WELCOME HOME SAN CARLOS
A Community Conversation on Housing

November 7, 2019
Hiller Museum
6:15 PM
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.

Source: NeighborhoodScout, Nov. 2019
An estimated 15,850 workers are employed within San Carlos

- 92% commute into San Carlos
- 8% live and work in San Carlos

Source: NeighborhoodScout, Nov. 2019
The Consequences in our County

• Between 2011 and 2017
  o Median home price doubled
  o 2 bedroom apt. rent increased 66%

• More than 210,000 people commute into San Mateo County to work every day

• 2017 Business poll
  o 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

- 0 to 19 years: 26%
- 20 to 34 years: 13%
- 35 to 44 years: 15%
- 45 to 59 years: 25%
- 60 to 74 years: 15%
- 75 and up: 6%

Median Age: 42

Source: 2018 American Community Survey
Housing Types

Total Housing Units: 11,894

Single Family Homes 73%

Multifamily Homes (2+ units) 26%

ADUs 1%

Source: U.S. Census Bureau
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

Source: Nerdwallet.com
Rental Costs

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

Source: Zumper.com
Renters & Owners

Rent: 29%

Own: 71%

Source: US Census
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
“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”

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

“None of my employees live here. It’s 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?
  o What do you want to preserve?
  o 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.
Increase the number of below market rate (BMR) housing units to meet local and regional housing requirements.

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

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
Objective #3
Encourage Affordable Housing

Increase the number of affordable, below market rate (BMR) homes to meet community needs.
Increase the number of below market rate (BMR) housing units to meet local and regional housing requirements.

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

Strategic Work Plan
Housing Goals

Objective #4
Use Land Creatively

Study land use and other options to increase all types of housing.
Increase the number of below market rate (BMR) housing units to meet local and regional housing requirements.

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

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.
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
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.

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

- Development of housing for all income levels.
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
“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
“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.
Increase the number of below market rate (BMR) housing units to meet local and regional housing requirements.

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

Long-Term Goals
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
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

Share
Share what you have learned with others

Attend
Attend the second community conversation on Feb. 1, 2020

cityofsancarlos.org/mysc
Thank You for Coming Today!

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**
Hillier 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.