

CITY OF MENLO PARK



HOUSING ELEMENT UPDATE INTRODUCTION SEMINAR

July 1, 2021

MEETING TOPICS

- **Housing Element**
 - Existing Housing Conditions
 - Racial and Ethnic Equity in Housing/History of Racial Segregation in Planning and Housing
 - Housing Element State Requirements
- **Environmental Justice Element**
- **Safety Element**
- **Community Involvement Opportunities & Project Schedule**
- **Q&A**



GOALS



**Balanced
Community**



**Affordability
Focused**



**Social
Justice**



WHY

THE HOUSING ELEMENT MATTERS

- ✓ Every city in the region needs more housing, of all types and sizes.
- ✓ Once-in-a-decade opportunity to shape the future of housing in Menlo Park.

CHALLENGES

- **Teachers, firefighters, health care, and other essential workers** are traveling long distances to work or being forced to relocate to other cities.
- **Young adults and students** - including your children and grandchildren - are unable to purchase homes or even live in the communities they grew up in once they leave their childhood homes.
- **Communities of color and non-English speakers** - who make up the majority of our community members living in overcrowded and unsafe conditions - can't afford to be near their jobs, school, or families.

HOUSING ELEMENT



State-mandated plan to meet housing needs.
-Policies and programs for housing
for current and future residents



Allocates affordable and market-rate
housing needs to be met on 8-year cycle.



Designed to fit local needs as well as
regional context.

MAJOR BUILDING BLOCKS

Existing Housing Needs

- Affordable housing at risk of conversion
- Extremely low-income housing needs
- Overpayment & overcrowding

Projected Housing Needs

- New housing needed – Regional Housing Needs Allocation (RHNA)



MAJOR BUILDING BLOCKS

Special Housing Needs

- Large families, Single-person householders
- Lack of housing for everyone -- Unhoused
- People with disabilities including developmental disabilities
- Seniors (65+)

Site Inventory & Analysis

- Adequate Sites & Analysis
- Inventory of suitable land
- Accessory Dwelling Units (ADUs)
- Opportunities for energy conservation
- Zoning for a variety of housing types



MAJOR BUILDING BLOCKS

Constraints

- Must identify all governmental & other constraints on new housing

Program Requirements

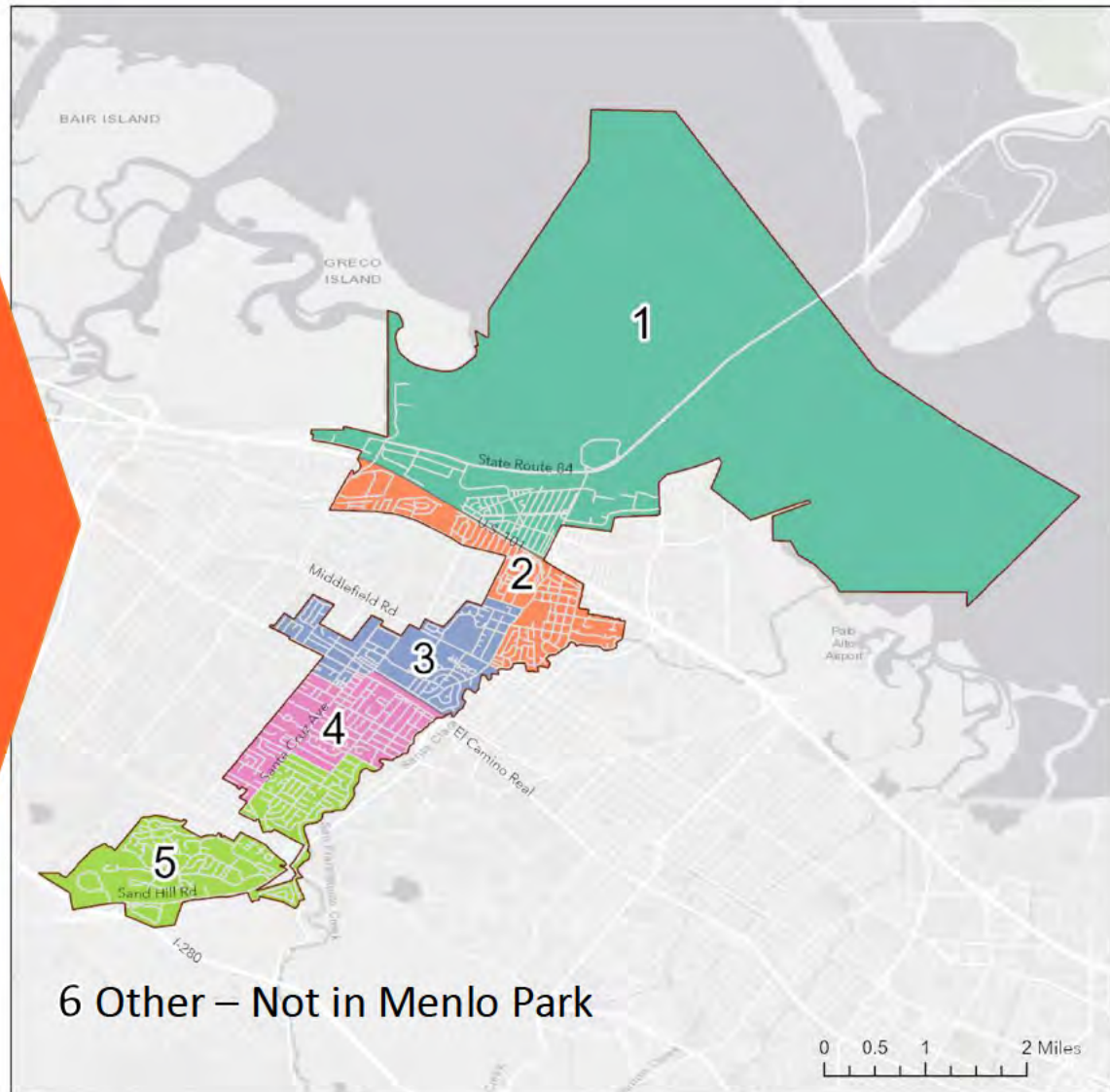
- Detailed, Quantified Objectives must address, mitigate and remove constraints and:
 1. Assist in the development of housing
 2. Improve & conserve the existing housing stock
 3. Preserve units at risk of conversion of market rates
 4. Provide equal housing opportunities

LIVE POLLING



Which District do you live in?

SELECT ONE



6 Other – Not in Menlo Park

What are you most interested in today?

