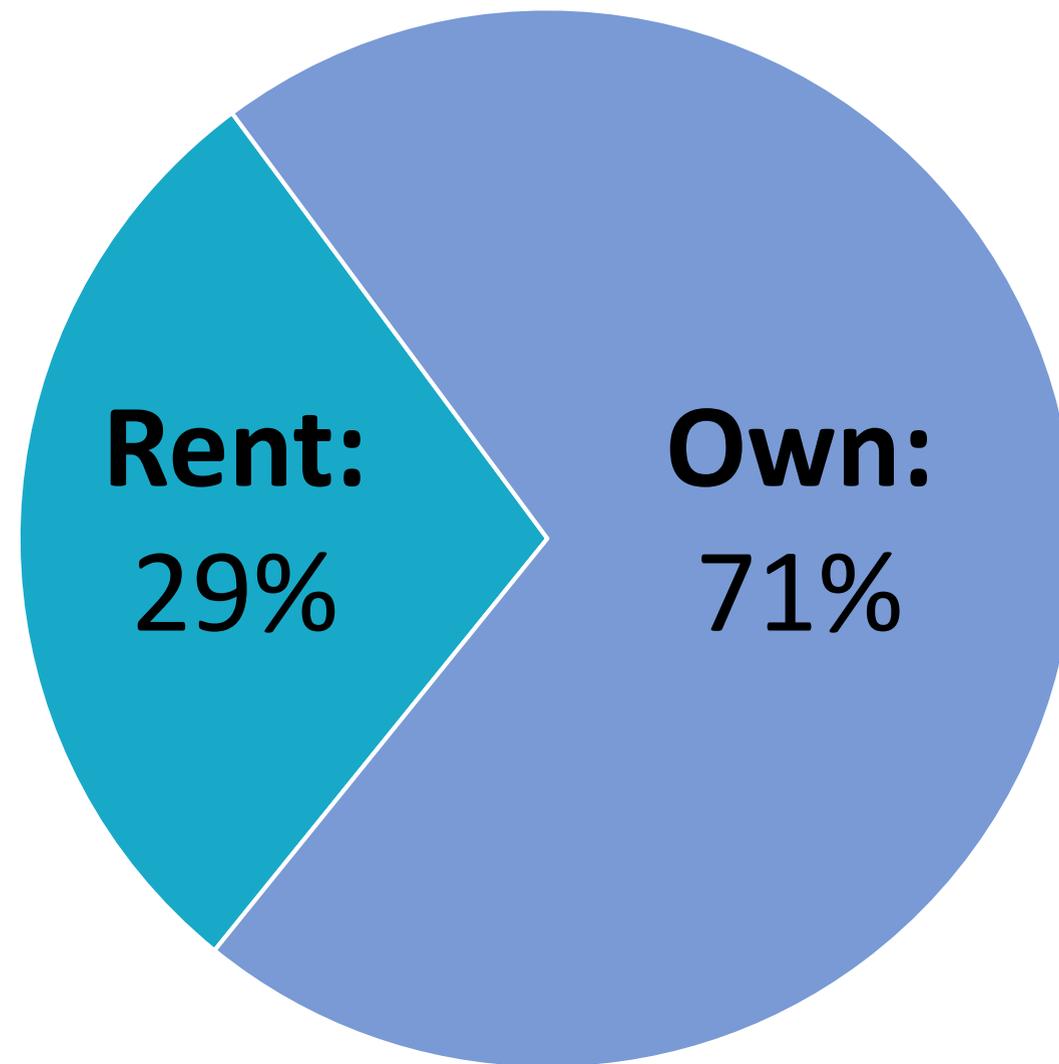


Rental Costs

- Avg. Rent for a 1 bdrm:
\$3,730/mo.
- Avg. Rent for a 2 bdrm:
\$4,635/mo.



Renters & Owners



Community Outreach Highlights

Staff held pop-up events throughout the City to learn more about community experiences with housing

- Sunday Oct. 20- San Carlos Farmers Market
- Thursday Oct. 24- Laurel Street in front of Peet's
- Sunday Nov. 3- San Carlos Farmers Market

Community Outreach Highlights



Community Outreach Highlights



Common Themes

- San Carlos is a great place to raise a family
- The high cost of housing is making it hard to stay in our community
- The cost of housing is pushing out businesses
- The availability of housing is another challenge
- Traffic and road congestion are hurting the “small town feel”
- San Carlos is a wonderful community with lots to offer

What We Heard

“San Carlos is a great community. We moved here because it is so family friendly; we thought it would be a great place to raise our kids.”

