



Housing Element Advisory Committee Meeting

July 8, 2020

Agenda

1. Regional Housing Needs Allocation –
Draft Housing Sites Identification Approach
2. Schedule Update
3. Public Engagement Update

1. Regional Housing Needs Allocation – Draft Housing Sites Identification Approach

RHNA by Income Categories

SANDAG

171,685

Income Categories	%	Units
Very Low	24.7%	42,332
Low	15.5%	26,627
Moderate	17.3%	29,734
Above Moderate	42.5%	72,992
TOTAL	100.0%	171,685

Carlsbad

3,873

Income Categories	%	Units
Very Low	33.8%	1,311
Low	20.2%	784
Moderate	19.3%	749
Above Moderate	26.6%	1,029
TOTAL	100.0%	3,873

Income Levels (Family of Four)

2020 Area Median Income (AMI) **\$92,700**

- Extremely Low Income 0-30% AMI \$0 – 34,650
- Very Low Income 30-50% AMI \$34,651 - \$57,750
- Low Income 50-80% AMI \$57,751 – \$92,400
- Moderate Income 80-120% AMI \$92,401 – \$111,250
- Above Moderate > 120% AMI \$111,251 or more

<https://hcd.ca.gov/grants-funding/income-limits/state-and-federal-income-limits/docs/Income-Limits-2020.pdf>

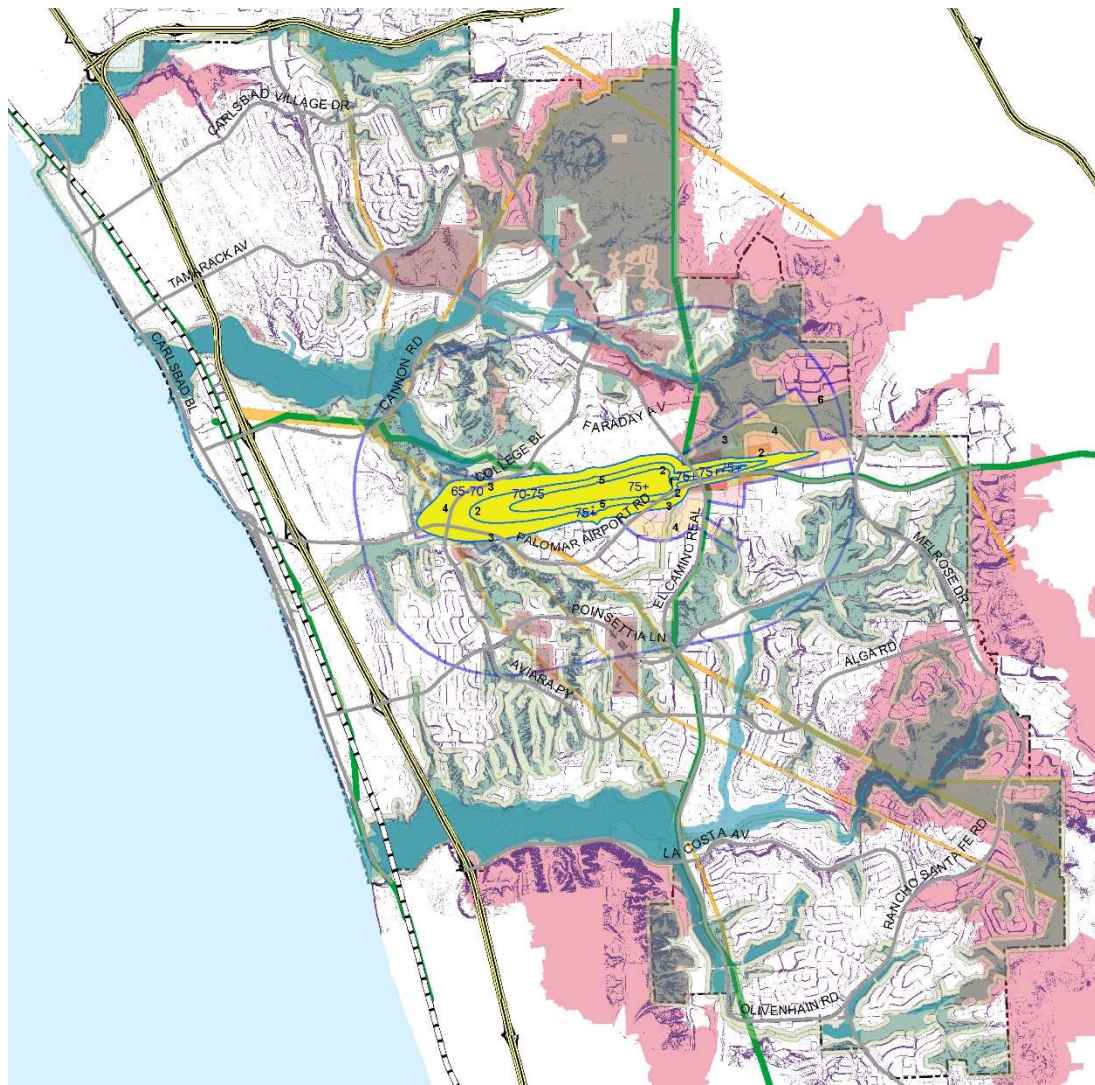
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City of
Carlsbad