SELECT ONE

1) Housing

2) Environmental Justice

3) Safety

4) All of the above

HOUSING ELEMENT



EXISTING HOUSING CONDITIONS



HOUSING AT A GLANCE

Menlo Park has

34,138 residents

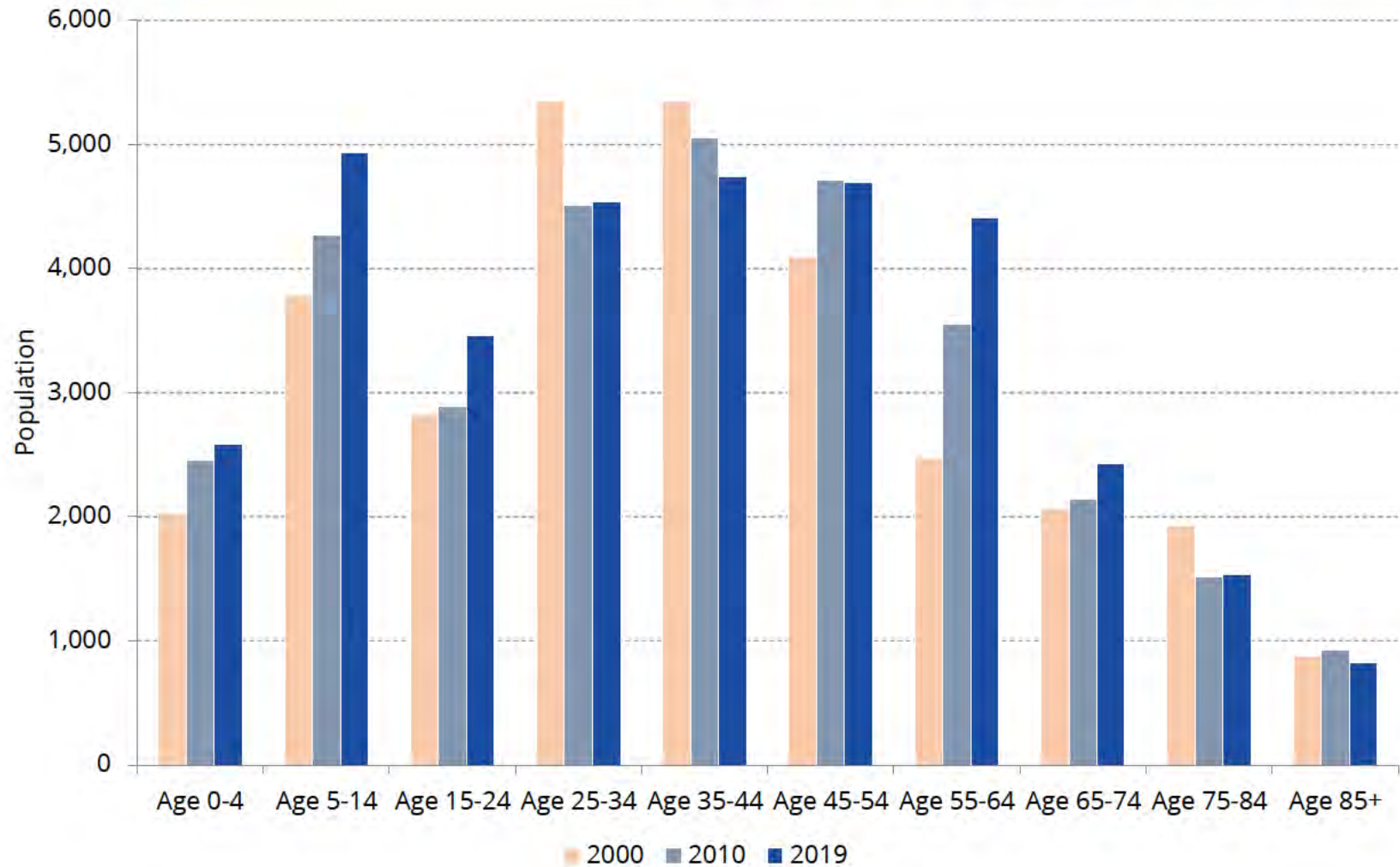
13,020 housing units

for **2.62** people per unit

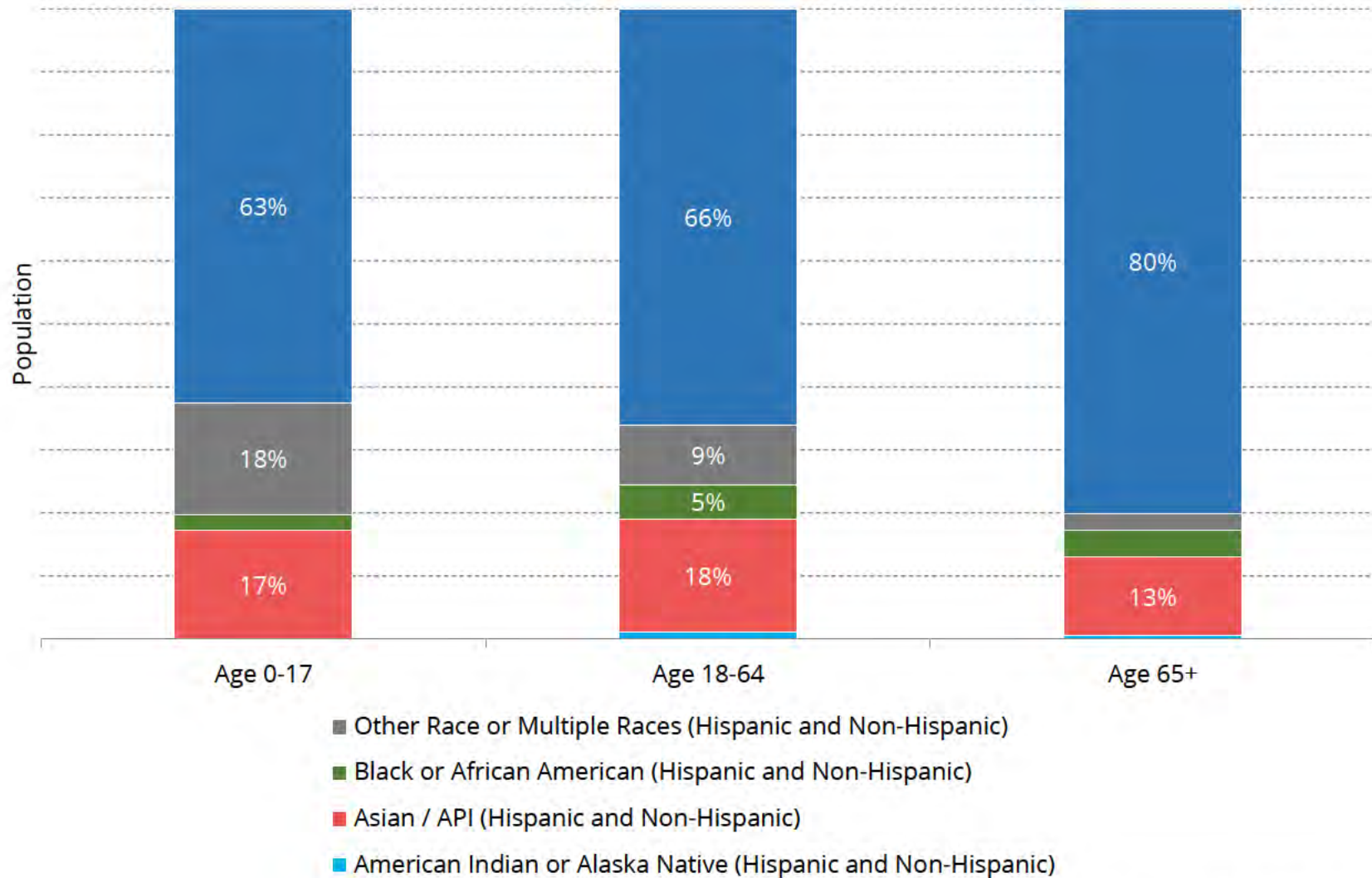
42% of residents
are **RENTERS,**

compared to a Bay Area
average of 44%

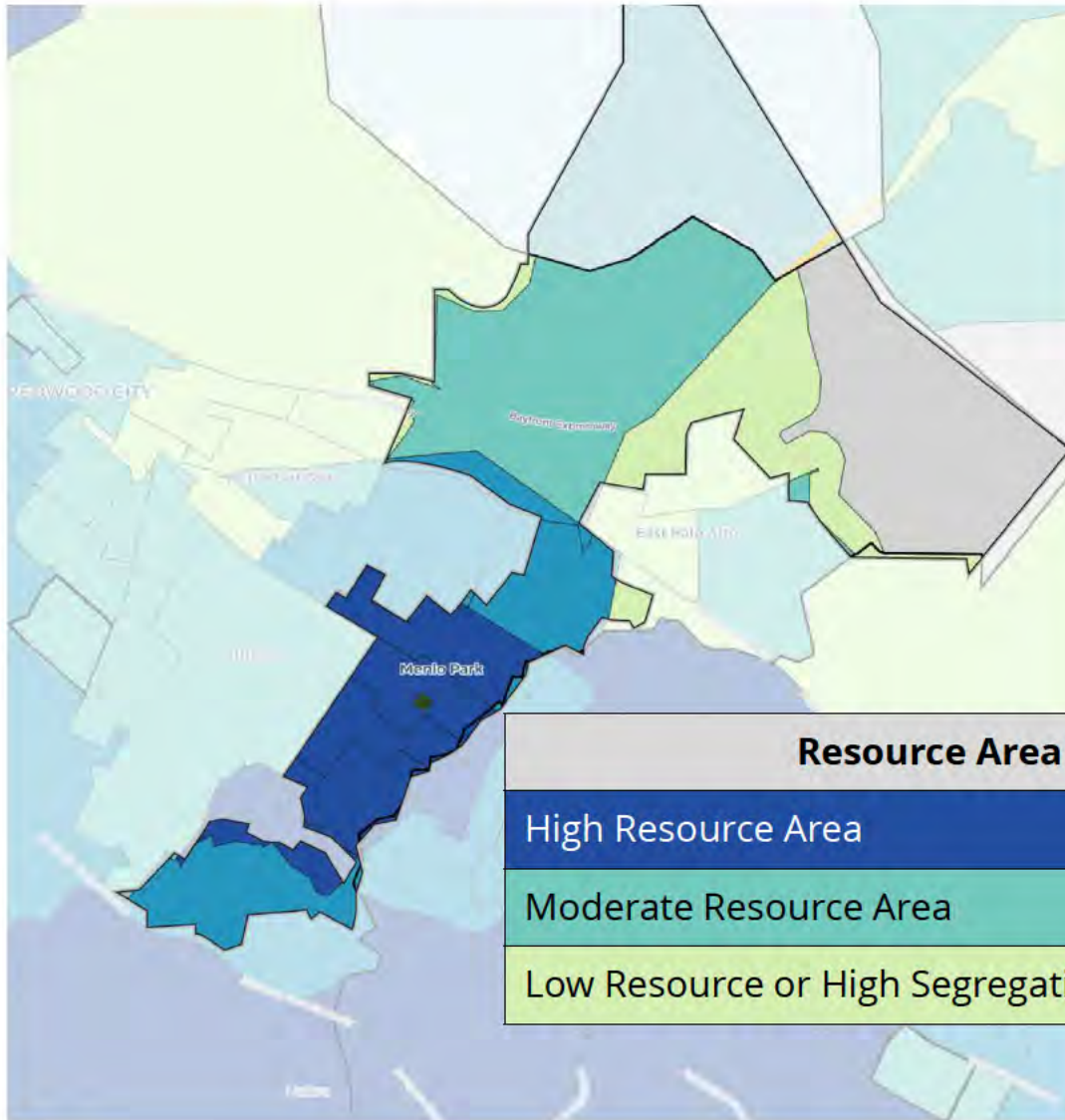
