

# Focused General Plan Update

*Housing Advisory Committee  
August 17, 2020*



VERONICA TAM AND ASSOCIATES

TOGETHER WE

**PLAN**

NATIONAL CITY

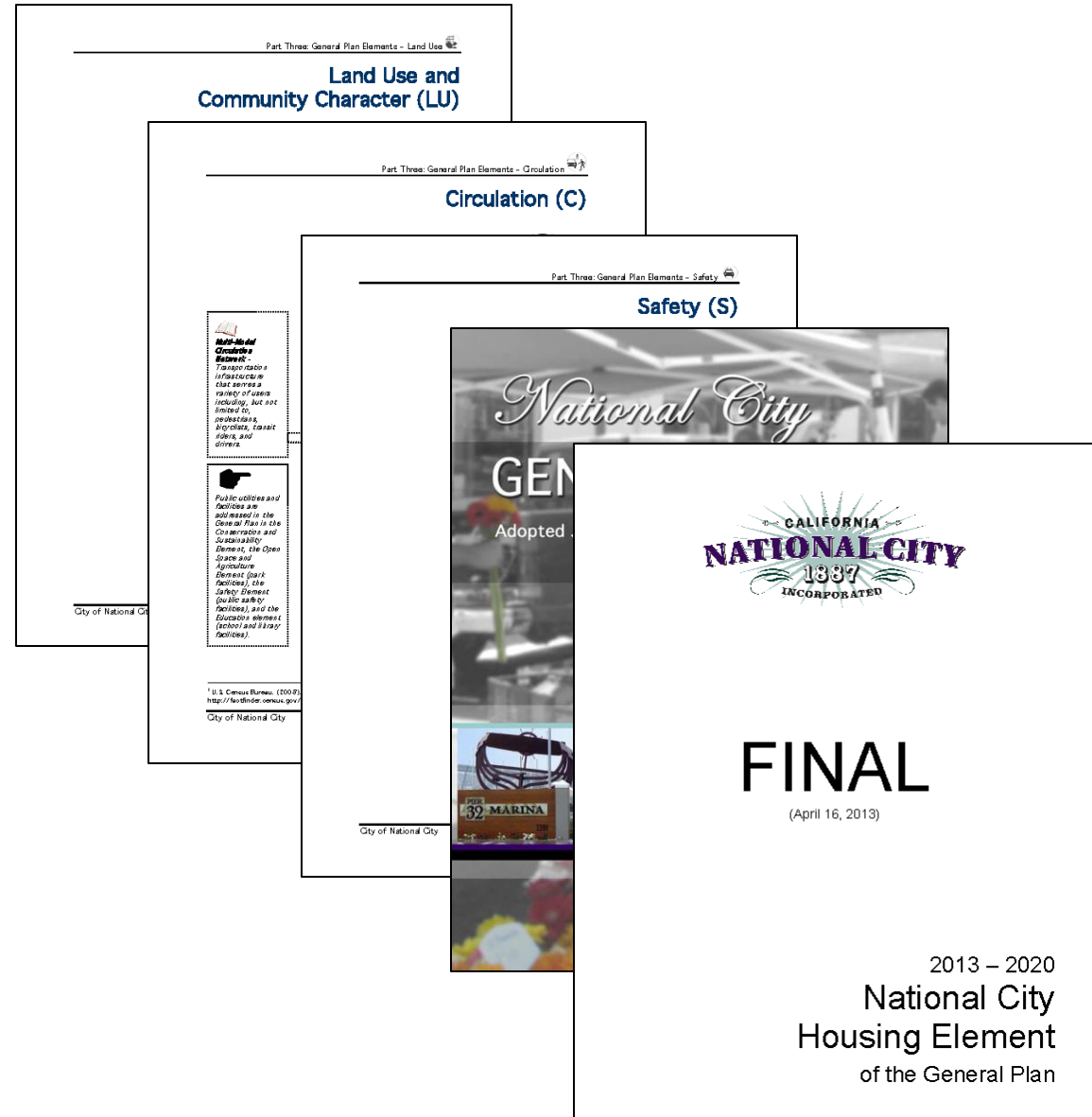




# Focused General Plan Update: Community Engagement

# Focused General Plan Update

- New state legislation related to housing, land use, transportation, safety, and climate change
- Reflect local planning efforts
- Address changing regional context and forecasted future growth





# Timeline

## Critical Path:

- Preferred Land Use and Mobility Network (Fall 2020)
- Environmental Review (Winter 2021)
- Housing Element Submittal to HCD (Spring/Summer 2021)

