



# HOUSING ELEMENT UPDATE



**CITY OF EMERYVILLE**

## Housing Committee Study Session

April 2, 2014

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# Overview

- ▶ Update schedule
- ▶ Workshop findings
- ▶ Demographic trends
- ▶ Housing characteristics
- ▶ Housing market trends
- ▶ 2007-2014 Housing Element implementation
- ▶ Goal/policy discussion





## Update Schedule .....

Thursday, April 10	Housing and service provider round table
Tuesday, April 22	City Council study session
Wednesday, May 21	Public review draft Housing Element
Wednesday, June 4	Housing Committee meeting
Thursday, June 26	Planning Commission hearing
Tuesday, July 15	City Council hearing
July – September	HCD review
October/December	Adoption hearings
December/January – February/March	Final HCD review and certification

# Community Workshop



Input Summary



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## Housing Needs .....

- ▶ Housing and amenities for families with children
- ▶ Homeless services and facilities
- ▶ Section 811 housing (for persons with disabilities)
- ▶ Senior housing
- ▶ Expanded public transportation
- ▶ More parks and recreation
- ▶ Neighborhood identities (sense of place)
- ▶ Quality of life features

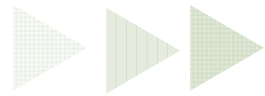
## Vision

- ▶ People-friendly neighborhoods (walkable and bikeable)
- ▶ Energy efficient and environmentally sensitive
- ▶ Family friendly
- ▶ Opportunities and services for lower-income families and seniors
- ▶ Creative vertical and mixed-use housing
- ▶ More owner-occupied housing
- ▶ Neighborhood identities (sense of place)
- ▶ Quality of life features

## Vision

- ▶ High quality transit
- ▶ Improved connections across freeway and rail lines
- ▶ Housing linked to parks, transit, and schools
- ▶ Greater diversity in unit types and sizes
- ▶ Improved accessibility (universal design)
- ▶ Funding source for affordable housing (in-lieu/impact fee)

# Online Survey



# Emeryville.org/HousingElement

## Emeryville Housing Survey



### \*1. Which statements describe you? (check all that apply)

- ☐ I am a resident of Emeryville.
- ☐ I work in Emeryville.
- ☐ I own land or a home in Emeryville.
- ☐ I own a business in Emeryville.
- ☐ I work for an organization that serves Emeryville residents.
- ☐ I am considering moving to Emeryville.
- ☐ I am a developer.

Other (please specify)

### 2. If you are an Emeryville resident, how long have you lived here? If you do not live in Emeryville, where do you live?

- ☐ Less than 1 year
- ☐ 1 to 5 years
- ☐ 5 to 10 years
- ☒ 10+ years

I live in (please specify):

