

Welcome!  
Bienvenidos!  
Chào mừng!



# LET'S HOUSE SAN RAFAEL

2023-2031 HOUSING ELEMENT UPDATE

*Community Workshop #2*

*July 14, 2022, 6:30 – 8:00 PM*

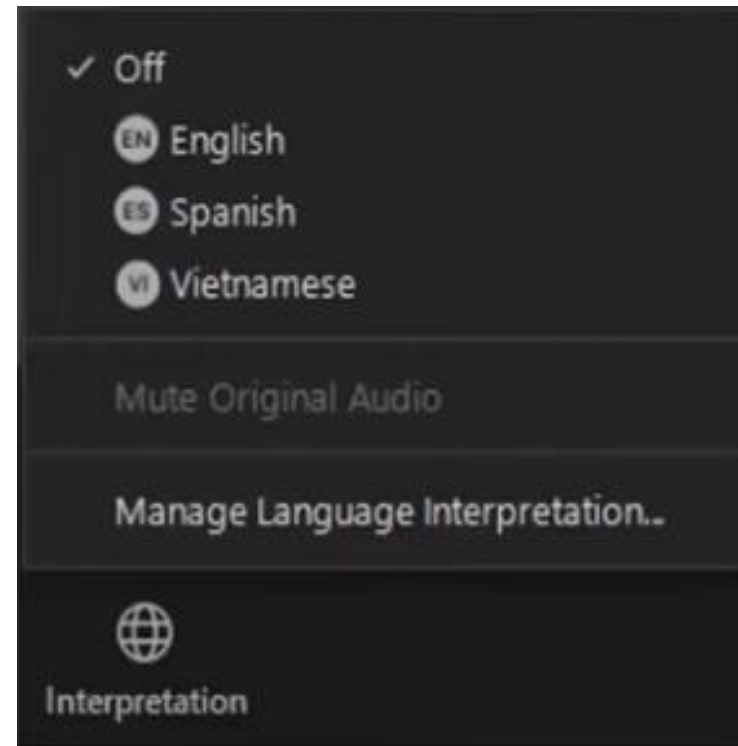


# Language Interpretation Interpretación de idiomas Ngon ngu phien dich

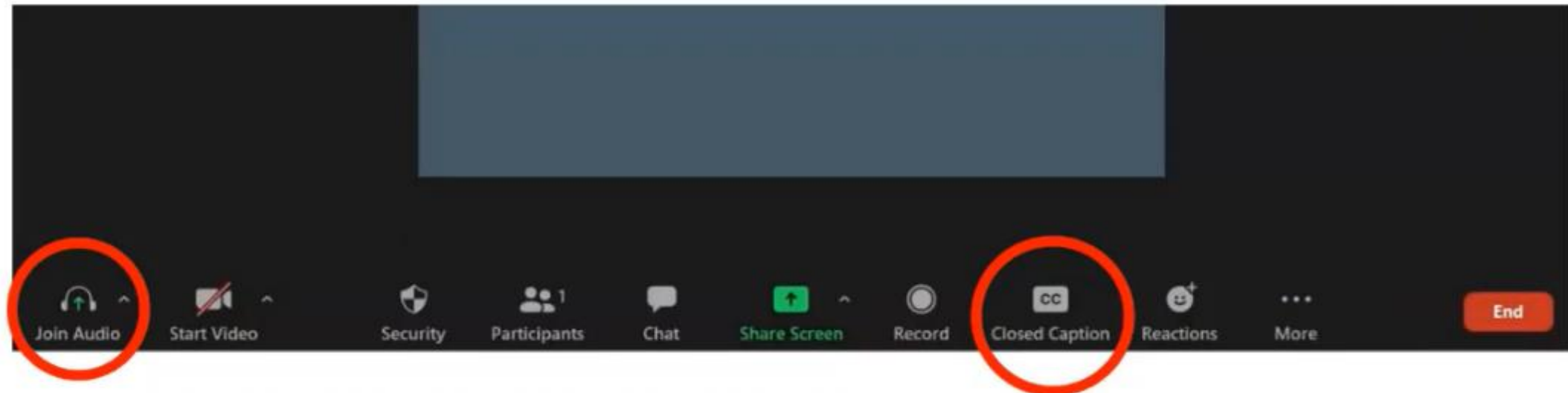
Select the globe icon to choose the language you want to listen to for this meeting

Seleccione el icono del globo del mundo para elegir el idioma que desea escuchar para esta reunion

Nhan vao dau hieu qua dia cau de chon ngon ngu cho buoi hop



# Close Captioning is Available



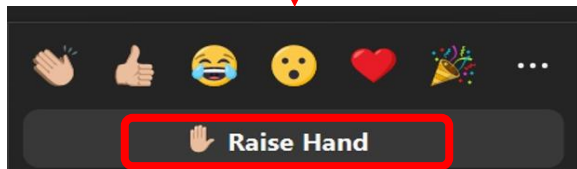
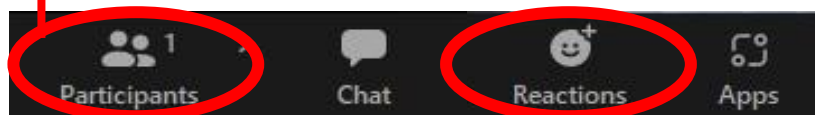
## ***Join Audio***

- Two options:
  - *Use your device's audio*
  - *Call in using a cell phone*

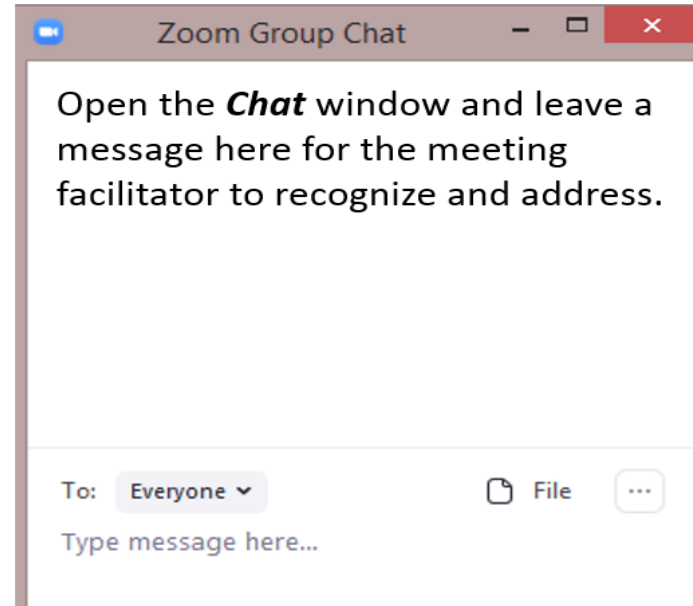
## ***Close Caption is available***

# How Will the Meeting be Facilitated?

## RAISE HAND VIRTUALLY THROUGH PARTICIPANTS/REACTIONS WINDOW



## CHAT WINDOW



# Who's Who?

## Housing Element Team

Alicia Giudice, Community Development Director

Alexis Captanian, Housing Analyst

Barry Miller, Consulting Project Manager

Liz Darby, Engagement Consultant

Plan to Place, Workshop Facilitators

- Dave Javid
- Paul Kronser
- Rachel Sharkland

Special Guest and Opening Remarks

*Mayor Kate Colin*

# Tonight's Meeting

Share your housing story with us!

