Promoting family-friendly housing, and attracting families with children to Emeryville, has long been a goal of the City. Even before adoption of the new General Plan and Housing Element, the City Council and Planning Commission have encouraged developments to be family-friendly.

One of the guiding principals of the General Plan is to “further a variety of housing types and emphasize family-friendly housing, and linkages to Emeryville’s school system to promote the success of its youth and to encourage new residents to actively contribute to the community.”

One of the project amenities that would qualify developments for height, density, and intensity bonuses under the General Plan is “Family Friendly Development - Large proportion of three bedroom or larger housing units, and amenities for children such as play structures.”

The Housing Element includes a policy to “promote housing designs to attract families with children by encouraging developers to include larger unit sizes (two-, three-, and four-bedroom units) as well as other on-site amenities such as usable outdoor open space, play equipment for a variety of ages, community rooms, and multi-purpose rooms that can be utilized for after-school homework clubs, computer, art, or other resident activities.”

With the passage of Measure J by the voters on November 2, 2010 authorizing the school district to issue up to $95 million in bonds to fund the Center of Community Life, the issue of family-friendly housing has taken on additional importance.

But attracting families with children takes more than 3-bedroom units and play structures. It requires a variety of attributes, both in individual development projects and in the city as a whole. The attached PowerPoint slide show was prepared by consultants MIG to stimulate discussion about what it takes to create a truly family-friendly city. It was previously shown to the school board, Housing Committee, and City Council, and is now being presented to the Planning Commission for discussion and consideration in the processing and approval of future development projects to help create a truly family-friendly city.

Attachment: Printout of PowerPoint Presentation “Fostering Child-Friendly Housing and Creating a Family-Friendly City”
Families in Emeryville

• In 2000, one in ten households in Emeryville had children under age 18

• In contrast, there are children in:
  – One in three Oakland households
  – One in three Albany households
  – One in five San Francisco households
  – One in three households nationally
Why do families leave cities?

- In 2005, a PRI study at SFSU found that families were leaving San Francisco because of:
  - Concerns about school quality
  - High cost of housing/desire for more space
  - Concerns about crime and safety
  - High cost of daily goods and services
  - Concerns about cleanliness and homeless/transient populations
What keeps families in cities?

• Families who chose to stay valued:
  – Cultural diversity
  – Educational opportunities
  – Cultural and recreational activities
  – Weather, beauty and the natural environment
  – Overall quality and convenience of life

• However, they wanted the following improvements:
  – Better school quality
  – More affordable housing/lower cost of living
  – Safer streets
  – More activities for children
What is a “family-friendly” city?

Successful family-friendly urban neighborhoods…

• Are walkable and safe
• Are multi-generational and can adapt to growing families
• Have streets that are safe for young children
• Have a critical mass of other families
• Have quality schools, play areas and child care options within “stroller radius” of homes (approximately 1/4 mile)
• Have grocery stores and other daily goods and services in clusters nearby so that families can link trips
Can you control who lives in housing?

- Can’t discriminate against families—but also can’t offer units only to families (except in specific BMR situations)
- Cities can create incentives for developers and landlords to adopt practices and designs that will encourage families to rent or buy units
- Most importantly, cities can ensure that amenities and features families need are present, and can actively market the urban environment to families
Documenting the need for affordability

*Why does Emeryville need affordable, multi-family rental housing and affordable ownership options for families?*

- Majority of lower-income Emeryville households are “cost-burdened” and spend more than 30% of income on housing
- Market rate housing in Emeryville is not be considered affordable to very low and low income households
- Lack of stability in housing costs can add to instability in other areas:
  - Less available for savings for other important family expenses
  - Families move to find affordable housing which causes upheaval and can negatively impact school test scores
### 2010 Alameda County Income Limits

<table>
<thead>
<tr>
<th>Persons in Household</th>
<th>Extremely Low</th>
<th>Very Low</th>
<th>Low</th>
<th>Median</th>
<th>Moderate</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>$19,000</td>
<td>$31,650</td>
<td>$45,100</td>
<td>$63,200</td>
<td>$75,850</td>
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<td>2</td>
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<td>$40,650</td>
<td>$58,000</td>
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<td>4</td>
<td>$27,100</td>
<td>$45,150</td>
<td>$64,400</td>
<td>$90,300</td>
<td>$108,350</td>
</tr>
</tbody>
</table>

- Extremely low income households are those with incomes less than 30% of Area Median Income (AMI)
- Very low income households: 31–50% AMI
- Low income households: 51–80% AMI
- Moderate income households: 81–120% AMI
### Affordable rents/sales prices v. market rate

Based on Alameda County 2010 Rent Limits

<table>
<thead>
<tr>
<th>Unit Size</th>
<th>Studio Rent Sales Price</th>
<th>1-BR Rent Sales Price</th>
<th>2-BR Rent Sales Price</th>
<th>3-BR Rent Sales Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate Income</td>
<td>$1,738 $244,575</td>
<td>$1,987 $279,940</td>
<td>$2,234 $315,064</td>
<td>$2,483 $354,185</td>
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<tr>
<td>Low Income</td>
<td>$948 $106,085</td>
<td>$1,084 $121,618</td>
<td>$1,219 $137,020</td>
<td>$1,355 $156,309</td>
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<tr>
<td>Very Low Income</td>
<td>$790 $58,790</td>
<td>$903 $67,430</td>
<td>$1,016 $76,070</td>
<td>$1,129 $88,488</td>
</tr>
<tr>
<td>Market Rate</td>
<td>$1,115–$1,740 $180,000</td>
<td>$1,335–$2,213 $300,000</td>
<td>$1,800–$2,600 $390,000</td>
<td>$2,025–$4,090 n/a</td>
</tr>
</tbody>
</table>
Median income v. free/reduced lunch incomes