### 3. How many people currently live in your household?

- ☐ 1
- ☐ 2
- ☐ -



# Demographic Trends

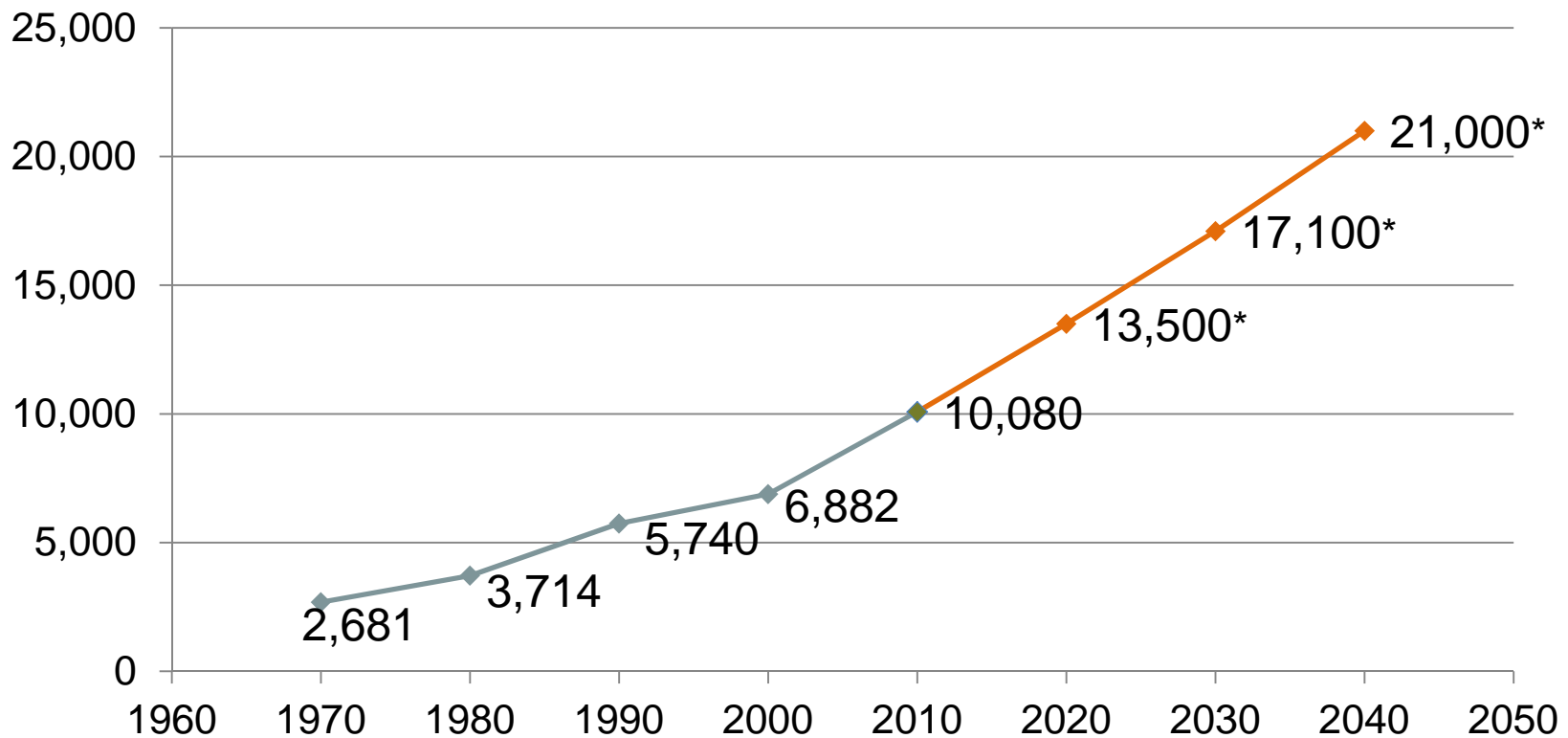


Initial Findings



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# Population Growth



\* ABAG projection

Sources: US Census (as compiled by ABAG for Bay Area Census and Data Profiles for Housing Elements, 2014); ABAG Projections, 2013



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## Household Size .....

Average number of persons per household

Area	2000	2010
Emeryville	1.71	1.76
Alameda County	2.71	2.70
California	2.87	2.90