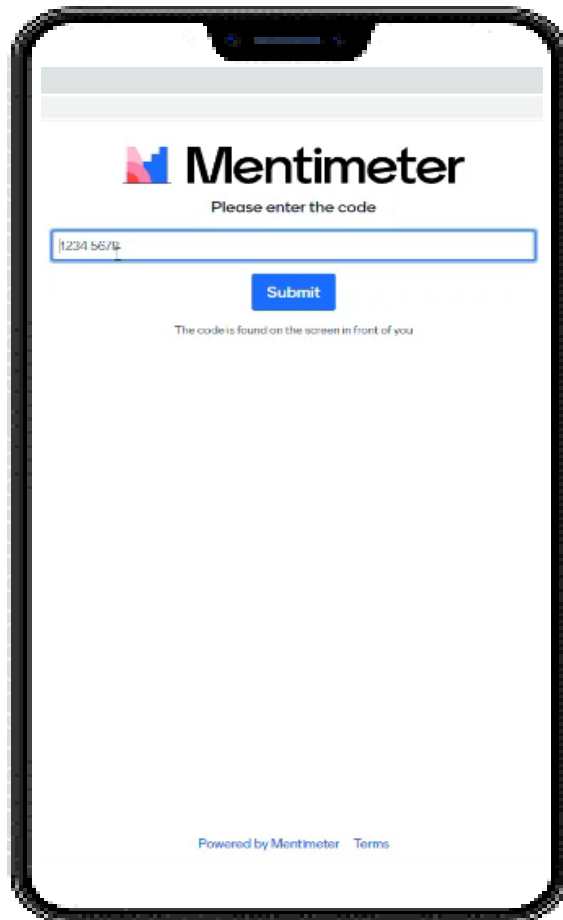
Email comments to:  
[housing@cityofsanrafael.org](mailto:housing@cityofsanrafael.org)

## AGENDA

1. Welcome/Introduction
2. Presentation
  - a. Overview of Housing Element
  - b. What We've Learned So Far
  - c. Housing Sites
  - d. Developing a Plan that Works for Everyone
3. Breakout Group Discussions
4. Report-Outs
5. Next Steps



# Meet the Audience



Demographics-Live Poll

Go to

[www.menti.com](https://www.menti.com)

Enter code: 5508 0947



# Housing Element

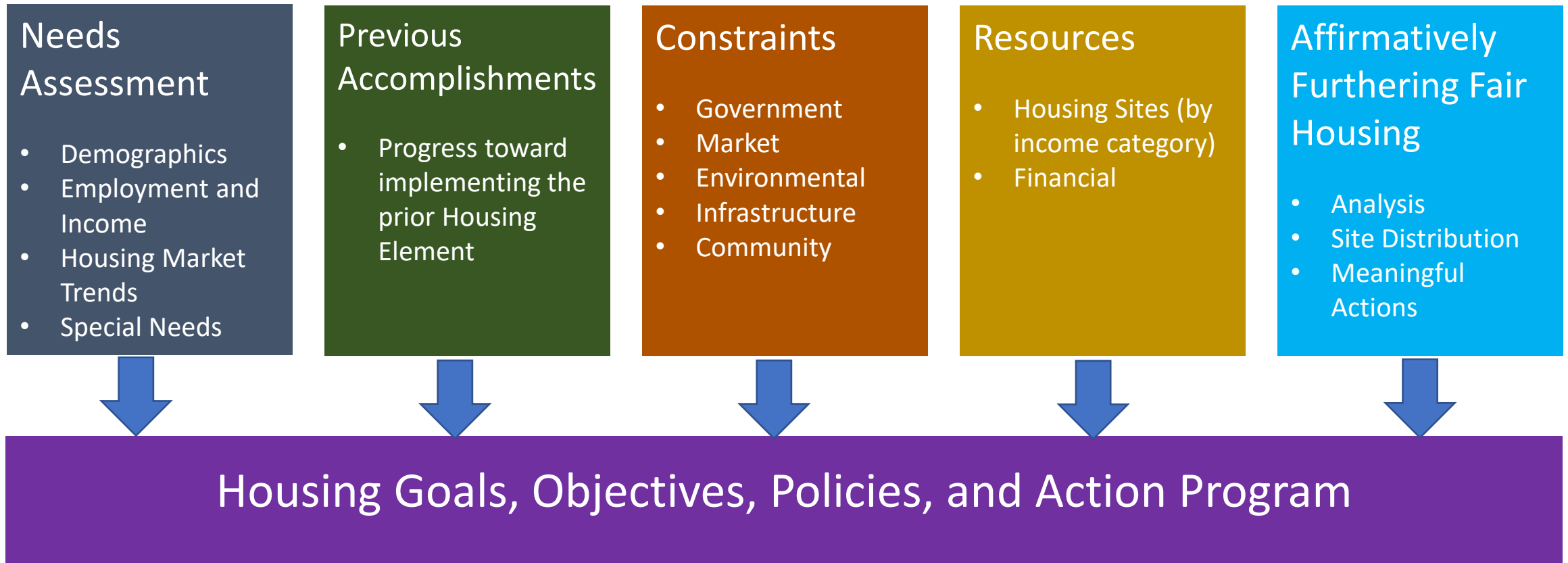
Our guide to meeting  
local housing needs

- Required part of the General Plan since 1969
- Must be updated every eight years
- Only part of Plan subject to State certification
- Content defined by State Government Code
- All cities and towns must demonstrate they can accommodate their “fair share” of the region’s housing needs





# Contents of the Housing Element



# Affirmatively Further Fair Housing



*All cities and towns are required to “take meaningful actions, in addition to combatting discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity.”*



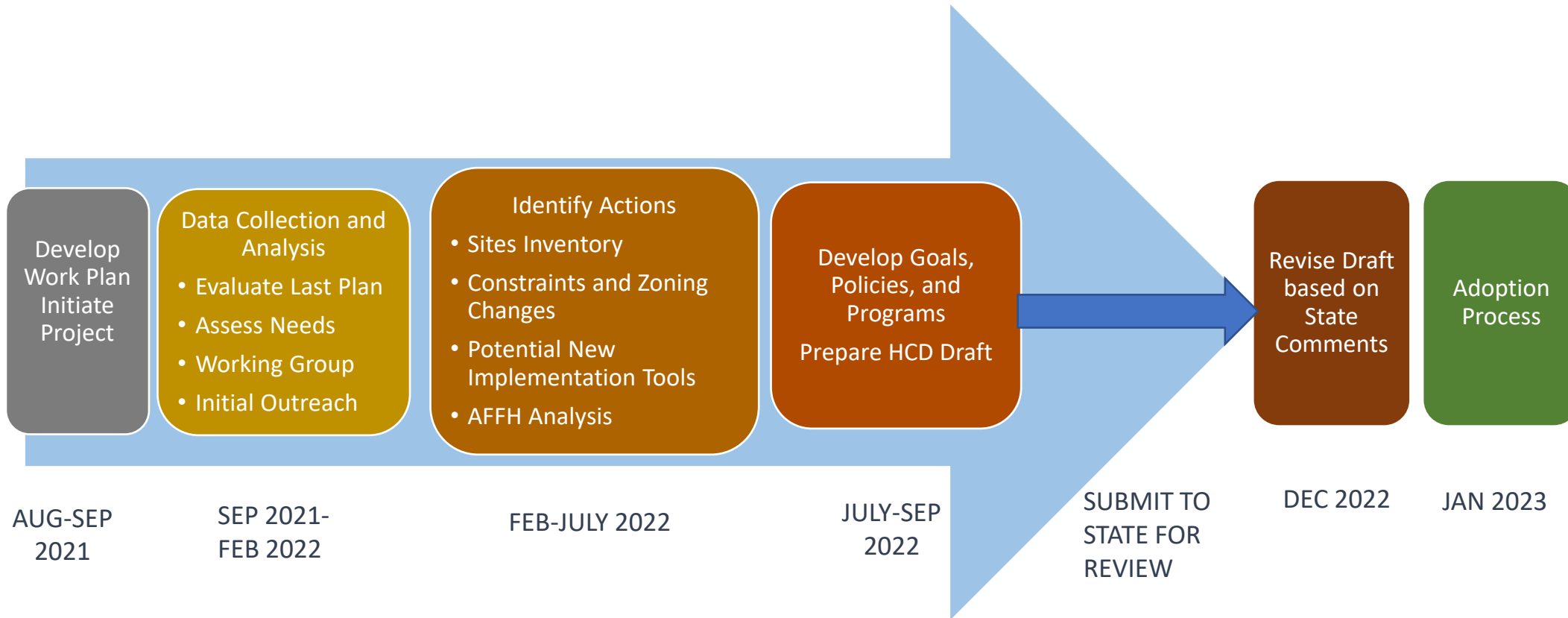
# Community Engagement and Outreach



- *Housing Element Working Group*
- *Community Groups, Organizations, Residents*
- *Focus Groups*