### **Spring 2020**

Existing Conditions Analysis

### **Summer 2020**

Outreach

Vision, Goals, and Policies

Land Use Scenarios

### **Fall 2020**

Preferred Land Use and Mobility Network

Zoning Code Updates

Outreach

Draft Elements

### **Winter 2021**

Environmental Review

Technical Studies

### **Spring/Summer 2021**

Public Review/Adoption

Housing Element Submittal to HCD



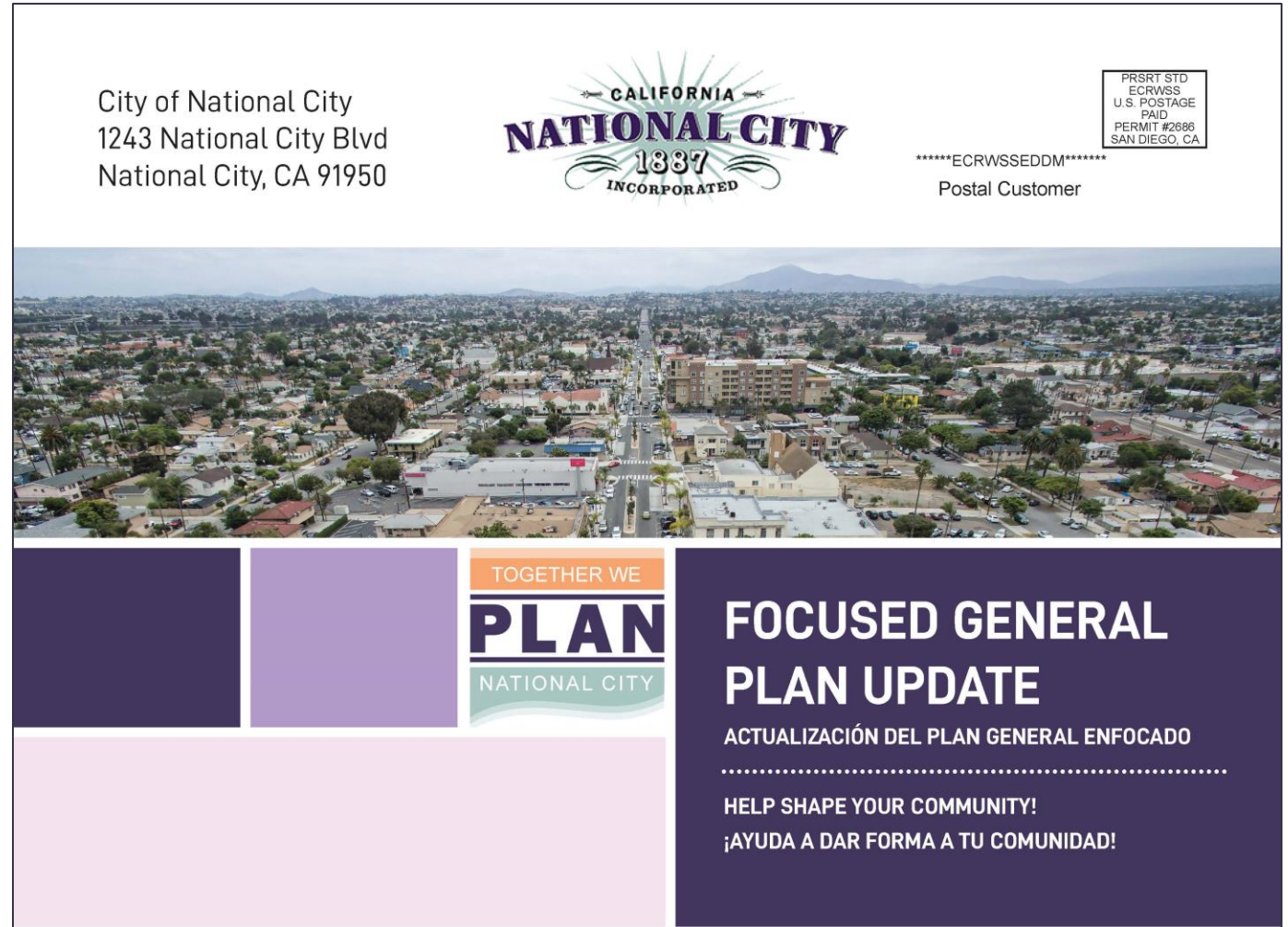
# Help Shape Your Community!

- Survey
- Webinars
- Office Hours
- Social Media and Website

[nationalcityca.gov/FGPU](http://nationalcityca.gov/FGPU)

#TogetherWePlan

#NationalCity





# Public Webinars

Register online for webinar link:

- Aug. 24 from 1:00 pm to 2:30 pm
- Aug. 27 from 5:00 pm to 6:30 pm
- Aug. 29 from 9:00 am to 10:30 am
- Spanish webinar September 9 from 6:00 pm to 7:30 pm

## FOCUSED GENERAL PLAN UPDATE

Be a part of the process to update National City's General Plan, the citywide "blueprint" document that guides future growth and investments. Key topics include **housing, land use, transportation, safety, and climate change.**

**Help shape your community!** Get involved...

.....  
**1) Take a survey!** Complete the survey at [www.nationalcityca.gov/FGPU](http://www.nationalcityca.gov/FGPU)

.....  
**2) Participate in a webinar.** Please register at [www.nationalcityca.gov/FGPU](http://www.nationalcityca.gov/FGPU) to receive a webinar link. Choose the webinar date and time that works best for you:

- » Monday, August 24 from 1pm - 2:30pm
- » Thursday, August 27 from 5pm - 6:30pm
- » Saturday, August 29 from 9am - 10:30am

.....  
**3) Call during office hours.** Call Tara Lake, Project Manager, at (619) 849-5415 during the following times:

- » Tuesday, August 25 from 10am - 12pm
- » Wednesday, August 26 from 3pm - 5pm
- » Friday, August 28 from 10am - 12pm

.....  
For questions and comments, please contact Tara Lake, (619) 849-5415, [Tara.Lake@wsp.com](mailto:Tara.Lake@wsp.com)

## ACTUALIZACIÓN DEL PLAN GENERAL ENFOCADO

Sea parte del proceso para actualizar el Plan General de National City, el documento "cianotipo" de toda la ciudad que guía el crecimiento y las inversiones futuras. Los temas clave incluyen **la vivienda, el uso del suelo, el transporte, la seguridad y el cambio climático.** **¡Ayuda a dar forma a tu comunidad!** Participe hoy...

.....  
**1) ¡Participa en una encuesta!** Complete la encuesta en [www.nationalcityca.gov/FGPU](http://www.nationalcityca.gov/FGPU)

.....  
**2) Participa en un seminario web.** Regístrese en [www.nationalcityca.gov/FGPU](http://www.nationalcityca.gov/FGPU) para obtener el enlace del seminario web. Elija la fecha y hora del seminario web que mejor funcione para usted.

- » Lunes 24 de agosto desde 1pm - 2:30pm
- » Jueves 27 de agosto desde 5pm - 6:30pm
- » Sábado 29 de agosto desde 9am - 10:30am

.....  
**3) Llámenos en horario de oficina.** Llame a Tara Lake, Gerente de Proyecto, al (619) 849-5415 durante los siguientes horarios:

- » Martes 25 de agosto desde 10am - 12pm
- » Miércoles 26 de agosto desde 3pm - 5pm
- » Viernes 28 de agosto desde 10am - 12pm

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Para preguntas y comentarios, comuníquese con Tara Lake al (619) 849-5415 o [Tara.Lake@wsp.com](mailto:Tara.Lake@wsp.com)



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- Aug. 26 from 3PM-5PM
- Aug. 28 from 10AM-12PM
- Spanish (TBD)

## HELP SHAPE YOUR COMMUNITY!

To participate in a webinar, choose the date and time that works best for you.