POPULATION BY AGE



POPULATION BY ETHNICITY



MENLO PARK BY RESOURCE AREA

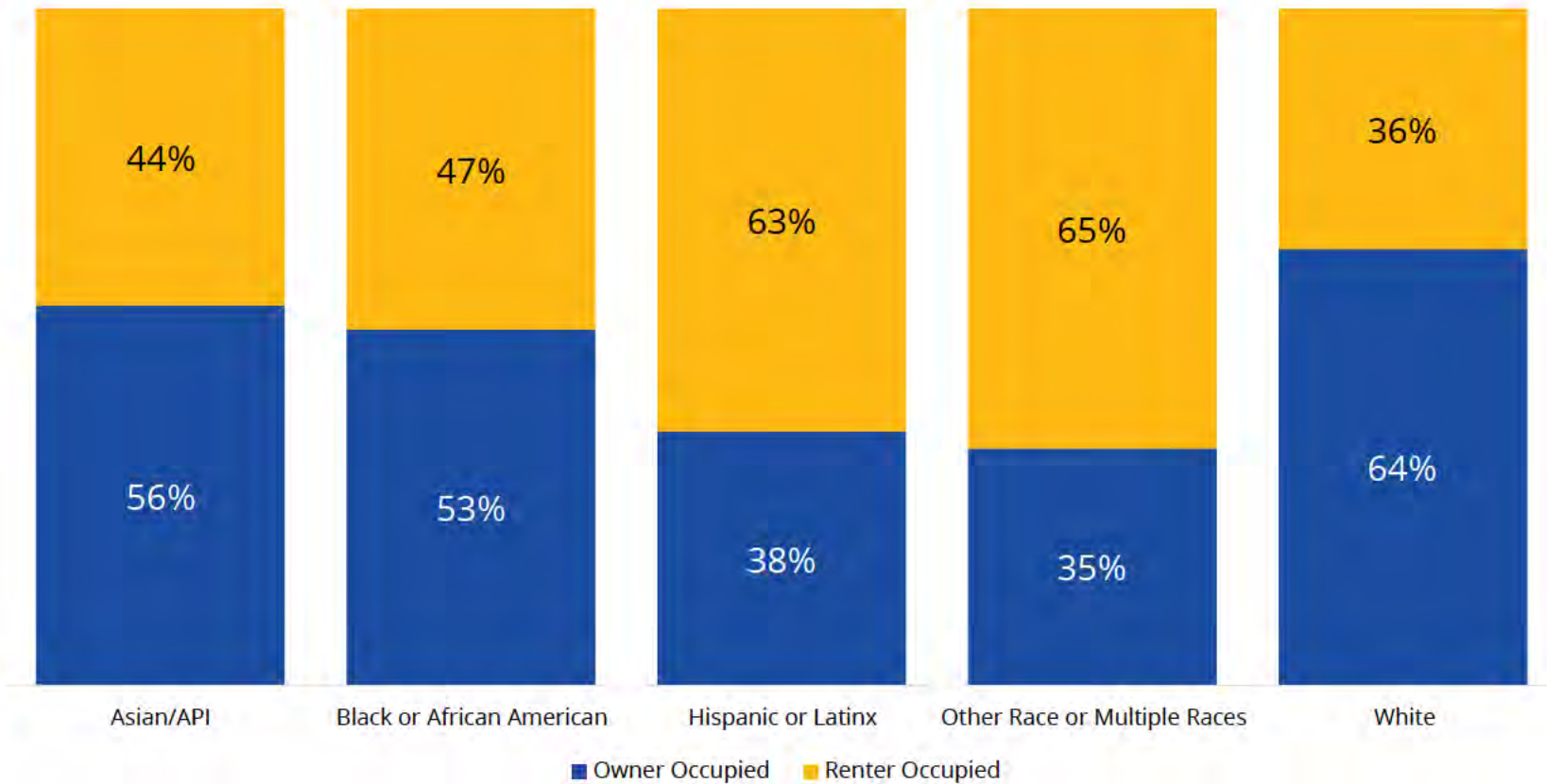


Resource Area Type	% of Population
High Resource Area	80%
Moderate Resource Area	17%
Low Resource or High Segregation and Poverty Area	3%

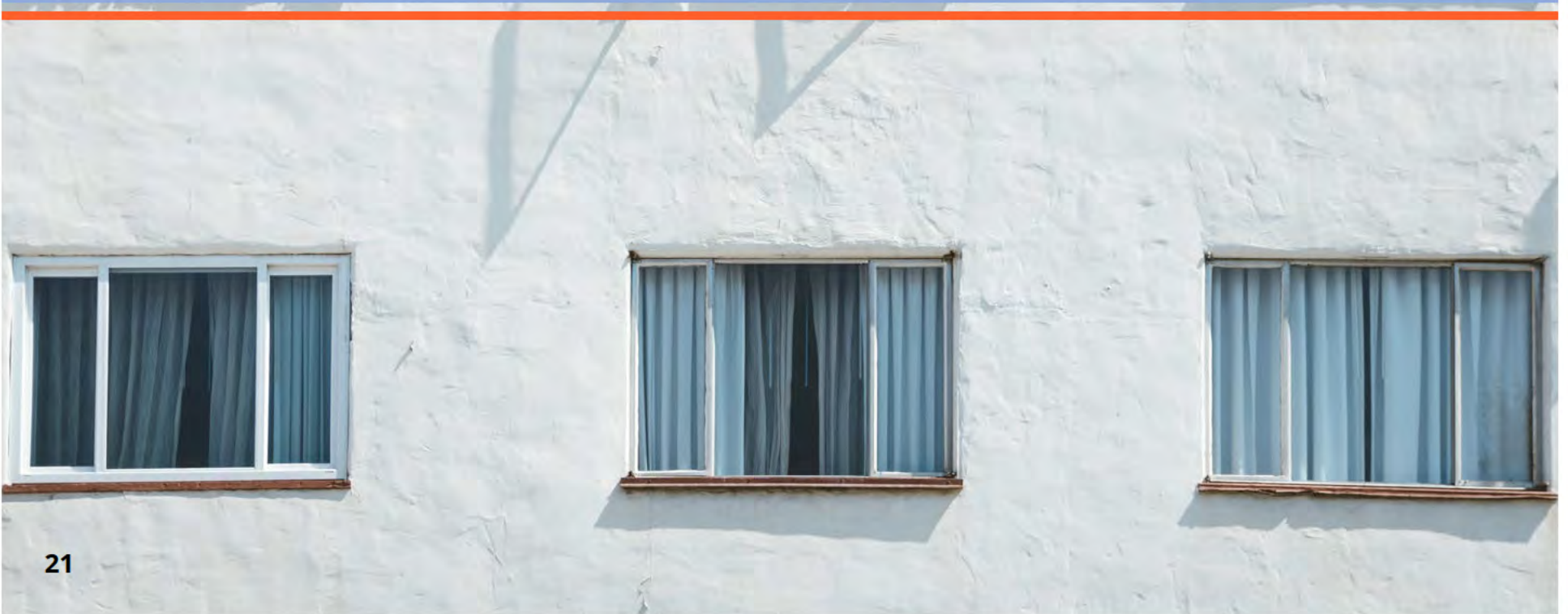
RACE BY RESOURCE AREA

	White	Black	Asian/API	Hispanic	Multiple Race/ Other Race
High	70%	2%	16%	7%	5%
Moderate	11%	16%	14%	56%	3%
Low	19%	4%	10%	64%	3%