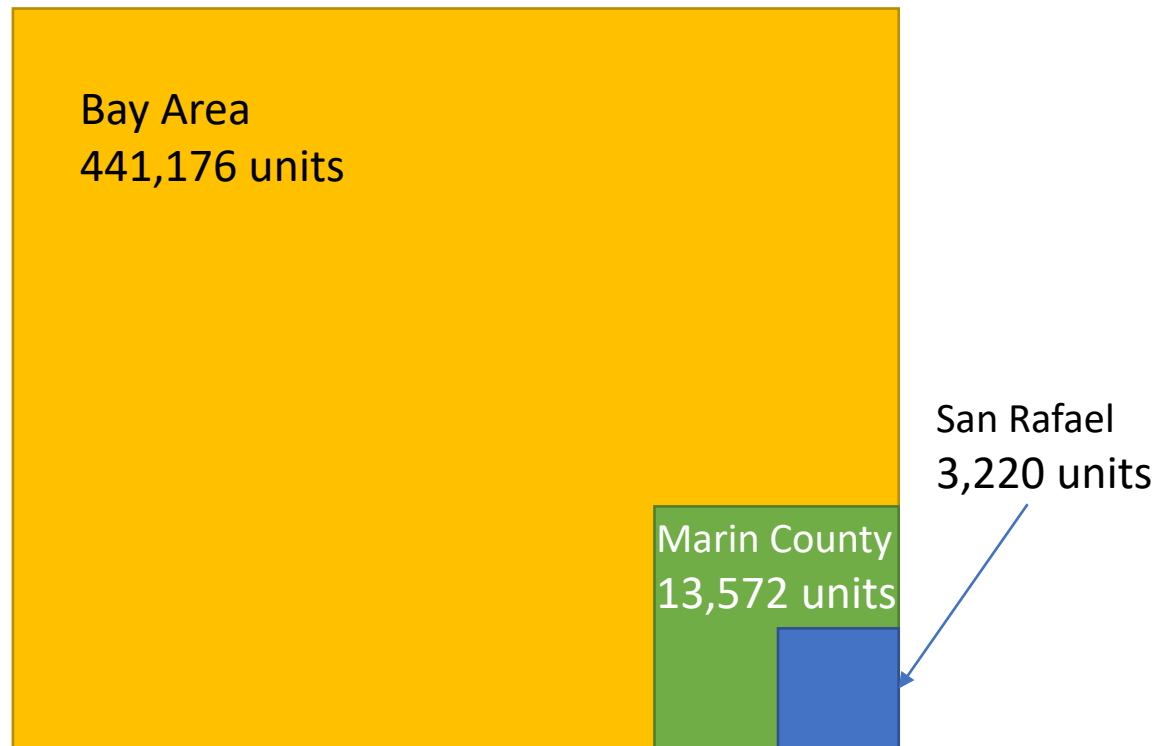
# Timeline



# Regional Housing Needs Allocation

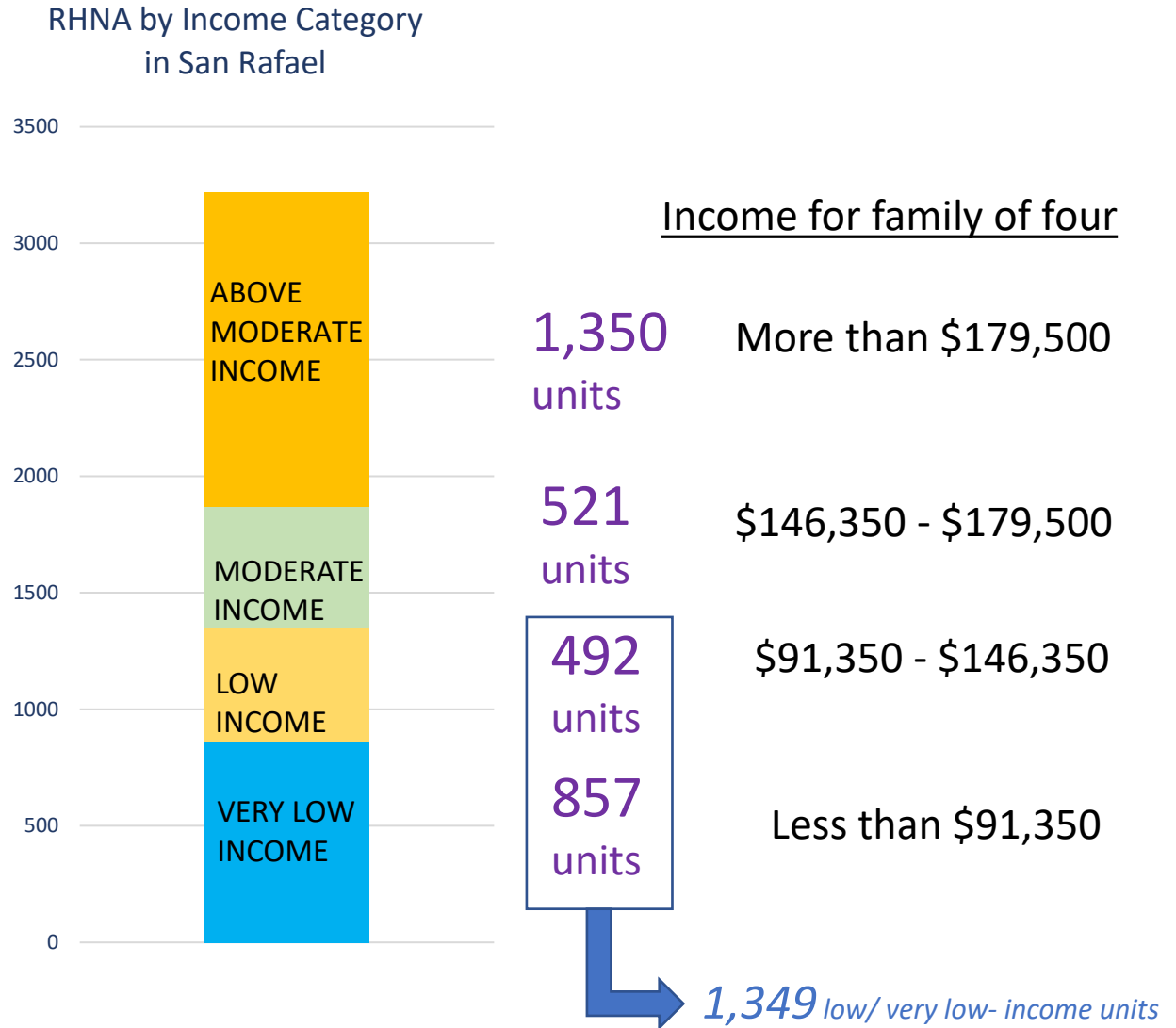
*How much housing do we have to plan for?  
(Hint: we don't get to decide)*

- HCD determines the 8-year housing need for each region in California
- Bay Area was assigned 441,176 units
- ABAG assigns these units to cities and counties based on population, employment, access to transit, and equity factors
- San Rafael's share is 3,220 units



# Our assignment is broken down by income group

*The City must demonstrate it has the land capacity for these units to be built. It does not build the housing.*





# Housing Needs Assessment:

## Highlights

- San Rafael gained 3,500 residents from 2010 to 2020
- Only 400 housing units were added during this period.