### WEBINAR #1

Date: Monday, August 24

Time: 1pm - 2:30pm

### WEBINAR #2

Date: Thursday, August 27

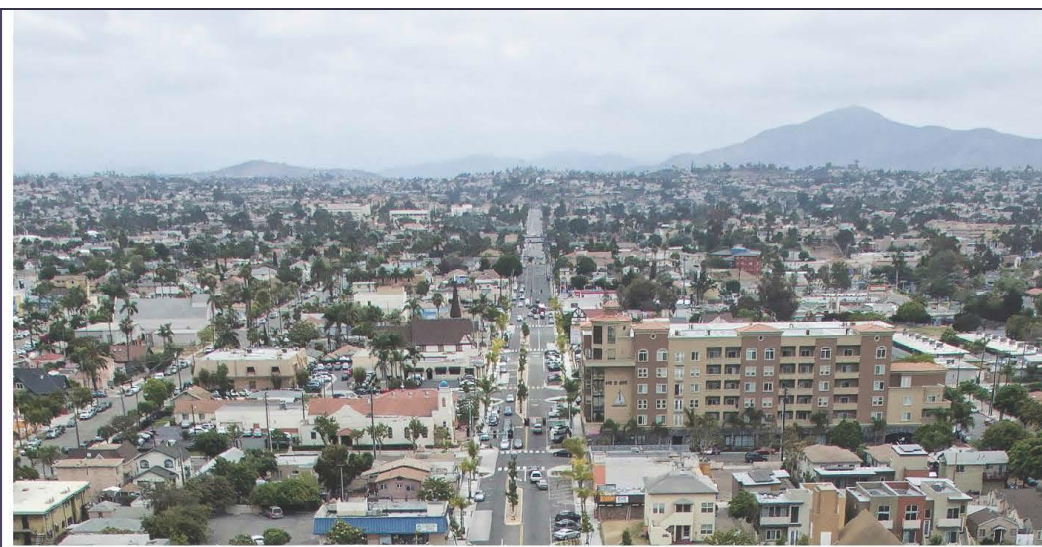
Time: 5pm - 6:30pm

### WEBINAR #3

Date: Saturday, August 29

Time: 9am - 10:30am

To receive a webinar link, register at: [www.nationalcityca.gov/FGPU](http://www.nationalcityca.gov/FGPU)



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Be a part of the process to update National City's General Plan, the citywide "blueprint" document that guides future growth and investments. Key topics include **housing, land use, transportation, safety, and climate change**. Get involved today!

**1) Take a survey!** Complete the survey at [www.nationalcityca.gov/FGPU](http://www.nationalcityca.gov/FGPU)

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# Survey

Generated on the MetroQuest Platform (both English and Spanish available):

- Welcome Screen
- Housing Budget
- Mobility Markers
- Rate Housing Types
- Wrap Up

Visit project page to for survey:

[www.nationalcityca.gov/FGPU](http://www.nationalcityca.gov/FGPU)



## 2 Invest in National City

WELCOME

HOUSING BUDGET

Housing is a key growth issue. If you had 100,000 dollars to create high-quality, affordable housing for National City, how would you prioritize spending resources?  
Currency: 10 = \$10K (x9)  
1 = \$1K (x10)

Drag coins to invest in the categories you prefer.



100

Reduce Housing Costs  
[Details](#)

Increase Housing Supply  
[Details](#)

Encourage Second/Third Units  
[Details](#)

**Invest in National City**  
What to do

Housing is a key growth issue. If you had 100,000 dollars to create high-quality, affordable housing for National City, how would you prioritize spending resources?  
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[Done](#) [More](#)

3 4 5

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Increase Homeownership  
[Details](#)

0

Increase Rental Assistance  
[Details](#)

0

Improve Housing Conditions  
[Details](#)

0

Improve Neighborhood Conditions  
[Details](#)

0

3 MOBILITY MARKERS

4 RATE HOUSING TYPES

5 WRAP UP

What to do [Next Task](#)

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NATIONAL CITY

# Housing Budget

WELCOME

2 HOUSING BUDGET

3 MOBILITY MARKERS

Please drag and drop at least 5 markers on the map.

Home Destination

**MOBILITY MARKERS**  
What to do

Give us an idea of where you live, important destinations, and any transportation (pedestrian, bicycle, transit, or vehicle) issues you experience around National City. Place icons on the map and tell us more.

Please drag and drop at least 5 markers on the map.

Done More

Google

WELCOME

2 HOUSING BUDGET

3 MOBILITY MARKERS

Please drag and drop at least 5 markers on the map.

Home Destination Bike Issue Ped. Issue Transit Issue Vehicle Issue

Google

Map Data Terms of Use Report a map error

RATE HOUSING TYPES

4

5 WRAP UP



# Mobility Markers

### Housing Choices

Downtown Westside Commercial Corridors

What choices would you like to see in Downtown National City?

Low-Medium Density

Medium Density

Medium-High Density

High Density

#### Housing Choices

What to do

National City may need to increase density in certain areas of the city to accommodate more housing and more housing choices. Please let us know which of the housing choices below appeal to you the most in the corresponding neighborhoods.

Evaluate 5 items or more by rating each 1-5 stars

Done More

Previous

Optional Comment

### Housing Choices

Downtown

Westside

Commercial Corridors

Neighborhoods

What choices would you like to see in Downtown National City?

More about this

Low-Medium Density



#### Low-Medium Density

Up to 22 dwelling units per acre and up to 3 stories. Allows for town-homes and row-homes. Town-homes or row-homes may be clustered in groupings.

Please rate this image from 1 star (least preferred) to 5 stars (most preferred)