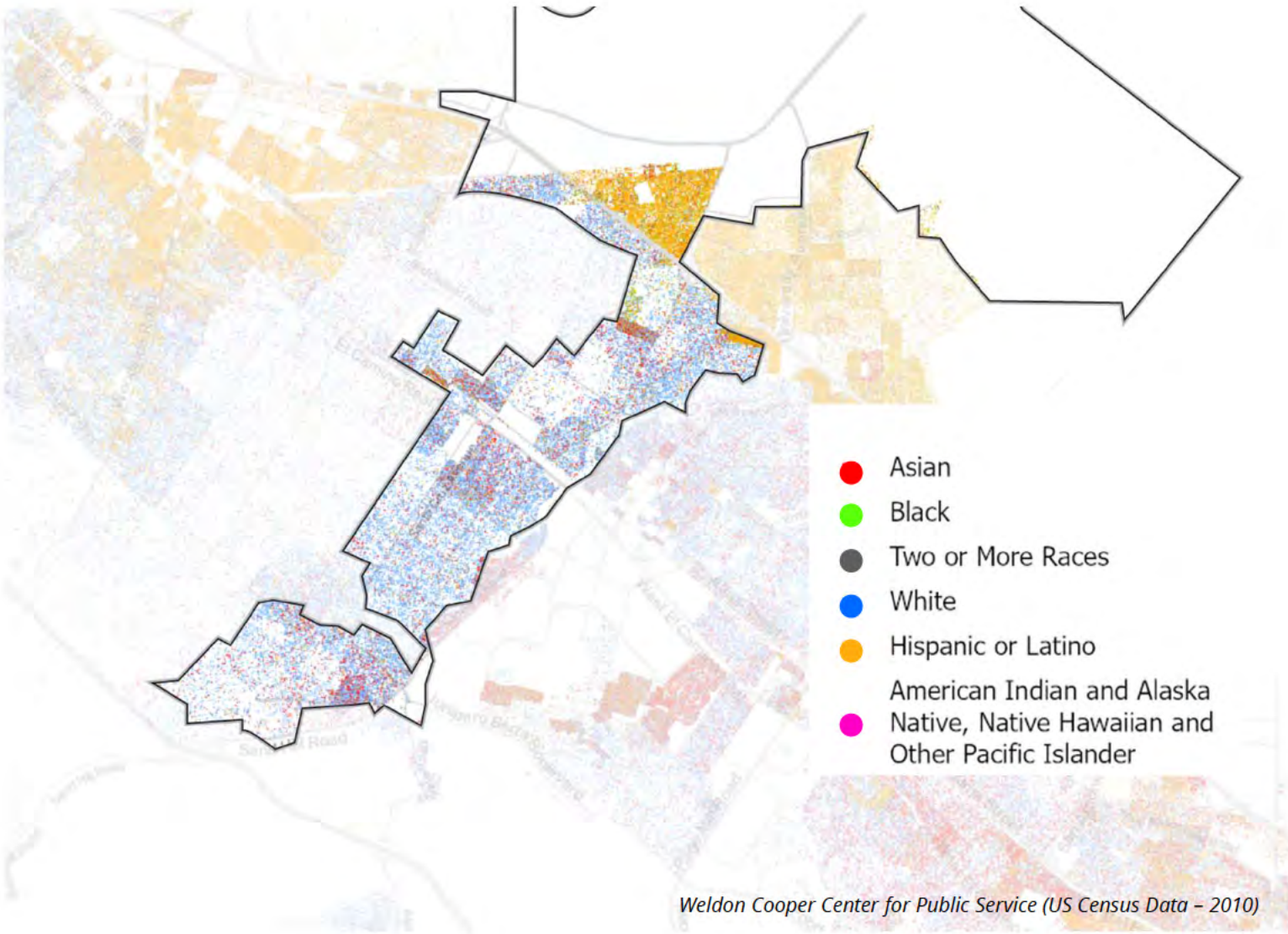
HOMEOWNERSHIP BY ETHNICITY



RACIAL AND ETHNIC EQUITY IN HOUSING



AFFH = FAIR HOUSING



Weldon Cooper Center for Public Service (US Census Data - 2010)

EXCLUSIONARY PAST AND PRESENT

1920s-40s: Neighborhood Covenants

DECLARATION of COVENANTS AFFECTING THE WILLOWS SUBDIVISION, SAN MATEO COUNTY

Clause 5. RACE RESTRICTION. That no person of African, Japanese, Chinese or Mongolian descent shall use or occupy such property, or any part thereof, unless such person or persons are employed as servants by a Caucasian occupant of some portion of such property.

\$22,500
Open For Inspection

We invite you to visit a fine home in a choice **restricted district** in Menlo Park. 3 bedrooms. 2 baths. central heat. huge closet space. 2 car garage. Built of the finest materials. on an Oak shaded lot. 1 block from the Sacred Heart Academy and Parochial school. 4 blocks to trains and public schools.

CAIN & McCracken
1144 El Camino Real
Menlo Park Phone Palo Alto 2-2174



Photo: Menlo Park Historical Association

EXCLUSIONARY PAST AND PRESENT

1950s: 101 Divides the Community

In the 1950s, the state widens Highway 101, creating a barrier between neighborhoods. The NAACP refers to the widened highway as the "Concrete Curtain."



Before



After

Photos: Palo Alto Historical Archives

EXCLUSIONARY PAST AND PRESENT

1950s-60s: Blockbusting

It's Expensive to Indulge Prejudice

DAILY PALO ALTO TIMES. WEDNESDAY, AUGUST 10, 1955

Last week we heard charges that some real estate operators are attempting to capitalize on racial frictions and fears to promote "panic sales" of homes in the Belle Haven area, which they claim is "gone."


DAILY PALO ALTO TIMES. FRIDAY, AUGUST 5, 1955

Belle Haven practices eyed by state official

By ART GERMAN

THE SUN-REPORTER
Menlo Park, September 21, 1955

Your Home in the Sun
BEAUTIFUL BELLE HAVEN
in Menlo Park



2, 3 BEDROOM HOMES
FROM \$ 8,250!

- EXCELLENT CLIMATE
Long Fine
Fog Free
- CONVENIENT LOCATION
Complete Services
Schools - Shopping

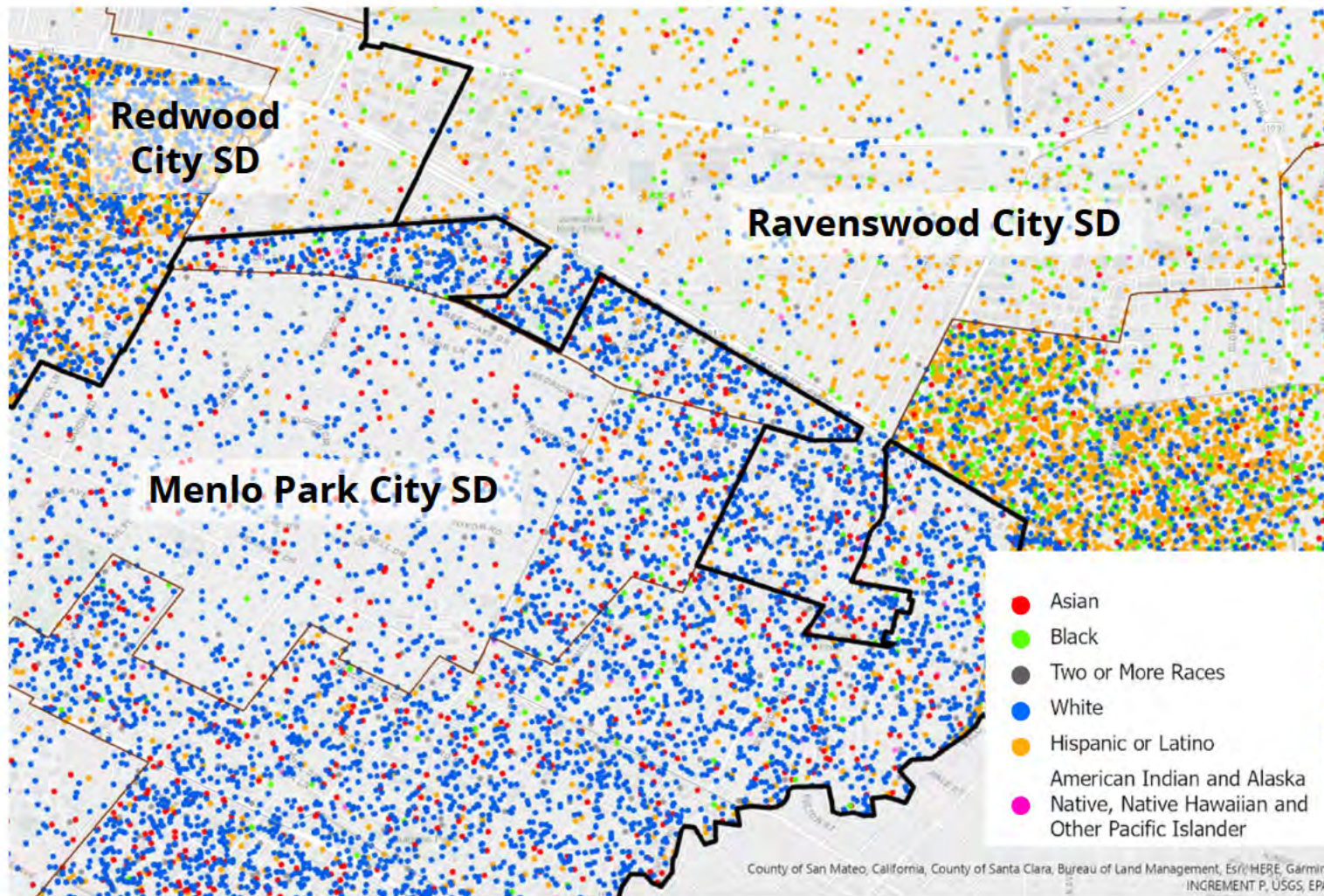
\$ 250 down
PLUS CLOSING TO YETS
On homes of \$12,500. or less