- Our households are getting larger, especially among renters. More renter households are overcrowded.

- Our age profile is shifting. Between 2010 and 2020:
  - *Over 65 population grew by 2,200*
  - *# of school-aged kids grew by 1,900*
  - *# of young adults (25-44) DROPPED by 1,800*

- In 2020, 55% of San Rafael residents identified as non-White, including 34% who identified as Hispanic. Half the city's children are bilingual.

- 50% of the city's households are homeowners and 50% are renters. The percentage of renters was 46% in 2000.

- One in three San Rafael households is a single person living alone

- 14% of all owners and 29% of all renters in San Rafael spend more than half of their incomes on housing.

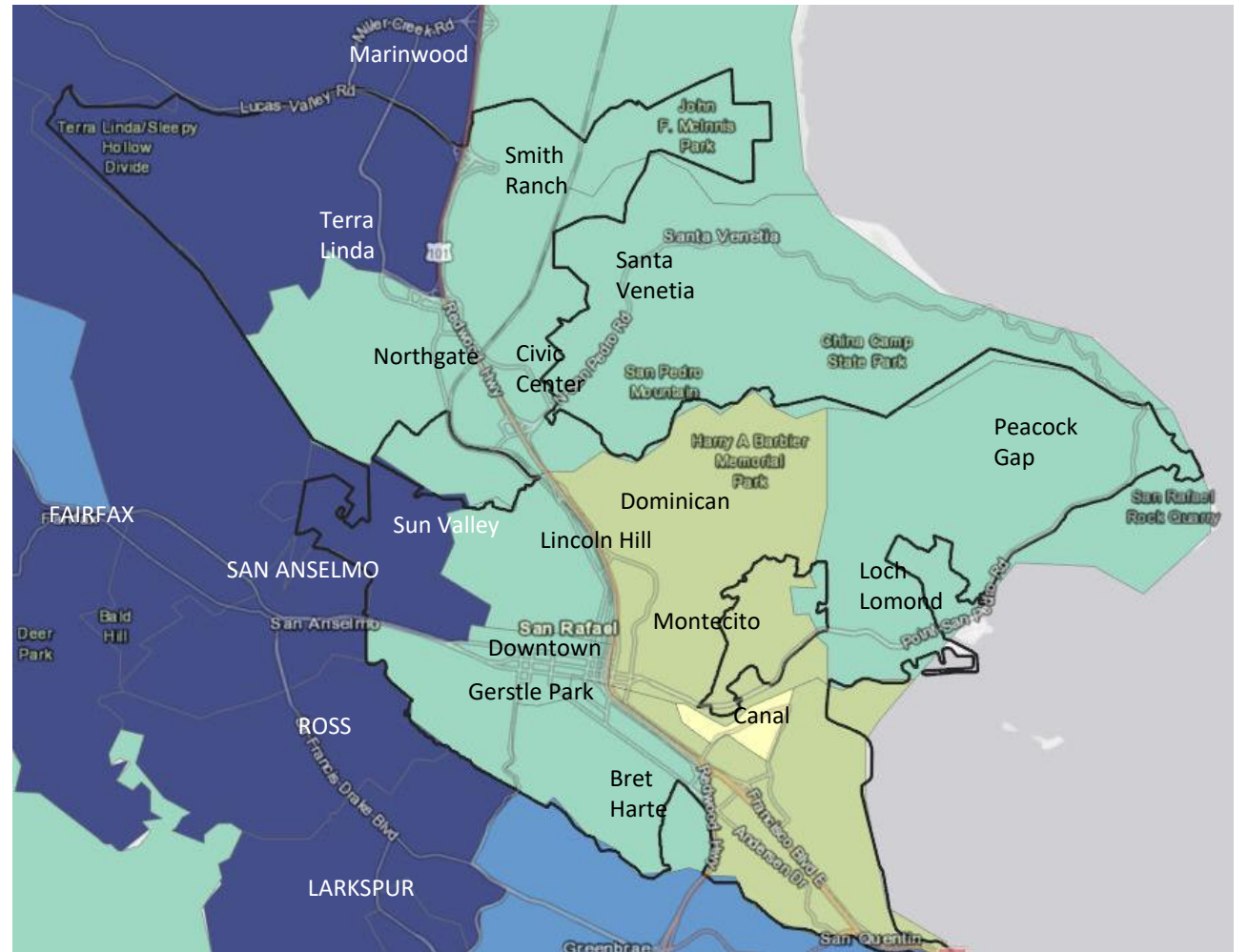
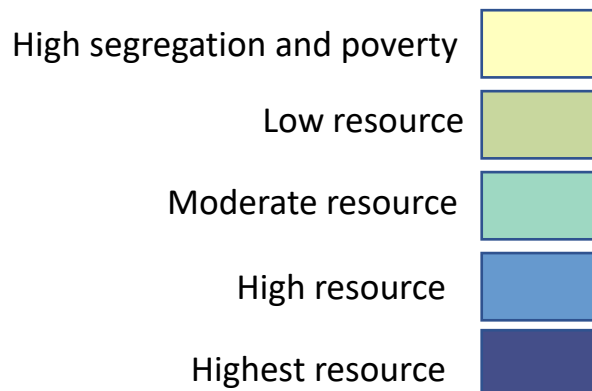
# There are significant race, ethnicity, and income disparities across the city

## Tenure by Race

	White, non-Hispanic	Hispanic/Latinx	Black/African American*	Asian/Pacific Islander*
Owner-occupied	64%	14%	15%	56%
Renter-occupied	36%	86%	85%	44%

\* Includes Black and AAPI households identifying as Hispanic

High-Resource Areas in and Around San Rafael



# State guidelines for identifying potential housing sites

- Classify by income group
- Lower income sites must be:
  - Zoned for > 30 units/ acre
  - At least ½ acre
- Special rules for sites counted previously
  - Streamlined approval if 20% of units are affordable
- Can count ADUs (based on trends since 2018)
- Can count approved projects not yet built
- Non-vacant sites can count
  - But need “substantial evidence” they are viable
- Must estimate “realistic” capacity
- Must provide a “buffer” (extra sites) in case some sites become unavailable by 2031

# San Rafael also has its own guidelines for housing sites



**San Rafael  
General Plan 2040**

Adopted August 2, 2021



- Conserve open spaces
- Reduce exposure to natural hazards (sea level rise, wildfire)
- Respect neighborhood context
- Focus future growth Downtown and around transit
- Revitalize older commercial areas
- Create a more walkable, bikeable city
- Maintain a strong local economy
- Create a more equitable and inclusive community