“I’m concerned about the growth of *luxury apartments*”

“Once my mom sells her home, that will be it for me. I’ll have to move away”

“None of my employees live here. It’s too expensive”

“There is a disconnect between affordable housing and what is actually being built which is too expensive”

Table Discussion #1

- How does the issue of housing affect you and the people you know in San Carlos?
- What are your hopes for the future of our community?
 - What do you want to preserve?
 - What might need to change?





Strategic Work Plan Housing Goals

The City is taking action in the **short, medium and long term** to address our community's housing needs

Strategic Work Plan Housing Goals

Objective #1

Increase Community Engagement

Engage the community in dialogue about housing needs, challenges and opportunities

Strategic Work Plan Housing Goals

Objective #2 Support Existing Development

Facilitate the completion of projects currently underway

Strategic Work Plan Housing Goals

Objective #3 Encourage Affordable Housing

Increase the number of affordable, below market rate (BMR) homes to meet community needs

Strategic Work Plan Housing Goals

Study land use and other options to increase all types of housing

Objective #4
Use Land Creatively

Short and Medium-Term Goals

Increase Community Engagement

SUMMER 2019-FALL 2020

Recently launched!

“Welcome Home San Carlos”

A community discussion on the future of housing in our city.

The screenshot displays the City of San Carlos website. The header includes the logo 'CITY OF GOOD LIVING SAN CARLOS' and navigation links for Services, Government, Residents, Business, and I Want To... A search bar is located in the top right corner. The main content area features a blue sidebar with a menu of city departments and a main section titled 'Welcome Home San Carlos' under the 'Government' department. The main section includes a sub-header 'A Community Conversation on Housing' and a large graphic with the text 'WELCOME HOME SAN CARLOS A Community Conversation on Housing'. Below the graphic, there is a call to action: 'The San Carlos community is invited to join a different conversation on housing in the City of Good Living.' A table lists two opportunities to share input: Thursday, November 7, 2019 at the Hiller Aviation Museum and Saturday, February 1, 2020 at the San Carlos Adult Community Center. A 'CONTACT US' sidebar on the right provides contact information for Sajuti Rahman, including an email address and phone number. At the bottom, there is a link to 'RSVP for the November 7 Meeting Here' and a paragraph explaining the purpose of the community conversations.

Update Accessory Dwelling Unit (ADU) Ordinance

SUMMER 2019-SPRING 2020

- **ADUs** - *Small living units that share a lot with a single family home (attached or detached)*
- Bringing our code up to date
- Comply with State law
- A fresh look at local design requirements





Connect Residents with ADU Resources

If you're interested in building an ADU, visit the San Mateo County Second Unit Resources Center at

secondunitcentersmc.org

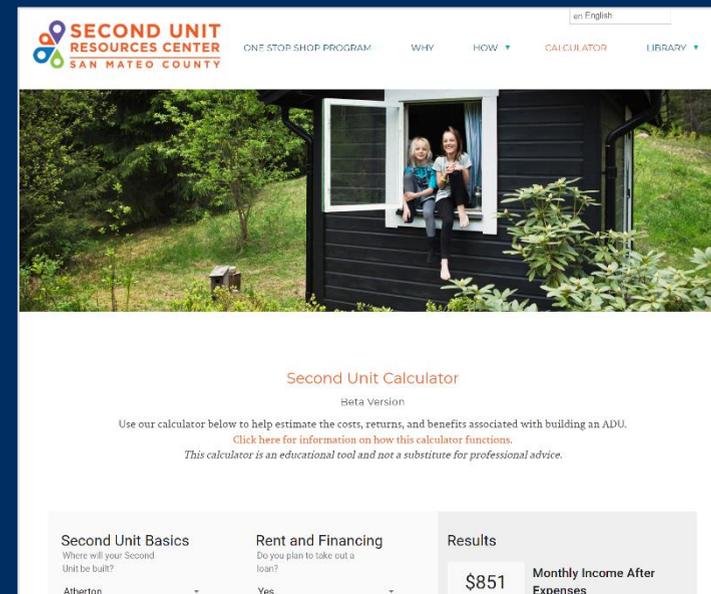


SECOND UNIT RESOURCES CENTER
SAN MATEO COUNTY

ONE STOP SHOP PROGRAM WHY HOW CALCULATOR LIBRARY

The Second Unit Center is part of the Home for all initiative in San Mateo County, dedicated to supporting solutions to create more affordable homes for residents, reduce traffic, and make San Mateo County a place everyone can call home.

