



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Housing Affordability Working Group

Thursday, March 10th, 2022 | 3:30 – 5:00 PM

Via Zoom (Meeting ID: 979 7737 1015 Passcode: 486144)

Working Group Goal: To increase access to quality affordable housing, to support renters, first time home buyers and people without housing.

In Attendance

Chicano Federation, City of San Diego Council District 4, City of San Diego Economic Development Department, City of San Diego Planning Department, CSA San Diego, MAAC Project, Regional Taskforce on Homelessness, San Diego City College, San Diego Habitat for Humanity, San Diego Housing Commission, Social Advocates for Youth (SAY San Diego),

Meeting Notes

Welcome and Agenda Review

- Co-Chairs welcomed the group and did an ice breaker activity. Partners were invited to answer the following question: When you move to a new house or apartment, what is something you do or bring to a new space that makes it feel like home?

Partner Updates

- MAAC will be opening their Valencia Point Apartment complex in July, this project will include 102 units of family housing. They will begin outreach and open rental applications at the end of April.
 - MAAC will also be breaking ground on 2 other housing projects in San Diego. The Sendero apartment complex will break ground in July which includes 110 units of family housing.
 - They are also developing a 101-unit senior housing development in San Ysidro, 25% of those units will be available to homeless seniors. This project received some ARPA funding and will be breaking ground in August.
 - MAAC is submitting application for funding for three more developments (680 units) this coming week.
- April is fair housing month! In honor of this CSA San Diego is hosting its 2nd annual fair housing symposium on **April 28**.
- Community colleges in the state of California now are now eligible to receive state funding for student housing!

Click the following links to stay connected to the San Diego Promise Zone

[Newsletter](#) | [Website](#) | [New Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14th Floor, San Diego, CA 92101

- San Diego City College and Southwestern College are both now able to fund production of housing for community college students.
- San Diego City College is also offering a class this spring on working with at risk and homeless populations.
- HUD Exchange info resource website--<https://www.hudexchange.info/>

Setting Intentions for 2022

Jon Rios, San Diego Housing Commission

- The group discussed what they want to get out of this working group and approaches we can take to meet the goals of this group and the needs of the community. The group also began to identify tangible action items for the upcoming year.
- Partners agreed that the pressing need in San Diego communities is related to homelessness resources and support.
 - Given the rising rate of homelessness, the group would like to prioritize homelessness prevention strategies such as connecting people with temporary housing and shelters, rental assistance and eviction prevention.
 - It would be useful to bring speakers on funding opportunities, programs, resources to this group, and to identify community needs as they shift
- How can Promise Zone staff support the work that partners are currently doing? What are your organization's priorities right now?
 - The Regional Taskforce on Homelessness has been doing work on racial equity in housing and homelessness. A disproportionate number of African American San Diegans are represented in homeless populations
 - There is also a large Senior population (55+) experiencing homelessness.
 - A significant amount of funding will be focused on families. Improved coordination is needed.
 - Racial equity should always be a priority in how we're serving people.
 - Housing Navigation services are very important and have become a bit more common over the past couple years.
 - There is a lot of need to help people understand what resources are available, assist with housing applications
 - Half the battle for a lot of people who need help is getting someone to give you the right information. This working group can work at the question of equitable access.
 - Knowing what parcels of land within the Promise Zone that are available for development would be useful as well
 - Staff can identify organizations and groups who might be able to contribute information.
 - It could also be useful to do a cooperative campaign that goes beyond the Promise Zone involving Catalyst, we should get a better understand of the work that they do, leverage their work to boost the scope of our work.
 - www.catalystsd.org/endhomelessness
- The Housing Element Update from the City has some good aspirational homeownership opportunities through cooperative housing, utilizing the community reinvestment act,

and mixed-income integrated housing developments. Support for local, small-scale developers, which SDHC has done workshops and training on.

- <https://www.sandiego.gov/planning/programs/genplan/housingelement>
- Ending homelessness starts with a home - Making the conversation around homelessness should be a focal point of this working group's goals.
- Prevention is also essential – what are the rental rates in the Promise Zone? What about preservation of existing affordable housing?
 - Need more Promise Zone specific information on obstacles people are facing and where they need support.
 - Rental assistance is critical, and we need to look at tenant-landlord issues as well as evictions and ensuring accountability of landlords who do not follow rental and eviction guidelines. This is major issue across the county.
 - MAAC also offers a first -time home buyers counseling program.
- Need to find an effective way to push out information to our communities, a big issue with prevention is that people don't know they need help until they need it.
- There is a lot of shame around asking for help in this arena, this makes it important for information to be easily accessible and understandable.
- Accountability for
 - The Legal aid society also has resources. <https://www.lasds.org/>
- How does this group connect with residents and people in the Promise Zone? How do we establish what the community needs are? Keep in mind that the Promise Zone works through Partners to reach residents.

The City of San Diego's Housing Action Package

Seth Litchney, City of San Diego – Planning Department

- The Housing Action Package is part of the Mayor's Homes 4 All of Us initiative.
- The plan is focused on creating incentives for developing more homes that address the needs of San Diego residents, it also intends to accelerate the public hearing schedule process.
 - The intention with this package is to take multiple approaches to building housing, not creating a single initiative to solve the problem. Key programs and incentives were highlighted for the group.
 - ***For full presentation details please review slides included in the working group follow up email or click the [Housing Action Package](#) link.***

Questions

- How big do employers need to be for the Employee Housing Incentive Program? Any requirements associated with that?
 - There are no size requirements, one affordable housing unit for each incentive, geared towards larger employers who are developing a large non-residential development.
- Is there rehab and retention focus on affordable housing?
 - No, there has been work that SDHC has been overseeing so there may be more opportunities to include that in the future.

- When was the employee housing incentive program enacted? Do companies in Horton Plaza for example know about this?
 - They didn't have an opportunity since it just got approved, we are a few weeks away from it taking effect. Development services department would be able to supply information to a potential developer who is working on a non- residential commercial or retail project.
- Does SB 9 allow you to split the property and sell the property down the line? Yes!
- What is the projection for lots that qualify for the SB 9 and ADU regulations?
 - Additional analysis on SB 9 suggested that 40-50% of single -family homes could be eligible. ADUs apply to a larger area, doesn't have geographic limitations that SB 9 has.
- How does the funding work for ADU developments? They are largely funded by private property owners. No public money is allocated for ADU development. In the future creating financing programs may be an option.

Next Steps, Wrap Up and Adjourn

Next Meeting

Thursday, May 12th, 2022 | 3:30 – 5:00 PM

Via Zoom (Meeting ID: 979 7737 1015 Passcode: 486144)