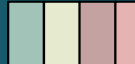
Housing Affordability

Assuming 30% of income towards housing:

- Extremely Low Income \$866 / month or less
- Very Low Income \$866 - \$1,444 / month
- Low Income \$1,444 – \$2,310 / month
- Moderate Income \$2,310 - \$2,781 / month
- Above Moderate \$2,781 / month or more



Physical Constraints Composite

-  Slope > 40%
-  Very High Fire Risk
-  Natural Gas Pipeline
-  Transmission Corridor
-  100-Year Floodway
-  OK for all housing types
-  > 65 dB
-  Natural Resources

Jurisdictional Constraints

- Local Costal Program
- ALUCP



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Seven Housing Unit Sources

- 1 Current Planning Projects** indicates sites on which the city is processing or has approved proposals to develop property. Some may be partially under construction.
- 2 ADUs** includes both Accessory Dwelling Units (ADUs) and Junior ADUs (JADUs)
- 3 Vacant (Residential)** indicates undeveloped, residentially-designated sites.

Seven Housing Unit Sources

- 4 Redesignation: Industrial -> Residential**
Change select industrial / other nonresidential designation to high density residential.
- 5 Redesignation: Commercial -> Residential**
Change select commercially-designated sites to include some residential or be changed to a residential designation.
- 6 Redesignation: Increase Density**
Change select residential sites to higher density.

Seven Housing Unit Sources

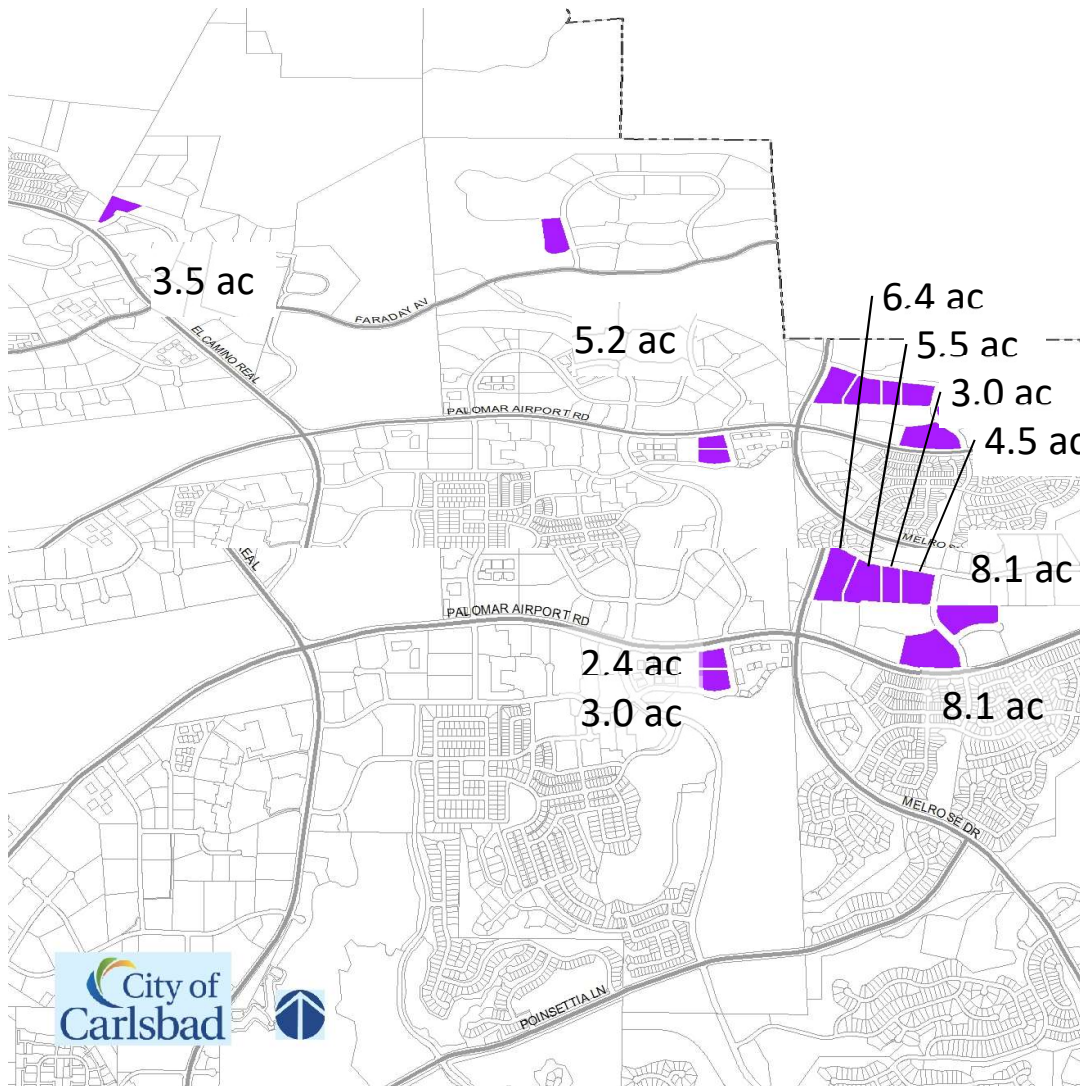
- 7 Underutilized** describes a site that has a land use designation that allows residential development and is capable of being developed at a higher density (for residential sites) or for residential use (currently not used for residential)