Sources: 2000 and 2010 US Census

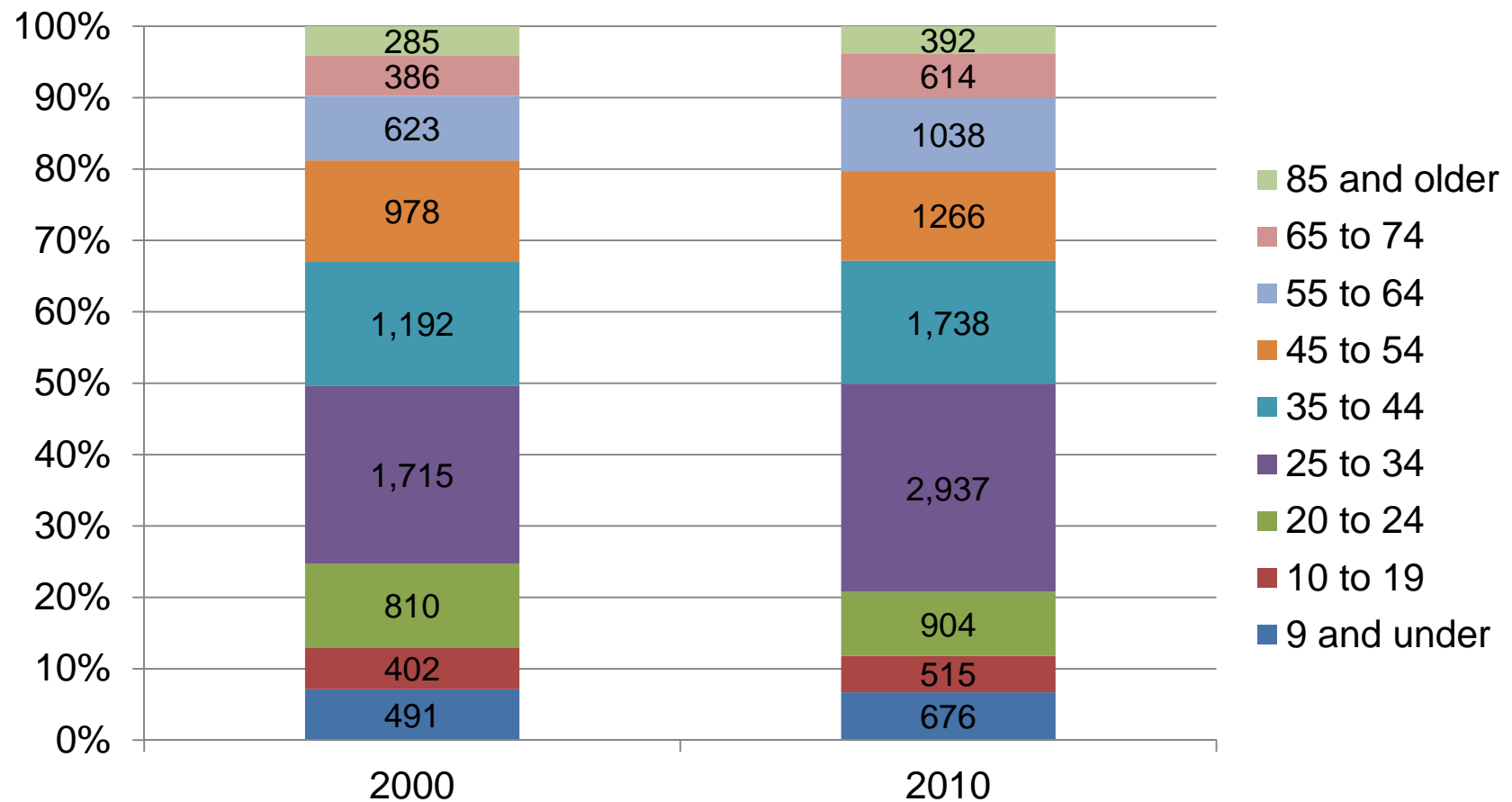


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# Population Age

Median age: 35.2

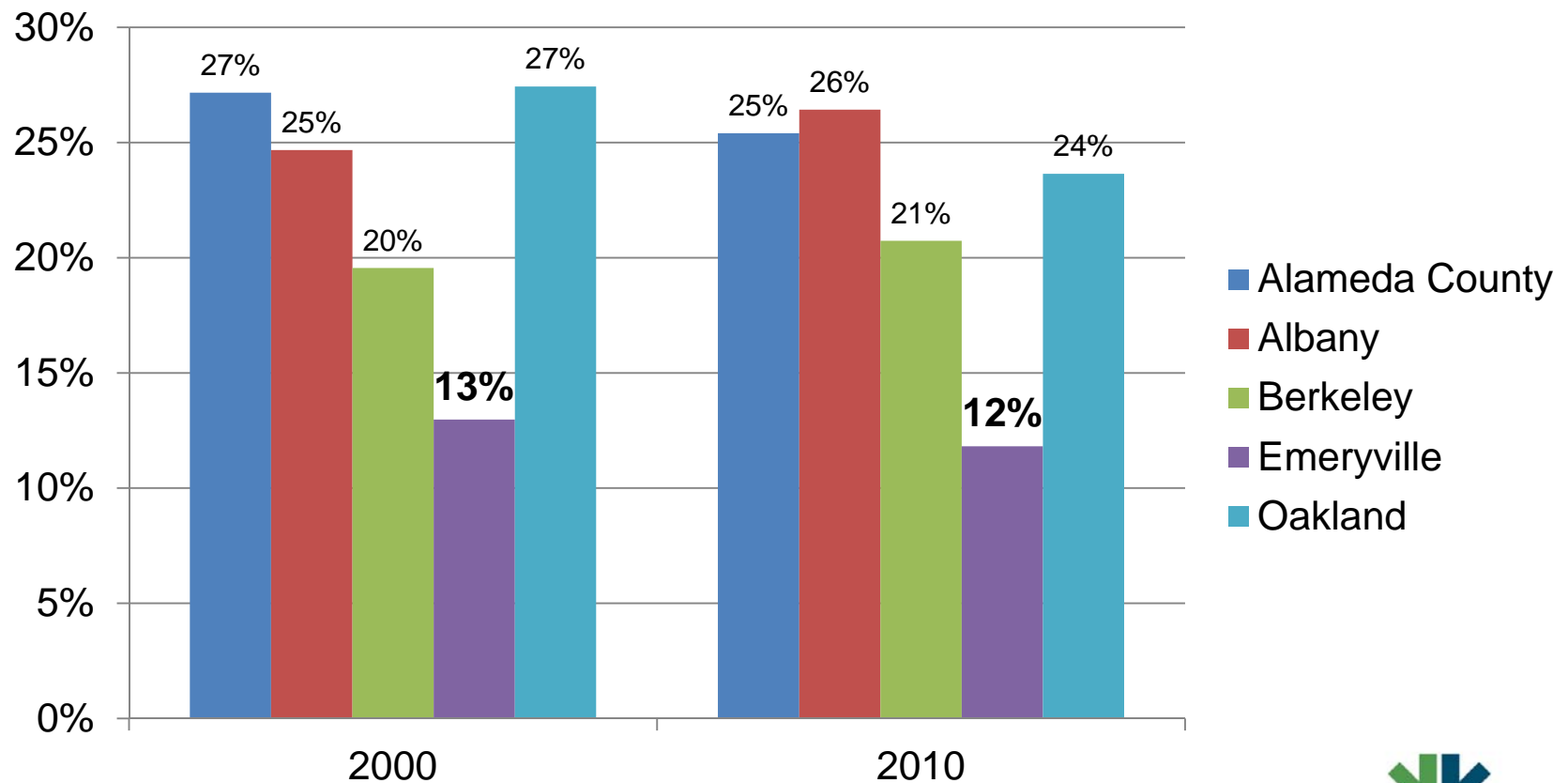
35.0



Source: 2000 and 2010 US Census

## Population Age .....

Children/young adults age 19 and under as a percentage of overall population