The purpose of the Second Unit Center is to provide information and tools to make it easier for homeowners to build accessory dwelling units (ADUs, also known as in-law units or granny flats) to help increase the housing supply in the County.



SECOND UNIT RESOURCES CENTER
SAN MATEO COUNTY

ONE STOP SHOP PROGRAM WHY HOW CALCULATOR LIBRARY

Second Unit Calculator

Beta Version

Use our calculator below to help estimate the costs, returns, and benefits associated with building an ADU.
[Click here for information on how this calculator functions.](#)
This calculator is an educational tool and not a substitute for professional advice.

Second Unit Basics	Rent and Financing	Results
Where will your Second Unit be built? Atherton	Do you plan to take out a loan? Yes	\$851 Monthly Income After Expenses

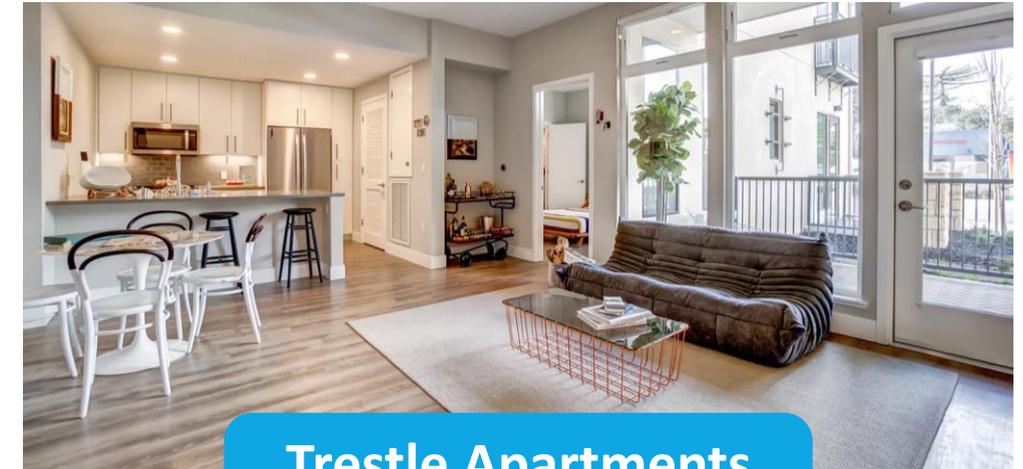


Encourage Affordable Housing

SUMMER 2019

The City Council amended laws to encourage the construction of more affordable housing.

- Developers *must* now include Below Market Rate (BMR) units in residential rental developments.



Trestle Apartments
333 El Camino Real



Encourage Affordable Housing

SUMMER 2019-SPRING 2020

The Council eliminated “in lieu” fees.

- **Developers previously payed \$ as an alternative to building affordable units.**

We are studying ways to maximize the number of affordable units being built.



1501 Cherry Street



Maintaining Diverse Housing Options

“When it comes to housing, one size does not fit all.”

- Development of housing for all income levels.



Employee Housing

Employers build housing for their employees, close to where they work, on land they own or acquire.

San Mateo County Community College District



College Vista, San Mateo



Cañada Vista, Redwood City

Mixed-Use Housing

“Development that includes space for housing and other uses.”

- Some space can be used for restaurants, shops, businesses, nonprofits or community centers.



707 Bradford Street, Redwood City

Will include 117 affordable units of senior housing and an 8,000 square-foot daycare facility

Shared Housing

“HIP Housing matches people who have space in their home with people needing an affordable place to live.”

- For more information, visit hiphousing.org



Support for Renters and Homeowners

“Provide additional support to renters and homeowners.”

- Emergency assistance paying rent or utilities, relocation assistance, help with repairs and modernization, tenant and landlord counseling, legal help, volunteer support, etc.



