



Housing Leadership Council of San Mateo County

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January 30, 2012

Rachel Grossman
Associate Planner
701 Laurel Street
Menlo Park, CA 94025

Re: Facebook Campus Project Draft Environmental Impact Report

Dear Ms. Grossman:

At Housing Leadership Council of San Mateo County, we thank you for the opportunity to comment on the Facebook Campus Project Draft Environmental Impact Report. The mission of the Housing Leadership Council is to accelerate the production of new homes in San Mateo County at all affordability levels to create opportunities and a viable quality of life.

We find, in contrast to the conclusions reached in the EIR, the nexus between housing and the environment to be strong. To begin with, the passage of SB 375 (Steinberg), means California's 18 Metropolitan Planning Organizations (MPOs) have been tasked with creating "Sustainable Community Strategies" (SCS). The MPOs are required to develop the SCS through integrated land use and transportation planning and demonstrate an ability to attain the proposed reduction targets by 2020 and 2035. Having sufficient housing along the income spectrum reduces traffic, including traffic-related noise, and improves air quality. Additionally, building standards are an important component of energy efficiency/climate change.

Another related issue and impact is the jobs/housing balance, which is defined as the ratio of the number of jobs to the number of housing units in a given area. According to the Associate of Bay Area Governments (ABAG), Menlo Park continues have more jobs than employed residents, a condition which creates upward pressure on rental and ownership housing alike. We encourage jurisdictions to adopt policies and practices that facilitate housing construction to match any local excess of jobs relative to housing, and also to redress the regional jobs/housing imbalance. In particular, each jurisdiction with more than 1.5 jobs per household should identify sites for enough housing, and seek other measures to redress the imbalance. ABAG estimates that Menlo Park's Jobs/Housing ratio is 1.9 and Facebook's projected growth with exacerbate this condition.

The disparity between the numbers of jobs relative to housing units is a concern to us. Moreover, we underscore the importance of having housing stock for individuals and families that is affordable along the income spectrum. The Keyser Marston projections show that 46% of the jobs associated with Facebook's expansion are expected to fall into affordable or moderate incomes categories. The affordable and moderate category, when it is considered in the aggregate, exceeds the Upper Income category. The Keyser Marston analysis fails to adequately address the affordable and moderate households, both in real time and as it will impact the on-going Regional Housing Needs Allocation for the City of Menlo Park.

The City's existing Commercial Linkage Fee is an appropriate structure for mitigating the upward pressure that additional jobs will place on both the rental and for sale markets. In general, HLC encourages jurisdiction with more than 1.5 jobs per household to adopt linkage fees through which additional commercial development would subsidize creation of housing. By way of other examples, we need only to turn to nearby Palo Alto and Sunnyvale to see housing mitigation fund in action. The existing programs, administered by the Santa Clara County's Office of Affordable Housing and City of Sunnyvale, respectively, are efficacious in their production of new affordable units. We've attached information about two such projects for your consideration.

We understand that the Housing Commission requested an opportunity to review and provide feedback on the terms of the development agreement with Facebook. We request that the Housing Commission have the opportunity to participate in the negotiation of the development agreement with the aim of addressing the concerns articulated in this letter.

Thank you for considering these requests.

Sincerely,

Mark

Mark Moulton
Executive Director

Enclosure

Eden Housing Inc. and the Community Working Group, Inc. are developing a 50 unit affordable family rental housing project in downtown Palo Alto near the Palo Alto Multi-modal Transit Center. The proposed building will be 4 stories over one level of underground parking and will contain a mix of one-, two- and three-bedroom units. Target monthly rents for these apartments will range from \$548-\$937 for one-bedroom units; \$752 - \$1,291 for two-bedroom units; and \$655-\$1,122 for three-bedroom units. Common spaces will include a lobby, a community room, a computer classroom, a spacious courtyard with a play area for children, management offices, and a laundry room with an outdoor deck. An elevator will serve all floors including the garage. The site is three blocks from Palo Alto's central University Avenue commercial district and will provide residents easy access to a number of neighborhood amenities including commercial stores (grocery store, pharmacy, and a hardware store), services (financial, restaurants, and cleaners), and a major medical clinic. The Transit Center which boasts frequent CalTrain service and both local and regional bus service is located 1 ½ blocks away.

Eden Housing Management, Inc., an affiliate of Eden Housing, will provide management services for this development. Eden Housing Resident Services, Inc. will provide afterschool programs, computer classes and other learning opportunities for children and adults.

PROJECT NAME:	801 Alma (Palo Alto Family Housing)
PROJECT TYPE:	Family Rental Apartments
LOCATION:	801 Alma Street, Palo Alto, CA
NUMBER OF UNITS:	50
YEAR TO BE COMPLETED:	June 2013
EST. DEVELOPMENT COST:	\$ 28.6 million
DEVELOPER:	Eden Housing Inc.
CO-DEVELOPER:	Community Working Group Inc.
ARCHITECT:	Rob Wellington Quigley, FAIA




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FAIR OAKS PLAZA

SENIOR HOUSING

Sunnyvale, CA



The result of a partnership between MidPen Housing, Santa Clara County and the city of Sunnyvale, **Fair Oaks Plaza** is a wonderful example of infill development: 124 new, affordable rental homes for low and very low-income seniors built on what was once a large parking lot. Expected to open in fall 2011, Fair Oaks Plaza will be a services-enriched community designed to meet the needs of its senior residents in multiple ways.

It is conveniently located with a new County Medical Clinic just next door and within a half mile of the Sunnyvale Senior Center, grocery stores, a pharmacy, a public park, and multiple bus lines which stop directly in front of the community. Additionally, the apartments have been designed to be fully adaptable, allowing the opportunity for seniors to age



in place. Finally, the 2,300 square feet of common space will provide a wonderful opportunity hub for onsite services, social activities, fitness opportunities and other programs.

Developer	MidPen Housing Corp.		
Property Management	MidPen Property Management Corp.		
Development Type	Infill construction of two residential buildings on partially submerged podium		
Construction Type	Two 4-story Type V buildings on partially submerged podium		
Site Area:	.95 acre		
Density:	130 units/acre		
Parking Ratio:	.67 : 1 – 84 spaces		
Development Profile	Type	No.	Size Units (sf)
	1 BR	110	600
	2 BR	14	800
	TOTAL	124	---
Amenities	Community center; computer lab; fitness center; courtyard; balcony/patio for each unit		
Services Offered	Health and wellness programs Mental health service coordination Financial literacy training Computer training Connection to community resources		
Resident Profile	Seniors earning between 25% and 50% of the Area Median Income		
Funders	<ul style="list-style-type: none">• City of Sunnyvale• Housing Authority of Santa Clara County• Google, Inc.• Union Bank• California Department of Housing and Community Development• County of Santa Clara Department of Mental Health• CalHFA - Mental Health Services Act• The Housing Trust of Santa Clara County• Federal Stimulus Funds - American Recovery and Reinvestment Act		
Architect	Jon Worden Architects		
Contractor	Douglas Ross Construction		

Fair Oaks Plaza | 660 S. Fair Oaks Avenue, Sunnyvale, CA 94086

For more information contact: MidPen Housing

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