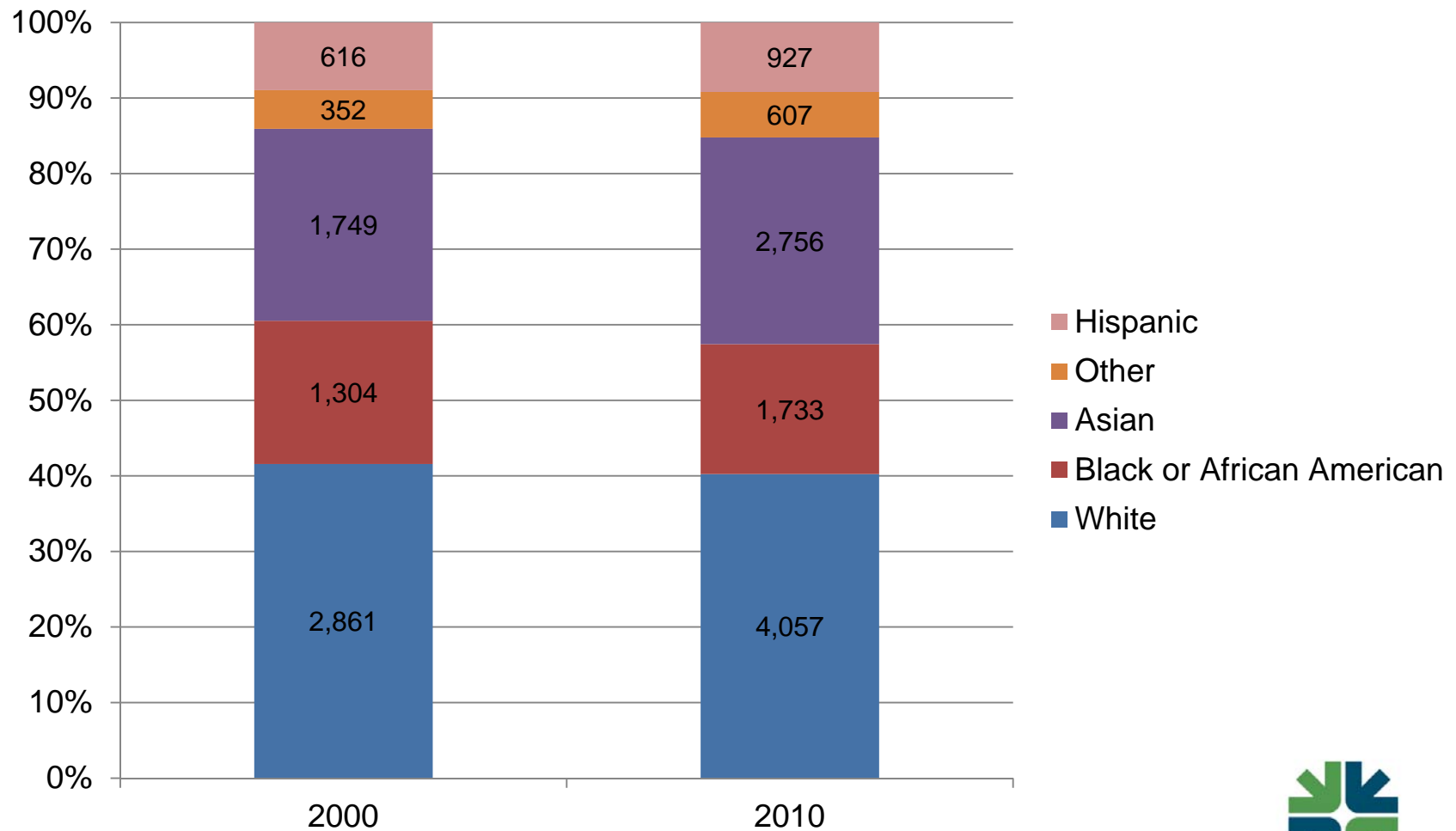


Source: 2000 and 2010 US Census (ABAG Data Profiles for Housing Elements, 2014)



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## Race/Ethnicity



Source: 2000 and 2010 US Census



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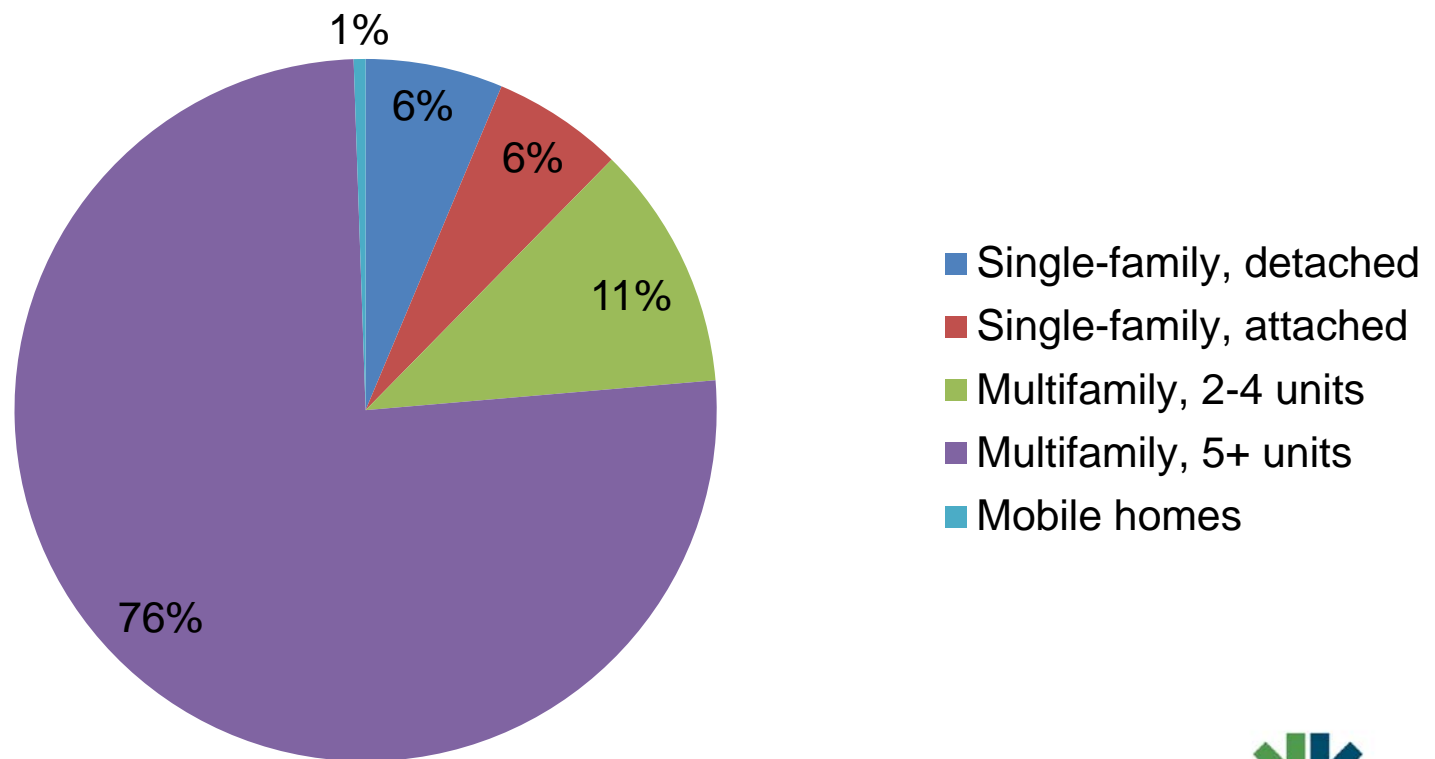
# Housing Characteristics