Medium Density

Medium-High Density

High Density

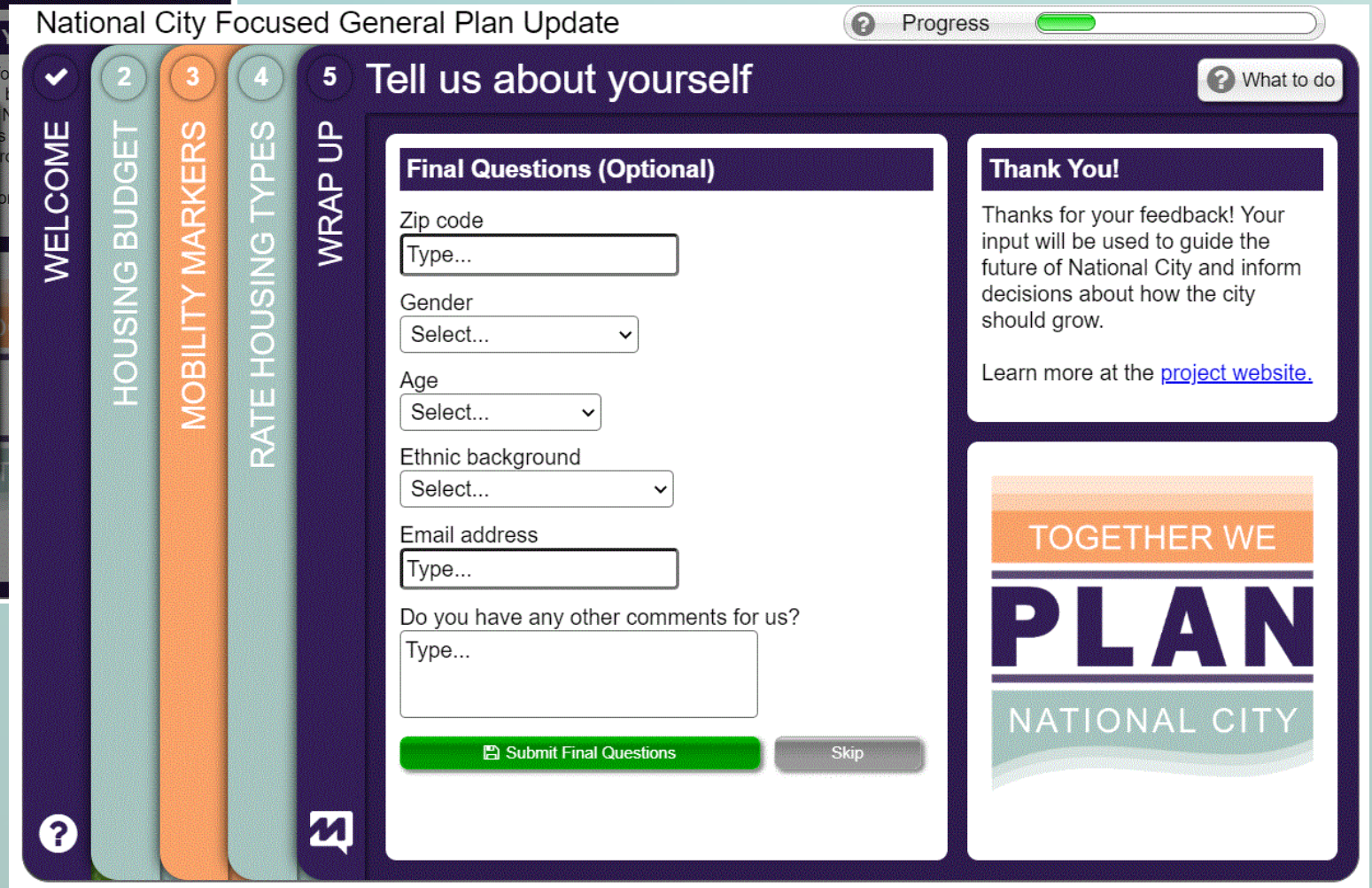
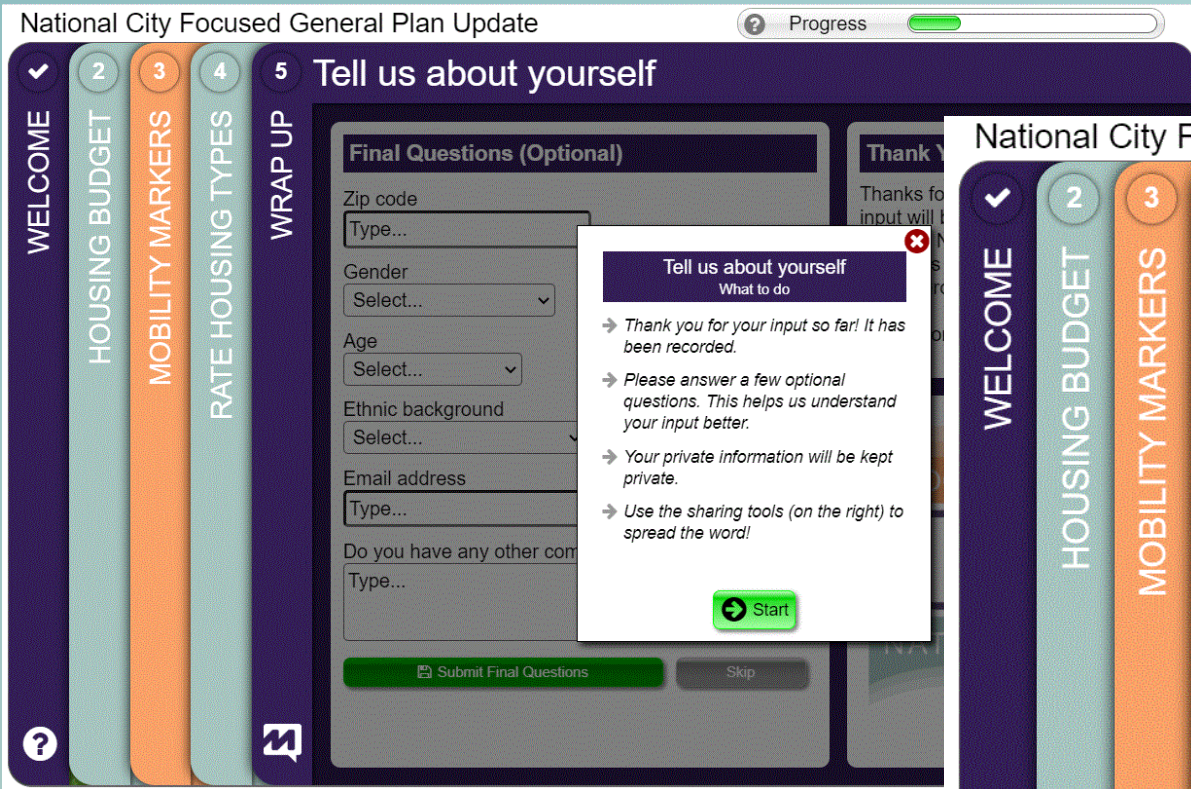
Previous