In the new Housing Element, will need to describe and explain the factors that make developing residential units feasible:

- Viability
- Ability within the planning period

Satisfying RHNA

- Demonstrating the ability to accommodate RHNA
- Providing a buffer to accommodate idea of “no net loss”



4 Industrial -> R-30

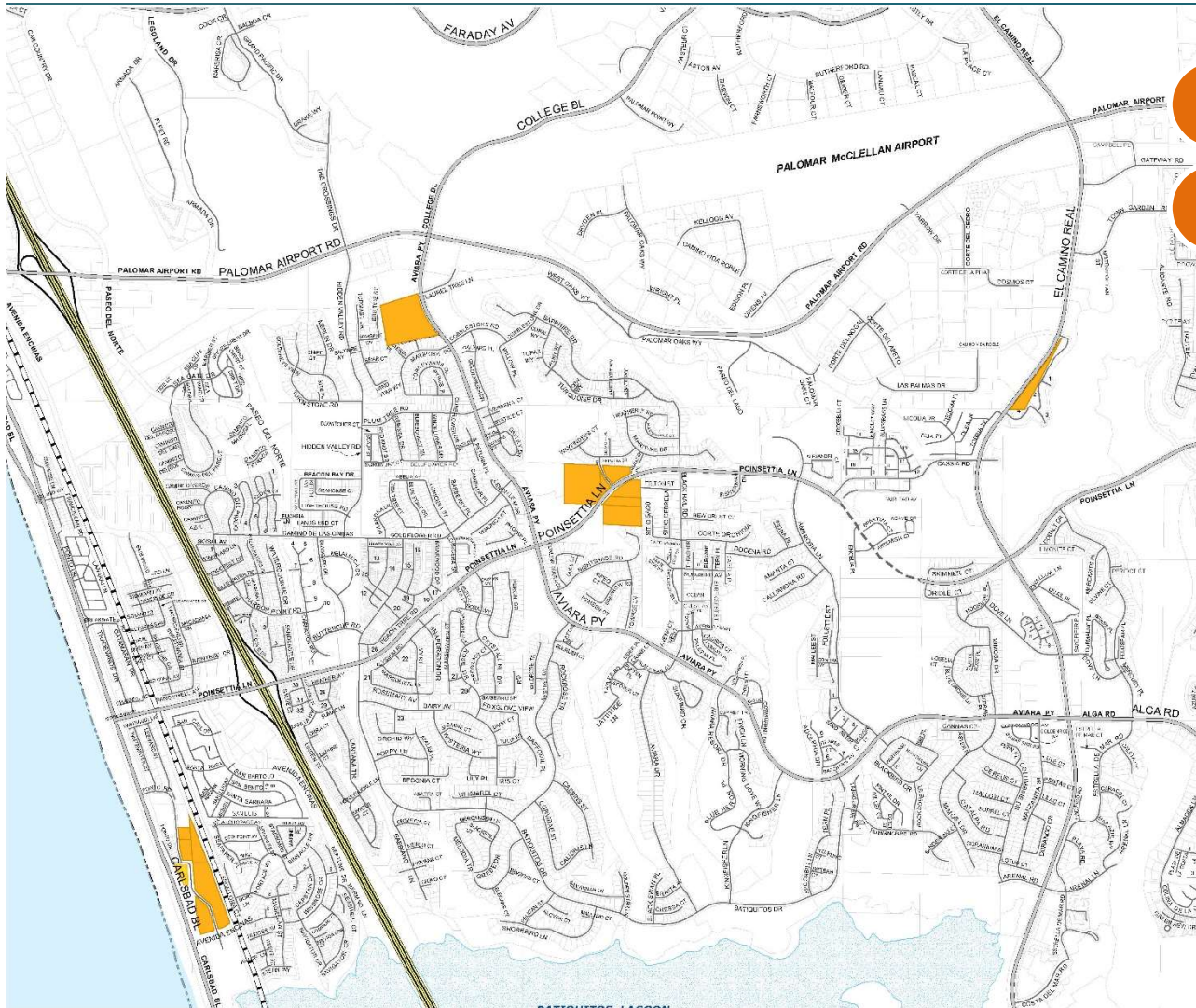
- 47.4 acres
- @ 26 du/ac
- 1,181 Low



6

Increase Density

- R-4 -> R-30
- 21.4 acres
- @ 26 du/ac
- 64 Low
- 364 Moderate



5 Commercial,
6 Residential->
R-30

- 50.5 acres
- @ 26 du/ac
- 166 Low
943 Moderate

DRAFT

So, Where Are We on RHNA?

Source	Income Levels		
	Lower	Moderate	Above Mod
RHNA (gross)	2,095	749	1,029
1 Planned Projects	(482)	(21)	(1,763)
2 ADUs (@ 3x previous)	(186)	(476)	0
3 Vacant (current GP)	(861)	(296)	(843)

DRAFT

Options to Satisfy RHNA - Other

Source	Income Levels		
	Lower	Moderate	Above Mod
RHNA (net remaining)	566	(44)	(1,577)
4 Redesignate industrial to R-30	(1,181)		
5 Redesignate commercial to R-30 or mixed	(34)	(18)	(202)
6 Redesignate residential to higher density designation	(231)	(1,307)	
7 Underutilized land			

Source	Lower	Moderate	Include?
RHNA (gross)	2,095	749	
① Planned Projects	(482)	(21)	
② ADUs (@ 3x previous)	(186)	(476)	
③ Vacant (current GP)	(861)	(296)	✓
④ Industrial -> R-30	(1,181)	(0)	
⑤ Comm/Other -> R-30	(34)	(18)	
⑥ Increase Residential Density	(231)	(1,307)	
⑦ Underutilized (in process)	~(290)		
TOTAL	(3,265)	(2,118)	

HEAC Discussion / Direction

- **HEAC Discussion / Direction** on approach to take for sites to meeting RHNA

2. Schedule Update

Housing Element Timeline

JAN 2020

Work begins on housing plan update

SPRING/SUMMER 2020

Analysis of potential sites available for review

SUMMER/FALL 2020

Scope of environmental review

LATE 2020

Draft Plan and environmental document released for public review

APRIL 2021

Current housing plan expires

Deadline for final approval of new plan

Provide plan to the state for approval



JAN - MAR 2020

Citywide housing sites inventory starts

SUMMER 2020

Public input on housing plan

Public input on site selection criteria

JAN - APRIL 2021

Public hearings for final plan adoption

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3. Public Engagement Update

Completed to Date

- Committee involvement
 - Outreach plan
 - Identifying stakeholders
 - Informational materials
 - Ideas for outreach
 - E-newsletters

New Items

- Introductory video
- Updated stakeholder database

Video



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Stakeholder Database

- Additions
- Updates
- Personal contacts?

What Does Success Look Like?

City Staff

- Plan balances needs, values and priorities of community
- Plan is submitted on time and approved

Committee Input

- Quantity and quality of the input
- Diversity of participants

What information is most helpful?