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# Housing Types

Percentage of homes by building structure



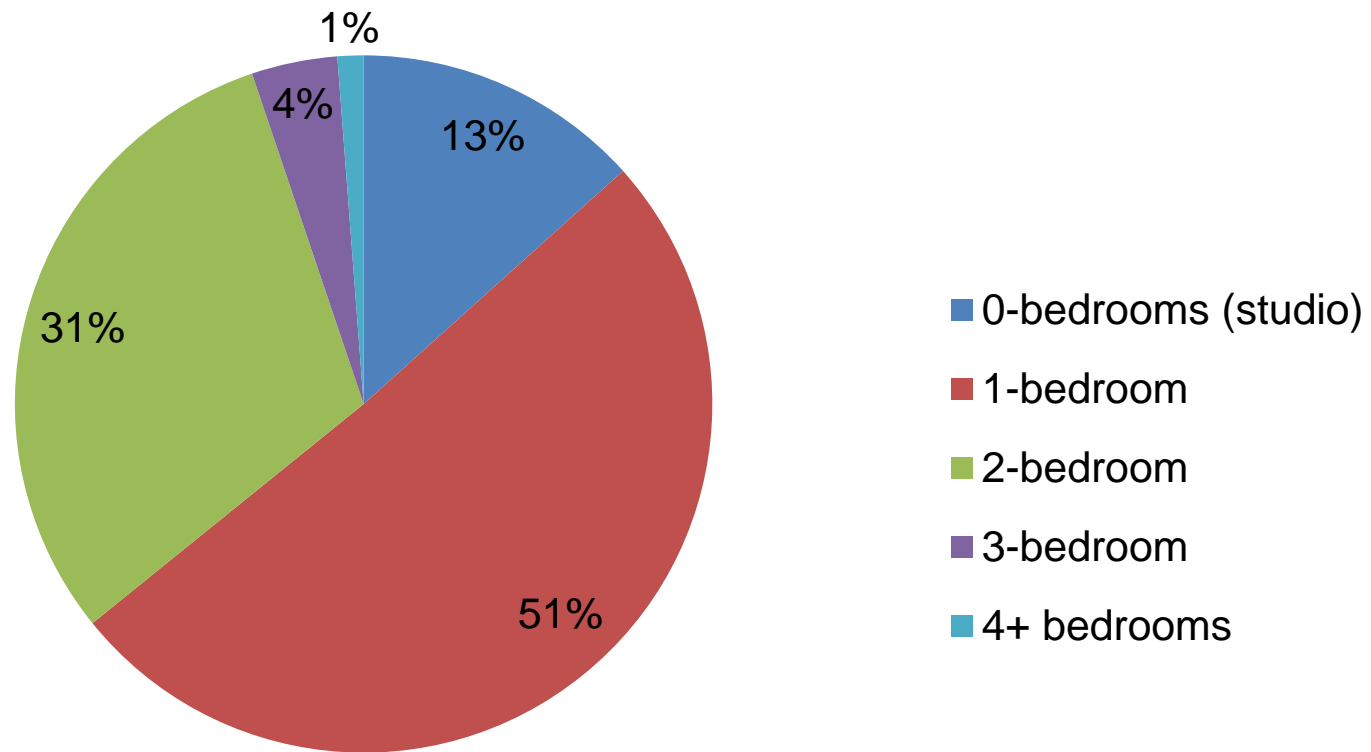
Source: California Department of Finance, 2013 (ABAG Data Profiles for Housing Elements, 2014)



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# Housing Types

Percentage of homes by number of bedrooms



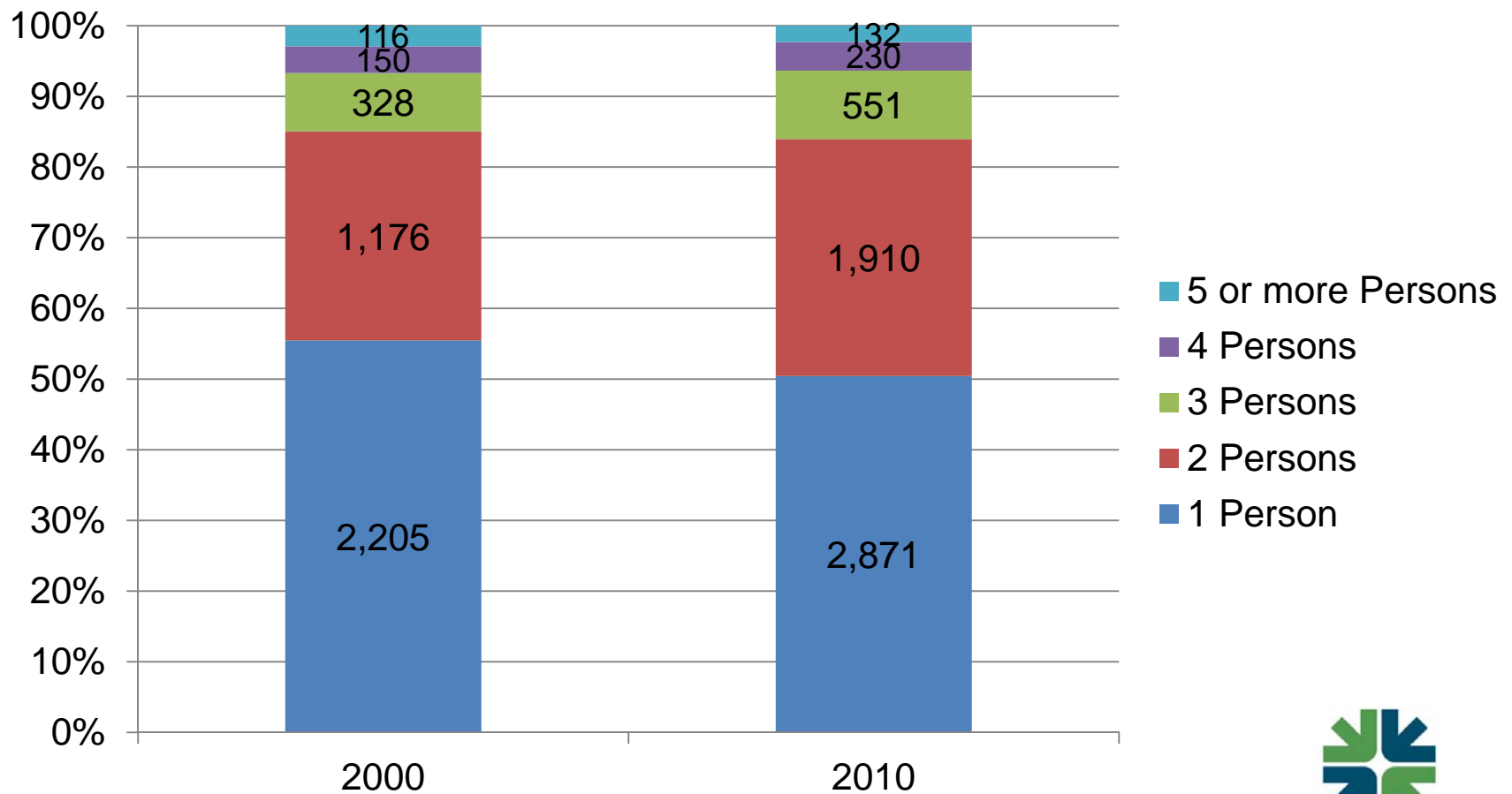
Source: American Community Survey, 2008-2012



