

FINAL 2021-2029 HOUSING ELEMENT



ADOPTED FEBRUARY 9, 2022
Resolution #R-22-06

2200 Huntington Drive
San Marino, California, 91108
(626) 300-0700
<https://www.cityofsanmarino.org>





February 11, 2022

Megan Kirkeby, Deputy Director
Department of Housing and Community Development
Division of Housing Policy Development
2020 W. El Camino, Suite 500
Sacramento, CA 95833

Subject: City of San Marino Adopted Final 2021-2029 Housing Element

The City of San Marino is pleased to submit its Adopted Final 2021-2029 Housing Element for the 6th RHNA Cycle within the statutory deadline to ensure it obtains certification for consistency with state Housing Element Law by the California Department of Housing and Community Development. Most importantly, this Adopted Final 2021-2029 Housing Element has incorporated the California Department of Housing and Community Development comments received by the City on December 31, 2021, as detailed in the attached table, and details the City's realistic, yet affirmative, plan for addressing the housing needs of its current and future residents through October 15, 2029.

To ensure timeliness, the City of San Marino is submitting its Adopted 2021-2029 Housing Element for the 6th RHNA Cycle within the statutory period to maintain eligibility for grant funding programs, to ensure the legal adequacy of the General Plan, and to preserve local control of land use decisions. The City is requesting the California Department of Housing and Community Development review of its Adopted 2021-2029 Final Housing Element for the allowed 90-day review for consistency with state Housing Law and is ready to respond should the review conclude sooner.

The City of San Marino is committed to working with the California Department of Housing and Community Development to ensure that our local and regional housing goals are met. As noted throughout the Adopted 2021-2029 Final Housing Element, the City is committed to rezoning for multi-family development at default densities and for adopting creative new overlay programs to encourage housing developers to include affordable units within their developments.

We look forward to hearing from your office. Please do not hesitate to contact me at (626) 300-0710, or ifigueroa@cityofsanmarino.org, or our Housing Consultant, Bret McNulty of

McNulty Consulting for any reason at (805) 722-5585 or bretmc@gmail.com. The Community Development Department and its Housing team are available to ensure a successful adoption and certification process.

Sincerely,



Sincerely,
Isidro Figueroa
Community Development Director

Enclosures

- A. City Council Resolution #R-22-06
- B. Housing Element Revisions based on HCD 12/31/2021 Letter
- C. HCD 12/31/2021 Letter



RESOLUTION NO. R-22-06

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARINO, ADOPTING THE 2021-2029 HOUSING ELEMENT (SIXTH CYCLE) OF THE SAN MARINO GENERAL PLAN AND APPROVING THE 2021-2029 HOUSING ELEMENT UPDATE INITIAL STUDY AND NEGATIVE DECLARATION

WHEREAS, Government Code § 65580 et seq. requires the City of San Marino to periodically prepare and update its Housing Element in its General Plan. The City's Housing Element establishes goals, policies, and programs to accommodate the maintenance and expansion of the City's housing supply; and

WHEREAS, the City of San Marino's 2021-2029 Draft Housing Element includes updated data in compliance with state housing laws and a variety of programs and strategies to address citywide housing needs and priorities; and

WHEREAS, the 2021-2029 Draft Housing Element - dated November 1, 2021 (attached as Exhibit A) involved an extensive public outreach campaign including a Planning Commission workshop on February 24, 2021, and City Council workshops/presentations on April 16, 2021, July 14th, 2021, August 3rd, 2021, and September 24, 2021, and was prepared based on input from the City Council, Planning Commission, and public comments; and

WHEREAS, on October 29, 2021, the City Council directed staff to submit the Draft Housing Element to the State Department of Housing and Community Development (HCD) to include additional edits summarized in the Staff Report (attached as Exhibit B); and

WHEREAS, the Housing Element was circulated to HCD on November 1, 2021 for a 60-day HCD review; and

WHEREAS, on December 31, 2021, HCD provided its 60-day comments to the City of San Marino 6th Cycle (2021-2029) Draft Housing Element via email on December 31, 2021 (the HCD letter is attached as Exhibit C); and

WHEREAS, City staff and the City's Housing Consultant reviewed the comments from HCD and have made conforming edits and changes and incorporated comments and responses as reflected in Exhibit D (Edits to November 1, 2021 Draft Housing Element); and

WHEREAS, the 2021-2029 Housing Element was reviewed for consistency with the City's General Plan and San Marino Municipal Code; and

WHEREAS, an Initial Study and Negative Declaration for the 2021-2029 Housing Element was prepared pursuant to California Environmental Quality Act (CEQA), Public Resources Code § 21000 et seq., CEQA Guidelines § 15070, and the City of San Marino Local Guidelines for Implementing CEQA, assessing the potential environmental impacts that might result from the adoption of the 2021-2029 Housing Element, and the City determined that there was no substantial evidence that adoption of the 2021-2029 Housing Element may have a significant effect on the

environment. The Initial Study and Negative Declaration is incorporated by reference as Exhibit E; and

WHEREAS, on January 26, 2022, the Planning Commission held a duly noticed public hearing, at which time it considered all material and evidence, whether written or oral and adopted Planning Commission Resolution PCR-22-01, recommending that the City Council adopt the 2021-2029 Housing Element (Sixth Cycle) of the San Marino General Plan and approve the 2021-2029 Housing Element Update Initial Study and Negative Declaration; and

WHEREAS, the City Council finds that the 2021-2029 Final Housing Element Update identifies and analyzes the current and future housing needs of residents within the City of San Marino and establishes housing goals, policies, and programs to meet the needs; and

WHEREAS, The City prepared an Initial Study - Mitigated Negative Declaration (IS/MND - No. 2021-01) for the proposed 2021-2029 Housing Element and related actions in accordance with CEQA Guidelines, Section 15070; and

WHEREAS, the documents and other material that constitute the record of proceedings upon which the General Plan is located in the Planning Division; and

WHEREAS, the proposed 2021-2029 Final Housing Element Update is consistent with the City of San Marino General Plan; and

WHEREAS, the proposed 2021-2029 Final Housing Element update meets the requirements of state law (Government Code Section 65880 et seq.) and associated regulations relating to Housing Elements; and

WHEREAS, consistent with the requirements of state law, the proposed 2021-2029 Final Housing Element Update identifies and analyzes the current and future housing needs within the City of San Marino and identifies goals, policies and programs to provide certain services and ensure adequate opportunities for housing of all income levels for the planning period set by the State of California; and

WHEREAS, the City of San Marino has met all legal requirements for public outreach and obtaining public input relating to the proposed 2021-2029 Final Housing Element Update; and

WHEREAS, before approving the 2021-2029 Final Housing Element Update, the City Council held a duly noticed public hearing on February 9, 2022 in which all those who wished to speak were given the opportunity to do so; and

WHEREAS, in addition, before approving the 2021-2029 Final Housing Element Update, the City Council considered all evidence in the record, including written comments and public comments.

THEREFORE, BE IT RESOLVED by the City Council of the City of San Marino, California, as follows:

SECTION 1. The City Council hereby declares that the recitals set forth above are true and correct, and incorporated into this resolution as findings of the City Council.

SECTION 2. The City of San Marino City Council amends the General Plan to incorporate the Final 2021-2029 (Sixth Cycle) Housing Element Update attached hereto as Exhibit F.

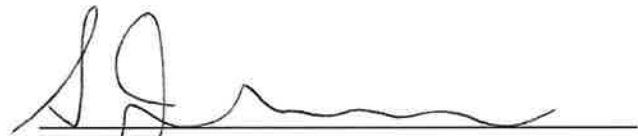
SECTION 3. The City of San Marino City Council finds, based upon the whole record, there is no evidence that the project will have a significant effect on the environment. The Negative Declaration reflects the City's independent judgment and analysis, and the Negative Declaration is adopted.

SECTION 4. The City Council hereby directs staff to submit the 2021-2029 Housing Element to the Department of Housing and Community Development (HCD) for certification.

SECTION 5. Severability: If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Resolution is, for any reason, held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Resolution. The City Council hereby declares that it would have adopted this Resolution and each and every section, subsection, subdivision, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, subdivisions, sentences, clauses, phrases, or portions thereof be declared unconstitutional.

SECTION 6. Effective Date: This Resolution shall become effective immediately upon adoption.

PASSED, APPROVED AND ADOPTED, at a meeting of the City Council of the City of San Marino, California, on this 9th day of February, 2022.



SUSAN JAKUBOWSKI, MAYOR

ATTEST:




CHRISTINA BAKER, CITY CLERK

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF SAN MARINO)

I, Christina Baker, City Clerk of the City of San Marino, California, hereby certify that Resolution No. R-22-06 was adopted by the City Council of the City of San Marino at a regular meeting held on the 9th day of February, 2022, and that the same was adopted by the following vote:

AYES: Council Member Huang, Council Member Shepherd Romey, Council Member Ude, Vice Mayor Talt, and Mayor Jakubowski
NOES: None
ABSTAIN: None
ABSENT: None



CHRISTINA BAKER, CITY CLERK
CITY OF SAN MARINO

Exhibits

- A – 2021-2029 Draft Housing Element - dated November 1, 2021
- B – October 29, 2021 City Council Staff Report
- C – December 31, 2021 HCD Comment Letter
- D – Edits to November 1, 2021 Draft Housing Element
- E – Initial Study and Negative Declaration for the 2021-2029 Housing Element
- F – Final 2021-2029 (Sixth Cycle) Housing Element Update

Attachment B
Housing Element Revisions in Response to California Department of
Housing and Community Development Department
Letter Dated December 31, 2021

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
A. Review and Revision		
A1. Previous (5th Cycle Housing Element Programs	Table 4 has been revised to further describe the results of the Housing Element 5 th Cycle programs. Further, Table 4 now details 6 th Cycle programs that update and continue prior cycle programs.	Pages 19 & 22 – 27
	Additional text added to Housing Element section 1.14 linking the housing units detailed in Table 3 to the programs in Table 4.	Pages 19 -20 & 22 -27
	Housing Element Section Table 3 already details which populations are served by the past cycle programs. No new text added.	Page 19
B. Housing Needs, Resources, and Constraints		
B1.1 Regional Analysis and Analysis of Trends and Patterns	Additional text provided detailing San Marino, in relation to the region in the context of enforcement of fair housing issues.	Pages 97 -100
	Segregation: Additional Analysis and Added map with regional comparisons: Figures 22-28.	Pages 100 -106
	Income/Poverty: Added additional analysis and maps with regional comparison Figure 35-39	Pages 111 -116

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department**
Letter Dated December 31, 2021

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
	Dissimilarity Index date is not available for San Marino A Diversity Index has been provided with regional comparison Table 28; Figure 29	Pages 106-107
	Familial Status: Added additional analysis and maps with regional comparison Figures 30-32	Pages 107-108
	Disability: Added additional analysis, resources available, and map with regional comparison: Figure 34; Table 29	Page. 110-111
B1.2 Fair Housing Enforcement and Outreach	Added additional regional comparative analysis, location affordability index, and summary of issues	Page 97
	Added Fair Housing Education and Enforcement at Regional Level	Page 97
	The City modified Program 3.1 to provide facilitation of Fair Housing assistance programs available through Los Angeles County and provide relevant info and links on the City website	Pages 38-39
B1.3 Integration and Segregation	Added summary of compliance with Fair Housing Laws in <i>Fair Housing Complaints</i> Subsection	Page 9
	Segregation: As detailed in response to B.1.1 above, additional analysis and map added with regional comparisons: Figures 22-29.	Pages 99 -107

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department
Letter Dated December 31, 2021**

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
	As detailed in response to B.1.1 above, a Dissimilarity Index date is not available for San Marino A Diversity Index has been provided with regional comparison Table 28; Figure 29	Pages 105-106
	Familial Status: As detailed in response to B.1.1 above, added additional analysis and maps with regional comparison Figures 30-32	Pages 106 -109
	Disability: As detailed in response to 3.1.1 above, added additional analysis, resources available and map with regional comparison: Figure 34; Table 29	Page 110
	Income/Poverty: Added additional analysis and maps with regional comparison Figure 35-39	Pages 110-114
B1.4 R/ECAPs & RCAAs	Summary of Issues added.	Page 114 and Page 116
	There are no census tracts in San Marino with higher rates of white pop/income. Figures showing regional population concentration by race have been added.	Pages 99 – 105
B1.5 Disparities in Access to Opportunity	Added additional regional comparative analysis, location affordability index, and summary of issues	Pages.115-121
	Added updated opportunity index map with regional comparison Figures 41-43, 46	Pages 115- 121, 123
	Added all Transit scores and regional comparison Figure 45	Page. 122- 123

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department**
Letter Dated December 31, 2021

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
B1.6 Disproportionate Housing Needs and Displacement	The SCAG Data in the Housing Element is relied upon in this analysis and is further augmented by the <i>City of San Marino: Insight Market Analysis</i> , prepared by HdL ECON Solutions, in 2019. The analysis further informs the local and regional housing and commercial market conditions and has been added to the Housing Element technical analysis in Section IV Technical Background Report and is included as a new Appendix C.	New Appendix C
B1.7 Identification and Prioritization of Contributing Factors	Local Data required to create summary of issues is currently not available to the City to inform preparation of Summary of Regional Fair Housing Issues and Contributing Factors. The SCAG Data in the Housing Element is relied upon in this analysis	Page. 93 Appendix A
	Added Summary of Local Fair Housing Issues and Contributing Factors.	Page. 93
	Expanded discussion of history of exclusionary practices and reversal of displacement.	Pages. 94-97
B1.8 Site Inventory	Already addressed in Housing Element as all of San Marino is High resource: -Sites are included throughout the community -Included sites along commercial corridor as well as throughout existing residential, in center of city as well as on edge -Overcoming exclusionary SFR through program to allow MF at a feasible density for lower incomes.	See Figures 14 through 17 Pages 56 – 61
B1.9 Goals, Priorities, Metrics, and Milestones	Section 2.2.2 (RHNA Shortfall) discusses rehabilitation and funding sources.	Page 41

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department**
Letter Dated December 31, 2021

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
B2.1 Units in Need of Rehabilitation or Replacement	<p>Rarely is substandard housing conditions or other health and safety issues reported in San Marino, as discussed on page 82. See also new discussion on Page 127 and Figure 51</p> <p>Section 4.3.1 Resources: Housing Assistance Programs beginning on page 68 details available resources for addressing rehabilitation of units if the City or community chooses to participate.</p>	Page 68 and 127
B2.2 Overpayment – Income Category and Tenure	Page 10 was completed with submittal of the Draft Housing Element on November 1, 2021, based on the information in the SCAG Data in Appendix A. This data is pre-certified by HCD and SCAG for use informing the analysis in the Housing Element.	Page 10
B3.1 Sites Inventory /Electronic Sites	<p>Comment addressed in Section 3.2 Development Capacity Assumptions, Section 3.3 Realistic Capacity of Other Sites Allowing Housing</p> <p>However, see response to Comments B.3.3 and B.3.4 below that discuss revisions to the Housing Overlay to facilitate development of affordable housing on small and non-vacant sites.</p>	Pages 43-51
B3.2 Realistic Capacity	<p>Comment addressed in Section 3.2 Development Capacity Assumptions,</p> <p>The Affordable Housing Shortfall Programs in Housing Element Section II Housing Strategy including 1.6, 1.7, 1.11, and 1.12 are revised to include time certain adherence to the City's recently adopted SB35 Ministerial Approval process for all projects that provide a beneficial impact that meet the City's housing goals, particularly the RHNA goals for ELI/LI/MI housing levels.</p> <p>Additional text added to the Housing Overlay to facilitate development of housing on small sites or sites with existing development. The changes would:</p> <ul style="list-style-type: none"> ▪ Incentivize site mergers in the C-1 zone that would facilitate the feasibility of projects that would provide housing that meet the Housing Elements affordable housing goals. 	<p>Pages 43-51</p> <p>Pages 28- 40</p>

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department
Letter Dated December 31, 2021**

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
	<ul style="list-style-type: none"> ▪ Amend the SB 35 Guidelines to facilitate preparation of objective design standards and guidelines for integrated housing and commercial projects in areas within the Housing Overlay. The objective design standards will establish a San Marino focused design theme. ▪ In the Housing Overlay, allow 100% housing on sites located in the C-1 zone without a frontage on Huntington Drive with a minimum density of 20 units per acre and a minimum of 16 units per site. On these sites, at least 50 percent of the lower income need must be accommodated by residential use only or require that a residential use occupy 50 percent of the total floor area of a project. ▪ For projects which comply with the SB 35 Guidelines, permit owner-occupied and leased multifamily uses by-right for developments in which 20 percent or more of the units are affordable to lower income households ▪ Require 20% of housing units be made affordable to ELI/LI/MI income levels ▪ The City will perform a fiscal analysis on these sites prior to creation of an overlay zone to identify all fiscal barriers to the creation of affordable housing. This pro forma analysis will identify land values, proposed zoning density, objective standards, construction costs, market analysis with estimated sales price or rental value. If an affordability gap is identified, the City will offer fee waivers for (on a case-by-case basis), and expedited plan check review to facilitate projects for moderate, low, and very low-income housing. 	
B3.3 Small Sites	<p>Comment addressed in Section 3.2 Development Capacity Assumptions and Section 3.3 Realistic Capacity of Other Sites Allowing Housing No additional text added.</p> <p>The analysis on page 44 details Community Development Department review of existing vacant and underutilized development (banks, parking structures, and partially vacant commercial buildings).</p>	<p>Pages 43- 50</p> <p>Pages 28- 40</p>

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department
Letter Dated December 31, 2021**

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
	The pro forma level analysis described in the response to comment B3.2 above will also apply to non-vacant sites.	
B3.4 Suitability of Nonvacant Sites	The Housing Element 3.3 Realistic Capacity Analysis and 3.4 RHNA Shortfall discussions addresses issues and constraints. These sections are based on the SCAG data set in Attachment A and the and existing economic development market analysis in Appendix C, which underpin the conclusions. However, as discussed above, multifamily housing has not been allowed in San Marino, prior to the 6 th Cycle. The revisions to programs discussed above include pro forma level analysis to help facilitate redevelopment.	Pages 28- 40
	City staff has interactions with local commercial real estate brokers and has contacts with local housing and adaptive reuse developers with experience in the San Gabriel Valley Region. The proposed Housing Overlay and above revisions reflect the Community Development Department’s knowledge of the constraints to housing development in San Marino and in the region. The Housing Element 3.3 Realistic Capacity Analysis and 3.4 RHNA Shortfall discussions addresses issues and constraints. These sections are based on the SCAG data set in Attachment A and the and existing economic development market analysis in Appendix C, which underpin the conclusions.	Pages 47 – 63 See Appendixes A and C
	This information is included where available, in the Housing Element, pages 43-47	Pages 43 – 47 Pages 28- 40