Optional Comment

Next



# Rate Housing Types



# Wrap Up



# 6<sup>th</sup> Cycle Housing Element

# National City Growth Forecast

## 2020

Population: 62,342

Housing Units: 17,458

## 2035

Population: 73,329

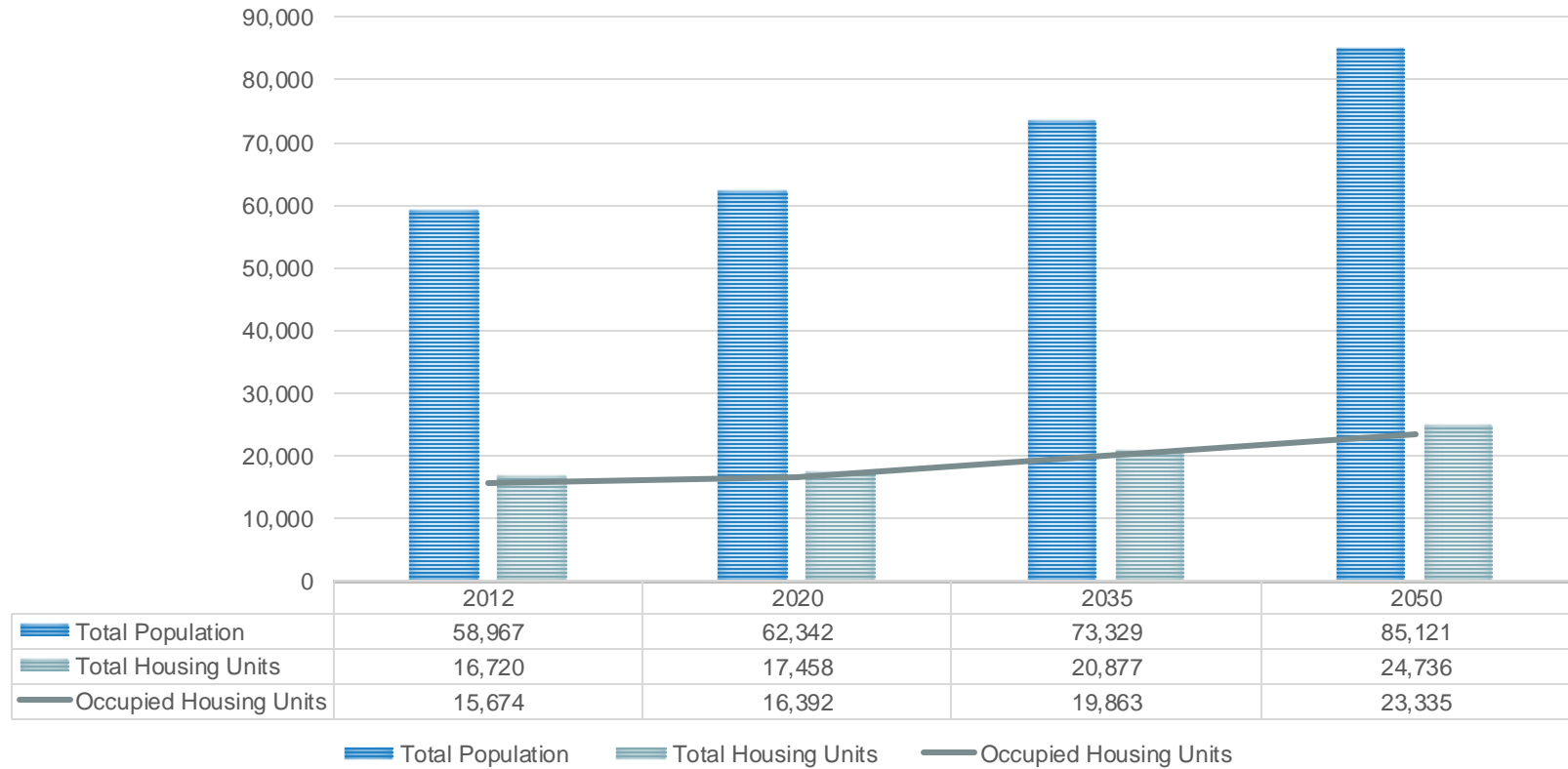
Housing Units: 20,877

## 2050

Population: 85,121

Housing Units: 24,736

## NATIONAL CITY GROWTH FORECAST



Source: Series 13 Regional Growth Forecast. SANDAG.



# 6<sup>th</sup> Cycle Regional Housing Needs Assessment (RHNA)

- Planning Period from 2021-2029
- Target for this planning cycle: 5,437 units

## NATIONAL CITY DRAFT 6<sup>TH</sup> CYCLE RHNA ALLOCATION

Income Group	Percentage of AMI	Share
Very Low Income	31-50	645
Low Income	51-80	506
Moderate Income	81-120	711
Above Moderate Income	>120	3,575
<b>Total</b>		<b>5,437</b>

Source: 6<sup>th</sup> Cycle Draft RHNA Allocation. SANDAG.

# 6<sup>th</sup> Cycle Regional Housing Needs Assessment (RHNA)

Site Inventory being compiled according to state guidelines:

- City-owned sites
- Downtown Specific Plan
- Mixed-use districts and corridors
- Multi-family zoned areas

## NATIONAL CITY DRAFT 6<sup>TH</sup> CYCLE RHNA ALLOCATION

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## Goals and Policies

- Goal 1: Maintain and enhance the quality of existing residential neighborhoods.
- Goal 2: Conserve the affordability of the existing housing stock.



## Goals and Policies

- Goal 3: Increase the availability and affordability of safe and sanitary housing for all income groups
- Goal 4: Provide a sufficient number of housing units and range of housing types



## Goals and Policies

- Goal 5: Promote and implement fair housing practices and equal access to housing opportunities
- Goal 6: Enhance housing affordability through energy conservation and design