FLOYD LOWE
Realtor

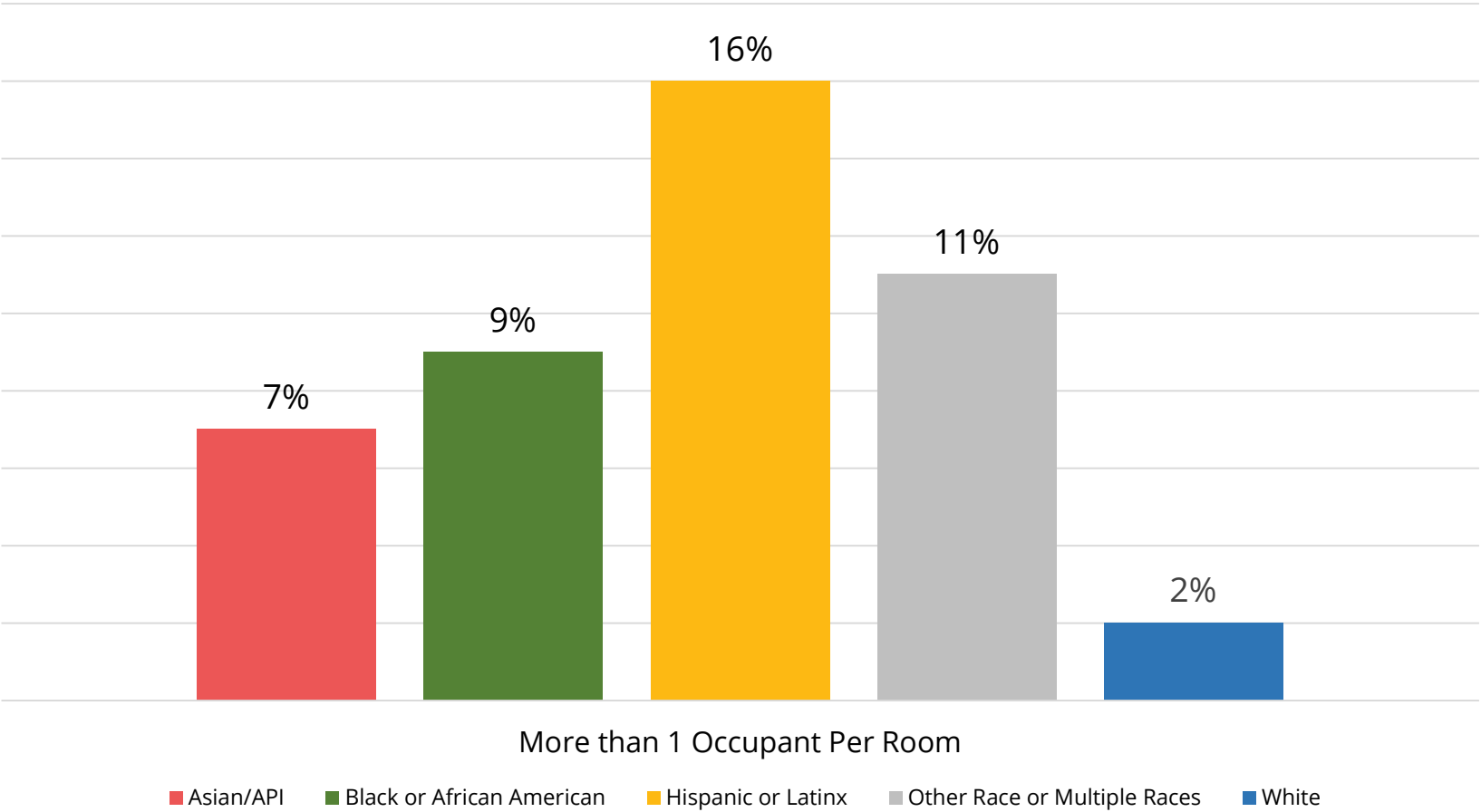
171 University Avenue
Palo Alto, California
Telephone OLiverpark 5-3221