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department
Letter Dated December 31, 2021**

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
B3.5 Missing Middle Projections	<p>Comment addressed in Section 3.5.4, Program to Allow Missing Middle Housing and shown on Figure 17</p> <p>As explained on page 60, because the Program is new and not yet proven, the City will anticipate the development of only about 7.5% of the total possible units for a total of 150 potential units under this program including 75 units affordable to moderate-income households and 75 units affordable to above moderate-income households.</p>	Pages 60 & 61
B3.6 Accessory Dwelling Units (ADU):	<p>Program 1.3 has been revised to reflect updating the ADU and zoning ordinances to comply with state law.</p> <p>These uses will be integrated in Housing Overlay subject to objective design and performance standards specific to this use.</p> <p>Programs 1.1 and 1.2 updated to include annual reporting for RHNA monitoring.</p>	Pages 28- 40
B3.7. Sites with Zoning for a Variety of Housing Types	<p>As discussed in Table 4, 5th Cycle Program 3.4 on page 26, emergency shelters are permitted by right with development standards allowed in the C-1 zone as discussed on page 79</p> <p>These uses will be integrated with the Housing Overlay as they apply within the C-1 zone subject to objective design and performance standards specific to this use.</p>	Pages 26 & 79
	<p>Changes were made to the City Code in 2021 to specify that transitional, supportive, and employee housing types are considered permitted uses in all Districts that allow residential uses, subject only to the same standards as other residential uses in the same District. These uses will be integrated with the Housing Overlay subject to objective design and performance standards specific to this use.</p>	Page 81 See also Page 70 for reporting

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department**
Letter Dated December 31, 2021

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
	Changes were made to the City Code in 2021 to specify that transitional, supportive, and employee housing types are considered permitted uses in all Districts that allow residential uses, subject only to the same standards as other residential uses in the same District. requirements as other uses in the zone, pursuant to Government Code section 65651.	Page 81
B.4.1 Land Use and Development Standards	See response to Comments B.3.3 and B.3.4, above, that discuss revisions to the Housing Overlay to incorporate of objective design standards in the C-1 zone to facilitate development of housing consistent with the Housing Element affordability goals.	Pages 28- 40
B.4.2 Design Review	This issue is addressed by in the response to Comments B3.3 and B.4 above. Objective standards that were adopted by the City would be amended to improve development certainty and mitigate cost impacts to housing affordability to the extent possible as part of compliance with state law.	Pages 31- 35
B.4.3 Local Ordinances	The City's website is up to date with the most current fee schedule and all zoning and development standards are posted consistent with Government Code section 65940.	City website
B.4.4 Zoning and Fees Transparency	The City's website is up to date with the most current fee schedule and all zoning and development standards are posted consistent with Government Code section 65940.	City website
B.4.5 SB 35 Streamlined Ministerial Approval Process	The City recently adopted an ordinance for SB9 urban lot splits- Ordinance No. 0-21-1386, and City Council Resolution No. R-21-35 with attachments. The draft resolution adopted more detailed design standards. This in turn provides the City with flexibility to modify the standards over time. The Resolution went into effect immediately upon adoption to comply with SB35 Objective Design Standards in the Zone. This ordinance, which creates urban lot splits, requires the following: "Prior to occupancy, the City Manager, or	Table 4 has been revised to reflect this achievement Page 33 Program 1.11 provides for amending the

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department**
Letter Dated December 31, 2021

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
	<p>designee, shall approve an Affordable Housing Regulatory Agreement governing and encumbering one of the units on the two-unit residential development and ensuring long-term affordability of the income-restricted unit. The Affordable Housing Regulatory Agreement shall be for a term of 99 years. The Affordable Housing Regulatory Agreement shall be executed by the City Manager, or designee, and the applicant prior to occupancy. The affordable unit must be occupied by an extremely low, very low- or low-income household, subject to the income limits established by HCD for the Los Angeles/Long Beach metropolitan area. If the unit is leased, the property owner must submit a copy of the lease and any sublease to the City. Any lease or sublease must comply with the Affordable Housing Regulatory Agreement. The property owner must agree to a yearly inspection to verify compliance with the Affordable Housing Regulatory Agreement. The property owner must pay the annual inspection fee as set forth in the City's fee and fine resolution</p>	<p>SB 35 Objective Design standards for affordable income level housing.</p>
<p>B.4.6 Constraints on Housing for Persons with Disabilities</p>	<p>The city allows</p> <ul style="list-style-type: none"> ▪ Emergency Shelters ▪ Residential care facilities serving seven or more persons and ▪ Unlicensed group homes <p>with a conditional use permit approval in the C-1 zone district.</p> <p>This information is available and kept updated on the City website.</p>	<p>Page 78</p>
	<p>The City shall revise the text in this section to address potential for language directed to overnight stays that may add constraints on persons with disabilities as summarized in Table 4.</p>	<p>NA</p>
<p>B6.1 General</p>	<p>The SCAG Data Set in the Housing Element Update includes data on these groups.</p>	<p>Pages 47 – 63</p> <p>See Appendixes A and C</p>

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department**
Letter Dated December 31, 2021

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
B6.2 Extremely Low- Income Households (ELI)	The SCAG Data Set in the Housing Element Update Appendix A includes data on this group.	Pages 47 – 63 See Appendixes A and C
C1.1 All Programs	Programs text in Table 4 and in Section II have been reviewed and edited to remove unclear language and insert specific and measurable actions.	Pages 22-27, 29-40
C.2.1 Shortfall of Adequate Sites	See response to Comments B.3.3 and B.3.4 above that discuss revisions to the Housing Overlay to facilitate development of affordable housing on small and non-vacant sites.	Pages 43- 50 Pages 31- 35
C.2.2 Program 1.15	Program 1.15 has been revised to include City facilitation of the lot split, rezoning and release of a request for proposals to facilitate affordable housing development of the Stoneman site and other city properties.	Page 35
C.2.3 Programs to Facilitate Redevelopment of Nonvacant Sites	Section 3.4.1 addresses the rezoning and code changes proposed to address the RHNA shortfall. See response to Comments B.3.3 and B.3.4 above that discuss revisions to the Housing Overlay to facilitate development of affordable housing on small and non-vacant sites.	Page 52- 53
C.3.1 Adequate Affordable Housing Programs	See response to Comments B.3.3 and B.3.4 above that discuss revisions to the Housing Overlay to facilitate development of affordable housing on small and nonvacant sites and overcome other barriers to development in the community.	Pages 43- 50 Pages 31-

Attachment B
**Housing Element Revisions in Response to California Department of
Housing and Community Development Department
Letter Dated December 31, 2021**

HCD Comment # and Topic	Housing Element Revisions/Response	Page Numbers/Notes
C4.1 Remove Governmental and Non-governmental Barriers to Development	See response to B4 and C.3.1 above.	Pages 43-51 Pages 31- 35
C.5.1 AFFH Programs	See AFFH revisions detailed in responses to comments B.1.1 through B1.7 above.	Pages 38-39 Pages 94 – 130
D.1.1. Preservation of Housing units	Conservation of units is detailed in the Housing Element by income category in Table 3. Additional text is added to elaborate how Housing Element programs contribute to the conservation of existing housing stock.	Page 19

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
DIVISION OF HOUSING POLICY DEVELOPMENT**

2020 W. El Camino Avenue, Suite 500
Sacramento, CA 95833
(916) 263-2911 / FAX (916) 263-7453
www.hcd.ca.gov



December 31, 2021

Alex Hamilton, Interim Director
Community Development Department
City of San Marino
2200 Huntington Drive
San Marino, CA 91108

Dear Alex Hamilton:

RE: City of San Marino's 6th Cycle (2021-2029) Draft Housing Element

Thank you for submitting the City of San Marino's (City) draft housing element received for review on November 1, 2021. Pursuant to Government Code section 65585, subdivision (b), the California Department of Housing and Community Development (HCD) is reporting the results of its review. Our review was facilitated by a telephone conversation on December 30, 2022 with you and Bret K. McNulty, the City's consultant. In addition, HCD considered comments from several private citizens pursuant to Government Code section 65585, subdivision (c).

The draft element addresses many statutory requirements; however, revisions will be necessary to comply with State Housing Element Law (Article 10.6 of the Gov. Code). The enclosed Appendix describes revisions needed to comply with State Housing Element Law.

As a reminder, the City's 6th cycle housing element was due October 15, 2021. As of today, the City has not completed the housing element process for the 6th cycle. The City's 5th cycle housing element no longer satisfies statutory requirements. HCD encourages the City to revise the element as described above, adopt, and submit to HCD to regain housing element compliance.

For your information, pursuant to Assembly Bill 1398 (Chapter 358, Statutes of 2021), if a local government fails to adopt a compliant housing element within 120 days of the statutory deadline (October 15, 2021), then any rezoning to accommodate the regional housing needs allocation (RHNA), including for lower-income households, shall be completed no later than one year from the statutory deadline. Otherwise, the local government's housing element will no longer comply with State Housing Element Law, and HCD may revoke its finding of substantial compliance pursuant to Government Code section 65585, subdivision (i).

Public participation in the development, adoption and implementation of the housing element is essential to effective housing planning. Throughout the housing element process, the City should continue to engage the community, including organizations that represent lower-income and special needs households, by making information regularly available and considering and incorporating comments where appropriate.

Several federal, state, and regional funding programs consider housing element compliance as an eligibility or ranking criteria. For example, the CalTrans Senate Bill (SB) 1 Sustainable Communities grant; the Strategic Growth Council and HCD's Affordable Housing and Sustainable Communities programs; and HCD's Permanent Local Housing Allocation consider housing element compliance and/or annual reporting requirements pursuant to Government Code section 65400. With a compliant housing element, the City meets housing element requirements for these and other funding sources.

For your information, some general plan element updates are triggered by housing element adoption. HCD reminds the City to consider timing provisions and welcomes the opportunity to provide assistance. For information, please see the Technical Advisories issued by the Governor's Office of Planning and Research at: http://opr.ca.gov/docs/OPR_Appendix_C_final.pdf and http://opr.ca.gov/docs/Final_6.26.15.pdf.

HCD is committed to assisting the City in addressing all statutory requirements of State Housing Element Law. If you have any questions or need additional technical assistance, please contact Molivann Phlong, of our staff, at molivann.phlong@hcd.ca.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'Melinda Coy', with a long horizontal stroke extending to the right.

Melinda Coy
Senior Housing Accountability Manager

Enclosure

APPENDIX CITY OF SAN MARINO

The following changes are necessary to bring the City's housing element into compliance with Article 10.6 of the Government Code. Accompanying each recommended change, we cite the supporting section of the Government Code.

Housing element technical assistance information is available on HCD's website at <http://www.hcd.ca.gov/community-development/housing-element/housing-element-memos.shtml>. Among other resources, the housing element section contains HCD's latest technical assistance tool, *Building Blocks for Effective Housing Elements (Building Blocks)*, available at <http://www.hcd.ca.gov/community-development/building-blocks/index.shtml> and includes the Government Code addressing State Housing Element Law and other resources.

A. Review and Revision

Review the previous element to evaluate the appropriateness, effectiveness, and progress in implementation, and reflect the results of this review in the revised element. (Gov. Code, § 65588 (a) and (b).)

A thorough program-by-program review is necessary to evaluate City's performance in addressing housing goals. Table 4 must be revised to describe the actual results of the prior element's programs (quantified where possible), compare those results to the objectives projected or planned, and based on an evaluation of any differences between what was planned versus achieved, provide a description of how the objectives and programs of the updated element incorporate changes resulting from the evaluation. This information and analysis provide the basis for developing a more effective housing program.

In addition, as part of the evaluation of programs in the past cycle, the element must provide an explanation of the effectiveness of goals, policies, and related actions in meeting the housing needs of special needs populations (e.g., elderly, persons with disabilities, large households, female headed households, farmworkers and persons experiencing homelessness).

B. Housing Needs, Resources, and Constraints

1. *Affirmatively further[ing] fair housing in accordance with Chapter 15 (commencing with Section 8899.50) of Division 1 of Title 2...shall include an assessment of fair housing in the jurisdiction (Gov. Code, § 65583, subd. (c)(10)(A))*

Regional Analysis and Analysis of Trends and Patterns: The element generally describes local data but must also analyze San Marino relative to the rest of the region regarding enforcement and outreach, integration, and segregation, racially and ethnically concentrated areas of poverty (R/ECAP) and areas of affluence, disparities in access to opportunity, and disproportionate housing needs and displacement risks.

In addition, wherever possible, the analysis and summary should include a discussion at a geographic level appropriate to better determine any locational trends—simply reporting information at a city-wide level will not fully display patterns and impacts on protected characteristics. Examples of appropriate geographic levels include census tracts, block groups, neighborhoods, housing development, or any other sub-section of a locality.

Fair Housing Enforcement and Outreach: The element provides (page 90) some information on Fair Housing enforcement and public outreach. However, the element must include the City’s ability to provide enforcement and outreach capacity which can consist of actions such as the City’s ability to investigate complaints, obtain remedies, or the City’s ability to engage in fair housing testing. The element must address compliance with existing fair housing laws and regulations; findings, lawsuits, enforcement actions, settlements, or judgements related to fair housing or civil rights; and summarize fair housing issues related to enforcement and outreach capacity and the relationship to other fair housing issues (e.g., segregation and integration, racially and ethnically concentrated areas of poverty, etc.).

Integration and Segregation: The element includes some local data and analysis on integration and segregation (page 91); however, the element must analyze segregation and integration of familial status. The element must also analyze segregation and integration of race, familial status, disability, and income locally and regionally for patterns over time, complemented by data, and concluding with a summary of issues. To strengthen the analysis for race, the element could include updated dissimilarity index data.

Racial/Ethnic Concentrated Areas of Poverty (R/ECAP) and Affluence (RCAA): The element notes there are no R/ECAPs in the City and states that there are no RCAAs given the equal distribution of wealth within City limits (page 106). However, the element should analyze some of the census tracts that have significantly higher rates of white population and income as RCAA and compare both this analysis, and R/ECAPs to the neighboring region.

Disparities in Access to Opportunity: The element provides (page 97) some information on the access to opportunity. A complete analysis should include the locally and regional disparities of the educational, environmental, and economic scores through local, federal, and/or state data. Please refer to page 35 of the Affirmatively Furthering Fair Housing (AFFH) guidebook (link: <https://www.hcd.ca.gov/community-development/affh/index.shtml#guidance>) for specific factors that should be considered when analyzing access to opportunities as it pertains to educational, employment, environmental, transportation, and any factors that are unique to San Marino.

Disproportionate Housing Needs and Displacement: The element does include (page 104) some data on disproportionate housing needs and displacement. However, the element must also analyze the data including looking at trends, patterns, and other local knowledge, and conclude with a summary of issues.

Identification and Prioritization Contributing Factors: The element must list and prioritize contributing factors to fair housing issues. Contributing factors create, contribute to, perpetuate, or increase the severity of fair housing issues and are fundamental to adequate goals and actions. Examples include community opposition to affordable housing, housing discrimination, land use and zoning laws, lack of regional cooperation, location and type or lack of affordable housing and lack of public or private investment in areas of opportunity or affordable housing choices. The analysis shall result in strategic approaches to inform and connect goals and actions to mitigate contributing factors to affordable housing.

Site Inventory: The element must include an analysis demonstrating whether sites identified to meet the RHNA are distributed throughout the community in a manner that affirmatively furthers fair housing. A full analysis should address the income categories of identified sites with respect to location, the number of sites and units by all income groups and how that effects the existing patterns for all components of the assessment of fair housing (e.g., segregation and integration, access to opportunity). The element should also discuss whether the distribution of sites improves or exacerbates conditions. If sites exacerbate conditions, the element should identify further program actions that will be taken to mitigate this (e.g., anti-displacement strategies).

Goals, Priorities, Metrics, and Milestones: Goals and actions must significantly seek to overcome contributing factors to fair housing issues. Currently, the element identifies a program to provide fair housing services through the Fair Housing Foundation; however, this program does not appear to facilitate any meaningful change nor address AFFH requirements. Furthermore, the element must include metrics and milestones for evaluating progress on programs, actions, and fair housing results. The element may need to include additional programs and actions to integrate the AFFH analysis into policies and programs.

2. *Include an analysis and documentation of household characteristics, including level of payment compared to ability to pay, housing characteristics, including overcrowding, and housing stock condition. (Gov. Code, § 65583, subd. (a)(2).)*

Units in Need Rehabilitation or Replacement: The element identifies (page 106) substandard housing. However, it must include analysis of the condition of the existing housing stock and estimate the number of units in need of rehabilitation and replacement. For example, the analysis could include estimates from a recent windshield survey or sampling, estimates from the code enforcement agency, or information from knowledgeable builders/developers, including non-profit housing developers or organizations.

Overpayment – Income Category and Tenure: While the element identifies (page 10) the total number of overpaying households, it must quantify and analyze the number of overpaying households by tenure (i.e., renter and owner) and the lower-income households paying more than 30 percent of their income on housing.

- An inventory of land suitable and available for residential development, including vacant sites and sites having realistic and demonstrated potential for redevelopment during the planning period to meet the locality's housing need for a designated income level, and an analysis of the relationship of zoning and public facilities and services to these sites. (Gov. Code, § 65583, subd. (a)(3).)*

The City has a regional housing need allocation (RHNA) of 397 housing units, of which 240 are for lower-income households. To address this need, the element relies on permitting residential uses in commercial zones, accessory dwelling units and junior accessory dwelling units, rezoning, utilizing a housing overlay, and including missing middle housing. To demonstrate the adequacy of these sites and strategies to accommodate the City's RHNA, the element must include complete analyses.

Sites Inventory: The sites inventory lists several sites with multiple APNs. These parcels should be listed separately. Tables 6 and 11 must describe existing uses for any nonvacant sites and include a calculation of the realistic capacity of each site by income category. The element must also include a general map of identified sites.

Electronic Sites Inventory: Pursuant to Government Code section 65583.3, subdivision (b), the City must utilize standards, forms, and definitions adopted by HCD when preparing the sites inventory. Please see HCD's housing element webpage at <https://www.hcd.ca.gov/community-development/housing-element/index.shtml> for a copy of the form and instructions. The City can reach out to HCD at sitesinventory@hcd.ca.gov for technical assistance. Please note, upon adoption of the housing element, the City must submit an electronic version of the sites inventory with its adopted housing element to sitesinventory@hcd.ca.gov.