- Median Income
- 60% Median Income*
- Reduced School Lunch Max. Income
- 30% Median Income**
- Free School Lunch Max. Income

Graph showing median income and free/reduced lunch incomes for families of 3 and 4.
Emeryville’s affordable housing supply

- 751 units in City’s affordable housing stock
  - Includes rental and ownership units
- Distribution of Units:
  - 46% very low income; 22% low income; 33% moderate income
- Gap in larger family units:
  - 7% of housing units built since 2000 had 3 or more bedrooms
  - 413 Below Market Rate Units built between 2000-2009 out of 2,091 units constructed
  - 8 BMR units are 3-bedrooms (2%); 148 are 2-bedrooms (36%); 257 are 1-bedrooms or studios (2%)
What is “family-friendly” housing?

Successful family-friendly housing has…

- At least three bedrooms with flexible, soundproof interior space that can accommodate play
- A single-family or multi-unit format, provided housing is paired with family amenities in larger projects
- Private balcony, porch, or yard where possible, with shared outdoor common space
- Front doors protected by stoops or porches
- Storage and/or garage space
- Convenient private or shared parking
- Price that is affordable* to both renter and owner families

* Emeryville’s 2010 area median income (AMI) for a family of four is $89,300
Designing housing for families

- Adaptable floor plans that can change as children and families grow
- Entryways that are visible from inside the home and wider hallways with storage to accommodate indoor play and strollers, bicycles, etc.
- Adequate and accessible storage/bulk storage space
- In-unit laundry where possible
- Windows that allow for supervision of children outdoors
- High-quality sound-proofing materials and landscaping to minimize noise from adjacent units and exterior spaces
- Units with “tracks”—hallways linked throughout the home—to help address children’s need to run
Catering to families with urban amenities

- Carshares or off-site parking for second cars
- In multi-family developments, communal indoor play rooms that can accommodate multiple ages with a larger space
- Outdoor areas directly outside a door for small children (e.g., semi-private zones such as a front porch, lawn or protected balcony)
- Landscaping that includes hard surfaces to accommodate bikes, roller skates, and other play
A family-friendly city should have:

- Streets and sidewalks that are safe and stroller-friendly
- Safe routes to school, transit, and other key destinations
- Public spaces, restaurants, and businesses that are child-friendly
- A walkable network of indoor and outdoor play areas that can substitute for larger homes and yards (*Model: Denver Play Area Master Plan*)
- An urban form that leverages the key assets of the city: cultural amenities, easy access to parks and other features, easy access to nearby cities
Beyond housing…

- Shared streets where pedestrians, bicycles, and cars have equal access (*Model: Dutch “woonerf,” currently being tested in Seattle, Boston, other U.S. cities*)
- Family-friendly practices and fare structures on transit systems (*Model: Portland TriMet*)
Beyond housing…

- Community networks that connect younger residents and build their investment in the city before they start families
- Easy-to-navigate systems to educate parents and realtors about schools, child care, and other key family amenities in the city (*Model: Alameda County’s BANANAS*)
- A forum to connect residents for babysitting cooperatives, nanny shares, school decisions, and other family-oriented benefits
Case Study: Vancouver

• In 1992, adopted design guidelines for high-density housing to encourage families with children:
  – One quarter of units must be suitable for children
  – Large developments must provide on-site parks, daycare, and schools; small developments must contribute to fund to finance affordable housing

• Created a concentration of families and family-related amenities in downtown core

• Highly successful: Families have moved into downtown in huge numbers, and new school is already at capacity
Case Study: Pearl District, Portland

- Popular neighborhood for singles and young couples—not designed for families with children, but they wanted to stay.
- Adapted zoning to encourage larger units and family amenities like green space and community rooms.
- New developments have on-site child care; require one occupant per bedroom.
- New elementary school, park and playground.
Case Study: Portland Courtyard Housing

- In 2007, the City of Portland launched a courtyard housing design competition to come up with new approaches to family-friendly courtyard housing.
Case Study: Mission Bay, San Francisco

• Rich Sorro Commons opened in 2002 in Mission Bay, across from AT&T Park

• Project included:
  – 99 units of family housing (<50% AMI)
  – 3,300 sf child care center
  – Tot lot, teen center, common open space
  – 10,000 sf of commercial
  – 85-car parking garage

• 2,700 families applied for 99 units

Owner: Mission Housing Development Corporation
Architect: SMWM
Case Study: Bayview, San Francisco

- Armstrong Place: 124 new townhomes over a single-level garage
- Two-, three- and four-bedroom units for families
- Includes commercial and community space
- Each unit has private balcony or small outdoor area, and shares larger common outdoor area

Owner: Bridge Housing
Architect: David Baker + Partners
Case Study: UC Family Housing, Albany

- University Village and East Village: UC Berkeley student-family housing
- Two-, three- and four-bedroom apartments and townhouses for families
- Recreational/community center, laundry, shops and child care centers
- Fenced balconies and patios with shared outdoor common areas and playgrounds

Owner: UC Berkeley
Architect: Sam Davis Architecture with Fisher Friedman (Phase I) & Christiani Johnson (Phase II)
Case Study: The Ambassador Apartments

- 68 rental homes for very low income families
  - Incomes from $31,250–$44,650
- 24 three-bedroom units (36% of total units)
- Numerous “green” design features; secured parking; elevators to facilitate access
- Half mile to Anna Yates School
- On-site resident services and management
Case Study: The Ambassador Apartments
Case Study: The Ambassador Apartments

- Two community rooms
- On-site resident services
- Computer learning center
- Landscaped courtyard, children’s garden and playground