OPEN
SATURDAY
&
SUNDAY

SCHOOL DISTRICT BOUNDARIES

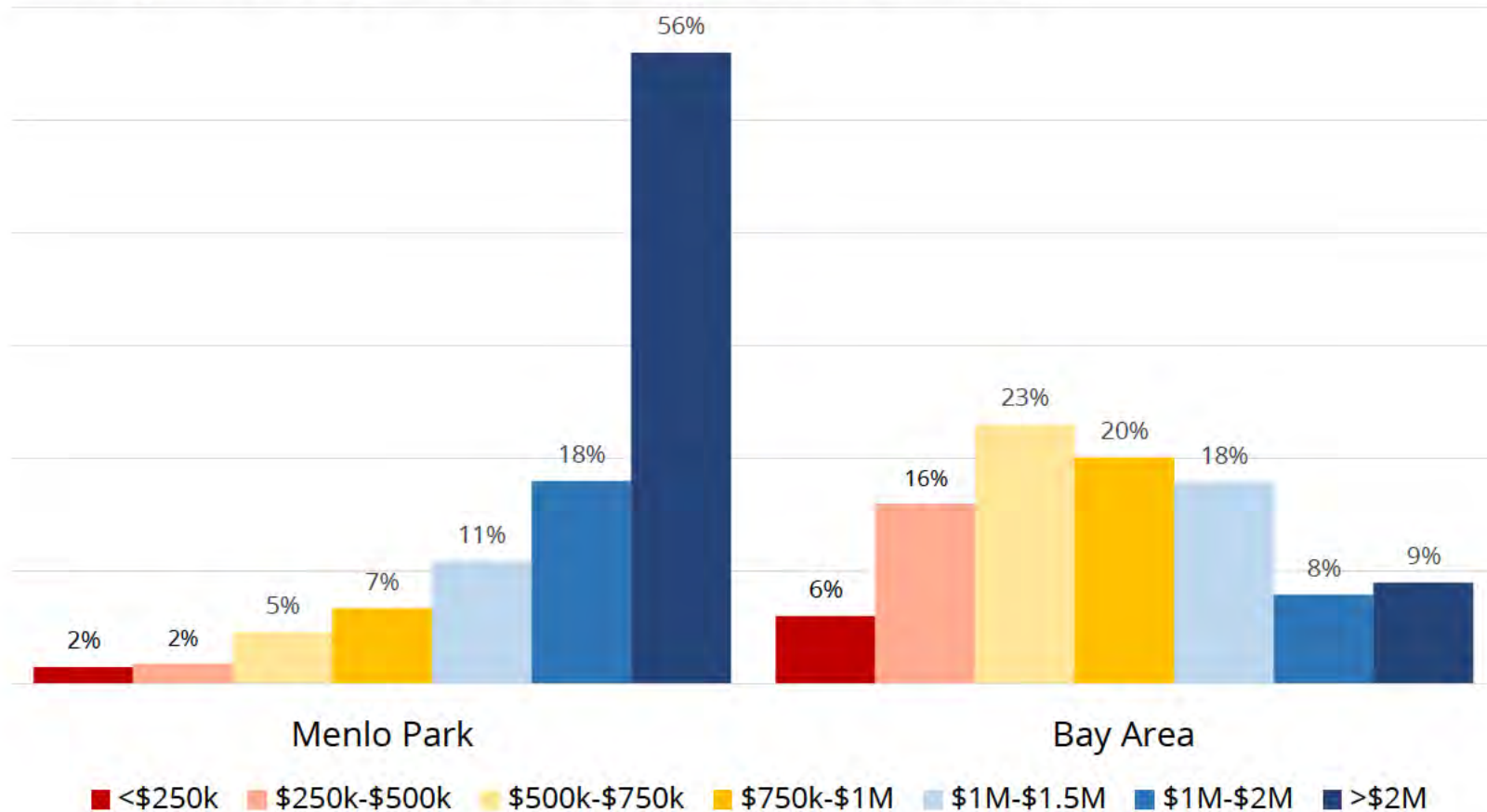


OVERCROWDING BY RACE

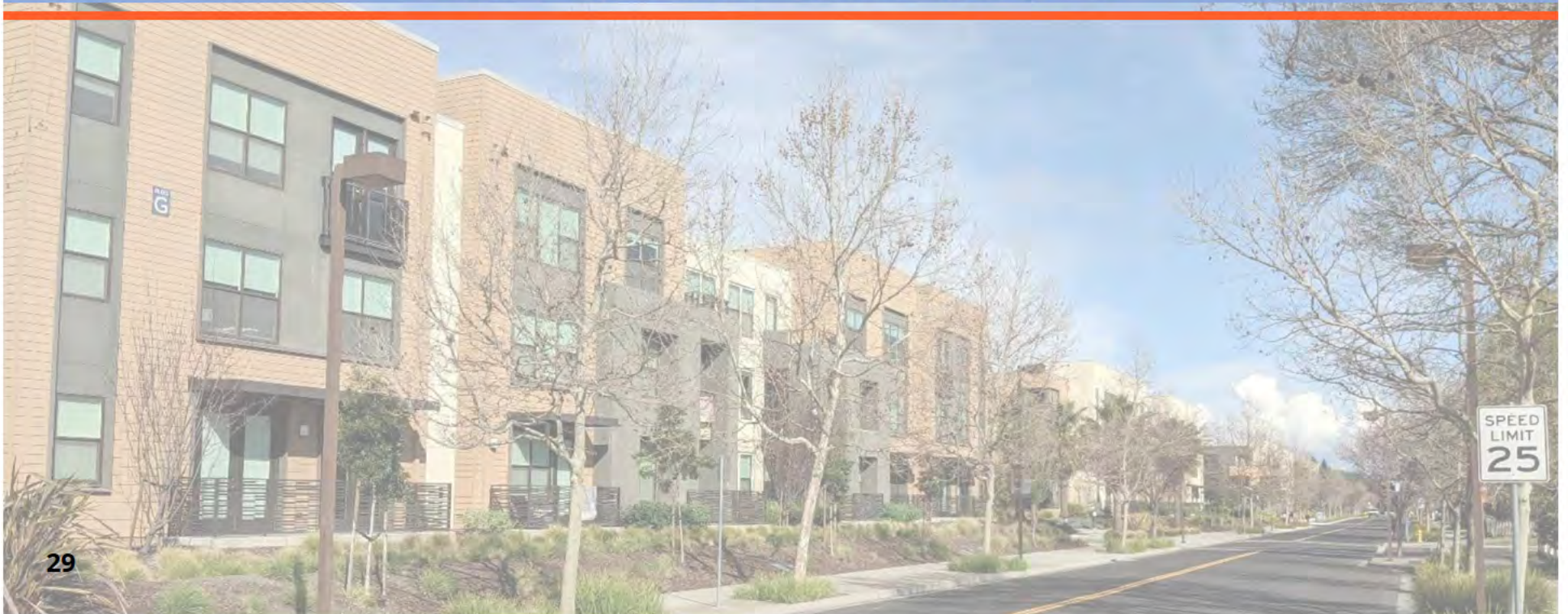


HIGH COST OF HOUSING

- Purchasing a home is out of reach for many working and middle-class families.



HOUSING ELEMENT REQUIREMENTS



CURRENT PROGRESS

	Allocation	Total through 2020	Percent Complete
Very Low	233	148	64%
Low	129	80	62%
Moderate	143	11	8%
Above Moderate	150	1,177	785%
Total	655	1,416	



INCOME LEVELS

Income Level	% of Area Median Income	1 person Household	2 Person Household	3 Person Household	4 Person Household
Extremely Low	0 – 30%	\$38,400	\$43,850	\$49,350	\$54,800
Very Low	30 – 50%	\$63,950	\$73,100	\$82,250	\$91,350
Low	50 – 80%	\$102,450	\$117,100	\$131,750	\$146,350
Moderate	80 – 120%	\$125,650	\$143,600	\$161,550	\$179,500
Above Moderate	Over 120%				
San Mateo County Area Median Income: \$149,600 (4-person Household)					

EXAMPLES OF INCOME LEVELS

Income Category	Example
Extremely Low Income	Senior Living alone on Fixed Income
Very Low Income	Secretary, Single Mom with 1 child
Low Income	Elementary School Teacher + Post-Doc with 1 child
Moderate Income	Tech Worker, Stay at home spouse with 2 children

“Low Income” is closest to median MP household

REGIONAL HOUSING NEEDS ALLOCATION

	5 th Cycle RHNA	6 th Cycle RHNA
Bay Area	187,990	441,176
San Mateo County	16,418	47,321
Menlo Park	655	2,946

		6 th Cycle RHNA
Lowest	Town of Colma	202
Average	All 21 Jurisdictions	2,253
Highest	City of San Mateo	7,015

6TH CYCLE RHNA

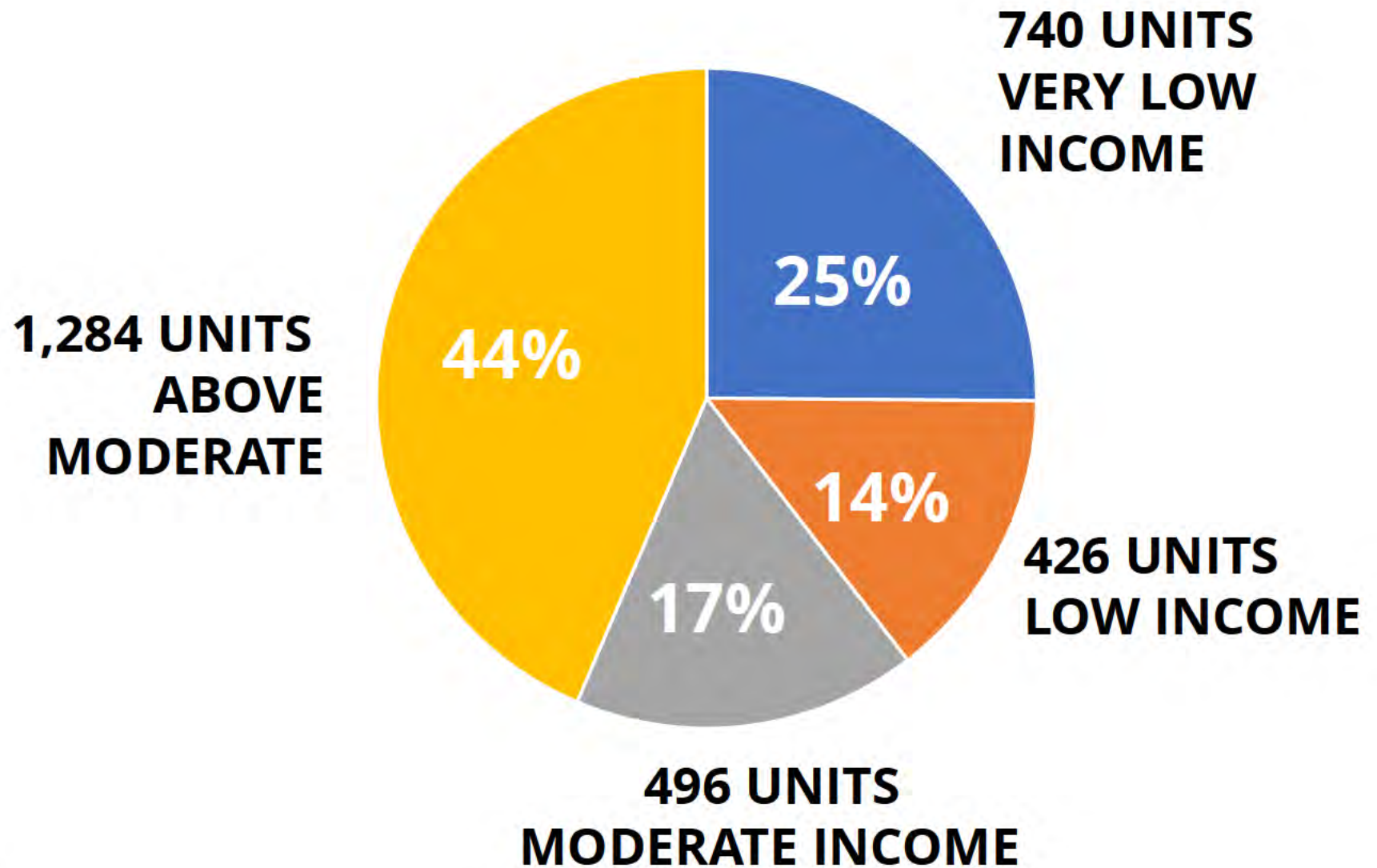
2023-2031

	5 th Cycle	6 th Cycle
Very Low	233	740
Low	129	426
Moderate	143	496
Above Moderate	150	1,284
Total	655	2,946*

* An additional 15-30% buffer is recommended



6TH CYCLE RHNA



POTENTIAL HOUSING SOLUTIONS



LIVE POLLING



*What
type of
home do
you live
in?*

SELECT ONE

1) Single-Family

2) Multi-Family

3) Other

What is most important to you when choosing a place to live?