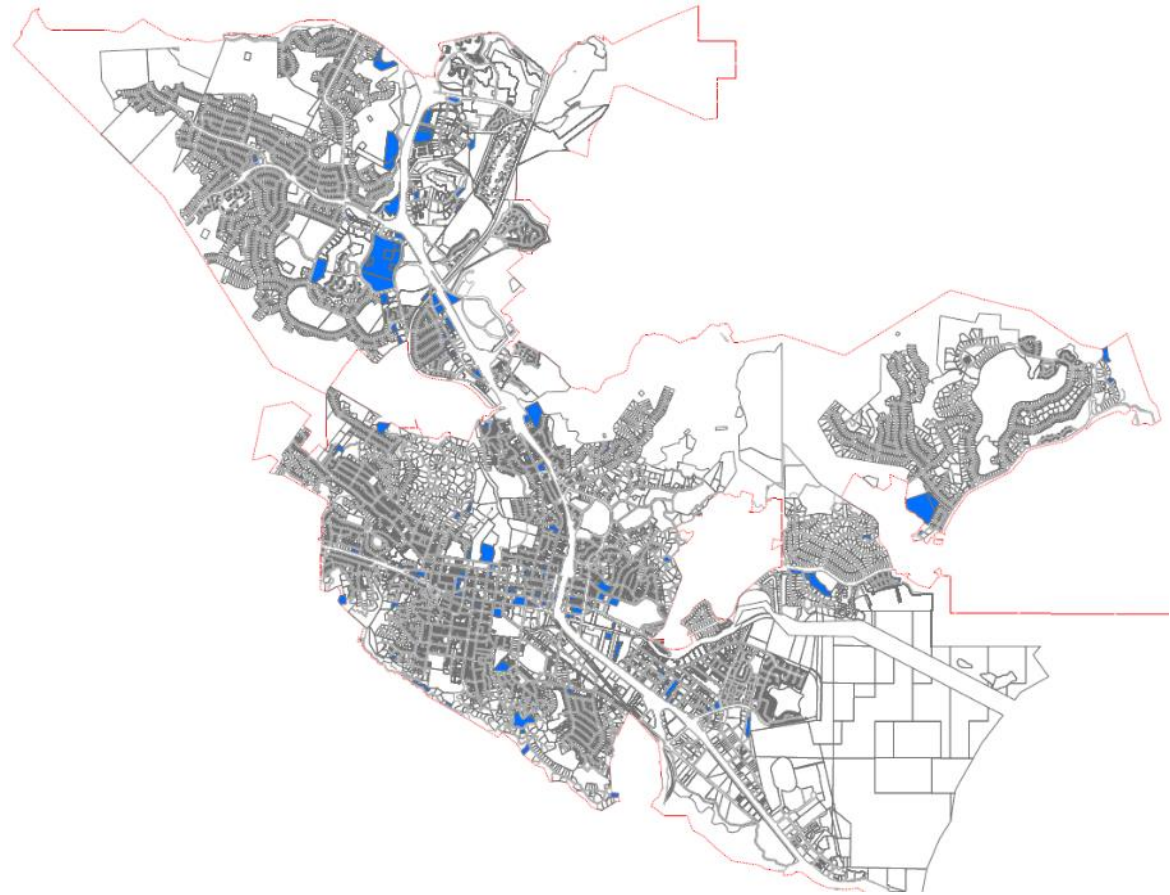
*The site inventory must balance State requirements and our local “guiding principles” while providing realistic housing opportunities for persons of all incomes across the entire city.*



# We Can Do It!



- City has identified sites with the capacity for over 5,000 units
- Rezoning requirements are minimal





...but we still face challenges in achieving our target of 3,220 units

- Many of the sites are non-vacant and have active uses
- Some are small, with multiple owners
- High land and construction costs
- Tax credit rules make affordable housing difficult to finance in some areas
- Distribution of lower income sites is still a bit uneven
- Infrastructure constraints (water, roads, etc.)
- Much of our capacity is associated with approved or proposed projects, which are largely “market rate”

# Approved Projects

- Nearly 800 housing units in the “development pipeline”
- All of this housing is assumed to be completed by 2031
- Once completed, these projects will meet:
  - 15% of the 2023-2031 lower income assignment
  - 31% of the 2023-2031 moderate and above-moderate income assignment



*Vivalon Senior Housing, 67 affordable units  
Downtown San Rafael*

# Proposed Projects

- There are another 1,300 units in “proposed” projects
- Adding these to the approved projects, the City is positioned to meet:
  - **24%** of the lower income need
  - **94%** of the moderate and above-moderate income need



*Northgate Mall Proposed Redevelopment  
907 units by 2031, including 96 affordable*



# Opportunities: Low and Medium Density Housing

- City has identified opportunities for about 250 units on vacant sites zoned for low and medium density development
- These would be single family homes and/or townhomes
- All are “moderate” and “above moderate” income sites

*Example:  
Windward Way Opportunity Site*





# Opportunities: High Density Housing

- City has identified opportunities for about 500 units of housing on sites zoned for high density housing
- Many of the sites are not vacant
- Sites include school, church, and City-owned properties
- Includes several sites considered “under-developed”

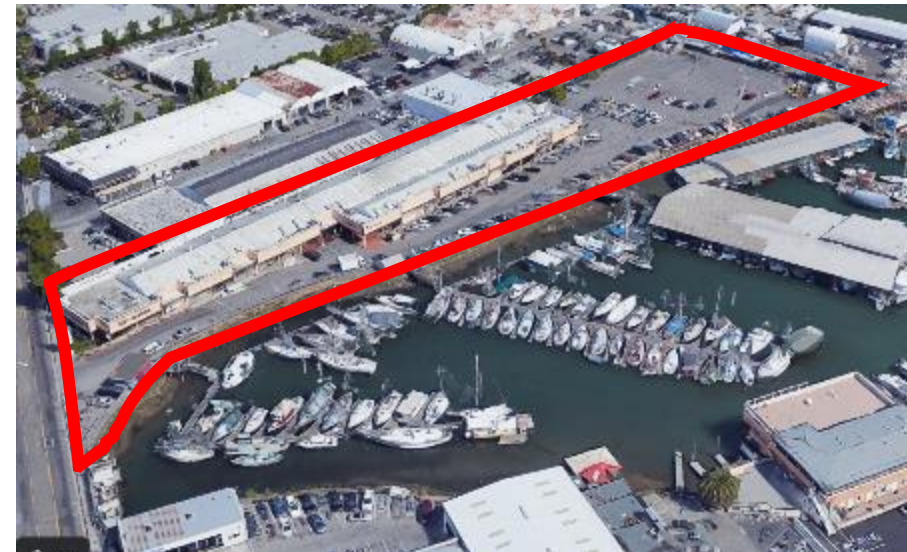
*Example:*

*Villa Inn and Marin Lodge Opportunity Sites*



# Opportunities: Commercially Zoned Properties

- 29 sites identified
- Capacity for 1,137 units
- 7 sites (477 units) are “carried forward” from 2015
- 22 sites (660 units) are new
- Some of the sites counted in 2015 have been dropped



*Example of “carry-over” site:  
Harbor Shopping Center (555 East Francisco)*



# Opportunities: Commercially Zoned Properties

Examples of sites added to the inventory:



Civic Center SMART station

New site, est. 32 units

New site, est. 62 units

45 approved townhomes





# Opportunities: Commercially Zoned Properties

More examples



A closed bank



A vacant office building



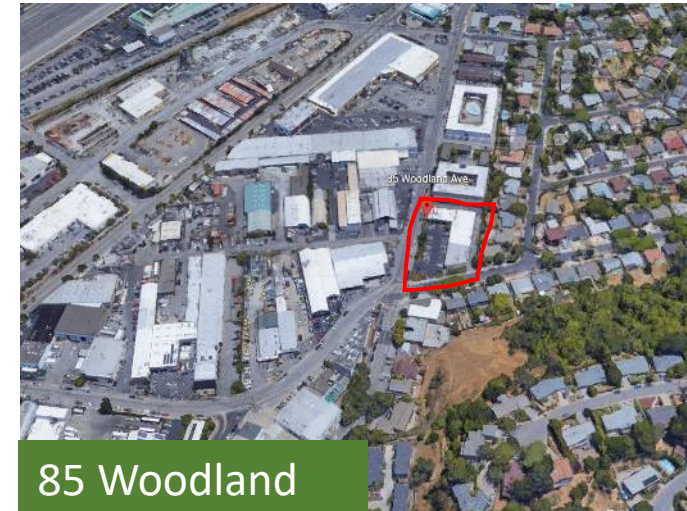
An older neighborhood market



30 Smith Ranch



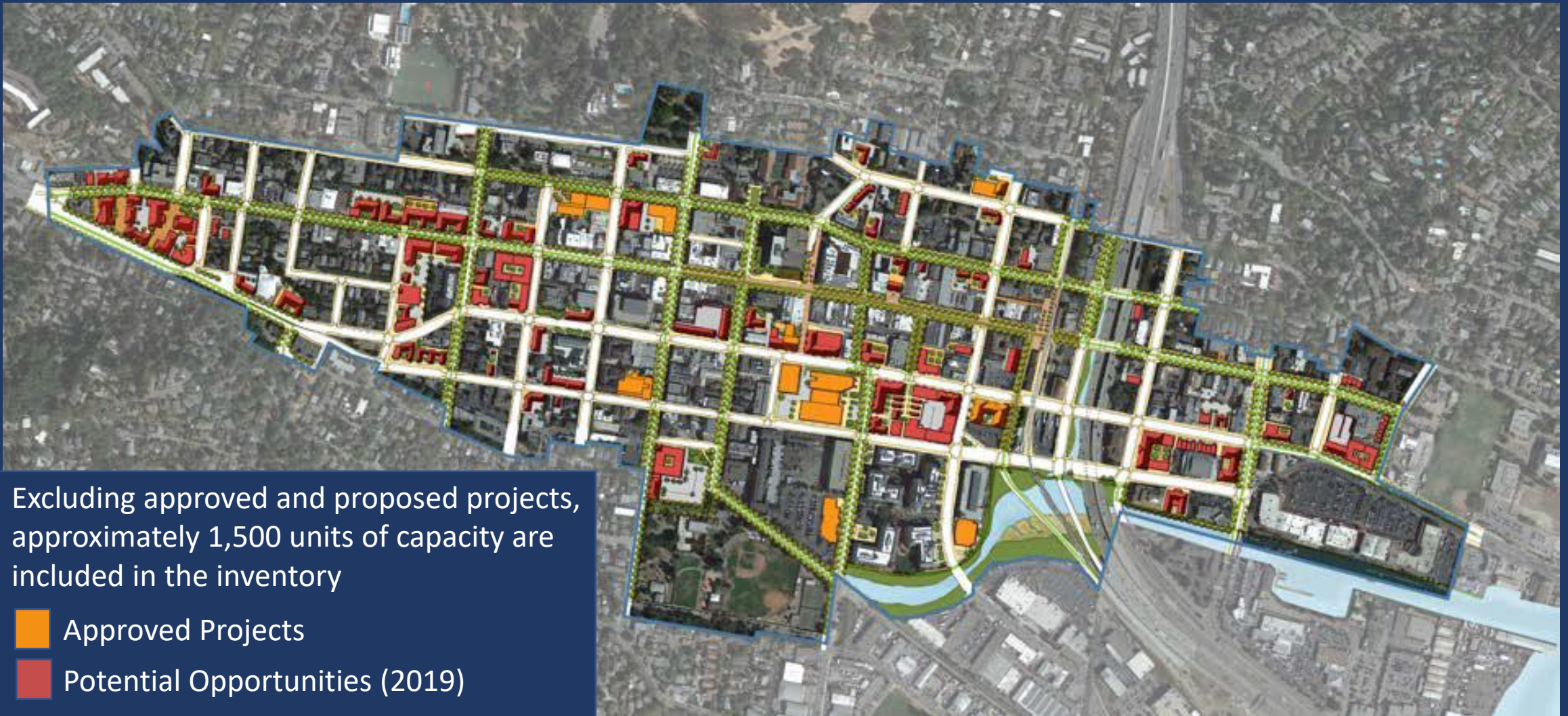
900 Las Gallinas



85 Woodland



# Downtown Sites





# Opportunities: Downtown Properties

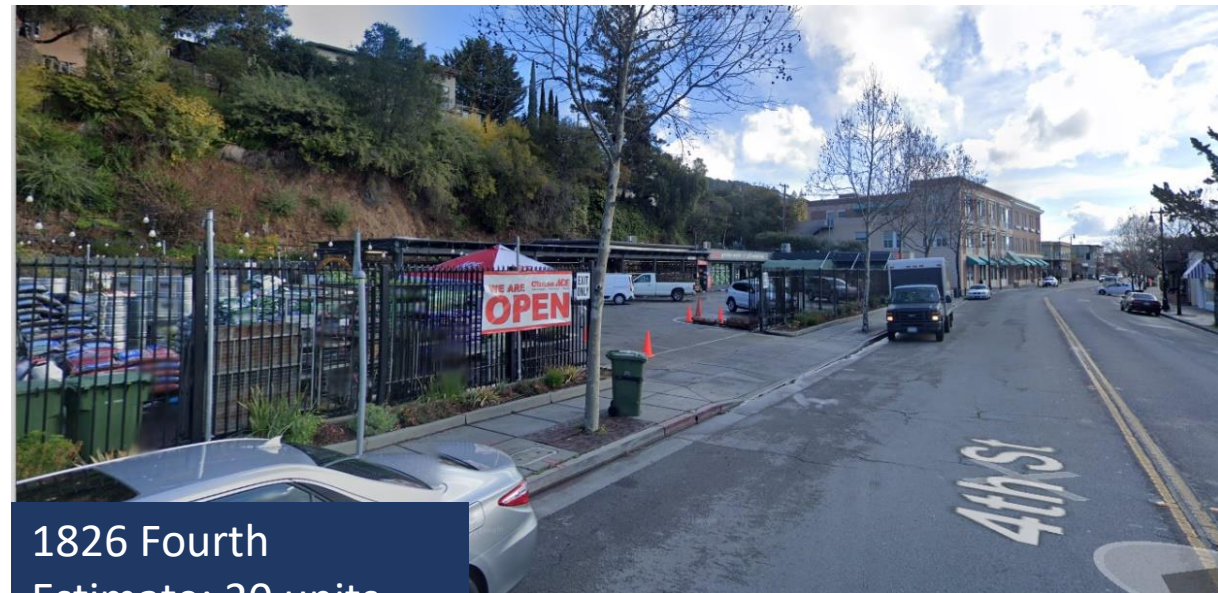
*Here are two examples—about 50 more have been identified*

A municipal parking lot



3<sup>rd</sup> and Cijos  
Estimate: 36 units

A garden center



1826 Fourth  
Estimate: 20 units

# The “B” List-

## Sites that were not included

- Industrially zoned land
- Active big box shopping centers
- Large car dealerships (Francisco Blvd East and West)
- “Class A” office buildings
- Sites with high improvement values
- Sites that could displace residents
- Sites that would require General Plan Amendments

# Accessory Dwelling Units (ADUs)

- Additional housing opportunities exist through ADUs
- Four-year (2018-21) average of ADU production was 20 units/yr
- City is projecting 25 ADU yr for next 8 years or 200 units
- Many of these units are affordable “by design”
- ADUs help achieve fair housing goals