# Strategies, Tools, and Policy Considerations

## STRATEGIES:

**INCREASE HOUSING PRODUCTION**

**REDUCE DEVELOPMENT COSTS**

**SUPPORT RENTERS AND HOMEOWNERS**

## TOOLS:

**ZONING REGULATIONS**

**DEVELOPMENT STANDARDS**

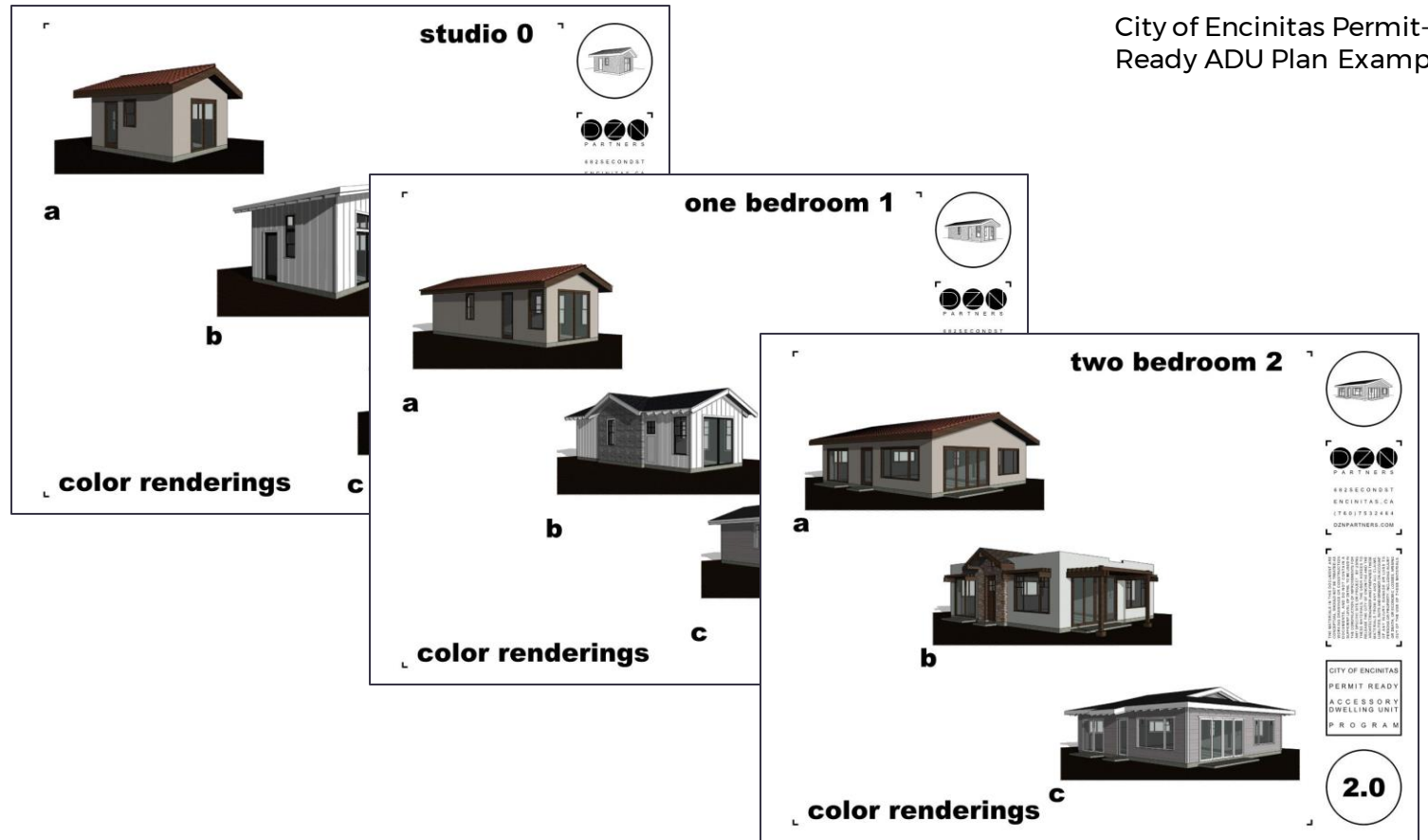
**INCENTIVES**

**ENTITLEMENT PROCESSES**

**SUPPORTIVE PROGRAMS**

# Strategy: Increase Housing Production

— Adopt an **Accessory Dwelling Unit Ordinance**



## ACCESSORY DWELLING UNITS

Adopt an ordinance with ADU standards

Provide permit-ready, customizable plans

Example: City of Encinitas Permit-Ready ADU (PRADU) Program

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## Strategy: Increase Housing Production

— Adopt an **inclusionary housing ordinance**



City of San Diego COMM22

### **INCLUSIONARY HOUSING ORDINANCE**

**Adopt an ordinance that requires a certain percentage of new development to be set aside as affordable units or pay an in-lieu fee**

**Must strike a balance with market conditions to be effective**

**Example: City of San Diego Inclusionary Housing Ordinance**

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## Strategy: Increase Housing Production

- Provide **incentives** to supplement the State Density Bonus program



City of San Diego NOOK Micro-units

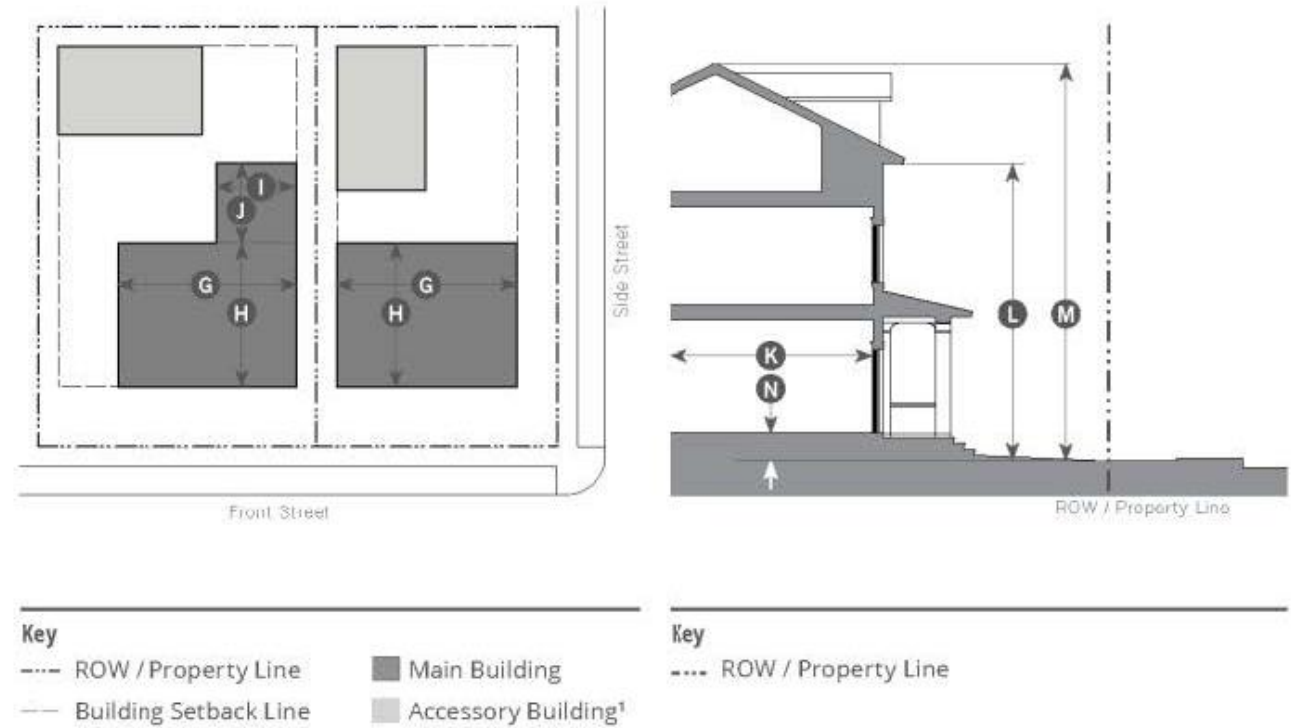
### INCENTIVES

**Additional density and/or height for certain types of development (microunits, proximity to transit, etc.)**

**Example: City of San Diego Housing SD Program**

# Strategy: Reduce Development Costs

— Develop **Objective Design Standards**



## OBJECTIVE DESIGN STANDARDS

**Design standards that involve no personal or subjective judgement and is uniformly verifiable by benchmarks and criteria**