Realistic Capacity: While the element provides (page 40) assumptions of buildout for sites included in the inventory, it must also provide support for these assumptions. For example, the element should demonstrate what specific trends, factors, and other evidence led to the assumptions. The estimate of the number of units for each site must be adjusted as necessary, based on the land use controls and site improvements, typical densities of existing or approved residential developments at a similar affordability level in that City, and on the current or planned availability and accessibility of sufficient water, sewer, and dry utilities. The element also needs to analyze the likelihood that the identified units will be developed as noted in the inventory in zones that allow nonresidential uses (e.g., mixed-use) or in areas that will be subject to an overlay, pursuant to the underlying zoning. This analysis should consider the likelihood of nonresidential development, performance standards, and development trends supporting residential development.

Small Sites: The sites inventory identifies small sites to accommodate the City's lower-income RHNA. Sites smaller than a half-acre in size are deemed inadequate to accommodate housing for lower-income households unless it is demonstrated, with sufficient evidence, that sites are suitable to accommodate housing for lower-income households. The element should provide specific examples with the densities and affordability. For sites expected to be aggregated, the element must describe

circumstances leading to consolidation, such as common ownership, the City's role or track record in facilitating small-lot consolidation, policies or incentives offered or proposed to encourage and facilitate lot consolidation, specific examples of projects that were built for lower-income households on similarly sized sites, densities and affordability and relate those examples back to the sites inventory. Based on a complete analysis, the City should consider adding or revising programs to include incentives for facilitating development on small sites.

Suitability of Nonvacant Sites: While the element identifies (page 42) nonvacant sites to accommodate the regional housing need for lower-income households, it provides no description of how the potential for redevelopment. The element must describe the methodology used to determine the additional development potential within the planning period. For example, the element includes portions of sites such as the Huntington Library and the Southwestern Academy, and sites with religious institutions, but no analysis was provided to demonstrate whether these existing uses would impede development of these sites within the planning period or how development is expected to occur on these sites. The methodology must consider factors including the extent to which existing uses may impede additional residential development, development trends, market conditions, any existing leases or other contracts that would perpetuate the existing use or prevent redevelopment of the site for additional residential development, and regulatory or other incentives or standards to encourage additional residential development on these sites. (Gov. Code, § 65583.2, subd. (g).) For sites with residential uses, the inventory could also describe structural conditions or other circumstances and trends demonstrating the redevelopment potential to more intense residential uses. For nonresidential sites, the inventory could also describe whether the use is operating, marginal or discontinued, and the condition of the structure or could describe any expressed interest in redevelopment. The element could also discuss conversations with property owners and institutions to demonstrate interest in residential development.

In addition, if the housing element relies upon nonvacant sites to accommodate more than 50 percent of the RHNA for lower income households, the housing element must demonstrate that the existing use is not an impediment to additional residential development in the planning period (Gov. Code, § 65583.2, subd. (g)(2).). This can be demonstrated by providing substantial evidence that the existing use is likely to be discontinued during the planning period (Gov. Code, § 65583.2, subd. (g)(2). For additional information and sample analysis, see the *Building Blocks* at: <http://www.hcd.ca.gov/community-development/building-blocks/site-inventory-analysis/analysis-of-sites-and-zoning.shtml#analysis>.

Missing Middle Projections: The element is projecting 75 units that will be developed based on the development of a missing middle ordinance to accommodate a portion of its above moderate income RHNA. To utilize projections, the element must 1) include a site-specific inventory of sites where the ordinance is being applied to 2) include a nonvacant sites analysis demonstrating the likelihood of redevelopment and that the existing use will not constitute as an impediment for additional residential use and 3) include programs and policies that establish zoning and development standards early in the planning period and implement incentives to encourage and

facilitate development. The element should support this analysis with local information such as local developer or owner interest to utilize zoning and incentives established through the ordinance.

Accessory Dwelling Units (ADU): The element assumes (page 44) an ADU build out of 241 ADU and/or junior accessory dwelling unit (JADU) in the planning cycle. Given that the City has only produced an average of 9 units per year since 2018, it is not clear if this production level will be achievable in the planning period. As a result, the element should be updated to include a realistic estimate of the potential for ADUs and include policies and programs that incentivize the production of ADUs. Depending on the analysis, the element must commit to monitor ADU production throughout the course of the planning period and implement additional actions if not meeting target numbers anticipated in the housing element. In addition to monitoring production, this program should also monitor affordability. Additional actions, if necessary, should be taken in a timely manner (e.g., within 6 months). Finally, if necessary, the degree of additional actions should be in stride with the degree of the gap in production and affordability. For example, if actual production and affordability of ADUs is far from anticipated trends, then rezoning or something similar would be an appropriate action. If actual production and affordability is near anticipated trends, then measures like outreach and marketing might be more appropriate.

Sites with Zoning for a Variety of Housing Types:

Accessory Dwelling Units: After a cursory review of the City's ADU ordinance, HCD discovered several areas which were not consistent with State ADU Law. This includes, but is not limited to, additional permits for ADU approval, and bedroom limitations. In addition, ADUs need to be allowed in any zones that allow residential use. HCD will provide a complete listing of ADU non-compliance issues under a separate cover. As a result, the element should include in Program 1.3 to update the City's ADU and zoning ordinances to comply with state law. For more information, please consult HCD's ADU Guidebook, published in December 2020, which provides detailed information on new state ADU requirements

Emergency Shelters: The housing element must demonstrate the permit processing, development, and management standards for emergency shelters are consistent with Government Code section 65583 (a)(4)(A). While housing element law does allow a jurisdiction to limit the number of beds or persons permitted to be served nightly by a facility, standards must be designed to encourage and facilitate the development of, or conversion to, an emergency shelter. The element must analyze the ten-bed limit as a potential constraint for the development of emergency shelters and ensure that parking standards only reflect the need for sufficient parking to accommodate all staff working in the emergency shelter. In addition, the element must demonstrate the commercial zone has sufficient capacity to accommodate the housing need for at least one emergency shelters.

Low Barrier Navigation Centers: Low Barrier Navigation Centers shall be a use by-right in zones where multifamily and mixed uses are permitted, including nonresidential zones permitting multifamily uses pursuant to Government Code

section 65660. The element must demonstrate compliance with this requirement and include programs as appropriate.

Permanent Supportive Housing: Supportive housing shall be a use by-right in zones where multifamily and mixed uses are permitted, including nonresidential zones permitting multifamily uses pursuant to Government Code section 65651. The element must demonstrate compliance with this requirement and include programs as appropriate.

4. *An analysis of potential and actual governmental constraints upon the maintenance, improvement, or development of housing for all income levels, including the types of housing identified in paragraph (1) of subdivision (c), and for persons with disabilities as identified in the analysis pursuant to paragraph (7), including land use controls, building codes and their enforcement, site improvements, fees and other exactions required of developers, and local processing and permit procedures. The analysis shall also demonstrate local efforts to remove governmental constraints that hinder the locality from meeting its share of the regional housing need in accordance with Government Code section 65584 and from meeting the need for housing for persons with disabilities, supportive housing, transitional housing, and emergency shelters identified pursuant to paragraph (7). Transitional housing and supportive housing shall be considered a residential use of property, and shall be subject only to those restrictions that apply to other residential dwellings of the same type in the same zone. (Gov. Code, § 65583, subd. (a)(5).)*

Land Use and Development Standards: Currently, development standards do not support the development of multifamily housing. While HCD recognizes that zoning has not yet been created to implement new overlays to accommodate multifamily housing, the element should generally describe and commit to expectations for development standards in these zones. For example, the element should describe if 100 percent residential projects be allowed in the C-1 zone or if a commercial component be required for new multifamily development. In addition, the element should commit to ensuring that development standards including height, lot coverage, and parking facilitate the development of multifamily housing at the allowable densities assumed in the inventory.

Design Review: The element must describe and analyze the design review guidelines, including approval procedures and decision-making criteria, for their impact as potential constraints on housing supply and affordability. For example, the analysis should analyze the requirement to present plans to the neighbors and whether this requirement will remain for multifamily housing in areas covered by the various overlays. could describe required findings and discuss whether objective standards and guidelines improve development certainty and mitigate cost impacts. The element must demonstrate this process is not a constraint or it must include a program to address this permitting requirement, as appropriate.

Local Ordinances: The element must specifically analyze locally adopted ordinances such as inclusionary ordinances or short-term rental ordinances that directly impact the cost and supply of residential development. The analysis should demonstrate

local efforts to remove governmental constraints that hinder the locality from meeting its share of the regional housing need and from meeting the need for housing for persons with disabilities, supportive housing, transitional housing, and emergency shelters.

Zoning and Fees Transparency: The element must clarify its compliance with new transparency requirements for posting updated development fees and all zoning and development standards for each parcel on the City's website pursuant to Government Code section 65940.1(a)(1).

SB 35 Streamlined Ministerial Approval Process: The element must include a program to adhere to the SB 35 Ministerial Approval Process for development projects that meet specific requirements.

Constraints on Housing for Persons with Disabilities: The element briefly describes its reasonable accommodation procedures. However, the element should also describe the process and decision-making criteria such as approval findings and analyze any potential constraints on housing for persons with disabilities. The element currently details that licensed residential care facilities serving six or fewer persons are permitted in the R-1 zone. However, it does not discuss how residential care facilities serving seven or more persons are permitted. If non-licensed group homes are only allowed with a conditional use permit, the element should analyze the process as a potential constraint on housing for persons with disabilities and add or modify programs as appropriate to ensure zoning permits group homes objectively with approval certainty. Finally, the element includes in its definition of family "This shall not include an individual paying rent to a landlord for the purpose of temporarily residing in a dwelling unit." The element must clarify what is meant by this phrase and analyze its inclusion for potential constraints on persons with disabilities.

5. *An analysis of potential and actual nongovernmental constraints upon the maintenance, improvement, or development of housing for all income levels, including the availability of financing, the price of land, the cost of construction, the requests to develop housing at densities below those anticipated in the analysis required by subdivision (c) of Government Code section 65583.2, and the length of time between receiving approval for a housing development and submittal of an application for building permits for that housing development that hinder the construction of a locality's share of the regional housing need in accordance with Government Code section 65584. The analysis shall also demonstrate local efforts to remove nongovernmental constraints that create a gap between the locality's planning for the development of housing for all income levels and the construction of that housing. (Gov. Code, § 65583, subd. (a)(6).)*

The element must be revised to include analysis of requests to develop housing at densities below those anticipated, and the length of time between receiving approval for a housing development and submittal of an application for building permits that potentially hinder the construction of a locality's share of the regional housing need.

6. *Analyze any special housing needs such as elderly; persons with disabilities, including a developmental disability; large families; farmworkers; families with female*

heads of households; and families and persons in need of emergency shelter. (Gov. Code, § 65583, subd. (a)(7).)

General: While the element includes data and a general discussion of housing challenges faced by special needs households, it still must provide an analysis of the existing needs and resources for each special need group including seniors, female-headed households, large householders, and extremely low-income (ELI) households. For example, the element should discuss the existing resources to meet housing needs (availability of shelter beds, number of large units, number of deed restricted units, etc.), an assessment of any gaps in resources, and proposed policies, programs, and funding to help address those gaps.

Extremely Low-Income Households (ELI): While the element quantifies existing and projected ELI households, it must also analyze their housing needs. The analysis of ELI housing needs could consider tenure and rates of overcrowding and overpayment and consider existing housing resources.

Persons with Developmental Disabilities: The element provides (page 10) information on Special Needs Populations. However, the element must quantify the number of persons with developmental disabilities and analyze the special housing needs of persons with developmental disabilities. The term developmental disability refers to a severe and chronic disability attributable to a mental or physical impairment, such as cerebral palsy, epilepsy, or autism, that begins before individuals reach adulthood. (Welfare and Institutions Code, § 4512.) The analysis could include the following:

- a quantification of the total number of persons with developmental disabilities;
- a description of the types of developmental disabilities;
- a description of the housing need, including a description of the potential housing problems; and
- a discussion of resources, policies and programs including existing housing and services, for persons with developmental disabilities.

C. Housing Programs

1. *Include a program which sets forth a schedule of actions during the planning period, each with a timeline for implementation, which may recognize that certain programs are ongoing, such that there will be beneficial impacts of the programs within the planning period, that the local government is undertaking or intends to undertake to implement the policies and achieve the goals and objectives of the Housing Element through the administration of land use and development controls, the provision of regulatory concessions and incentives, and the utilization of appropriate federal and state financing and subsidy programs when available. The program shall include an identification of the agencies and officials responsible for the implementation of the various actions. (Gov. Code, § 65583, subd. (c).)*

To address the program requirements of Government Code section 65583, subdivision (c)(1-6), and to facilitate implementation, programs should include: (1) a description of the City's specific role in implementation; (2) definitive implementation

timelines; (3) objectives, quantified where appropriate; and (4) identification of responsible agencies and officials.

All programs must be revised to demonstrate that they will have a beneficial impact within the planning period. Beneficial impact means specific commitment to deliverables, measurable metrics or objectives, definitive deadlines, dates, or benchmarks for implementation. Programs containing unclear language (e.g., “Evaluate”; “Consider”; “Encourage”; etc.) must be amended to include more specific and measurable actions. Deliverables should occur early in the planning period to ensure actual housing outcomes. The element must provide quantified objectives where appropriate and discrete timing for all programs (e.g., month and year) to account for how often the action will occur as well as to ensure a beneficial impact throughout the planning period.

2. *Identify actions that will be taken to make sites available during the planning period with appropriate zoning and development standards and with services and facilities to accommodate that portion of the city’s or county’s share of the regional housing need for each income level that could not be accommodated on sites identified in the inventory completed pursuant to paragraph (3) of subdivision (a) without rezoning, and to comply with the requirements of Government Code section 65584.09. Sites shall be identified as needed to facilitate and encourage the development of a variety of types of housing for all income levels, including multifamily rental housing, factory-built housing, mobilehomes, housing for agricultural employees, supportive housing, single-room occupancy units, emergency shelters, and transitional housing. (Gov. Code, § 65583, subd. (c)(1).)*

As noted in Finding B3, the element does not include a complete site analysis, therefore, the adequacy of sites and zoning were not established. Based on the results of a complete sites inventory and analysis, the City may need to add or revise programs to address a shortfall of sites or zoning available to encourage a variety of housing types. In addition, the element should be revised as follows:

Shortfall of Adequate Sites: Currently the element identifies a shortfall of adequate sites to accommodate the RHNA within the planning period. In order to provide sufficient sites to accommodate the RHNA, Program 1.6, 1.7, 1.11, 1.12, commit to, among other things, creating several new overlays and modification of the zoning code. However, in order to accommodate the lower-income need, programs must specifically commit to acreage, allowable densities and anticipated units. In addition, the program should specifically commit to rezoning pursuant to Government Code section 65583.2, subdivisions (h) and (i).

The program must commit to:

- permit owner-occupied and rental multifamily uses by-right for developments in which 20 percent or more of the units are affordable to lower income households. By-right means local government review must not require a conditional use permit, planned unit development permit, or other discretionary review or approval.
- accommodate a minimum of 16 units per site;

- require a minimum density of 20 units per acre; and
- at least 50 percent of the lower-income need must be accommodated on sites designated for residential use only or on sites zoned for mixed uses that accommodate all of the very low and low-income housing need, if those sites:
 - allow 100 percent residential use, and
 - require residential use occupy 50 percent of the total floor area of a mixed-use project.

Program 1.15: While this program commits to the City following the Surplus Lands Act for sites such as the City-owned Stoneman property, it does not commit to the other action items outlined on page 50 including instigating the lot split, rezoning, the release of the request for proposals, and other actions necessary to facilitate development of this site within the planning period.

Programs to Facilitate Redevelopment of Nonvacant Sites: The element must include a program with specific actions and timelines to assist in the development of housing identified in the sites inventory. The program(s) could commit the City to adopting priority processing, granting fee waivers or deferrals, modifying development standards, granting concessions and incentives for housing developments that include units affordable to lower and moderate-income households; assisting, supporting or pursuing funding applications; and working with housing developers coordinate and implement a strategy for developing housing affordable to lower- and moderate-income households.

3. *The Housing Element shall contain programs which assist in the development of adequate housing to meet the needs of extremely low-, very low-, low- and moderate-income households. (Gov. Code, § 65583, subd. (c)(2).)*

The element must include a program(s) with specific actions and timelines to assist in the development of housing for lower-income households, including ELI and special needs households. The program(s) could commit the City to adopting priority processing, granting fee waivers or deferrals, modifying development standards, granting concessions and incentives for housing developments that include units affordable to ELI and special needs households; proactive outreach and assistance to non-profit service providers and developers; prioritizing some funding for housing developments with ELI and special needs households; assisting, supporting or pursuing funding applications; and annual outreach with housing developers to coordinate and pursue housing opportunities.

4. *Address and, where appropriate and legally possible, remove governmental and nongovernmental constraints to the maintenance, improvement, and development of housing, including housing for all income levels and housing for persons with disabilities. The program shall remove constraints to, and provide reasonable accommodations for housing designed for, intended for occupancy by, or with supportive services for, persons with disabilities. (Gov. Code, § 65583, subd. (c)(3).)*

As noted in Findings B4 and B5, the element requires a complete analysis of potential governmental and nongovernmental constraints. Depending upon the

results of that analysis, the City may need to revise or add programs and address and remove or mitigate any identified constraints.

5. *Promote and affirmatively further fair housing opportunities and promote housing throughout the community or communities for all persons regardless of race, religion, sex, marital status, ancestry, national origin, color, familial status, or disability, and other characteristics protected by the California Fair Employment and Housing Act (Part 2.8 (commencing with Section 12900) of Division 3 of Title 2), Section 65008, and any other state and federal fair housing and planning law. (Gov. Code, § 65583, subd. (c)(5).) Program to Affirmatively Further Fair Housing:*

As noted in Finding B1, the element must include a complete analysis of AFFH. The element must be revised to add goals and actions based on the outcomes of a complete analysis. In addition, While the element includes Program 3.2 which describes how the City responds to fair housing complaints, it must also include actions that promote and AFFH opportunities and address priority issues identified in the AFFH section of the element. For example, the element could include a program committing to implement Government Code section 8899.50(b) which requires the City to administer its programs and activities relating to housing and community development in a manner to AFFH and take no action that is materially inconsistent with its obligation to AFFH.

D. Quantified Objectives

Establish the number of housing units, by income level, that can be constructed, rehabilitated, and conserved over a five-year time frame. (Gov. Code, § 65583, subd. (b)(1 & 2).)

The element must include quantified objectives to establish an estimate of housing units by income category that can be constructed, rehabilitated, and conserved over the planning period. While the element includes these objectives by income group for construction, the element must also describe any conservation or preservation objectives and describe rehabilitation by income category. Strong program objectives and commitments are especially critical for rehabilitation as survey results outlined on page 161 demonstrate that 65 percent of respondents are concerned that older homes will be deteriorating and in need of repair in the next ten years.