- Details regarding traffic related considerations and concerns
- How adding this number of housing units will impact residents
- Ideas about how to minimize the impact of more housing

Questions

- None right now
- In the future, questions about the methodology of the site selection process

Committee Communication



Outreach Plan

- Goal: Create a housing element that meets all state requirements and deadlines and is generally understood and supported by interested stakeholders.

Communication Strategy

- Identify and engage community members early.
- Communicate clearly so community members understand why the housing element update is important and how they can engage in the process.
- Provide a variety of opportunities for interested community members to participate.
- Demonstrate to the community how their input was used.

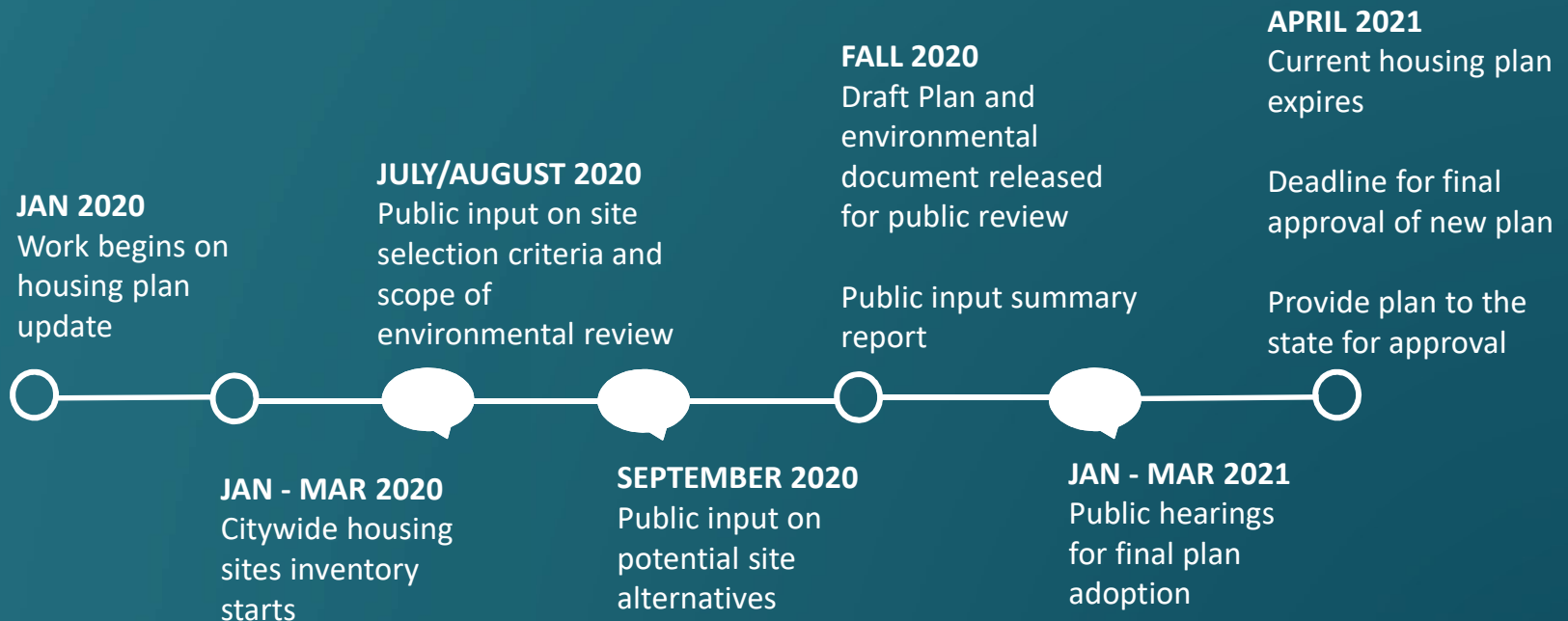
Communication Tools

- Traditional media
- Social media
- NextDoor
- City cable channel
- Signs
- Direct mail
- Online advertising
- Virtual meetings/workshops
- Online engagement

What's Changed

- Public workshop and scoping meeting will be held virtually
- Stakeholder interviews conducted virtually/via phone
- No informational materials at city facilities that are closed
- Added outreach to boards and commissions

Key Milestones for Input



Committee Feedback

- No additional input
- Eager to see survey results

Next Steps

- Thank you for your feedback
- Next step is survey questionnaire
- Once survey is launched, would like your help to promote it
- Ongoing committee input on new tools, informational materials, ideas