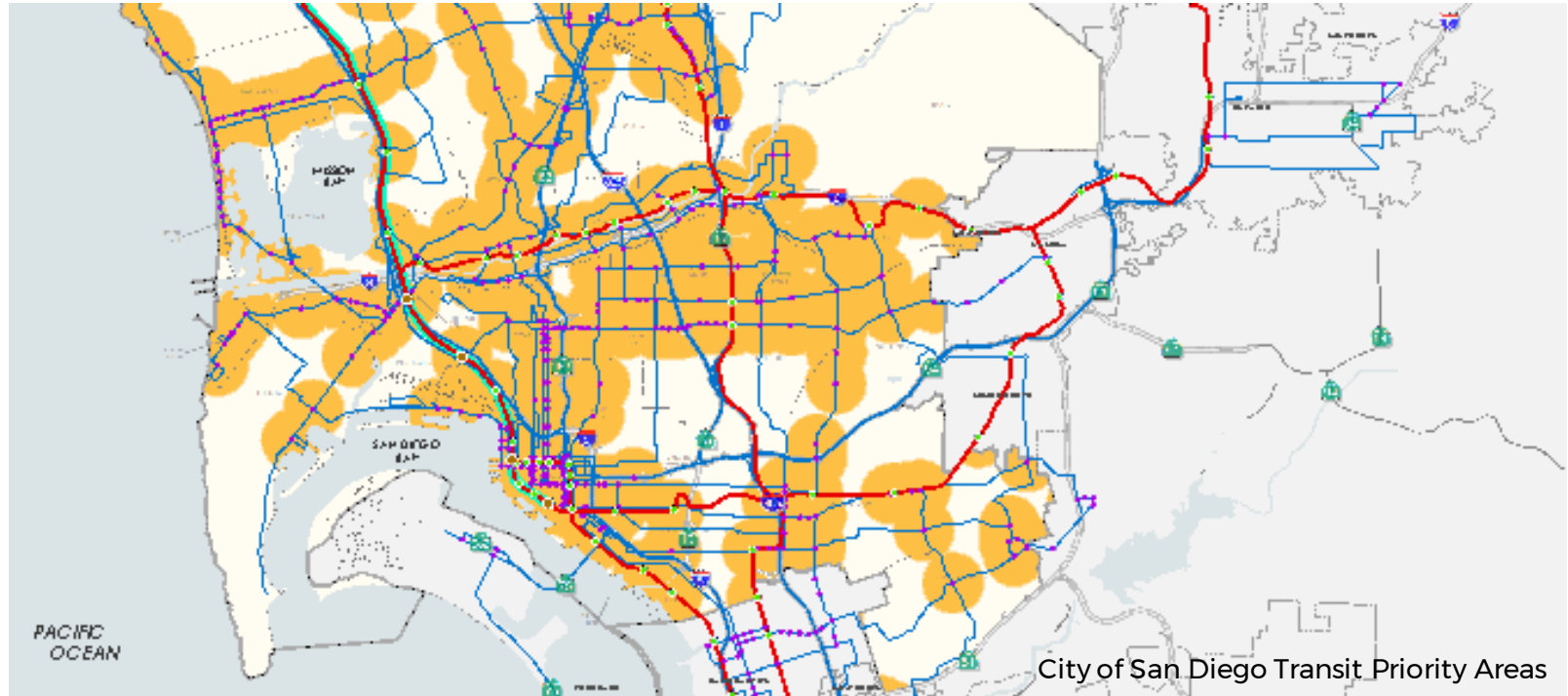
**Can include site elements (massing and articulation, parking locations, etc.) and building design (roof design, building details, etc.)**

**Example: City of Novato (pictured above)**



## Strategy: Reduce Development Costs

— Reduce **parking requirements**



### **REDUCE PARKING REQUIREMENTS**

**Parking requirements increase the amount of land needed per unit and, consequentially, building cost**

**Revise parking requirements to provide more flexibility; consider reducing based on proximity to transit and other factors**

**Example: City of San Diego Transit Priority Area Multifamily Residential Parking Standards**

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## Strategy: Reduce Development Costs

— Streamline **entitlement processes**



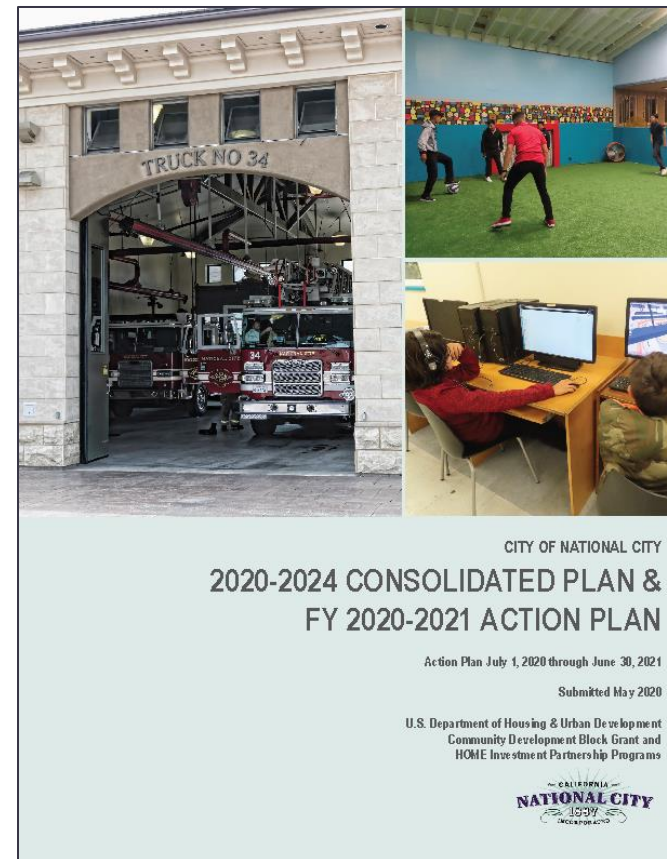
### **STREAMLINED ENTITLEMENT PROCESSES**

**Streamlined review and ministerial approval for multifamily projects that meet certain criteria**

**Example: City of Santa Rosa Streamlined Eligibility Checklist**

## Strategy: Support Homeowners and Renters

— Continue programs that provide **support for homeowners and renters**



### PROGRAMS

**Tenant-Based Rental Assistance (TBRA)**

**Down Payment Assistance**

**Landlord-Tenant Counseling Programs**

**Housing Rehabilitation and Repair Program**



12<sup>th</sup> Street  
LOFTS  
NOW LEASING  
2 & 3  
BEDROOMS!  
866.776.6778

NOW LEASING  
2 & 3  
BEDROOMS!  
12<sup>th</sup> Street  
LOFTS  
866.776.6778

45

12<sup>th</sup> Street  
LOFTS

12<sup>th</sup> Street  
LOFTS

# Housing Strategic Plan





# Housing Strategic Plan

Develop a strategic plan for the National City Housing Authority based on the following:

- Policies and programs included in the Housing Element
- An inventory of the City/Authority's real estate and financial assets