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# Home Occupancy

Persons per occupied home



Source: 2000 and 2010 US Census

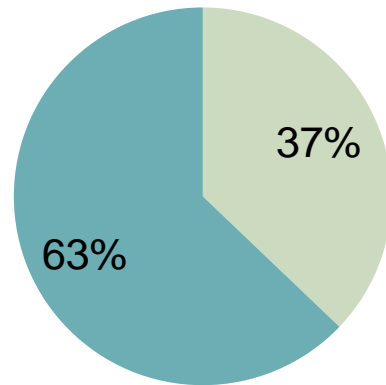


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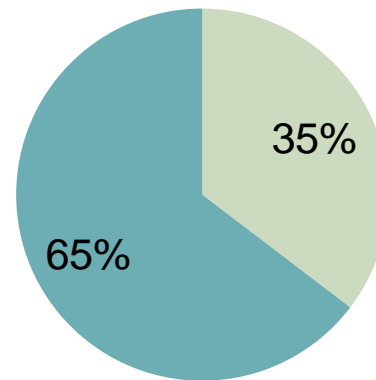
# Housing Tenure

Emeryville

2000

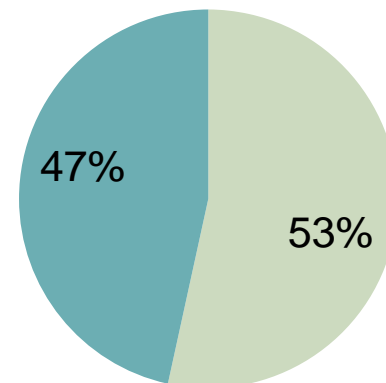
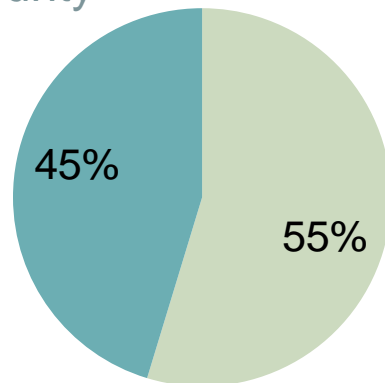


2010



Owner Occupied  
Renter Occupied

Alameda County



Source: 2000 and 2010 US Census (ABAG Data Profiles for Housing Elements, 2014)