SELECT ONE

1) Affordability

2) Near work

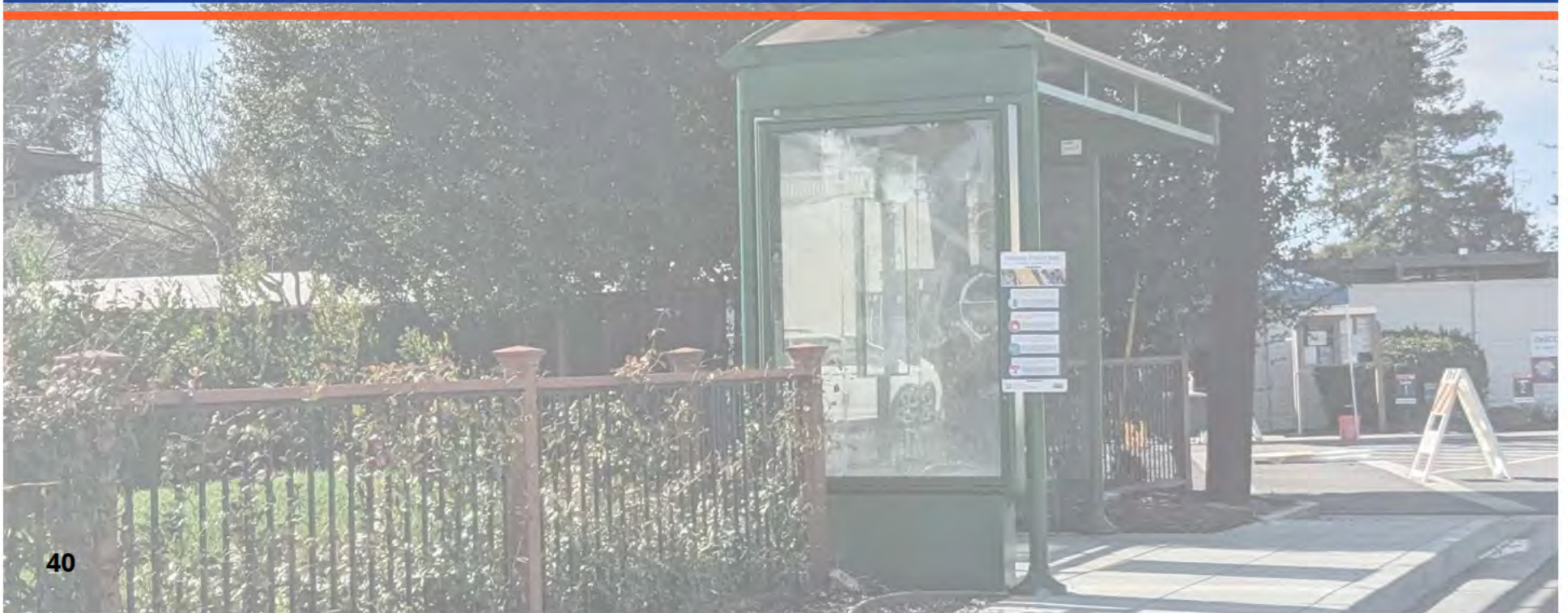
3) Transportation Options

(e.g. CalTrain, bus, shuttle)

4) Quality of Neighborhood

(e.g. schools, parks, shopping)

ENVIRONMENTAL JUSTICE ELEMENT



ENVIRONMENTAL JUSTICE

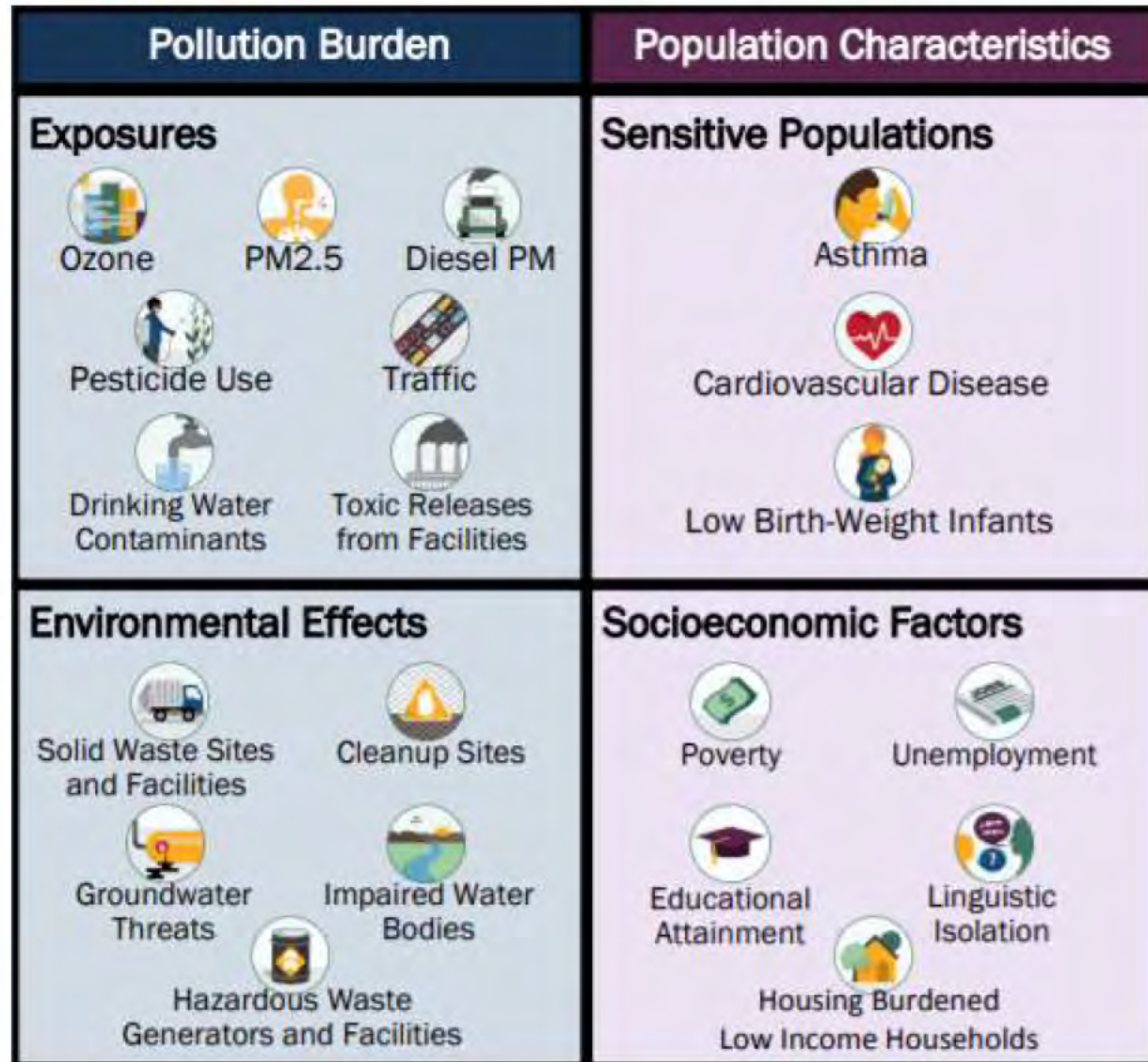
- **SB1000 (2016)**
 - Requires Environmental Justice Element when updating General Plan
 - Requires identification of disadvantaged communities and reduce compounded health risks
 - Defines “Disadvantaged Community”
 - A low-income area OR
 - Disproportionately affected by pollution

ENVIRONMENTAL JUSTICE FOCUS AREAS

- Prioritize Disadvantaged Communities
- Minimize compounded health risks
- Reduce pollution exposure - Improve air quality
- Increase public engagement
- Promote public facilities
- Provide food access
- Promote physical activity
- Promote safe and sanitary homes

ENVIRONMENTAL JUSTICE

Indicators



LIVE POLLING



What is the best way for the City to get your input?