TABLE OF CONTENTS

<u>SECTION I: INTRODUCTION & SUMMARY</u>	<u>1</u>
1.1 INTRODUCTION	1
1.2 DEFINITION AND PURPOSE	1
1.3 CONSISTENCY WITH STATE LAWS AND GENERAL PLAN	1
1.4 PUBLIC PARTICIPATION.....	2
1.5 ORGANIZATION OF THE HOUSING ELEMENT.....	3
1.6 DEFINITION OF TERMS.....	4
1.7 DATA SOURCES	4
1.8 COMMUNITY PROFILE.....	5
1.9 CHANGING HOUSING NEEDS AND DEMOGRAPHICS	7
1.10 CHARACTERISTICS OF HOUSING STOCK	12
1.11 SUMMARY OF CONSTRAINTS.....	14
1.12 SUMMARY OF FAIR HOUSING ANALYSIS (FHA).....	15
1.13 REGIONAL HOUSING NEEDS ALLOCATION	17
1.14 2014 SAN MARINO HOUSING ELEMENT REVIEW	18
1.15 PROGRAM CHANGES IN 2021 HOUSING ELEMENT.....	20
<u>SECTION II: HOUSING STRATEGY</u>	<u>28</u>
2.1 QUANTIFIED OBJECTIVES.....	40
<u>SECTION III: HOUSING SITES</u>	<u>42</u>
3.1 CONTEXT.....	42
3.2 DEVELOPMENT CAPACITY ASSUMPTIONS.....	43
3.3 REALISTIC CAPACITY OF SITES ZONED FOR HOUSING	47
3.3 REALISTIC CAPACITY OF OTHER SITES ALLOWING HOUSING.....	50
3.4 RHNA SHORTFALL.....	51
3.5 PROGRAMS & REZONING TO ENSURE ADEQUATE SITES.....	54
3.6 INFRASTRUCTURE.....	64
3.7 ENVIRONMENTAL CONSIDERATIONS.....	65
<u>SECTION IV: TECHNICAL BACKGROUND REPORT.....</u>	<u>66</u>
4.1 INTRODUCTION	66
4.2 PRE-CERTIFIED SCAG DATASET.....	66
4.3 LOCAL HOUSING PROGRAMS & RESOURCES	67
4.4 HOUSING CONSTRAINTS ANALYSIS	70
4.5 FAIR HOUSING ANALYSIS	92

APPENDIX A: SCAG LOCAL HOUSING DATA.....	128
APPENDIX B: COMMUNITY ENGAGEMENT	150
ATTACHMENT A: COMMUNITY SURVEY RESULTS	177
APPENDIX C: CITY OF SAN MARINO INSIGHT MARKET ANALYSIS, 2019.	183

TABLE OF FIGURES

FIGURE 1: SAN MARINO LOCATION WITHIN LARGER LOS ANGELES COUNTY	6
FIGURE 2: SAN MARINO NEIGHBORHOOD DEVELOPMENT CHRONOLOGY	7
FIGURE 3: CURRENT POPULATION BY AGE AND SEX.....	8
FIGURE 4: EMPLOYMENT BY INDUSTRY	9
FIGURE 5: HOUSEHOLDS BY HOUSEHOLD SIZE	11
FIGURE 6: VACANT UNITS BY TYPE.....	13
FIGURE 7: GROWTH IN SAN MARINO AND LOS ANGELES COUNTY HOMES SALE PRICES, 2012 - 2021	14
FIGURE 8: RESIDENTIAL UNITS IN SAN MARINO, BY YEAR BUILT	42
FIGURE 9: UNDERGROUND PARKING ENTRANCE FOR EAST WEST BUILDING, 2090 HUNTINGTON DR	43
FIGURE 10: PARKING FOR WELLS FARGO BUILDING, 2375 HUNTINGTON DR.....	44
FIGURE 11: SITES FROM 810 TO 900 HUNTINGTON DR.....	45
FIGURE 12: SITES AT HUNTINGTON DR AND S SAN GABRIEL BLVD	45
FIGURE 13: SAN MARINO SECURITY BUILDING AND MIXED OCCUPANCY DEVELOPMENT, 2405 HUNTINGTON DR.....	46
FIGURE 14: STONEMAN SITE AND PROPOSED SUBDIVISION.....	56
FIGURE 15: HUNTINGTON SITE FOR HOUSING OVERLAY	57
FIGURE 16: ALL SITES FOR HOUSING OVERLAY	58
FIGURE 17: PARCELS ELIGIBLE FOR MISSING MIDDLE HOUSING	60
FIGURE 18: FAULT, LIQUEFACTION AND LANDSLIDE ZONES MAP.....	88
FIGURE 19: CAL FIRE: FIRE HAZARD SEVERITY ZONE MAP.....	89
FIGURE 20: CITY OF SAN MARINO ENHANCED FIRE INSPECTION ZONE MAP.....	90
FIGURE 21: 1930'S HOLC REDLINING GRADE.....	95

FIGURE 22: PREDOMINANT POPULATION AFRICAN AMERICAN MAJORITY	99
FIGURE 23: PREDOMINANT POPULATION ASIAN MAJORITY	100
FIGURE 24: PREDOMINANT POPULATION HISPANIC/LATINO MAJORITY	101
FIGURE 25: PREDOMINANT POPULATION NATIVE AMERICAN MAJORITY.....	101
FIGURE 26: PREDOMINANT POPULATION WHITE MAJORITY.....	102
FIGURE 27: RACIAL DOT DENSITY MAP OF SAN MARINO, CA.....	103
FIGURE 28: RACIAL DOT DENSITY MAP OF THE SAN GABRIEL VALLEY COUNCIL OF GOVERNMENTS.....	103
FIGURE 29: 2018 DIVERSITY INDEX OF SAN GABRIEL VALLEY.....	105
FIGURE 30: PERCENTAGE OF ADULTS LIVING WITH A SPOUSE BY CENSUS TRACT	106
FIGURE 31: PERCENTAGE OF CHILDREN LIVING IN A HOUSEHOLD WITH A MARRIED COUPLE BY CENSUS TRACT	106
FIGURE 32: PERCENTAGE OF CHILDREN LIVING IN FEMALE-HEADED HOUSEHOLDS WITH NO SPOUSE OR PARTNER PRESENT BY CENSUS TRACT.....	107
FIGURE 33: HOUSEHOLDS BY HOUSEHOLD SIZE.....	108
FIGURE 34: PERCENT OF DISABLED POPULATION BY CENSUS TRACT 2015-2019 ...	109
FIGURE 35: MEDIAN INCOME BASED ON ACS 5-YEAR ESTIMATES 2010-2014	110
FIGURE 36: MEDIAN INCOME BASED ON ACS 5-YEAR ESTIMATES 2015-2019	110
FIGURE 37: HOUSEHOLDS EXPERIENCING POVERTY IN SAN MARINO	111
FIGURE 38: LOW- AND MODERATE- INCOME HOUSEHOLDS IN SAN MARINO BY BLOCK GROUP 2011-2015.....	112
FIGURE 39: PERCENTAGE OF LOW- AND MODERATE- INCOME HOUSEHOLDS IN SAN GABRIEL VALLEY REGION BY BLOCK GROUP 2011-2015.....	113
FIGURE 40: LOCATION AFFORDABILITY INDEX.....	115
FIGURE 41: TCAC OPPORTUNITY AREA INDEX MAP.....	116
FIGURE 42: ACHIEVEMENT GAP RESULTS RACIAL/DEMOGRAPHIC BREAKDOWN	117
FIGURE 43: EDUCATIONAL OPPORTUNITY INDEX SCORES IN SAN GABRIEL VALLEY REGION	118
FIGURE 44: CALENVIROSCREEN INDEX MAP OF SAN MARINO AND SURROUNDING AREAS	119

FIGURE 45: TRANSIT SCORE IN SAN MARINO AND NEIGHBORING COMMUNITIES	121
FIGURE 46: ECONOMIC INDEX MAP OF SAN MARINO AND SURROUNDING AREAS	122
FIGURE 47: INFLOW/ OUTFLOW ANALYSIS OF SAN MARINO	123
FIGURE 48: HUD JOBS PROXIMITY INDEX MAP OF SAN MARINO AND SURROUNDING AREAS	124
FIGURE 49: MONTHLY OWNER COSTS FOR MORTGAGE HOLDERS	125
FIGURE 50: CROWDING BY EXTENT AND TENURE.....	126
FIGURE 51: SUBSTANDARD HOUSING	126

SECTION I: INTRODUCTION & SUMMARY

1.1 INTRODUCTION

This chapter of the San Marino General Plan presents goals, policies, programs, and supporting information related to the provision of housing for existing and future residents of the City. The purpose of the Housing Element is twofold: 1) to present specific policies and actions for housing development to meet San Marino’s specific, identified housing needs; and 2) to meet regional standards and achieve State certification, pursuant to statutory requirements.

1.2 DEFINITION AND PURPOSE

The Housing Element of the General Plan is a detailed statement of the housing goals, policies, programs, and quantified objectives for the City. The Element is based on a comprehensive technical assessment of existing housing policies and programs; current and projected housing needs, especially related to low income households and special needs populations; an analysis of market, environmental, governmental, and other factors which constrain housing production; an assessment of ways that the City can affirmatively further fair housing for its residents; an inventory of sites available for housing construction; and an assessment of new programs and policies that can enhance housing production in the City.

The purpose of the Housing Element is to guide decision-making by elected and appointed officials. Specifically, the Housing Element sets forth how the City will address the need for housing, especially by low- and moderate-income families and special needs families and individuals. The Housing Element also provides housing-related data and information to the public.

1.3 CONSISTENCY WITH STATE LAWS AND GENERAL PLAN

State law requires that the General Plan include an integrated, consistent set of goals and policies. The City of San Marino’s General Plan contains elements relating to land use, community services, natural resources, safety (including noise), housing, and circulation. The 2021 Housing Element provides goals, policies and implementation measures that are consistent with all other elements of the General Plan; amendments to the City’s Land Use Element and zoning are planned for immediately after adoption of the Housing Element. As the General Plan is amended in the future, the City will ensure the Housing Element remains consistent with the General Plan.

New State law requires that the Safety Element be updated to address climate adaptation upon revision of the Housing Element. The City will ensure compliance with this requirement by updating and adopting its updated Safety Element concurrent with the 2021 Housing Element. The City will provide a copy of the Housing Element to water and sewer service providers and has coordinated with these agencies in the preparation of this Housing Element. Within 60 days after adoption, the City will send the updated Housing Element to water and sewer providers with a memo regarding the State-mandated water and sewer service priority for housing projects that

will help San Marino meet its regional housing need for lower-income households (Government Code Section 65589.7). Because San Marino does not have any disadvantaged communities, an Environmental Justice Element is not required; however, a fair housing analysis has been conducted and policies and programs to affirmatively further fair housing are included within the Housing Element.

1.4 PUBLIC PARTICIPATION

Housing issues affect the entire community and can be confusing and contentious. State requirements about what Housing Elements must allow often seem at odds with long-standing community values. The public participation requirement of Housing Element law presents an opportunity to engage constituents in defining housing issues, and in creating solutions that both meet the needs of the community and the requirements of state law.

The ongoing restrictions on gatherings due to the COVID-19 pandemic have forced community outreach and engagement into a virtual world. While in some cases this has made it possible for more people to be engaged in the process, a digital divide often exists in cases where households may lack internet connections or may be unable to attend virtual meetings due to work obligations.

To ensure that community outreach during the pandemic was as equitable as possible, the community outreach program was designed to provide participation opportunities via cell phone and at the convenience of the resident. San Marino's Housing Element Update has included the public outreach efforts summarized below and detailed in **Section 4**:

- December 7, 2020: A Community Town Hall was held via Zoom. The Town Hall was covered by the press.
- December 29, 2020: City established a Housing Element Update webpage <http://cityofsanmarino.org/housingelement>. The webpage provides the current update status, access to meeting agendas and materials, document drafts, a dedicated email for comments about the Housing Element Update, and community opinion surveys in Spanish, Chinese and English.
- November 2020- January 2021: Community opinion surveys were conducted in English, Spanish, and Chinese.
- January-April 2021: Stakeholder interviews conducted with responsive contacts representing for- and not-for-profit developers, advocacy groups, and service providers, including Southern California Non-profit Housing Association; Milestone Housing Development Corporation; the Chinese Club of San Marino; the Los Angeles County Economic Development Corporation; and the Pasadena-Foothills Association of Realtors.
- February 24, 2021: Planning Commission held a publicly noticed workshop on the Housing Element Update. Commission discussed challenges faced by City, took public input, and provided policy direction to staff.
- April 16, 2021: City Council held a publicly noticed workshop on the Housing Element Update and reviewed the Draft Housing Strategy (Policies and Programs for the Housing Element), potential sites, and a preliminary rezoning program to address the City's

RHNA shortfall. Notices for this workshop were sent to the outreach and notification list, as well as to those who had provided contact information on the community surveys and those that had spoken at previous meetings.

- July 20, 2021: Public Review Draft Housing Element was released and made available on the established website. Notices of the release of the draft document were sent to the outreach and notification list, including those who had spoken at previous meetings.
- July 17, 2021: City Council held a publicly noticed workshop to review the Draft Housing Element for possible transmittal to the State. The City Council took public comments and set another meeting to continue the public discussion.
- August 3, 2021: City Council held a publicly noticed meeting to receive public input regarding the Housing Element Update and provided further direction to staff and consultants regarding sites to include on the inventory lists to be considered for rezoning.
- August 25, 2021: City held a Town Hall to continue to receive public input on the Draft Housing Element and advise the community of future opportunities to provide comments on the updated Draft Housing Element or to meet with a planner individually to discuss the update process.
- September 24, 2021: The City Council held a duly noticed public meeting to take public comment and requested additional changes to be made to the Draft Housing Element;
- October 29, 2021: The City Council held a public meeting and authorized staff to transmit the Draft to HCD to begin their review.
- November 1, 2021: The Draft Housing Element and all public comments received to date were transmitted to HCD to begin their mandatory 60-day review period, during which time all interested parties were invited and encouraged to submit comments directly to HCD.
- December 31, 2021: HCD responded with several changes needed for the Draft Housing Element to be compliant with State law. These changes were subsequently considered by the Planning Commission.
- January 11, 2021: Mitigated Negative Declaration released
- January 26, 2022: Planning Commission hearing on IS-ND and Draft Housing Element;
- February 9, 2022: City Council hearing to adopt IS-ND and Housing Element

1.5 ORGANIZATION OF THE HOUSING ELEMENT

The Housing Element is organized into four main sections. **Section 1** introduces the overall Housing Element update effort, a summary of housing needs and constraints, a Fair Housing summary, and a review of the effectiveness of the 2014 Housing Element and the City's progress in its implementation. **Section 2** sets forth the City's Housing Strategy, which is comprised of the Goals, Policies and Programs that it intends to implement over the next 8-year planning cycle. The City's Quantified Objectives are also included in Section 2. **Section 3** presents a detailed housing site inventory, including a discussion of the availability of services, and compares this inventory to the City's projected housing needs. **Section 4**, the Technical Background Report, provides statutorily required data including an assessment of housing needs & programs, an analysis of non-governmental and governmental constraints to affordable housing provision, and

a discussion of special needs populations. Pre-certified housing and demographic data provided by the Southern California Association of Governments (SCAG) is included here.

1.6 DEFINITION OF TERMS

Throughout the Housing Element, a variety of technical terms related to income levels are used in describing and quantifying conditions and objectives. The definitions of these terms follow:

Affordable Housing -- Housing which costs no more than 30 percent of a low-, very low-, or extremely low-income household's gross monthly income. For rental housing, the residents may pay up to 30 percent of gross income on rent plus tenant-paid utilities. For homeownership, residents can pay up to 30 percent on the combination of mortgage payments, taxes, insurance, and Homeowners' dues.

Area Median Income (AMI) -- The income figure representing the middle point of all Los Angeles household incomes. Fifty percent of households earn more than or equal to this figure and 50 percent earn less than or equal to this figure. The AMI varies according to the size of the household. For the year 2021, the AMI for a four-person household in Los Angeles County was \$80,000.

Extremely Low-Income Households (ELI) -- Households earning not more than 30 percent of the Los Angeles County AMI.

Very Low-Income Households (VLI) -- Households earning between 31 and 50 percent of the Los Angeles County AMI.

Low Income Households -- Households earning between 51 and 80 percent of the Los Angeles County AMI.

Moderate Income Households -- Households earning 81 to 120 percent of the Los Angeles County AMI.

Middle Income Households -- Households earning from 80 percent to 150 percent of the Los Angeles County AMI.

Above Moderate-Income Households -- Households earning not less than 120 percent of the Los Angeles County AMI.