Programs such as **Rebuilding Together Peninsula** offer free home repairs for qualified homeowners

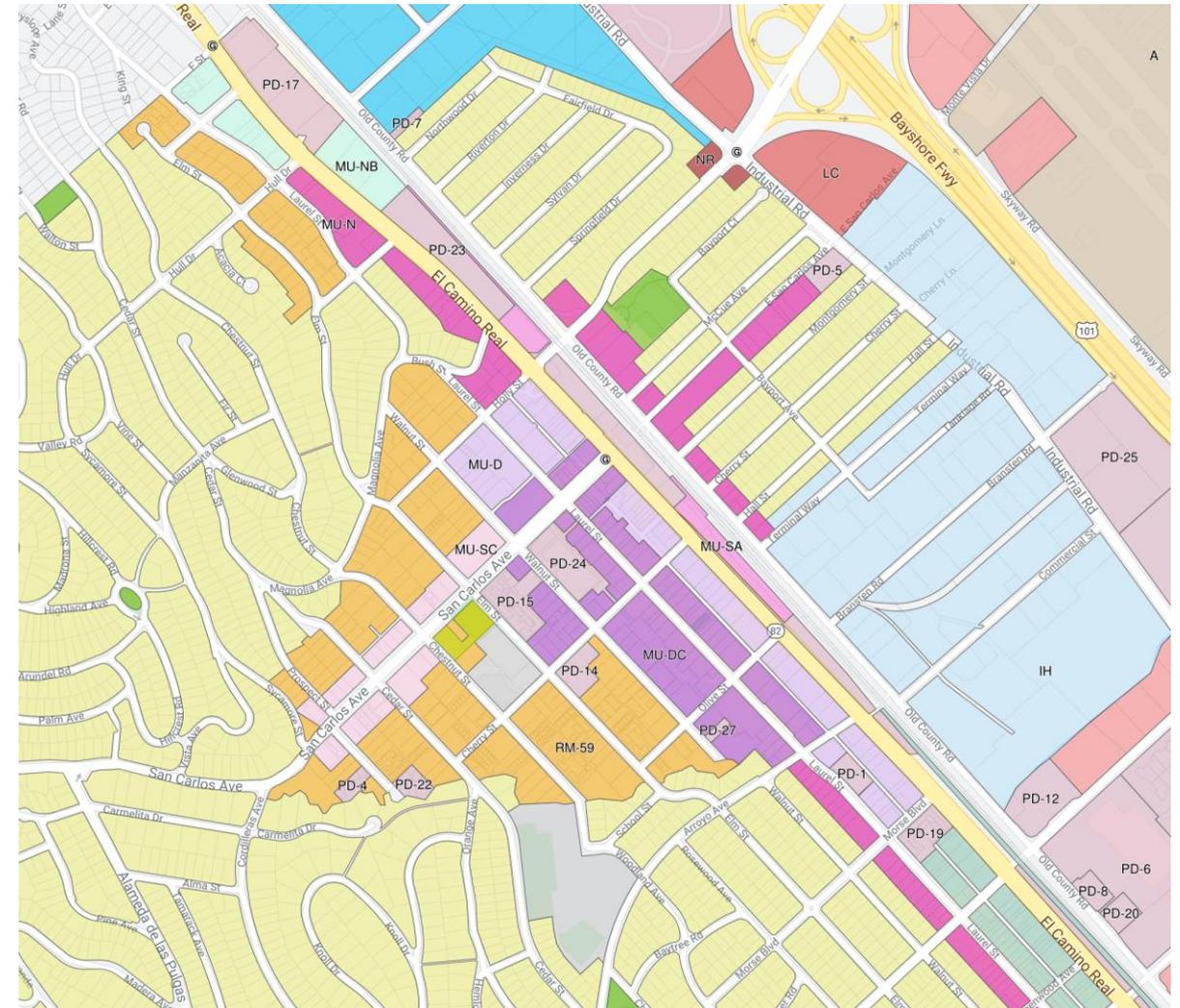
Long-Term Goals

Creative Use of Land

SUMMER 2019-SPRING 2020

We are looking for creative ways to use land already zoned for housing.

- Review the General Plan and Zoning to identify where changes in density can occur
- Increase housing supply



Funding for Local Nonprofits

SUMMER 2020

“The City provides grants for our Housing Assistance Program.”

- Help fund nonprofits that support affordable housing programs and projects



CALL
Primrose



CENTER FOR
INDEPENDENCE
of Individuals with Disabilities

Plan for Long-Term Housing Needs

SUMMER 2023

“We will update the City Housing Element by 2023.”

- Community input is an essential part of this planning process.