SELECT ALL THAT APPLY

1) Email/Newsletter

2) In person meeting & community events

3) Online meeting

4) Flyer/regular mail

*Have you
experienced
the
following
problems?*

**SELECT ALL
THAT APPLY**

1) Poor air quality

2) Lack of access to parks

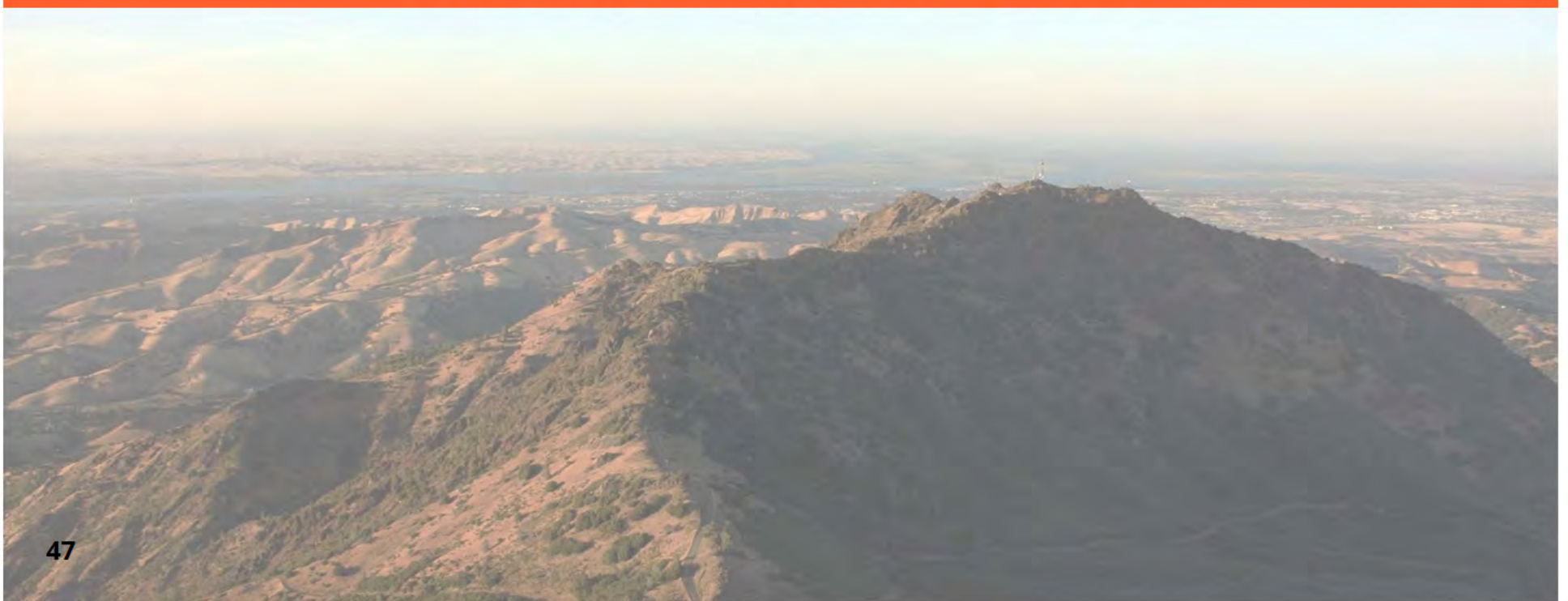
3) Insufficient food access

4) Limited safe transportation

5) Unaffordable housing options

6) Noise/Light pollution

SAFETY ELEMENT



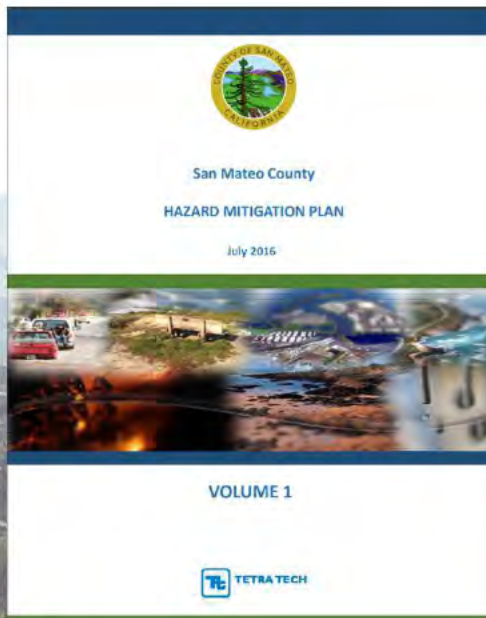
SAFETY ELEMENT

- Climate change resiliency and adaptation
- Sea-level rise
- Fire/Smoke safety
- Local hazards



SAFETY ELEMENT

- Changes include:
 - Additional adaptation strategies
 - Greater linkage to regional Mitigation Plan



LIVE POLLING



Which of these have you experienced in the past?

SELECT ALL THAT APPLY

1) Wildfire risk

2) Sea Level Rise/Flooding

3) Extreme Heat

4) Hazardous Spills

5) Other

Which of these are you concerned in the future?

SELECT ALL THAT APPLY

1) Wildfire risk

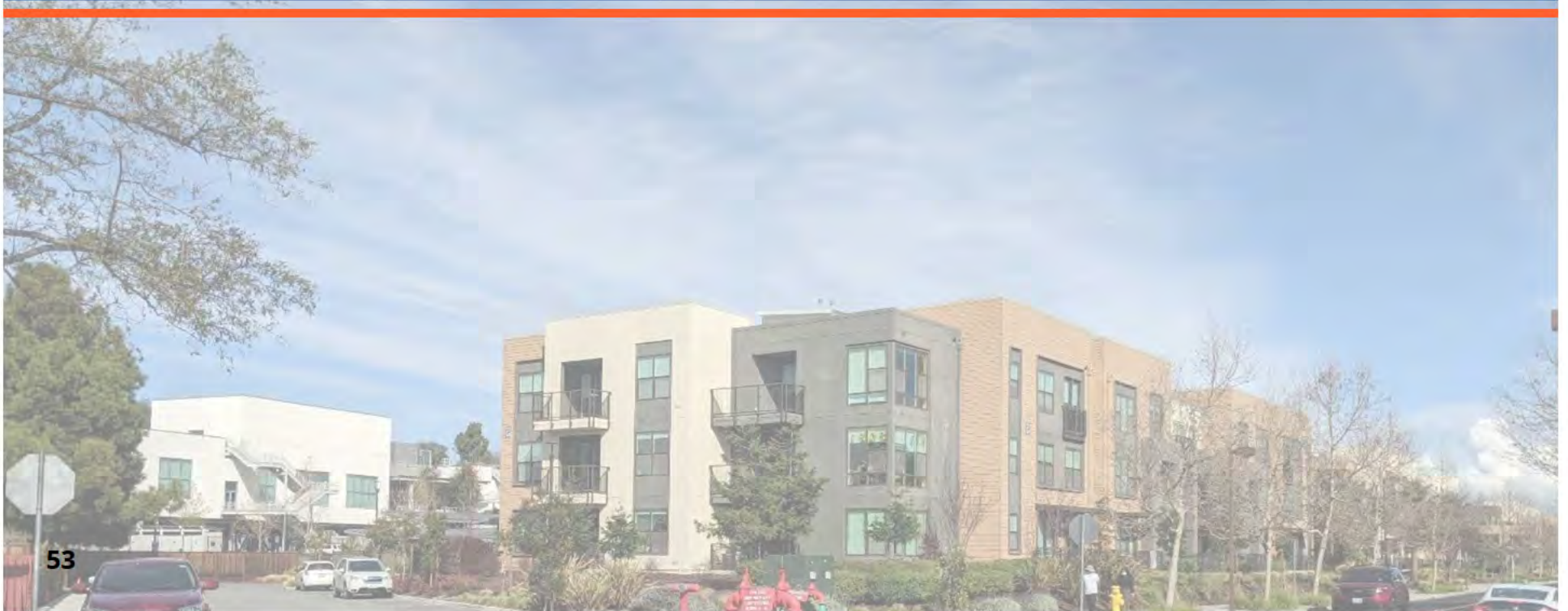
2) Sea Level Rise/Flooding

3) Extreme Heat

4) Hazardous Spills

5) Other

COMMUNITY INVOLVEMENT OPPORTUNITIES



OUTREACH & ENGAGEMENT



MAJOR MILESTONES



PROJECT WEBSITE

menlopark.org/housingelement

The screenshot shows the City of Menlo Park website. At the top left is the City of Menlo Park logo. To the right are social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn, along with a search bar labeled "Search Menlo Park" and a magnifying glass icon. Below the search bar are links for "Agendas", "Alerts", "Calendar", and "Jobs". A navigation bar contains five main categories: "GOVERNMENT", "OUR COMMUNITY", "SERVICES", "DOING BUSINESS", and "I WANT TO...".

On the left side, there is a vertical menu under "GOVERNMENT" with the following items: "Events", "FAQ", "How to get involved", "Housing Element Community Engagement and Outreach", "Notify Me®!", "Report a Concern", "Share Your Ideas", "Open Government", and "Register Online".

The main content area features a breadcrumb trail: "You are here: Home › Government › City departments › Community Development › Comprehensive planning › Housing Element › 2023-2031 Housing Element Update".

The primary heading is "2023-2031 Housing Element Update". Below it, a paragraph states: "The City of Menlo Park is currently updating its required Housing Element and Safety Element, and preparing a new Environmental Justice Element."

The next section is titled "Upcoming event: Housing Element Update Introduction Webinar". It lists the date and time: "Thursday, July 1, 2021 6 p.m." and includes a link: "[Register for the webinar](#)".

A paragraph follows: "Learn about the Housing Element Update process, project components, and how to be involved in the process."

The section "What is a Housing Element Update?" begins with the text: "Housing Elements are housing plans that are one part of the General Plan – a guide to all the ways each city, town or county is planned and managed, from our roads and"

On the right side, there is a green "Contact us" button. Below it, the contact information for Deanna Chow is listed: "Deanna Chow", "Assistant Community Development Director", "Email", "650-330-6702", and "[Sign up for updates](#)".

At the bottom right, there is a green "Related links" button. Below it, a list of links is provided: "[Traducir esta página al español](#)", "[Countywide 'Let's Talk Housing' website](#)", "[Staff Report - M-Group contract authorization](#)", and "[Staff Report - CEOC](#)".

FOCUS GROUPS

- Sign up for a renters or homeowners focus group
 - Meetings take place week of July 19
 - Deadline to sign up is July 9*
 - menlopark.org/focusgroup
- Sign up for project updates
 - menlopark.org/projectupdates

THANK YOU!



Questions



Comments

Thank you for your time and commitment to the City of Menlo Park!

menlopark.org/housingelement