1.7 DATA SOURCES

The 2021 Housing Element Update makes full use of the pre-certified data package provided by SCAG, which is contained in its entirety within the Technical Background Report. Data provided within this policy document is taken from the SCAG data set and by other sources as noted. In addition to the SCAG dataset, the following sources of data were used to help identify historic patterns of segregation, assess constraints to housing and the market conditions in San Marino; and to better identify specific housing needs:

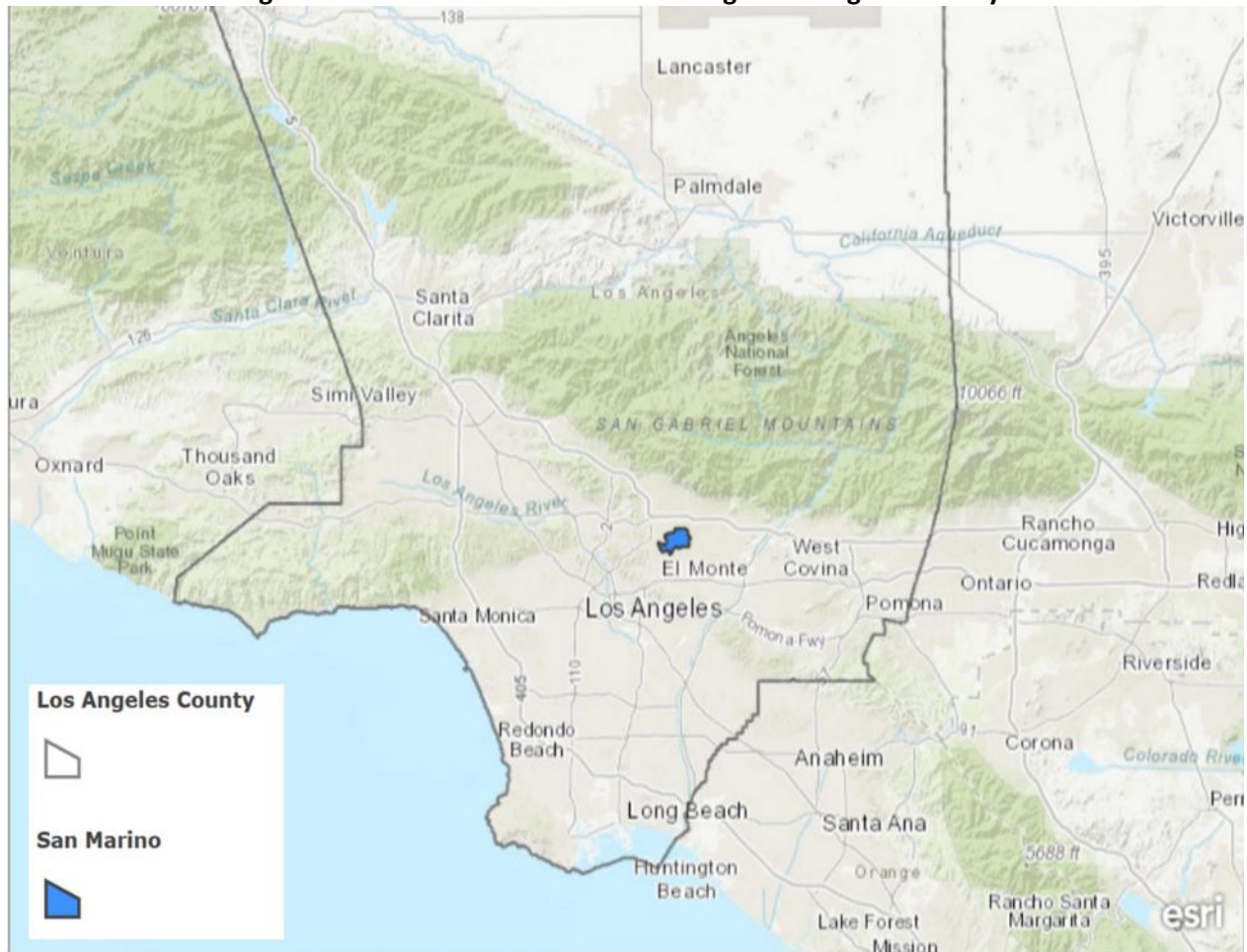
- U.S. Census 2010
- 2014-2018 American Community Survey 5-year Estimates

- Realtor.com
- Zillow.com
- Los Angeles Economic Development Commission 2021 Economic Forecast
- LACDA Analysis of Impediments to Fair Housing Choice/Assessment of Fair Housing
- Connect SoCal 2020-2045
- Los Angeles County Affordable Housing Action Plan, 2018
- Los Angeles County Office of the Assessor
- Pasadena-Foothills Association of Realtors
- Los Angeles Homeless Services Authority 2020 Homeless Count, by City
- City of San Marino Building Permit Data
- San Marino Historic Resource Survey, October 2020
- Historic neighborhood development data provided by City of San Marino staff
- 2013-2017 Comprehensive Housing Affordability Strategy (CHAS) data for San Marino
- EPA’s San Marino Environmental Justice Report
- Rich Blocks, Poor Blocks – based on the 2012-2016 American Community Survey for San Marino
- Income by Neighborhoods Map, CityData.com accessed March 2021
- A Portrait of Los Angeles County, San Marino–Measure of America, as of March 2021
- Los Angeles County Annual Affordable Housing Outcomes Report, CHP, 30 April 2019
- CA Department of Housing and Community Development, Housing Needs Data Certification Letter, 2020

1.8 COMMUNITY PROFILE

San Marino is a small city within the very large and diverse Los Angeles County (Figure 1). It is located 11 miles from the City of Los Angeles, and is surrounded by the cities of Pasadena, South Pasadena, San Gabriel, and Alhambra. While San Marino is served by the nearby freeway network (210 and 164) and by the Metro bus line 78/79/379, it does not have high-speed rail services and does not contain any Priority Growth Areas envisioned in Connect SoCal 2020-2045. San Marino’s 2020 population of 12,870 represents a decrease from the 2010 population of 13,187. This lack of growth is consistent with that of Los Angeles County and the State of California, both of which have recently begun decreasing in population.

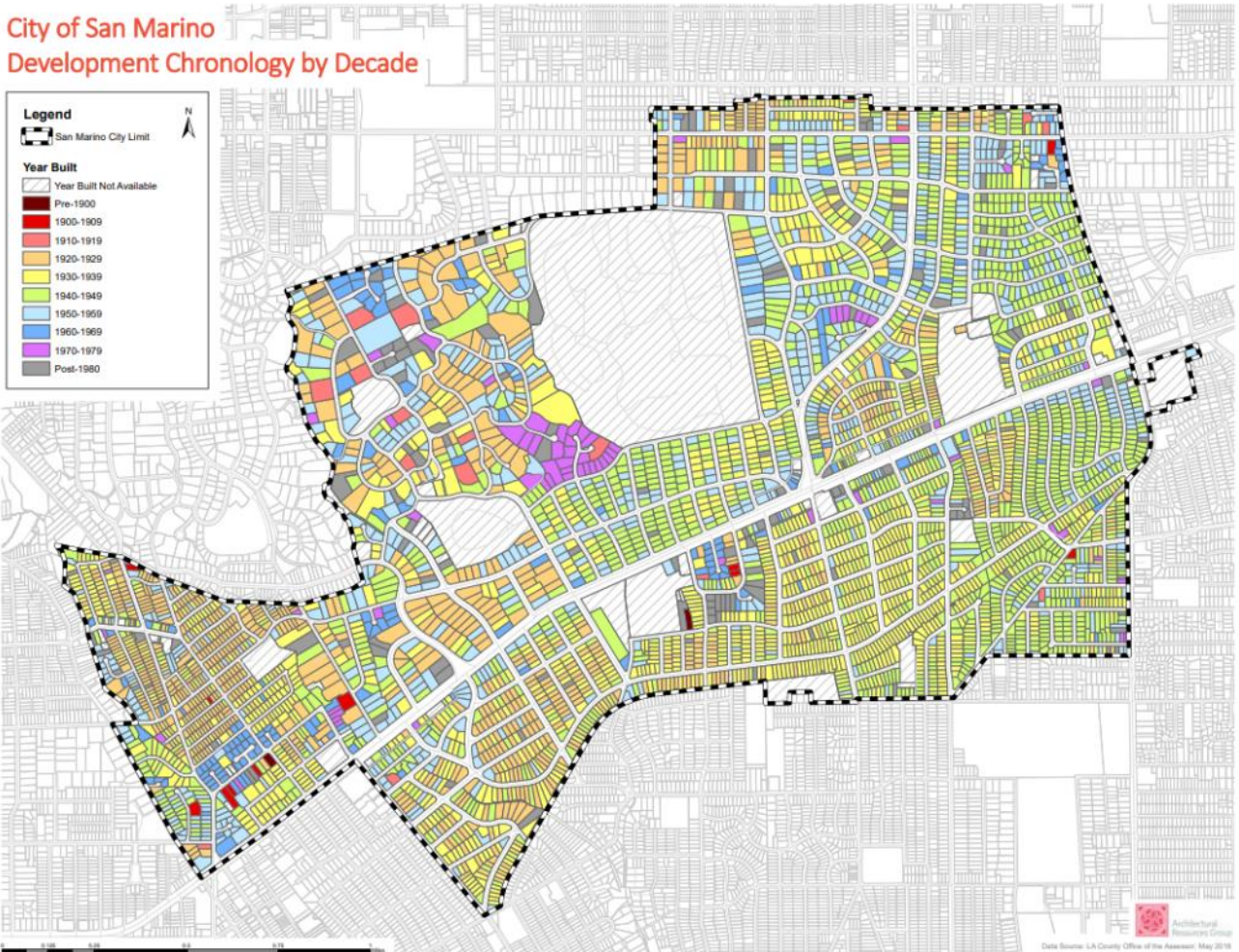
Figure 1: San Marino Location within Larger Los Angeles County



Esri, HERE, Garmin, FAO, USGS, NGA, EPA, NPS

Incorporated in 1913, San Marino was almost completely built out by the 1970s (Figure 2). San Marino is characterized by its beautiful homes and has multiple historic neighborhoods and structures. The intention of the City’s founding fathers was a high-quality, crime-free residential area that provides great schools, parks, and an exclusive lifestyle; the City’s physical form today reflects those early values and development patterns. The City’s lack of vacant parcels and subdivision potential has impeded development since the 1970s: an average of less than 6 new home permits have been issued annually since 1980, not counting Accessory Dwelling Units.

Figure 2: San Marino Neighborhood Development Chronology



Source: San Marino Historical Resources Survey, 2020 and San Marino staff

1.9 CHANGING HOUSING NEEDS AND DEMOGRAPHICS

Comparisons between San Marino’s data and that of the larger Los Angeles County show stark differences in many areas, as reflected in the information highlighted below. San Marino’s median household income and median housing price are both more than twice that of the surrounding county or region. As the City ages and demographics change, different housing needs have arisen, and new programs are needed to meet changing demands. This section explores the characteristics and the housing needs of the San Marino community and helps to provide direction in updating the City’s Housing Element goals, policies, and programs.

1.9.1 Population Characteristics and Trends

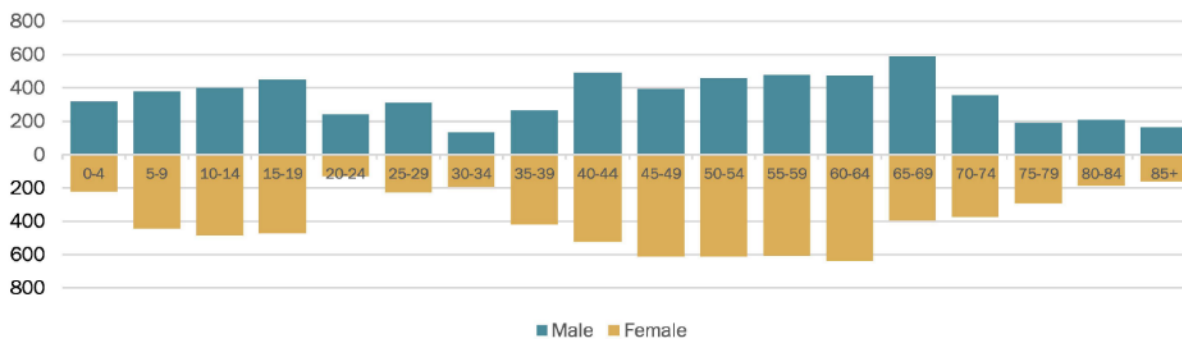
Los Angeles County’s population increased slightly (1.89%) between 2010 and 2020, from 9,787,747 residents in 2010 to 9,969,510 in 2020. By contrast, San Marino’s population decreased 2.1% over the same period, from 13,147 residents in 2010 to 12,870 residents in 2020. In addition to the population decrease, the average household size in San Marino also decreased and now

average 2.92 persons per household, down from a household size of 3.02 persons in 2010. This decrease in household size coupled with a decrease in population is not unexpected in a community that has both a growing number of seniors and a shrinking number of young families.

Age Composition

Figure 3 helps to tell San Marino’s housing needs story: it has an aging population to be housed and cared for, and it will need to create reasonably inexpensive housing opportunities for young families if it is to stop the outmigration of young adults and families seeking a more affordable place to live.

Figure 3: Current Population by Age and Sex



Source: American Community Survey 2014-2018 5-year estimates

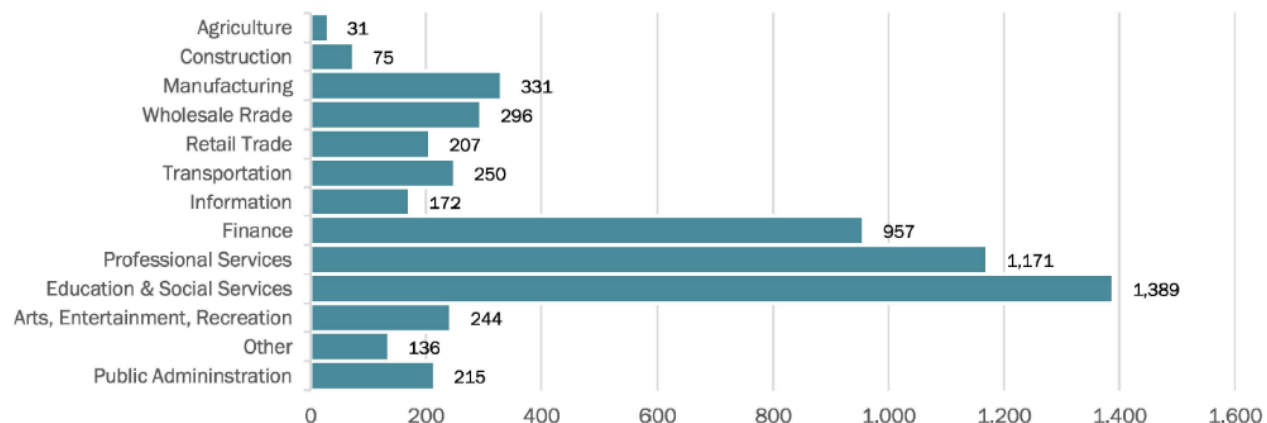
Race and Ethnicity

The U.S. Census provides statistics regarding the race and ethnicity of a city's population. The 2010-2019 population estimates show that the City of San Marino is made up of persons classified as “Asian alone” at 60.5 % of the population, and with persons classified as “White alone” at 31.5% of the population. Hispanic or Latino persons formed 6.3% of the population; Blacks or African Americans formed about 2% of the population; and about 3% of the population identified as two or more Races. Additional discussion of San Marino’s racial and ethnic composition is included in the Technical Background Report (**Section 4**).

Employment and Income

According to the American Community Survey 2014-2018, the City of San Marino has 5,474 residents in the workforce. This represents a 7.4% decrease from the 5,904 residents reported to be in San Marino’s workforce by the American Community Survey 2007-2011, consistent with the City’s aging workforce and its recent decrease in population. The industries with the highest percentage of employees are education and social services with 1,389 employees (25.4% of total). Professional services and finance make up another large segment of occupations. Figure 4 illustrates the breakdown of employment by industry.

Figure 4: Employment by Industry



Source: American Community Survey 2014-2018 5-year estimates w/ groupings of 2-digit NA/CS codes.

San Marino has relatively few low-paying jobs. It is primarily residential in nature and has only 2 streets (Mission and Huntington) with commercial uses that could support local employment. These areas are primarily made up of small-scale retail and professional office spaces. The City’s largest employers are the San Marino Unified School District with 315 employees and the Huntington Library, Art Collections and Botanical Gardens with 459 employees.

1.9.2 Household Incomes and Housing Affordability

As noted, San Marino’s median household income of \$159,509 is more than twice that of greater Los Angeles County at \$77,300. While most San Marino residents have higher incomes than Los Angeles County in general, there are still a considerable number of San Marino households (970) with 2017 incomes at the “lower” level (80% or less of AMI). The distribution of incomes for 2018 is shown in Table 1.

Table 1: San Marino Income Groups, by Type of Tenancy

Income Distribution Overview	Owner Households	Renter Households	Total Households	Percentage of Households
Extremely Low Income	275	165	440	10%
Very Low Income	235	45	280	6%
Low Income	210	40	250	6%
Moderate Income	240	90	330	7%
Above Moderate	2,840	370	3,210	71%
Total	3,800	710	4,510	100%

Sources: Consolidated Planning /CHAS Data for San Marino; 2013-2017 ACS

Housing Costs and Overpayment

When housing prices are very high, many households must “overpay” for housing. Households are considered housing cost-burdened when their total housing costs exceed 30% of their gross monthly income, and to be “severely cost burdened” when their total housing costs exceed 50% of their gross monthly income. As would be expected, households with very-low and extremely low incomes are disproportionately housing cost-burdened. In San Marino, 22% of households are severely cost burdened and are paying more than 50% of their gross monthly incomes for housing. Another 15% of households are paying more than 30% of their incomes on housing, and 62% are paying less than 30% of their incomes for housing. While the high median household incomes in San Marino result in a relatively low overpayment rate, there are still 1,697 San Marino households who are overpaying for housing.

Source: SCAG Data

1.9.3 Special Needs Populations

Homeless

The Los Angeles County Community Development Commission conducts bi-annual point-in-time surveys of homeless populations. San Marino is occasionally reported to have 1 unhoused person, but typically is reported to have zero unhoused persons. Services for homeless individuals are available in neighboring Pasadena. San Marino allows emergency shelters to be established in any commercially zoned property as a permitted use; however, no interest has been shown on the part of homeless service providers in initiating homeless services in San Marino.

Disabled

Census data indicate that San Marino has 461 persons with an independent living disability, 248 with a self-care disability, 413 with an ambulatory disability, 229 with a vision disability, 199 with a cognitive disability and 163 with a hearing disability. These numbers are not exclusive, as some residents have more than one type of disability. The most commonly occurring disabilities among seniors 65 and older were independent living and ambulatory disabilities, each experienced by more than ten percent of San Marino’s seniors. The provision of ADUs (Accessory Dwelling Units) and JADUs (Junior Accessory Dwelling Units), and the adoption of a voluntary Universal Design program, can help to address these special needs.

Elderly

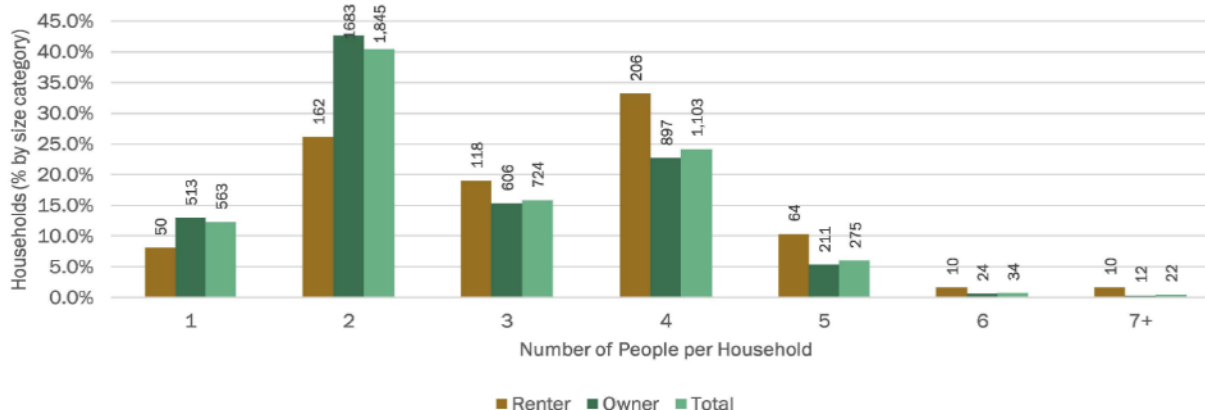
According to the 2019 U.S. Census population estimates, about 21 percent of San Marino’s population are aged 65 and above. As shown earlier in Figure 3, a large and growing percentage of San Marino’s population is elderly; by the end of the Housing Element period, the 70-75 age group will be the most prevalent, followed by the 65-70, 60-65, and 55-60 age groups. Elderly persons often have fixed incomes in addition to other special needs related to housing and may require physical improvements to their homes such as ramps, handrails, lower cupboards and

counters, creation of a downstairs bedroom, and other modifications to enable them to remain in their homes. They may also need additional assistance in the form of a part-time or live-in caretaker. In most instances the elderly would like to stay in their own homes rather than move to a retirement community. In San Marino, and particularly among the Asian community, it is common for multiple generations of a family to live together. Accessory Dwelling Units (ADUs) and Junior Accessory Dwelling Units (JADUs) will become increasingly important in accommodating the housing needs of this aging community. Encouraging new homes, additions, and remodels to include Universal Design elements will also be important to serving the needs of the mobility- or vision-impaired.