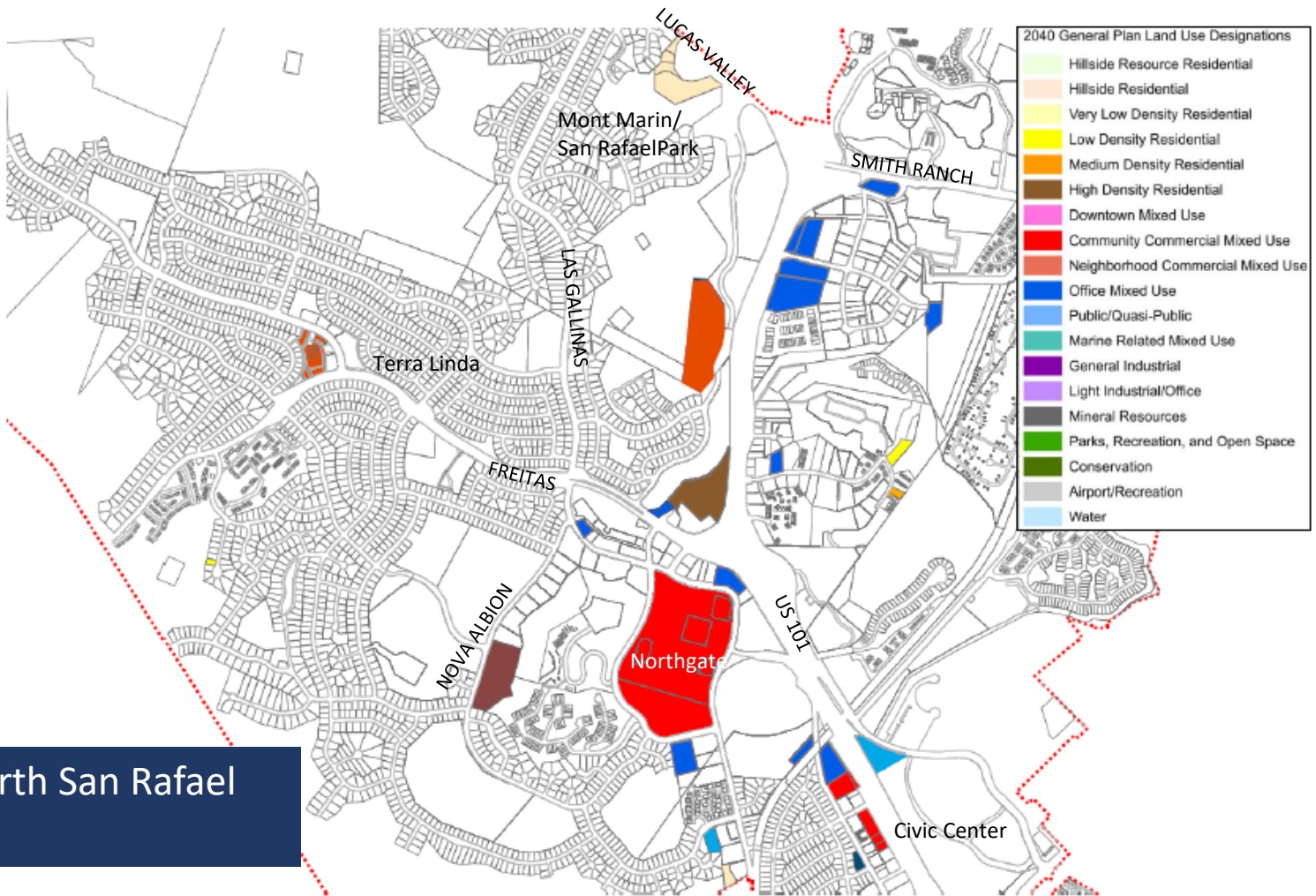




# Putting it All Together: Numbers

Category	Income Category			Total
	Lower	Moderate	Above Moderate	
Approved Projects	198	3	580	781
Proposed Projects	127	114	1,066	1,307
Low/Medium Density Residential Sites	3	88	160	251
High Density Residential Sites	238	81	77	396
Mixed Use Sites outside of Downtown	614	165	319	1,098
Downtown Mixed Use sites	583	249	728	1,560
<b>TOTAL</b>	<b>1,763</b>	<b>700</b>	<b>2,930</b>	<b>5,393</b>
RHNA	1,349	521	1,350	3,220
Surplus Capacity	+414	+179	+1,580	+2,173
Buffer	30%	34%	117%	67%