## Fall 2020

Best Practices Research  
Strategy Sessions

## Winter 2021

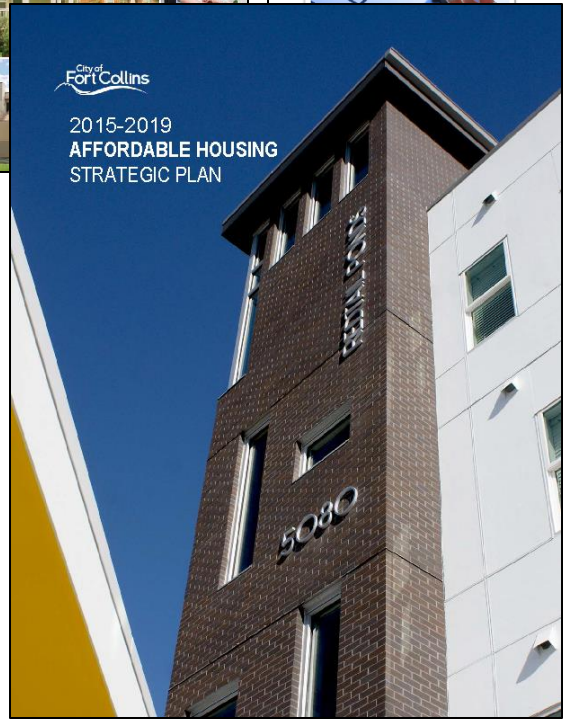
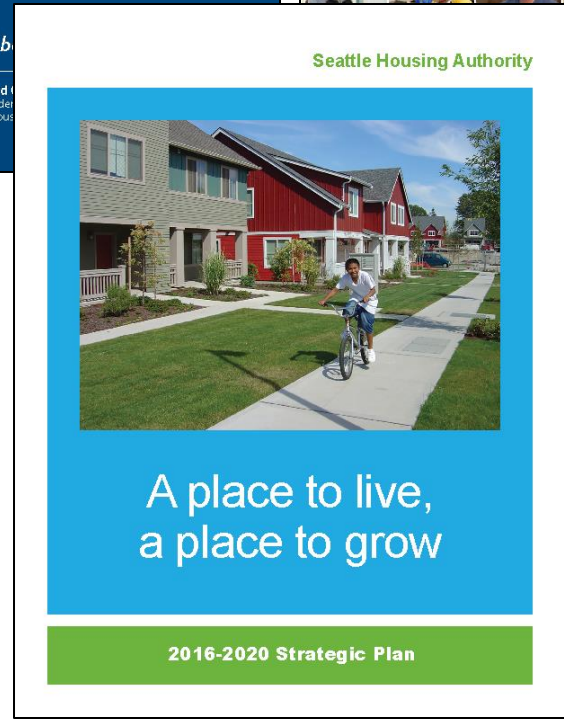
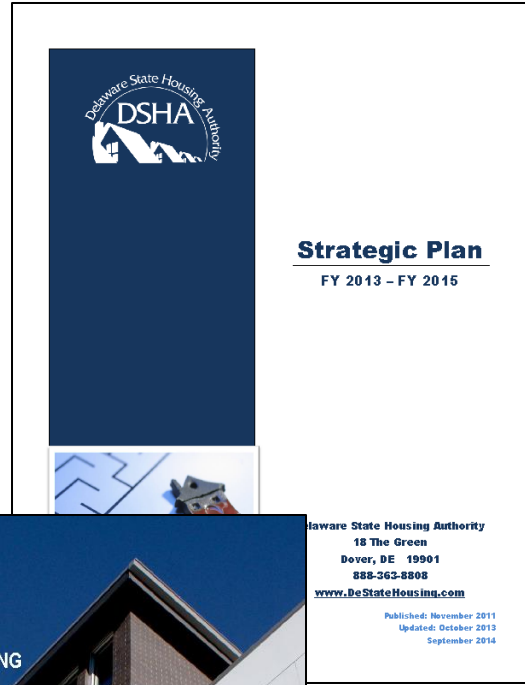
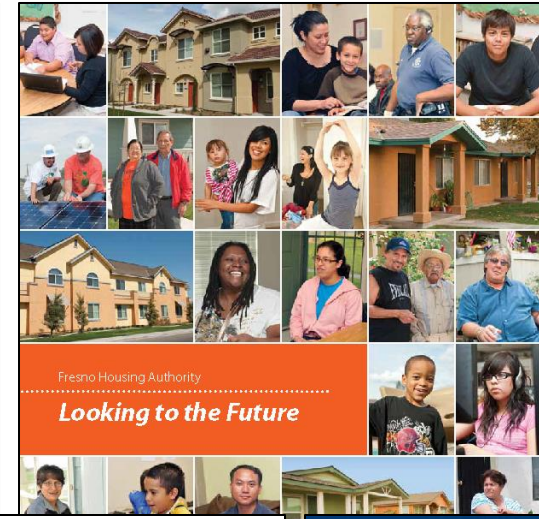
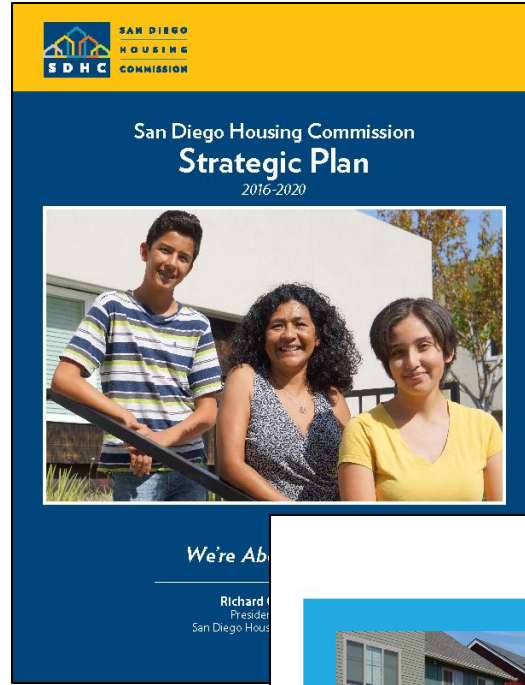
Strategy Sessions (Cont.)  
Resource Inventory

## Spring/Summer 2021

Draft Strategic Plan  
Final Strategic Plan

# Best Practices Research


- San Diego Housing Commission
- Fresno Housing Authority
- Delaware State Housing Authority
- Seattle Housing Authority
- City of Fort Collins



# Components

- Goals
- Objectives
- Metrics
- Work Plan

SDHC Strategic Plan 2016-2020
SDHC Strategic Plan 2016-2020



*North Park Senior Apartments Groundbreaking 7.15.16*



*SDHC Achievement Academy 9.10.15*

**Goal 2:** Increase the number of housing opportunities that serve low-income and homeless individuals and families in the city of San Diego

- Objective 1** Create 2,000 units of mixed-income and affordable housing.
- Objective 2** Increase rental housing voucher utilization rate to 102%.
- Objective 3** Increase the earned income of SDHC Achievement Academy participants by 15%.
- Objective 4** Provide housing opportunities for up to 350 individuals and families through expansions in Rapid Re-Housing and Permanent Supportive Housing.

8
San Diego Housing Commission | Strategic Plan
9

San Diego Housing Commission Goals and Objectives (Example)