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# Housing Market Trends

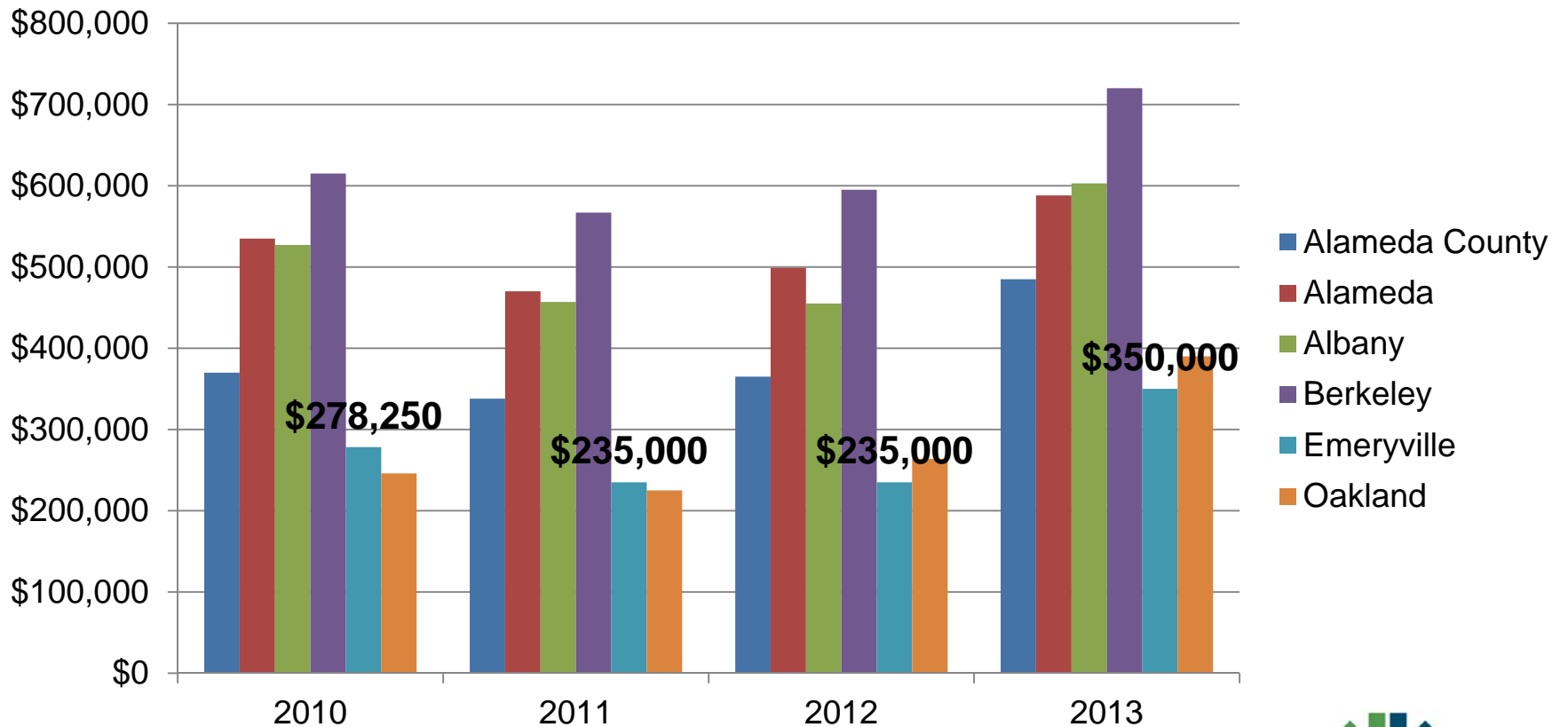


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# Home Prices

Median home prices by year

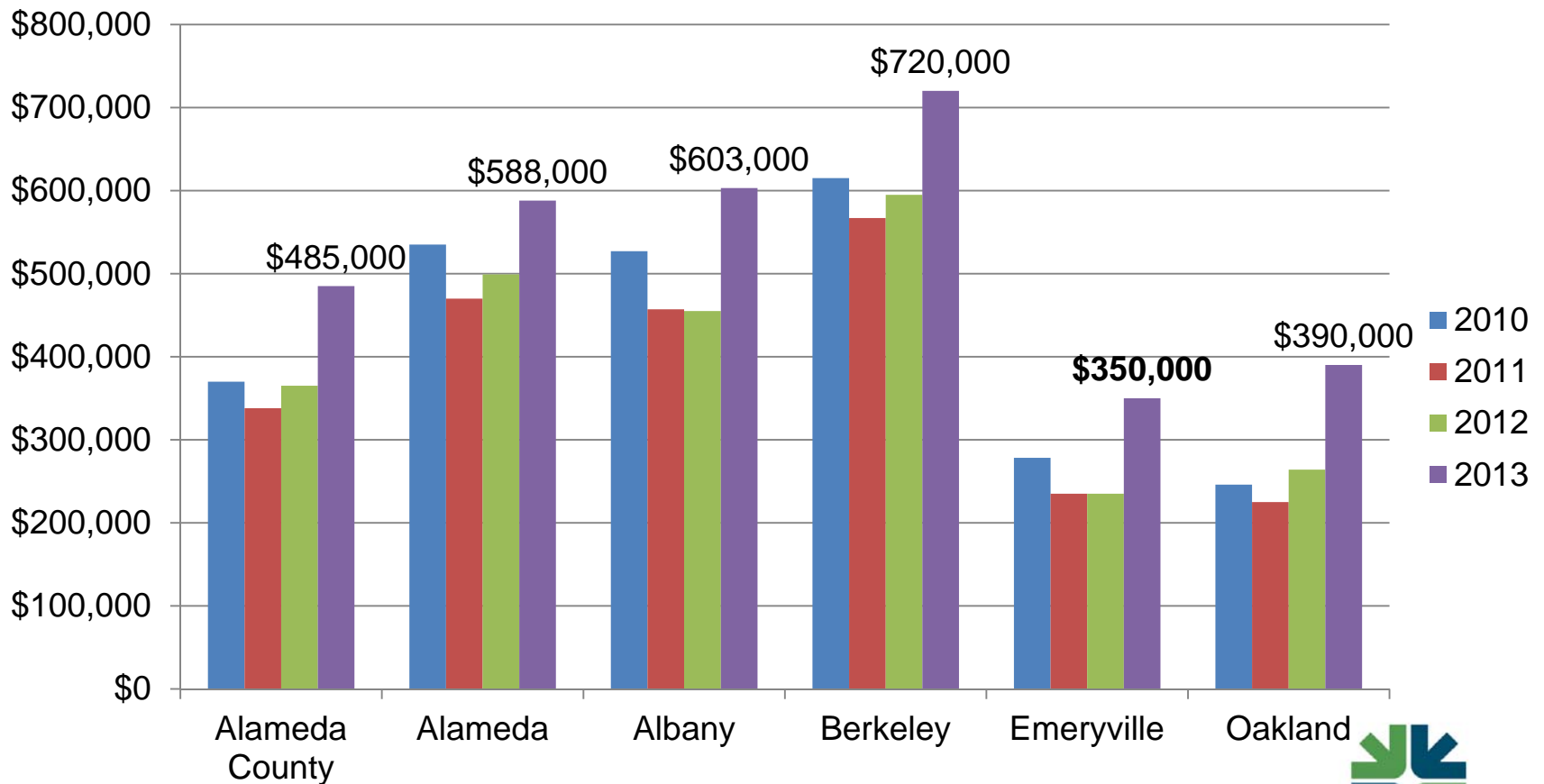


Source: DataQuick ([www.DQnews.com](http://www.DQnews.com))



# Home Prices

Median home prices by city



Source: DataQuick ([www.DQnews.com](http://www.DQnews.com))



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## Rent Prices

Average monthly rent prices

Number of Bedrooms/ Bathrooms	Average Rent	Average Square Feet	Average Price Per Square Foot
Studio	\$1,804	551	\$3.27
1-bedroom/1 bath	\$2,231	818	\$2.73
2-bedroom/1 bath	\$2,824	1,049	\$2.69
2-bedroom/2 bath	\$2,914	1,194	\$2.44
3-bedroom/2 bath	\$3,427	1,492	\$2.30

Source: City of Emeryville, Economic Development and Housing Department and Planning and Building Department Survey, 2013



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# 2007-2014 Housing Element Implementation



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## Goal 1 .....