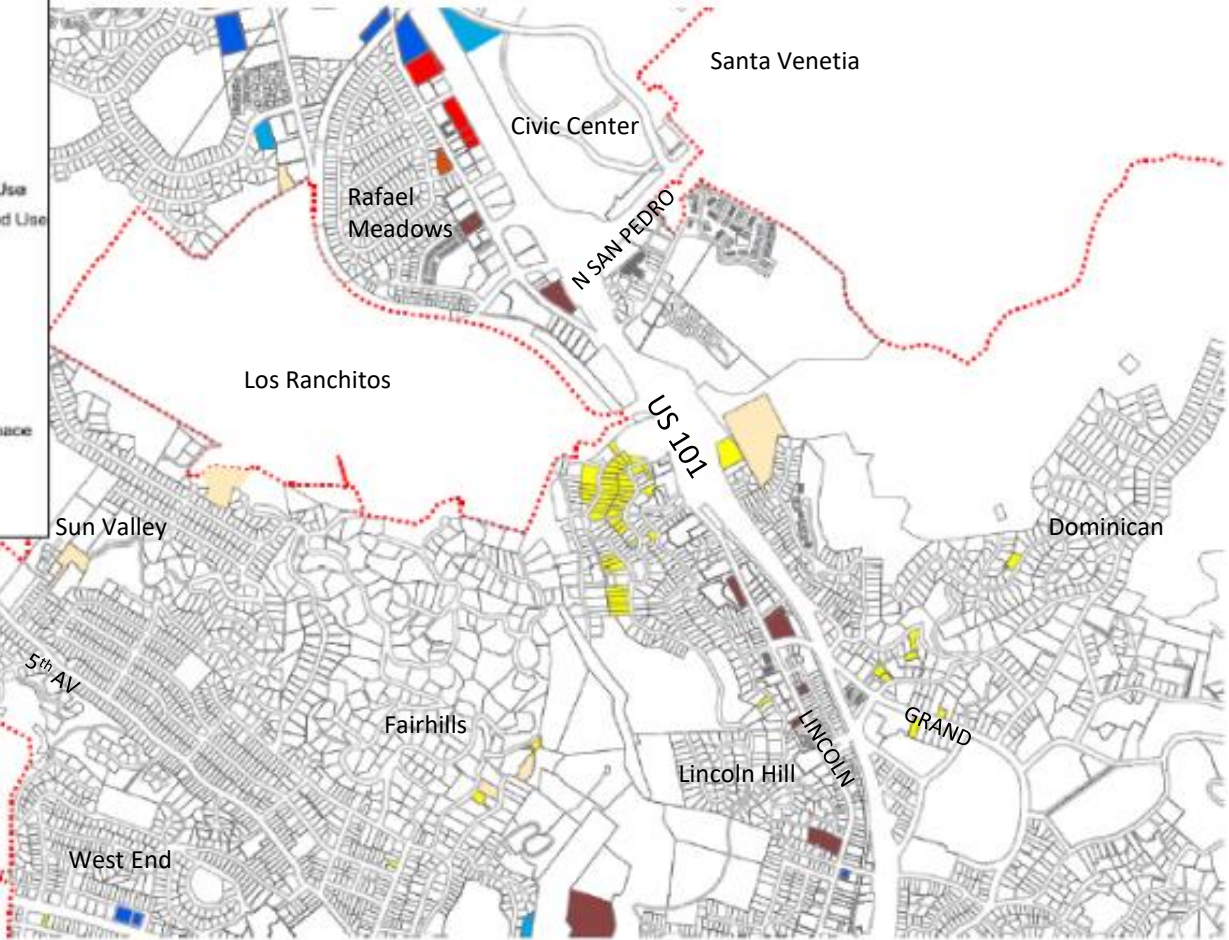
# Putting it All Together: Maps



North San Rafael

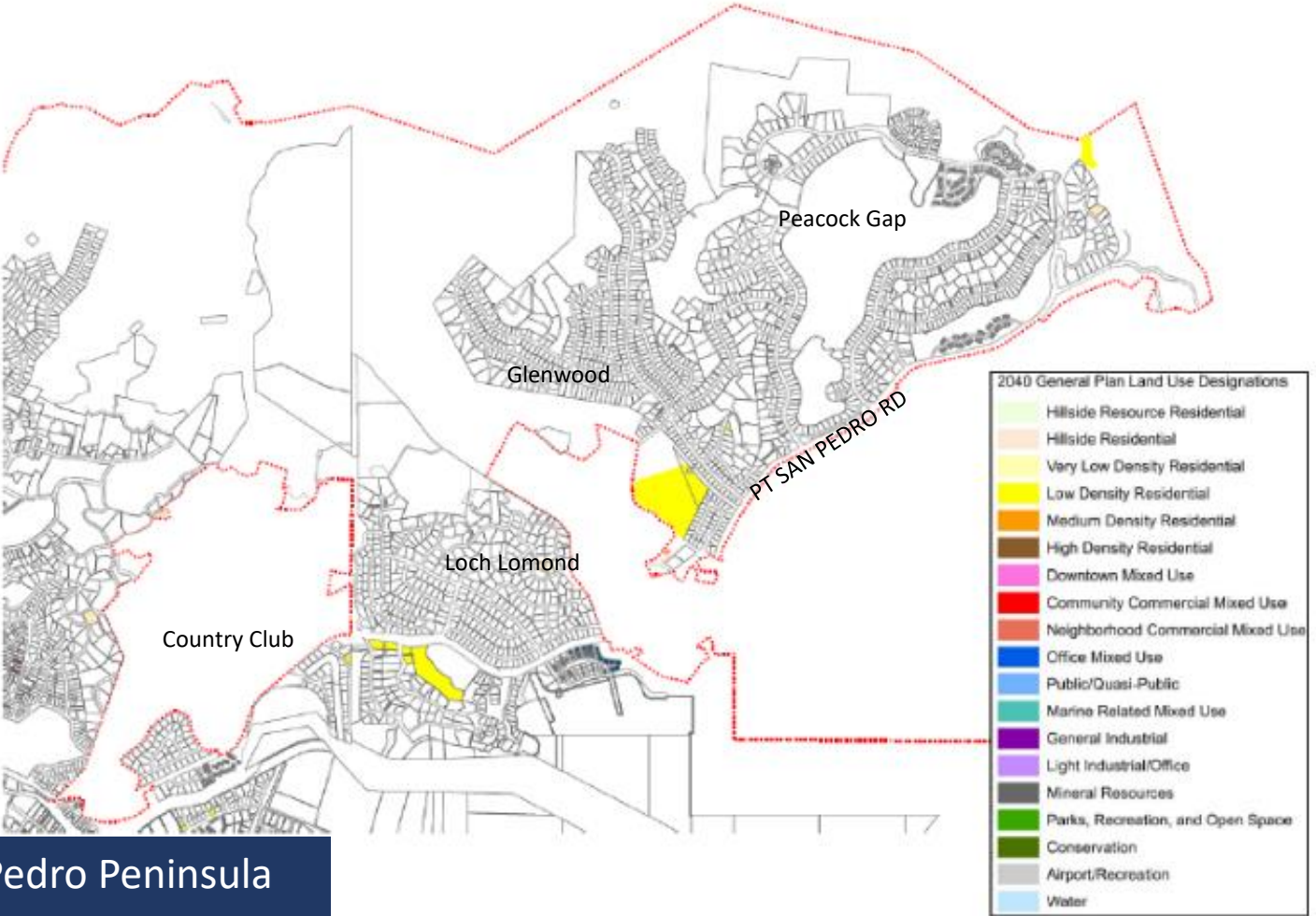
# Putting it All Together: Maps

- 2040 General Plan Land Use Designations
- Hillside Resource Residential
  - Hillside Residential
  - Very Low Density Residential
  - Low Density Residential
  - Medium Density Residential
  - High Density Residential
  - Downtown Mixed Use
  - Community Commercial Mixed Use
  - Neighborhood Commercial Mixed Use
  - Office Mixed Use
  - Public/Quasi-Public
  - Marine Related Mixed Use
  - General Industrial
  - Light Industrial/Office
  - Mineral Resources
  - Parks, Recreation, and Open Space
  - Conservation
  - Airport/Recreation
  - Water



Mid San Rafael

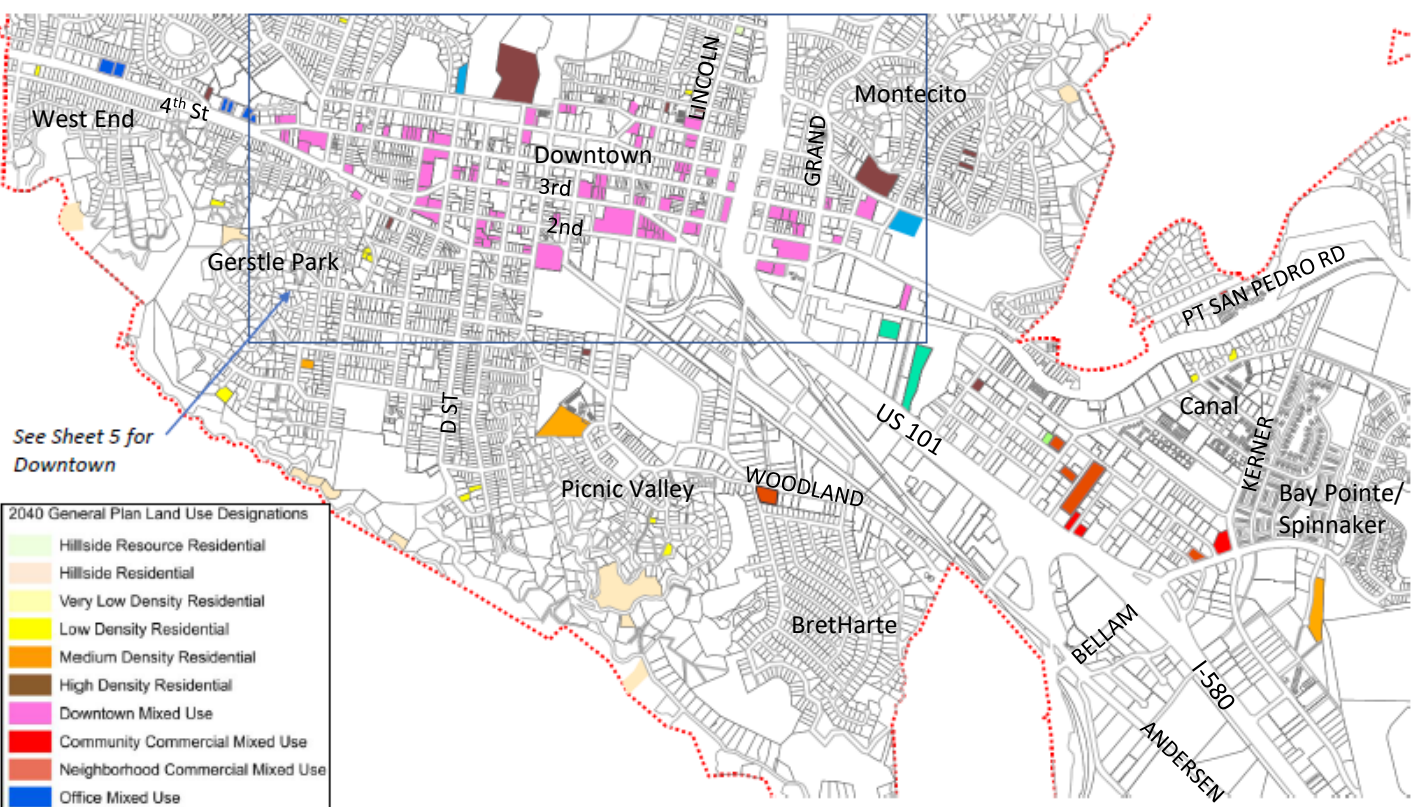
# Putting it All Together: Maps



San Pedro Peninsula



# Putting it All Together: Maps



Central San Rafael

# Putting it All Together: Maps



Downtown



# Breakout Groups

- Have you faced housing challenges in San Rafael?
- Do you have any questions/concerns about the sites?
- What other things should the City be thinking about when it comes to housing?

# Report Outs

- Please share your group's discussion with us



# Stay Involved

- Planning Commission (July 26)
- City Council (Aug 1)
- Workshop 3 (Aug 16)
- Small Group Discussions
- Presentations to Civic Organizations
- Visit the website
- Watch for pop-up events
- Participate in public hearings later in 2022 and early 2023

*Thank you!*

*Gracias!*

*Cảm ơn*



**LET'S HOUSE  
SAN RAFAEL**

2023-2031 HOUSING ELEMENT UPDATE



[www.sanrafaelhousing.org](http://www.sanrafaelhousing.org)