Large Households

Household size can be influenced by a lack of affordable housing options, an increase or decrease in family formations, or families leaving an area. Ethnicity can also affect sizes of households if a particular ethnic group has a tradition of living with family members upon retirement age. In San Marino, the average household size has continued to decrease, from 3.02 to 2.92 persons per household, while the number of smaller households (1-3 persons) has increased. San Marino has a relatively small number of large households, but when they do occur, they tend to be rental households.

Figure 5: Households by Household Size



Source: SCAG Local Housing Data

Female-headed households

State law requires an analysis of female-headed households to ensure adequate childcare and job training resources. Of San Marino’s 4,566 households, only 8.8% were female-headed (compared to 14.3% in the SCAG region); of those, just 3.9% had children at home and none had children under age six.

Farmworkers

Statewide, farmworker housing is of unique concern and importance. While only a small number of SCAG jurisdictions have farmworkers living in them, they are essential to the region’s economy and its food supply. According to the United States Department of Agriculture (USDA), more than

80 percent of hired crop farmworkers are not migrant workers but are considered settled and work farm(s) within 75 miles of their residences. This share is up significantly from 41 percent in 1996-1998, reflecting a fundamental change in the nature of the crop farming workforce. The majority of farmworkers in California reside in metropolitan areas, where the average hourly wage of \$16.05 puts them in the extremely low to very-low-income category (between 30-50 percent of the area median income). The 2014 – 2018 ACS indicated that no farmworkers live in San Marino, and there is no nearby farmland that would indicate a need for farmworker housing in San Marino.

1.10 CHARACTERISTICS OF HOUSING STOCK

Type

San Marino's housing stock consists almost exclusively of single-family homes (98.8%), compared to 54.4% for the greater SCAG region. Slightly more than 86% of San Marino's homes are owner-occupied, compared to 52.5% for the SCAG region. Conversely, only 13.6% of San Marino's homes are renter-occupied, compared to 47.5% of the SCAG region. The age group most likely to be renting in San Marino are those between 35 and 44; however, owners outnumber renters across all age groups.

Age & Condition

San Marino's housing stock is much older than the SCAG regional average. As previously noted, San Marino was built-out by 1960 and has seen very little construction after 1980. The time period where the highest share of San Marino's housing was built is before 1939, while in the larger SCAG region the period when most housing was built was during the 1970s.

Overcrowding

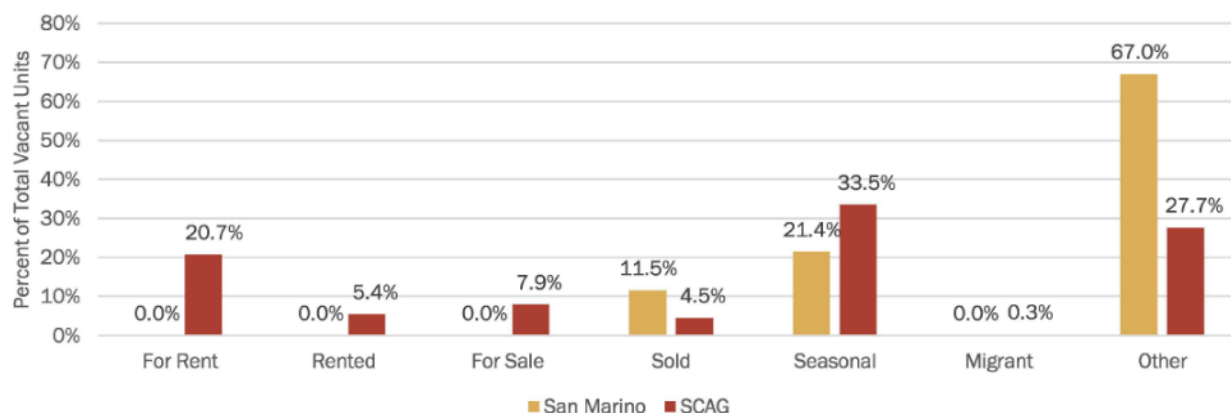
The ACS definition of overcrowding is more than 1.0 occupants per room, where the number of rooms includes all except kitchens, bathrooms, and hallways. Severe overcrowding is defined as more than 1.5 occupants per room. In San Marino, just 3.4% of households were overcrowded and less than 1% were severely overcrowded. Rental units were more likely to be overcrowded than were owner-occupied units.

Vacancy

The vacancy rate is a measure of the general availability of housing. It also shows how well the available units meet the current housing market demand. A low vacancy rate suggests that households will have difficulty finding housing within their price range. While the average vacancy rate across the US is approximately 7%, in metropolitan areas rates are generally about 3% - 4%. San Marino's vacancy rate is 4.6%, with about 200 vacant units.

A "Vacancy" occurs for several reasons; a home may be listed for sale or being prepared for a rental tenant. Homes can also be held for seasonal or occasional use by their owners. The American Community Survey has categorized vacancy in San Marino by type as displayed in Figure 6:

Figure 6: Vacant Units by Type



Source: American Community Survey 2014-2018 5-year estimates. The type of vacancy can be instructive when one type varies significantly from the norm, such as the "Other" category for San Marino in Figure 6 above. This may occur in vacation-destination communities, where short-term vacation rentals drive the "seasonal" vacancy type higher. For ACS data, vacant units are subdivided according to their housing market classification shown in the sidebar. Units held vacant for "other" reasons make up 67%, or about 134 of San Marino's vacant units as shown in Figure 6.

Public input received during preparation of the Housing Element included anecdotal information about "investor" houses, which are bought by investors who do not live in San Marino and are held, vacant, purely for investment purposes. These vacant homes are reflected as "other" by the ACS data of vacancy type in Figure 6; they are not used for housing people. This phenomenon has recently been seen in high-value real estate markets on both coasts, most notably in Vancouver, Seattle, and San Francisco; a 2021 Report by Strategic Actions for a Just Economy (SAJE) and UCLA Law found the same phenomenon occurring in the City of Los Angeles, where over 46,000 units are being held in this manner and thus not available for housing. If the census data and presence of

Types of Vacancy in Census Data

For Rent - These are vacant units offered "for rent," and vacant units offered either "for rent" or "for sale."

Rented, Not Occupied - These are vacant units rented but not yet occupied, including units where rent has been paid or agreed upon, but the renter has not yet moved in.

For Sale Only - These are vacant units being offered "for sale only," including units in cooperatives and condominium projects if the individual units are offered "for sale only." If units are offered either "for rent" or "for sale" they are included in the "for rent" classification.

Sold, Not Occupied - These are vacant units sold but not yet occupied, including units that have been sold recently, but the new owner has not yet moved in.

For Seasonal, Recreational, or Occasional Use - These are vacant units used or intended for use only in certain seasons or for weekends or other occasional use throughout the year. Seasonal units include those used for summer or winter sports or recreation, such as beach cottages and hunting cabins. Seasonal units also may include quarters for such workers as herders and loggers. Interval ownership units, sometimes called shared-ownership or timesharing condominiums, also are included here.

For Migrant Workers - These include vacant units intended for occupancy by migratory workers employed in farm work during the crop season.

Other Vacant - If a vacant unit does not fall into any of the categories specified above, it is classified as "Other vacant." For example, this category includes units held for occupancy by a caretaker or janitor, and units held for personal reasons of the owner.

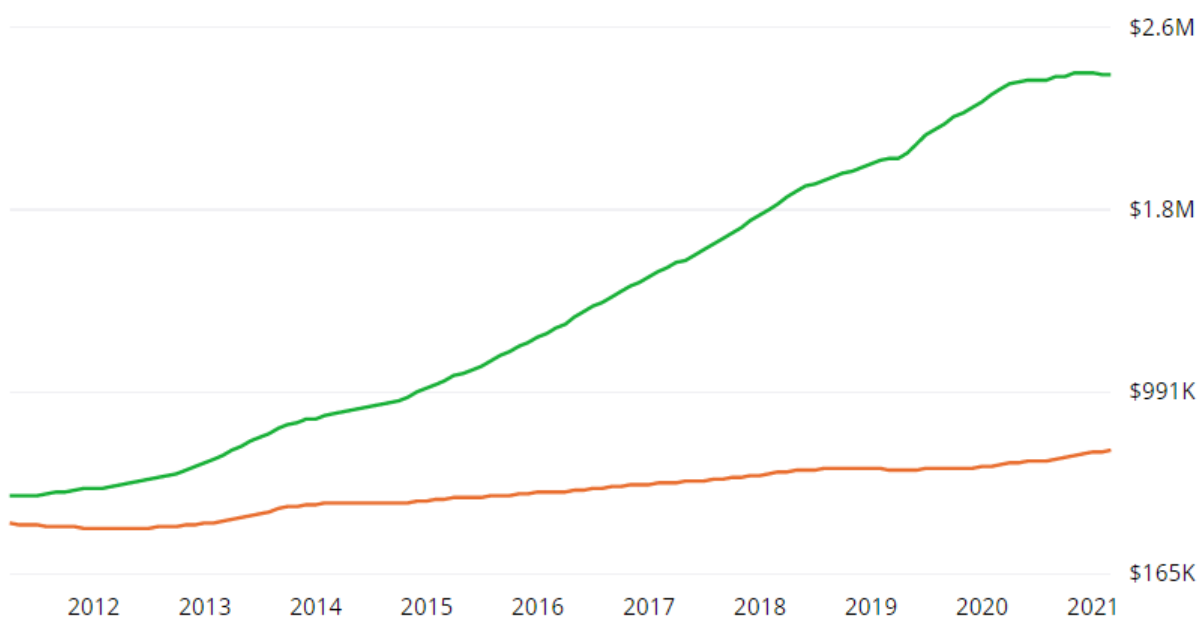
speculative investor housing accurately represents the vacant home situation in San Marino, then the true housing vacancy rate for the City is actually much lower – less than 1 percent. As noted above, this shows there are not enough units to meet market demand and that households will have difficulty finding housing in San Marino.

Prices

San Marino’s housing prices have continued to accelerate at a greater rate than costs in Los Angeles County (Figure 7). While median household incomes in San Marino are high, even moderate- and middle-income households cannot afford a home in San Marino where the median sales price exceeds \$2 million, and the median rental price exceeds \$4000 per month (2021 figures). A moderate-income family of three could afford a home with a sales price of \$385,859 or a monthly rent of \$1,818. San Marino currently lacks homes for these households, which include young families and first-time homebuyers.

Figure 7: Growth in San Marino and Los Angeles County Homes Sale Prices, 2012 - 2021

Feb 2021 — San Marino \$2.43M — Los Angeles County \$728K



Source: Realtor.com

Preservation of Assisted Units at Risk of Conversion

There are no existing assisted housing units that are deed-restricted for lower-income households in San Marino. There are no units at risk of conversion to above-moderate housing.

1.11 SUMMARY OF CONSTRAINTS

As discussed in **Section 4**, the primary constraints to housing in San Marino are the lack of vacant land and extremely high land values. Discussion with both market-rate and affordable housing

developers revealed that the high land costs, together with San Marino’s relatively small lot sizes and lack of available land, render San Marino unattractive for the development of affordable or market-rate housing. While these forces are beyond the City’s control, they are some of the primary drivers of high land costs and high median home prices. Affordable housing developers indicated that if larger lots of one acre or more could be identified and rezoned, or if smaller lots could be combined and rezoned, it would help achieve the economies of scale needed to develop 100 percent affordable multi-family housing. The City will explore a lot consolidation program; however, the potential to combine adjacent lots is somewhat limited by the lack of common parcel ownership in the City.

Two developers interviewed indicated areas where the City has potential (beyond ADUs and JADUs) to develop housing for multiple income levels. One opportunity is in the City’s two commercial areas; the adoption of objective design and development standards for live-work and I multi-family projects would significantly increase the viability of these types of projects. Other places where affordable and workforce housing could occur include the private Southwestern Academy campus; and a portion of the Huntington property. Another promising opportunity lies in the redevelopment of the City-owned Stoneman site, where the City could partner with non-profit developers to put together an attractive land deal to develop mixed-occupancy and mixed-income housing. All these programs will be considered by the City in order to make sufficient sites available and appropriately zoned for housing (see **Section 2**).

One of the secondary constraints to the development of housing in San Marino is community opposition. The public opinion survey and public input received during preparation of the Housing Element indicate that a significant number of residents feel that San Marino should not build any multi-family housing. Many residents feel that either all of San Marino’s housing needs have been met, or that any needs that do exist can be satisfied by the development of Accessory Dwelling Units (ADUs). Additionally, stakeholder interviews revealed that San Marino can be difficult to get a project through, even if the project type and design are allowed by the City Codes. The development of objective design and development standards for the ministerial approval of qualified development projects will be important steps to ensure that San Marino is able to accommodate its fair share of the region’s housing needs (see **Section 2**).

1.12 SUMMARY OF FAIR HOUSING ANALYSIS (FHA)

Assembly Bill 686 (Affirmatively Furthering Fair Housing, or AFFH) was adopted into law in 2018 and became effective on January 1, 2019. The law requires state and local agencies to take proactive measures to correct any housing inequalities related to race, national origin, color, ancestry, sex, marital status, disability, religion, or other protected characteristics. Agencies must ensure that their laws and programs affirmatively further fair housing, and that they take no actions that do not do so.

Under State law, affirmatively furthering fair housing, or AFFH, means “taking meaningful actions, in addition to combatting discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics.” Agencies must include in their Housing Elements a program that promotes fair housing opportunities for all persons. In the context of a community’s housing needs, AFFH is not

just about the *number* of units needed, but also about *where* the units are located and *who* has access to them.

AB 686 makes certain requirements for the analysis of fair housing issues; this analysis is contained in **Section 4** along with a history of San Marino and its past practices of allowing only single-family homes.

While HCD has not yet completed its guidance document for AFFH analysis within Housing Elements, discussions with HCD staff indicated that a proper course of action in Areas of Opportunity like San Marino would be to 1) analyze and discuss areas of ethnic or economic concentration; and 2) assess any exclusionary land use practices and include programs to overcome or reverse them. A history of San Marino's development and growth patterns is provided in **Section 4** and summarized here.

San Marino is much more racially diverse than the average U.S. city. While there is a somewhat greater White population in the northwestern part of the City and a slightly greater Asian population in the southeastern part of the City, there are no areas of ethnic or economic concentration. Median incomes are high and fairly stable throughout the City, as is the racial mix of its citizens. While there are a considerable number of low-income senior households in San Marino, they tend to own their homes and are not concentrated in any area or neighborhood. San Marino does not have any areas of racial or ethnically concentrated areas of poverty (R/CAPs). It is a well-integrated community, and the entire City is designated as an Area of Opportunity. This designation is based on the consideration of factors affecting the quality of life and health outcomes including educational enrollment and attainment; employment rates; lack of overcrowding in housing or overpayment for housing costs; transportation costs; and environmental health.

San Marino's rich and varied past spans multiple eras of California history and is associated with cultural and social themes that were definitive in the history of Los Angeles County and Southern California. Since its 1913 incorporation, "the City envisioned itself as a residential enclave for people of means, with zoning that ensured minimal commercial development and no industry or multi-family residences" (*Source: San Marino Historic Resources Survey Report, October 2020*). This exclusive designation has played out in the City's zoning since its establishment. San Marino is almost exclusively residential, with its built environment dominated by detached single-family homes constructed primarily between the 1920s and the 1960s. As of 2021, there were no areas zoned for multi-family residences, or for industry/manufacturing. Small areas on Huntington Drive and Mission Street are zoned for commercial use, and the City has recently approved a mixed-occupancy project on Huntington Drive.

By definition, single-family zoning is exclusionary when it occurs to the exclusion of other types of residential uses. While not intended to be exclusionary, San Marino's past prohibition of anything but single-family homes has had the effect of excluding persons who do not have incomes high enough to live in the City. Because poverty occurs most often with persons of color, these practices have resulted in the exclusion of protected classes even though they were not intended to. AB 686 requires that the City adopt programs to overcome and reverse this pattern of exclusion, and to identify locations for affordable housing through the AFFH lens.

Reversing Exclusionary Zoning Practices

The approach taken in the 2021 Housing Element to address past exclusionary zoning practices and to affirmatively further fair housing is two-fold: First, programs are included that change zoning to allow for all types of housing, including the multi-family apartments and duplexes that have previously been banned in the City; and secondly, the location of potential housing sites to meet the City’s lower-income RHNA is considered through an equity lens, not only by choosing locations in areas throughout the City but also by including programs to promote the development of missing middle houses, duplexes, triplexes, ADUs, and affordable JADUs in the City’s single-family residential neighborhoods. **Section 2** includes the specific policies and programs to reverse exclusionary zoning and to affirmatively further fair housing; **Section 3** contains the housing sites location information and maps. All sites to be considered for rezoning for higher-density housing are within High Opportunity Areas.

1.13 REGIONAL HOUSING NEEDS ALLOCATION

The Regional Housing Needs Allocation (RHNA) is a requirement of State housing law and is a process that determines projected housing needs for all jurisdictions in California. The Southern California Association of Governments, or SCAG, conducts the RHNA process every eight years and assigns a specific allocation, or RHNA, to each jurisdiction. Every jurisdiction must plan for its RHNA allocation in its Housing Element by ensuring there are enough sites with appropriate zoning to accommodate their RHNA. The goal is to ensure that local plans have enough appropriately zoned land to accommodate their existing and projected housing needs for all income levels for the entire 8-year planning period. Jurisdictions are not expected to build the housing, but they must plan and zone for it.

The RHNA methodology applies several factors to further the objectives of State law and meet the goals of the Connect SoCal plan. After a RHNA total is calculated, a social equity adjustment is applied to determine the four income categories. The social equity adjustment is based on household income and access to resources. One of the five objectives of State housing law is to ensure that there is not an overconcentration of households by income group in comparison to the county or regional average. To ensure that the RHNA methodology does not overburden low-income jurisdictions with more low-income households, a social equity adjustment is applied during the Income Group process. The result is that higher income jurisdictions like San Marino must plan and zone more affordable units, while lower income jurisdictions must plan and zone for more above-moderate income units and fewer affordable units.