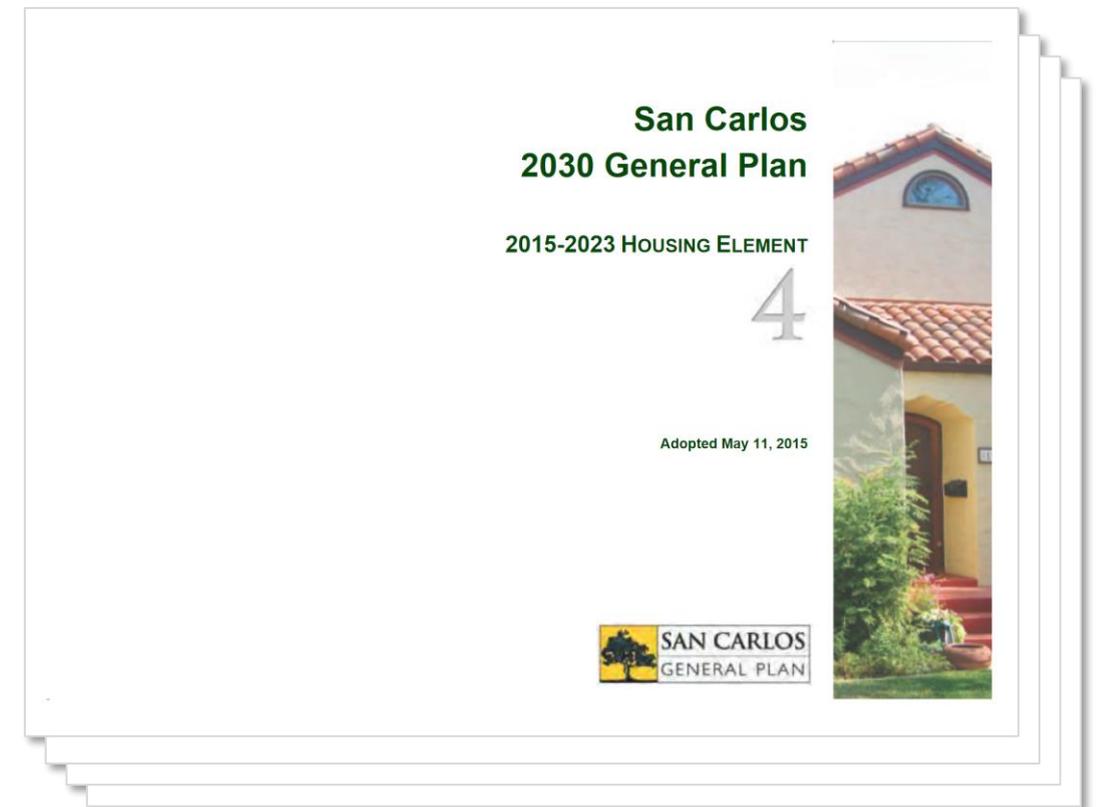


Table Discussion #2

- Based on what you've heard so far, which housing goals sound like a good idea?
- What questions and concerns do you have?
- Do you have any other ideas or suggestions?



Next Steps

- A meeting report on today's conversation will be emailed to all participants and posted on the City's housing website: **cityofsancarlos.org/welcomehome**
- Updates will be added to the website with information people requested
- [Join us for the second community conversation on Saturday February 1, 2020, which will build on today's meeting](#)

Stay Involved

Learn

Learn more about the Strategic Work Plan for Housing Goals

Join

Join the housing email list



cityofsancarlos.org/mysc

Share

Share what you have learned with others

Attend

Attend the second community conversation on Feb. 1, 2020

Thank You for Coming Today!

CITY
of
GOOD
LIVING
SAN CARLOS



A Community Conversation on Housing

Common
Knowledge



The San Carlos community is invited to join a different conversation on housing in the City of Good Living.

There are two opportunities to share your input:

THURSDAY, NOVEMBER 7, 2019

Hiller Aviation Museum
(601 Skyway Road, San Carlos)

- Doors open at 6:15 PM
- Program begins at 7:00 PM
- Light dinner will be provided
- Child care Available
- Translation services available upon request

SATURDAY, FEBRUARY 1, 2020

San Carlos Adult Community Center
(601 Chestnut, San Carlos)

- Doors open at 9:30 AM
- Program begins at 10:00 AM
- Light breakfast will be provided
- Child care available
- Translation services available upon request

www.cityofsancarlos.org/welcomehome

Questions?



City staff are available for specific questions about housing or development