Preserve existing housing stock.

- ▶ Funding for 19 rehabilitation projects
- ▶ Ongoing Community Preservation Program and Committee
- ▶ No affordable units lost
- ▶ No units demolished

## Goal 2 .....

Promote a range of affordability levels.

- ▶ Zoning for a wide range of densities
- ▶ Updated density bonus
- ▶ ASHA units in 64<sup>th</sup> and Christie and Parkside
- ▶ 44 first-time homebuyer loans (\$1,546,555)
- ▶ Ambassador housing project (69 units)
- ▶ EAH to develop 3706 San Pablo Avenue



## Goal 3 .....

Promote development of affordable housing for persons with special needs.

- ▶ On-site services at Magnolia Terrace and Ambassador for substance abuse, AIDS-related illnesses, and mental illness
- ▶ EveryOne Home and the Homeless Management Information System

## Goal 4 .....

Ensure that the city has a variety of housing types to meet the diverse needs of its residents as well as attract new residents.

- ▶ Affordable family housing research report and guidelines (in progress)
- ▶ 8 live/work units at Parkside
- ▶ 2 BMR units sold to EUSD teachers
- ▶ Zoning for emergency shelters, transitional housing, and supportive housing

## Goal 5 .....

Maintain and expand activities designed to prevent those currently housed from becoming homeless and to assist those who are homeless.

- ▶ Funding for Berkeley Food and Housing Project
- ▶ 5 extremely low-income units at Magnolia Terrace

## Goal 6 .....

Promote equal opportunity in housing.

- ▶ 8 accessibility grants
- ▶ Contract with ECHO for fair housing service (through Alameda County)

## Goal 7 .....

Promote environmental responsibility and long term-sustainability of the city's housing development through remediation of brownfields and promotion of "green" and "healthy" housing development.

- ▶ \$5 million brownfield grant for 64<sup>th</sup> and Christie
- ▶ \$200,000 clean-up grant for 3706 San Pablo Avenue
- ▶ 2 weatherization grants under the Housing Rehabilitation Program
- ▶ Density bonus for "green" efficiency and transportation measures

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# Goal/Policy Discussion



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# Existing Structure



- ▶ **GOAL**
- ▶ **Objective**
  - ▶ Policy
  - ▶ Program

## CHAPTER 5. GOALS, OBJECTIVES, POLICIES AND PROGRAMS

This chapter presents the goals, objectives, policies and programs that will be implemented during the Housing Action Program outlined in Chapter 6 identifies the implementing department, implementation level, and measurable outcome for each of these policies and programs. These goals, objectives and the other elements of the General Plan.

### Goal I. Preserve existing housing stock.

*Objective I-A. Promote preservation of existing housing stock through the Emeryville Housing Rehabilitation Program.*

Program I-A-1. Continue support of the Emeryville Housing Rehabilitation Program through the allocation of a portion of Emeryville's annual federal Community Development Block Grant.

Program I-A-2. Conduct annual review of Emeryville Housing Rehabilitation Program at the end of each fiscal year.

Program I-A-3. Continue existing marketing and establish new marketing efforts for the Program through regular updates to the City's website, participation at community events, and mailings to landlords and homeowners in the City's older residential neighborhoods.

*Objective I-B. Maintain and improve existing older housing stock, especially the older residential neighborhood east of San Pablo Avenue and the Doyle Street neighborhood.*

Program I-B-1. Continue administration of the Community Preservation Program and the encourage and improve maintenance of single and multi-family residences in the rehabilitation program information and conduct code inspections on a case-by-case basis.

Policy I-B-2. Retain and continue implementing the Residential Preservation Ordinance to prevent the demolition of residential structures.

## Proposed Structure.....

- ▶ **GOAL**
  - ▶ **Policy**
    - ▶ Program

## Goal Considerations .....

1. Existing housing preservation <u>and improvement</u>
2. <del>Range of affordability levels*</del> <u>Facilitate opportunities for extremely low-, very low-, low-, and moderate-income households*</u>
3. Housing for persons with special needs*
4. <del>Variety of housing types*</del> <u>Housing appropriate for residents at all income levels and with a variety of lifestyle needs and preferences*</u>
5. <del>Homeless support and assistance</del> <i>(address under Goal 3)</i>
6. Equal housing opportunities*
7. Green and healthy development*

## Policy/Program Considerations .....

1. Family friendly policy for all income levels (currently an Objective for lower-income family households)

2. Adopt/implement family friendly design standards

3. Use of potential housing impact fees (Housing Trust Fund)

4. Universal Design

5. Facilitate housing for special needs on the City-owned Recreation Center site

## Policy/Program Considerations .....

6. Free pre-application consultations for projects with affordable units

7. Expedited processing for projects with affordable units

8. Promote Alameda County Mortgage Credit Certificate program

9. Provide education and assistance to HOAs to encourage FHA approval and owner occupancy

10. Continue to support efforts to create state and regional funding sources

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# Additional Policy Considerations?



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Thank you!



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