San Marino’s RHNA for the period between October 2021 – October 2029 is 397 units, divided between income groups as follows:

Table 2: Quantified New Construction Objectives, 2021 - 2029

	Very Low	Low	Moderate	Above Moderate	Total
San Marino	149	91	91	66	397

While the RHNA is assigned based on the four income categories above, the law also requires that communities plan for the needs of extremely low-income households, defined as those making less than 30% of the County AMI. The housing need for this income group is generally considered to be half of the very low-income need. Because San Marino is a high-income and high-resource community, it has a much greater RHNA for affordable and moderate-income units than it does for Above-moderate units. Since the RHNA cannot be accommodated on existing sites with appropriate zoning, San Marino has a “RHNA shortfall” and the City must rezone adequate new sites to meet its regional need and to meet the requirements of Government Code Section 65583 c. 1, which requires zoning for all types of residential uses including multi-family and manufactured homes. **Section 3** provides an analysis of the RHNA shortfall, the required sites information, and the housing sites inventory.

1.14 2014 SAN MARINO HOUSING ELEMENT REVIEW

The City has taken multiple steps to facilitate residential and live-work development since adoption of the 2014 Housing Element, including the following:

- Expanded opportunities for low- and moderate-income housing by adopting a revised Accessory Dwelling Unit Ordinance and a new Junior Accessory Dwelling Unit Ordinance, in compliance with State law;
- Provided no-cost ADU/JADU pre-application consultations with planning staff to ensure complete application submittals and the shortest possible processing time;
- Drafted a mixed-use ordinance for City Council consideration (this was ultimately not adopted, but residential uses continue to be allowed in the C-1 and the City Council has requested that staff prepare objective design standards to guide their development);
- Approved the first mixed-occupancy project at 2405 Huntington Drive (3 commercial ground floor units, 2 residential units above);
- Produced and distributed public handouts on Fair Housing;
- Established a specific page within the City’s website that includes housing-related information; and
- Moved to an online permitting system to facilitate continued permit issuance during pandemic closure and beyond.

Progress Implementing Programs

The City was successful in implementing most of the programs in its 2014 Housing Element and is implementing others with the adoption of this 2021 Housing Element Update. See

Table 4 at the end of this Section for full program implementation status. Table 4 summarizes results of the 5th Housing Element programs and where information is available, provides an evaluation of the difference between the objectives and actual program achievements. Table 4 identifies how 5th Cycle Housing production in Table 3, if continued, have been integrated into current (6th Cycle) programs.

Progress in Achieving RHNA and Quantified Objectives

The City was only partially successful in achieving its 5th cycle Quantified Objectives, as shown in Table 3 below. The City reached and exceeded its objectives for above-moderate and total units, and almost reached its objective for lower-income units. It saw the most success in converting existing pool houses and similar accessory structures to Accessory Dwelling Units, and in the construction of new Accessory Dwelling Units. This is not an unexpected outcome in a city that is fully built out. The City also gained its first multi-family units as part of a mixed-occupancy project near the end of the planning period.

Table 3: Progress in Achieving 2014 Quantified Objectives, by Income Group

Income Group	New Construction Projected/Actual	Rehabilitation Projected/Actual	Conservation Projected/Actual	2014 Quantified Objective	Total Units Realized 2014-2021
Very Low	6/3	5/0	2/0	13	3
Lower	6/9	5/2	2/0	13	11
Moderate	0	0/0	0/0	0	0
Above Moderate	6/37	0/0	0/0	6	37
Total	18/49	10/2	4/0	32	51

Lessons Learned

The low level of permitting in San Marino is typical for a small, fully built-out City. The adoption of the new Accessory Dwelling Unit ordinance required by the State has had the greatest effect in adding housing units to San Marino's housing stock, as the program allows additional housing units to be integrated into the City's existing neighborhoods. Removal of the minimum parcel size requirement to establish an ADU more than doubled the number of eligible parcels and interest – and applications - increased exponentially. Expansion of this program and the new Junior Accessory Dwelling Unit provisions have the greatest potential to continue to add units within San Marino's existing neighborhoods.

The City also struggled to revise its C-1 standards to specifically allow and set standards for mixed-use developments. While the standards were drafted by staff and brought forward for approval, the new provisions were not adopted due to community concerns. The City was successful in achieving one mixed-occupancy project under its existing C-1 provisions, which allows housing units as a density of one unit per 5,000 square feet of parcel size. Some local developers continue to be interested in pursuing mixed-use projects, and the City recognizes that a higher density of residential development in and near the commercial areas could assist in

revitalizing them. Adaptive re-use and other redevelopment strategies would be appropriate for this area. The City will continue to allow residential uses within the C-1 zone, by-right if at least 20% of units are affordable. With the recent strengthening of the Housing Accountability Act and the passage of SB 35, the City has learned the importance of adopting objective design and development standards and anticipates the creation and adoption of such standards within the next year.

San Marino has always prided itself on having the best schools in the State, and one of the most difficult lessons for the City has been the loss of its student population. As reflected in Census data and school enrollment figures, young families cannot afford to live in San Marino because of the lack of housing affordable to lower, moderate, and middle-income households. The City recognizes the need to ensure that young families can live in San Marino and is committed to putting new programs into place for lower income households.

1.15 PROGRAM CHANGES IN 2021 HOUSING ELEMENT

The 2021 Housing Element update is not a comprehensive "new" Housing Element, but rather an update of the 2014 Housing Element. The focus of the update process has been to keep the programs that are working, adding new policies and programs where community needs have changed or where necessary to comply with new State laws. The same three goals of the existing 2014 Housing Element have been maintained, with new or revised policies and programs proposed to meet changing needs and legal requirements. Most ongoing policies and programs are successful and are continued in the Housing Element update; limited-term programs that have already been accomplished have not been carried forward.

The 2021 Housing Element updates housing numbers related to RHNA, outlines public participation, and makes limited changes in programs that commit the County to future land use changes to be made within three years. A brief summary of the changes and revisions are listed by Goal below:

GOAL 1: Provide a range of housing opportunities for all income levels.

- New Policy added to allow interior conversion of single-family residences into duplexes or triplexes in neighborhoods near jobs and transit, and to consider other missing middle housing solutions.
- New policy added to ensure that adequate sites continue to be available throughout the planning period (statutory requirement).
- Policy revised to encourage local lenders to become approved for the Home Ownership and Mortgage Credit Certificate programs for first-time homebuyers.
- New Policy added to affirmatively further fair housing throughout San Marino's neighborhoods (statutory requirement).
- Program revised to facilitate the development of ADUs and JADUs by providing promotional materials and pre-approved plans for ADUs, and to add consideration of a amnesty program for ADUs and a low-interest or forgivable loan program for lower-income households to create affordable JADUs.

- Program revised to increase the number of ADUs expected to be developed during the next planning period, consistent with recent permitting levels.
- New Program added to adopt objective design and development standards for residential and live-work projects.
- New Program added to consider adoption of a Housing Overlay Zone.
- New Program added to implement “missing middle” provisions in designated single-family neighborhoods near jobs and transit.
- New Program added to adopt a density bonus ordinance to comply with new State laws, and to consider adopting a City density bonus ordinance to better address local housing needs for seniors, and first-time homebuyers.
- New Program added to consider and rezone sites by October 15, 2024 to accommodate the identified RHNA shortfall and any additional sites necessary to ensure compliance with No Net Loss laws.
- New program added to maintain an Administrative List of Housing Sites to ensure compliance with No Net Loss Laws
- New Program added to implement an Enhanced Affordability Overlay if sufficient sites are not rezoned by October 15, 2024.
- New Program added to promote first-time homebuyer programs and to encourage use of the housing land trust model.

GOAL 2: Maintain the existing housing stock.

- New Policy added to ensure that the City’s housing stock is not lost to non-residential uses.
- New Program added to consider adopting the conservation measures in the EAP (Energy Action Plan) where appropriate for San Marino and not duplicative of Building Code requirements.
- New Program added to explore the nature of prolonged home vacancies in the City, and to consider adoption of an annual fee or “vacancy tax” if it is determined that vacant homes are being held only for investment purposes and are not being used for housing. Funds from this fee or “tax” would be used to support the City’s housing programs.

GOAL 3: Ensure the accessibility to housing for all segments of society.

- New Policy added to promote and encourage special needs housing and universal design in new and remodeled homes.
- New Program added to implement Universal Design policies.
- New Program added to encourage ADUs and JADUs for seniors and persons with disabilities, and to include Universal Design provisions in pre-approved ADU plans.

Table 4: Status of 2014-2021 Housing Element Program Implementation

	Policy Description	Implementation	Status*
GOAL 1: Provide a range of housing opportunities for all income levels.	Policy 1.1: Encourage the development of housing on vacant R-1 land to meet Above-moderate housing demand.	Program 1.1: Fast track all second unit applications through the permitting process.	Achieved and expanded in the 6 th Cycle to include new Program 1.3 to reflect ADU and JADU fast tracking and other incentives.
	Policy 1.2: Continue to encourage the development of second units as a housing resource.	Program 1.2: Facilitate second unit construction by revising the Second Unit Ordinance.	Achieved with adoption of Ordinance No. 0-21-1386 addressing SB 9 urban lot splits- and objective design standards to comply with SB35 Objective Design Standards included expanded web and printed design guidance.
	Policy 1.3: Encourage the construction of attached second units for multi-generational families, and as a source of affordable housing for extremely low/ lower income households and persons with disabilities.	Program 1.3: Distribute information on second units and the required development standards to achieve two second units annually for a total of 16 second units over the eight-year planning period.	Achieved and updated in this Cycle in new Program 1.4 to achieve new goal of 221 accessory dwelling units over the 2021-2029 period. Includes reduced fees, relief for unpermitted units, and information

	Policy Description	Implementation	Status*
			posted on the City website.
	Policy 1.4: Continue to allow residential uses in the C-1 zone as a conditionally permitted use.	Program 1.4: Three years from Housing Element adoption evaluate the City Code for residential development in the C-1 Zone. Assess possible barriers to development and re-evaluate the City’s policies.	Not yet achieved; still pursuing. New 6h Cycle Program 1.5 under review by City enables adoption of objective design standards. Council may consider a live-work ordinance.
	Policy 1.5: Allow for development of housing for lower income households and seniors in the City through provision of density bonus as required by State law.	Program 1.5: Encourage the use of second units for senior housing and housing for persons with disabilities (including persons with developmental disabilities).	Achieved and being revised in new 6th Cycle Programs 1.3 and 1.4.
		Program 1.6: Adopt an implementing ordinance for density bonus law.	Not yet achieved; clarified in new 6 th Cycle Program 1.9 and scheduled for review by the City Council in 2023. State Density bonus remains

	Policy Description	Implementation	Status*
			available as an incentive.
		Program 1.7: Continue community outreach and education regarding the development process.	Achieved and expanded in new 6 th Cycle Program 1.4 which provides additional web and City Newsletter, information about funding and constructing ADU and JADU in the City.
GOAL 2: Maintain the existing housing stock.	Policy 2.1: Ensure that currently sound housing is maintained through code enforcement activities and nuisance abatement procedures.	Program 2.1: Maintain code enforcement activities to ensure building safety and integrity of neighborhoods.	Achieved and results reported to the City Council annually.
	Policy 2.2: Pursue programs offered by State and Federal governments to provide monetary assistance to lower and moderate-income households (including extremely low income) for home maintenance.	Program 2.2: Continue to implement the “abatement of nuisance” ordinance which seeks to ensure the continued maintenance and good appearance of the City’s residential structures and neighborhoods.	Achieved and continuing in coordination with new Program 1.4 reduced fees, relief for unpermitted units, and information posted on the City website.
		Program 2.3: Continue to implement the Community Development Block Grant (CDBG) program. Target limited resources to	Achieved but at a lower rate than projected. Will continue the program

	Policy Description	Implementation	Status*
		extremely low-income households and persons with disabilities.	into the 6 th Cycle.
		Program 2.4: Gather and distribute information to homeowners on the use of rebates and incentives for making their homes more energy efficient.	Achieved and published on the City website. Program 2.4 will be continued in the 6 th Cycle and continue to be reviewed annually, with relevant information updated to the City website.
		Program 2.5: Continue to encourage seismic retrofitting.	Achieved with permit information available on the City website and will be updated regularly during the 6 th Cycle to reflect changes to the State seismic building codes.
GOAL 3: Ensure the accessibility to housing for all segments of society.	Policy 3.1: Promote equal housing opportunity for all economic, racial, and social groups currently residing in the City.	Program 3.1: Continue implementation of the reasonable accommodation ordinance and allow for exceptions to the zoning code when necessary to provide an equal opportunity for housing.	Achieved and Program 3.1 is updated annually to reflect changes to State and federal fair and equal housing regulations.
	Policy 3.2: Promote housing that meets the special needs of elderly and disabled (including those with developmental disabilities).	Program 3.2: Work with fair housing service providers to ensure that procedures are in place if a complaint of housing	Achieved with fair housing enforcement information posted on the

	Policy Description	Implementation	Status*
		discrimination is made. In 2014, update the City’s website to include fair housing resources.	City website. Program 3.2 will continue with information being updated annually in the 6 th Cycle.
	Policy 3.3: Allow for housing opportunities for the homeless and special needs populations.	Program 3.3: Distribute information at City counters and other community locations regarding housing discrimination and what to do if it occurs.	Achieved, with homeless and special needs information available on the web and at City Hall. Program 3.3 will continue to be reviewed annually throughout the 6 th Cycle with concurrent updates to information on the City website.
		Program 3.4: Update the Zoning Code to allow for emergency shelters by right without discretionary action in the C-1 zone subject to certain development and operational standards.	Achieved 2019 Emergency shelters are now by-right with approval of a Land Use permit in the C-1 zone.
		Program 3.5: Update the Zoning Code to address the provision of transitional housing and supportive housing as residential uses, to be permitted in the same manner as similar uses in the same zones.	Achieved 2021 Transitional housing and supportive housing as residential uses are permitted in the C-1 zone district.

	Policy Description	Implementation	Status*
		Program 3.6: Update the Zoning Code to address the provision of single-room occupancy housing as a conditionally permitted use in the C-1 zone.	Not specifically achieved but deemed possible under existing allowances for residential uses in the C-1 New Program 1.5 enables adoption of objective design standards. <i>See Section 2 Implementing Programs</i>
		Program 3.7: Update the Zoning Code to address the provision of employee housing pursuant to the State Employee Housing Act.	Achieved 2021

* Note: *See: Section 2 Implementing Programs for Updated 5th Cycle Programs*

SECTION II: HOUSING STRATEGY

2.1 GOALS, POLICIES, AND PROGRAMS

The City of San Marino, in adopting the Housing Element, adopts the goals and policies that follow as the framework for implementing its housing policies and programs over the timeframe of the Element.

GOAL 1: Provide a range of housing opportunities for all income levels.

Policies:

- Policy 1.1:** Encourage the development of housing on R-1 land to meet moderate and above-moderate housing demand.
- Policy 1.2:** Allow the interior conversion of single-family homes into duplexes or triplexes in identified neighborhoods, subject to standards, and consider integrating other missing middle housing types into San Marino’s neighborhoods.
- Policy 1.3:** Continue to encourage and promote the development of accessory dwelling units as an important housing resource.
- Policy 1.4:** Encourage the construction of attached accessory dwelling units and junior accessory dwelling units to house multi-generational families, and as a source of affordable housing for extremely low- and lower-income households and persons with disabilities (including those with developmental disabilities).
- Policy 1.5:** Maintain a sufficient inventory of sites suitably zoned for housing at all income levels throughout the planning period.
- Policy 1.6:** Continue to allow residential uses in the C-1 Zone as a conditionally permitted use. Allow these uses as a permitted use if at least 20 percent of project units are affordable to lower-income households, subject to objective design and development standards.
- Policy 1.7:** Allow for development of housing for lower-income households and seniors in the City through provision of density bonuses. Consider expanding the state’s density bonus program to provide bonuses and incentives for Extremely Low Very Low and Low income housing.
- Policy 1.8:** Participate in the LACDA’s Home Ownership Program and Mortgage Credit Certificate program to provide opportunities for first-time homebuyers. Encourage local lenders to become approved for these programs.

Policy 1.9: Affirmatively Further Fair Housing by ensuring that housing opportunities for all income levels are available throughout San Marino’s neighborhoods.

Implementing Programs:

Program 1.1: Fast track all ADU and JADU applications through the permitting process.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Monitor and annually report on ADU and JADU program use as part of the General Plan Annual Report.</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.2: Adopt a program to encourage and facilitate accessory dwelling unit and junior accessory dwelling unit construction. In addition to website and printed promotional materials, the program should include the following components:

- Utilize pre-approved plans that have already gone through the City’s building plan check process, and which meet the City’s guidelines for architectural design, to save time and money for applicants.
- Consider adoption of a program to financially assist low-income property owners in the development of junior attached accessory dwelling units through a low-interest or forgivable loan in exchange for continued affordability. A pilot program would be started while ongoing funding is identified and pursued.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Monitor and annually report on JADU program assistance and funding as part of the General Plan Annual Report.</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.3: Annually monitor the effectiveness of the City’s strategy for facilitating accessory dwelling unit and junior accessory dwelling unit construction, including conversion of pool houses and other accessory structures that increase housing units. If the City is not meeting its fair share objectives for ADUs by 2024, consider the following actions to enhance the program effectiveness:

- Update the City’s ADU and Zoning Ordinance to ensure compliance with state law.
- Adopt reduced fees or fee waivers for ADU and JADU permits;

- Adopt a penalty relief program to allow conversion of unpermitted, existing, accessory structures into accessory dwelling units without penalty, provided that all other applicable Code requirements are met.
- Increase efforts to promote ADU development, including joint promotions on a subregional level; and
- Develop alternative strategies, within one year, as appropriate to accommodate the City’s RHNA obligations.
-

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Review & adopt any needed changes or alternative strategies by end of 2024; then monitor effectiveness annually.</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.4: Distribute information on accessory dwelling units and the required development standards with the goal of achieving an average of twenty-five to thirty units annually for a total of 221 accessory dwelling units over the eight-year planning period, through new construction (attached or detached) or from conversion of residential accessory structures. Information and/or links about accessory dwelling units, their costs, financing, tax implications, and return on investment will be posted on the City website, available at public counters, and published in the City newsletter.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>2022 then monitored and reported in the Community Development Department’s General Plan Annual Report.</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.5: Adopt objective design and development standards for residential and live-work developments.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>2024 then monitored and reported in the Community Development Department’s General Plan Annual Report.</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.6: Within three years from the date of adoption of the Housing Element, evaluate the City Code as it relates to residential and live-work development in the C-1 Zone. Consideration shall be given to the following changes:

- Minimum lot size per residential unit;
- Establish a maximum size for residential units;
- Establish limits for the percentage of total project square feet that may be in residential use;
- Allow these developments by-right if at least 20% of project units are provided as affordable to low-income households and design & development standards are met. Waivers and incentives under GC 65915 would continue to be available to qualifying density bonus projects without invoking the need for a use permit.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Not later than October 15, 2024</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.7: Consider adoption of a housing overlay zone that would allow either the underlying land use; multifamily housing at a density minimum of 16 to a maximum of 24 units per acre; or both. Once adopted into the Code, the overlay would proactively be applied to designated sites by the City no later than October 15, 2024.

To facilitate development of housing on small sites or sites with existing development. The changes would:

- Incentivize site mergers in the C-1 zone that would facilitate the feasibility of projects that would provide housing that meet the Housing Element’s affordable housing goals.
- Amend the SB 35 Guidelines to facilitate preparation of objective design standards and guidelines for projects in areas within the Housing Overlay.
- In the Housing Overlay, allow 100% housing with a minimum density of 20 units per acre and a minimum of 16 units per site. On these sites, at least 50 percent of the lower income need must be accommodated by residential use only or require that a residential use occupy 50 percent of the total floor area of a project.

- For projects which comply with the SB 35 Guidelines, permit owner-occupied and leased multifamily uses by-right for developments in which 20 percent or more of the units are affordable to lower income households
- Require 20% of housing units be made affordable to ELI/VL//LI income levels
- The City will perform a fiscal analysis on these sites prior to creation of an overlay zone to identify all fiscal barriers to the creation of affordable housing. This pro forma analysis will identify land values, proposed zoning density, objective standards, construction costs, market analysis with estimated sales price or rental value. If an affordability gap is identified, the City will offer fee waivers for (on a case-by-case basis), and expedited plan check review to facilitate projects low, and very low-income housing. The housing overlay zone could also apply to public and quasi-public uses in addition to commercial uses.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Not later than October 15, 2024</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.8: Within three years from the date of adoption of the Housing Element, update the City Code and Zoning Maps to allow “missing middle” residential uses within designated single-family residential neighborhoods. The single-family areas for potential consideration for this Program include areas identified in Figure 17. This Program is intended to add realistic capacity for a minimum of 250 new “missing middle” housing units suitable for households with very low to middle incomes, subject to adopted design and development standards. Missing Middle projects containing four or more units would be subject to Use Permit.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Program: Not later than October 15, 2024</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.9: Adopt an implementing ordinance to address the recent changes made to the state’s density bonus law. Consider adopting an additional City density bonus program that is at least as permissive as the state program, but that better encourages and rewards projects that meet the City’s demonstrated housing needs such as for seniors and for very-low and low-income households.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>2024</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.10: Continue community outreach and education regarding the development process. Consider holding an annual “open house” at the planning and building department to introduce members of the public to personnel and procedures so that the development process is less daunting.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>First Open House to be held in 2023, then annually thereafter. Ongoing</i>	<i>Community Development Department</i>	<i>Departmental Budgets</i>

Program 1.11: No later than October 15, 2024, rezone adequate sites to facilitate development of housing affordable to lower income households.

To facilitate development of housing, the City shall,

- Amend the SB 35 Guidelines to facilitate preparation of objective design standards and guidelines for housing affordable to very low and low-income households.
- Allow 100% housing on sites with a minimum density of 20 units per acre and a minimum of 16 units per site. On these sites, at least 50 percent of the lower income need must be accommodated by residential use only or require that a residential use occupy 50 percent of the total floor area of a project.
- For projects which comply with the SB 35 Guidelines, permit owner-occupied and leased multifamily uses by-right for developments in which 20 percent or more of the units are affordable to lower income households
- Require 20% of housing units be made affordable to ELI/VLI/LI income levels
- The City will perform a fiscal analysis on these sites prior to rezoning to identify all fiscal barriers to the creation of affordable housing. This pro forma analysis will identify land values, proposed zoning density, objective standards, construction costs, market analysis with estimated sales price or rental value. If an affordability gap is identified, the City will offer fee waivers for (on a case-by-case basis), and expedited plan check review to facilitate projects for low, and very low-income housing.

Total sites in inventory should accommodate more than the RHNA shortfall to maintain an adequate inventory throughout the planning period.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Not later than October 15, 2024</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.12: The Enhanced Affordability Overlay would be placed on all C-1 parcels in the 800 and a portion of 900 blocks along Huntington Drive. The Overlay would allow any of the C-1 land uses or would allow housing projects at a density of 20 units per acre when at least 50% of project units are available to very low- and low, income households in the same proportions as the City's low- and low-income RHNA. For the 6th cycle, those minimum affordability proportions are as set below; a deeper level of affordability may be provided. The remaining units may be market-rate or affordable, at the developer's option.

- 25% very low income
- 25% low income

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Goes into effect automatically if rezone is not accomplished by October 15, 2024</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.13: Create and maintain a list of additional sites with appropriate zoning that could be added to the City's Sites Inventory if and when an analysis provided through the Annual Progress Report indicates that sufficient sites may not exist to accommodate the City's remaining RHNA, by income level, for the planning period.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Create list by 2024; consider adding sites from this list to inventory on an annual basis</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 1.14: Provide information about the Mortgage Credit Certificate Program and other programs for first-time homebuyers administered by the Los Angeles County Community Development Commission. Provide links to this information from the City's website. Encourage local lenders to become approved under these programs. Consider use of the Housing Land Trust model to provide additional

first-time homebuyer opportunities for San Marino residents under a local program.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>2022 and ongoing</i>	<i>Community Development Department; Administration; LACCDC</i>	<i>Departmental Budgets</i>

Program 1.15: Ensure compliance with the Surplus Land Act and undertake the following measures prior to offering Stoneman or any other City-owned lands for sale, in compliance with the State Department of Housing and Community Development’s Surplus Land Act Guidelines (“Guidelines”):

- The City will initiate the lot split, rezoning, the release of the request for proposals, and other actions necessary to facilitate development of this site within the planning period.
- City Council will make formal findings declaring the land as surplus;
- City will provide notices of availability of surplus land for lease or purchase to local public entities and designated housing sponsors, receive any notices of interest from entities desiring to purchase or lease the surplus land, and shall negotiate with those entities in good faith, provide HCD with descriptions of the notices of availability sent, and of any negotiations conducted, and shall forward to HCD a copy of any restrictions to be recorded against the surplus land as described in Government Code Section 54230 and in the form prescribed by HCD in the Guidelines; and
- City shall report annually information about all locally owned surplus land sites in accordance with the APR (Annual Progress Report) instructions.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>The City will initiate an RFP in 2024 and report on results in the General Plan Annual Report</i>	<i>Community Development Department; City Attorney</i>	<i>General Fund</i>

GOAL 2: Maintain the existing housing stock.

Policies:

Policy 2.1: Ensure that currently sound housing is maintained through code enforcement activities and nuisance abatement procedures.

Policy 2.2: Pursue housing programs offered by the State and Federal governments to provide monetary assistance to lower and moderate-income households (including extremely low-income households and special needs households) for maintenance of their homes.

Policy 2.3: Improve conservation of energy and natural resources.

Policy 2.4: Ensure that the City’s limited housing stock is not lost to non-residential uses.

Implementing Programs:

Program 2.1: Maintain code enforcement activities to ensure building safety and integrity of neighborhoods.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Ongoing and reported to the City Council annually.</i>	<i>Code Enforcement</i>	<i>Departmental Budget</i>

Program 2.2: Continue to implement the “abatement of nuisance” ordinance which seeks to ensure the continued maintenance and good appearance of the City’s residential structures and neighborhoods.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Annual progress reported to the City Council.</i>	<i>Community Development Department; Code Enforcement</i>	<i>Departmental Budgets</i>

Program 2.3: Continue to implement the Community Development Block Grant (CDBG) program that offers assistance to income-qualified households for home repairs. Target limited resources to extremely low-income households and persons with disabilities (including developmental disabilities). Annually pursue other State and Federal programs that offer funding and other incentives for housing rehabilitation, energy efficiency improvements, and affordable housing development. Continue to make information available on the City’s website about the assistance available for home repairs for income-qualified households.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Annually coordinated with and reported to the City Council and Coordinated with LACDC</i>	<i>Community Development Department; Administration; LACDC</i>	<i>Departmental Budget; CDBG</i>

Program 2.4: Gather and distribute information to homeowners on the use of rebates and incentives for making their homes more energy efficient. Provide links to related information and applications on the City’s website.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Ongoing annually updated on the City Website and coordinated with Programs 1.4, and 2.5</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 2.5: Continue to encourage seismic retrofitting.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Ongoing annually updated on the City Website and coordinated with Programs 1.4, and 2.4</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 2.6: Consider adopting the conservation measures in the Energy Action Plan where appropriate for San Marino and not duplicative of Building Code requirements.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>2026</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 2.7: Explore use of the housing land trust model to enable the City to purchase less-expensive homes when they go on the market, for resale at the cost of the home only (land leased through land trust) to first-time homebuyers.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>By 2024</i>	<i>Community Development Department; LACCDC; Administration</i>	<i>Departmental Budget</i>

Program 2.8: Explore the nature of the prolonged home vacancies within the City. If appropriate, consider adoption of an annual “vacancy tax” on vacant homes that are being held for investment purposes and not used for housing. Proceeds from this tax would be used to support housing programs that assist the City in meeting its identified housing needs, including its regional needs.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
-------------------------	-------------------------------	------------------------

<i>Ongoing</i>	<i>Community Development Department, Administration</i>	<i>Departmental Budgets</i>
----------------	---	-----------------------------

Responsible Agencies: San Marino Community Development Department, Administration (Code Enforcement and CDBG), Policy Department (Code Enforcement)

Funding Sources: Departmental budget and CDBG funds

GOAL 3: Ensure the accessibility to housing for all segments of society.

Policies:

Policy 3.1: Promote equal housing opportunity for all economic, racial, and social groups currently residing in the City.

Policy 3.2: Promote housing that meets the special needs of elderly and disabled, including those with developmental disabilities. Encourage universal design in all new and remodeled homes.

Policy 3.3: Allow for housing opportunities for the homeless and special needs populations.

Implementing Programs:

Program 3.1: The City shall continue implementation of the reasonable accommodation ordinance consistent with Government Code section 8899.50 by administering its housing and community development programs in a manner to affirmatively further fair housing access. This includes allowing for exceptions to the zoning code when necessary to provide an equal opportunity for housing. Monitor the effectiveness of this ordinance; identify and address any constraints to accommodating the housing needs of persons with disabilities.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Information about reasonable accommodation ordinance in support of AFFH will be posted on the City website and updated annually. Program use metrics</i>	<i>Community Development Department; LACCDC</i>	<i>Departmental Budget</i>

<i>will be tracked annually.</i>		
----------------------------------	--	--

Program 3.2: Work with the fair housing service providers to ensure that procedures are in place if a complaint of housing discrimination is made. Continue to update the City’s website with fair housing resources, including a link to the fair housing service provider’s website. Annually contact the fair housing service provider to obtain updated contact information for questions and referrals.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Ongoing</i>	<i>Community Development Department; LACCDC</i>	<i>Departmental Budget</i>

Program 3.3: Distribute information at City counters and other community locations regarding housing discrimination and what to do if it occurs. Utilize flyers sent out with utility bills or City newsletters to ensure that fair housing information is broadly available. Encourage landlords to provide fair housing handbooks to all new tenants and real estate offices and lending institutions to display and provide information about discrimination in sales and landing practices.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Ongoing</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 3.4: Consider amending the Zoning Code to address the provision of single-room occupancy housing as a conditionally permitted use in the C-1 Zone.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>2022 (within 1 year of Housing Element adoption)</i>	<i>Community Development Department</i>	<i>Departmental Budget</i>

Program 3.5: Consider adoption of a Universal Design program that encourages but does not require that new and remodeled homes meet the basic tenets of Universal Design (stepless entry, ground floor living, environmental controls at accessible heights). Produce and distribute information about Universal Design.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Ongoing</i>	<i>Community Development Department; LACCDC</i>	<i>Departmental Budget</i>

Program 3.6: Encourage the use of accessory dwelling units and junior accessory dwelling units for seniors and for persons with disabilities, including persons with developmental disabilities. Pre-approved plans for ADUs and JADUs should incorporate the basic tenets of Universal Design, and promotional literature should include information about requesting reasonable accommodations under the Fair Housing Act.

<i>Timeline:</i>	<i>Responsibility:</i>	<i>Funding:</i>
<i>Ongoing</i>	<i>Community Development Department; LACCDC</i>	<i>Departmental Budget; CDBG</i>

2.1 QUANTIFIED OBJECTIVES

The following table summarizes the City’s quantified objectives for the 2021-2029 planning period.

Table 5: Quantified Objectives by Income Group

Extremely Low	Very Low	Low	Moderate	Above Moderate	Total
75	74	91	91	66	397

The different unit types and programs that will be utilized to meet the Quantified Objectives are discussed below.

2.2.1 New Construction

Accessory Dwelling Units

Achieve construction of 221 Accessory Dwelling Units at the rate 40 units/year in the first year; 30 units in the second year; and 25 units/year for the rest of the planning period (until 2029). These figures are based on the substantial increase in inquiries and applications received, and in permits issued for accessory dwelling units following the City’s adoption of an updated Accessory Dwelling Unit ordinance removing the minimum parcel size, which had previously been 12,000 square feet and prohibited ADUs on more than half of the City’s residential parcels. The new ordinance without the minimum parcel size went into effect in early 2020 and since the new ordinance has been in effect, the City has received more ADU applications. The City approved a total of 37 ADUs in 2020 and is on track to achieve similar numbers in 2021. With the new programs put into place by the 2021 Housing Element to encourage and facilitate the provision of additional accessory dwelling units, the City expects a large number of permits during the first year and that permit applications will decrease over the next seven years.

Junior Accessory Dwelling Units

Achieve construction of 20 Junior Accessory Dwelling Units over the next 8 years. The City will promote the construction of Junior Accessory Dwelling Units as the least expensive method to provide housing units for very low and extremely low-income households, including seniors who wish to live near their families but in an independent living space. The City has approved one JADU to date and expects to approve three to four units per year once the programs outlined in the 2021 Housing Element have been put into place.

Additional New Construction – Vacant Sites

Achieve construction of one additional above-moderate residential unit on the City's one remaining vacant residential lot.

2.2.2 RHNA Shortfall

Under existing zoning, the City does not have adequate sites to fulfill its regional housing need allocation (RHNA). Actions to address the shortfall of approximately 150 units will include changes to the zoning code; a program to allow duplexes and triplexes in single-family zones; the rezoning of sites to multifamily, 20 units per acre; rezoning to add the Housing Overlay with densities of 16-24 units per acre; potential addition of an Enhanced Affordability Overlay; and the potential redevelopment of a City-owned parcel (see **Section 3**). Through the rezoning and other programs in the 2021 Housing Element, the City will ensure adequate sites zoned at appropriate densities to address its RHNA shortfall.

Rehabilitation

Two of San Marino's identified housing needs are supporting an aging housing stock and helping low-income senior who own their homes. The City will rehabilitate 10 homes belonging to low-income (up to 80 percent AMI) families or seniors over the planning period using CDBG (Community Development Block Grant) money and other sources as available. The City expects to rehabilitate one to two homes per year, for a total of 10 units over the next 8 years.

Conservation

There are no affordable units in the City that are at risk of being converted to above-moderate units. There are currently no restricted affordable or multi-family units to conserve.

SECTION III: HOUSING SITES

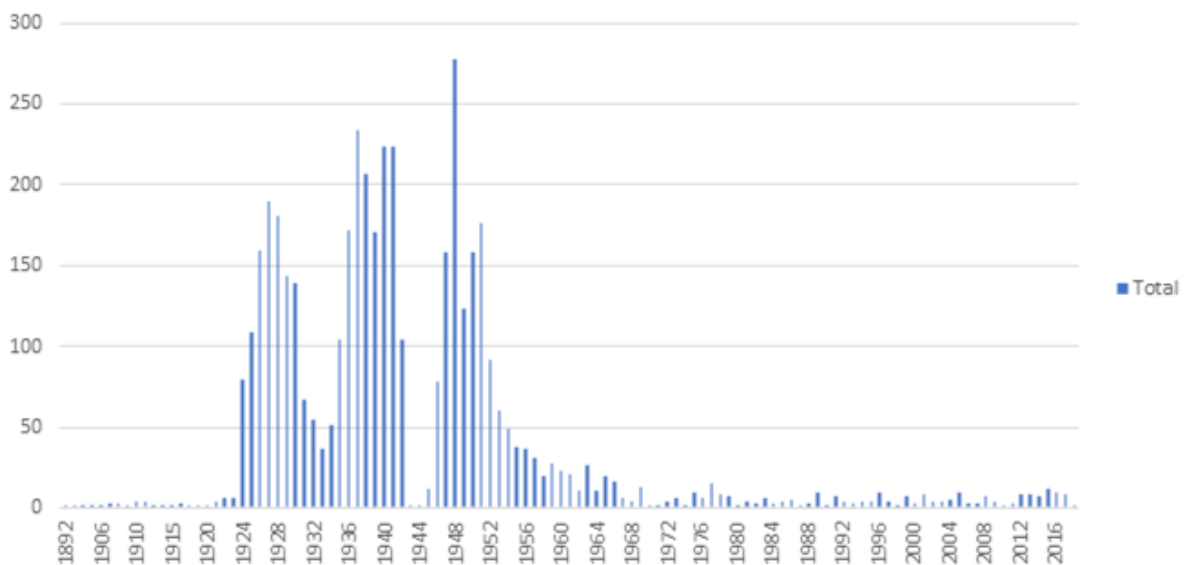
3.1 CONTEXT

Assembly Bill 1397 has added additional requirements for the adequacy of inventoried housing sites, including non-vacant sites and sites that were identified in previous elements. This severely limits the sites available to use in the City of San Marino, which is fully built-out with no vacant sites that can meet the new inventory requirements. San Marino cannot demonstrate adequate sites to meet its RHNA under the current zoning, and rezoning programs will be required as described below and in **Section 2**.

According to HCD’s Housing Element Sites Inventory Guidebook, there are unusual circumstances where “local governments with limited vacant land resources or with infill and reuse goals may rely on the potential for new residential development on nonvacant sites.” In accordance with Government Code Section 65583.2(g)(1) and the Guidebook, this Section will describe the nonvacant sites to be considered in the rezoning programs and estimate a realistic development potential.

The City’s lack of vacant parcels and subdivision potential has impeded development since the 1970s. Only 11 percent of the current housing units in San Marino were built in 1970 or after, and the biggest periods of housing growth occurred from 1923 until around 1952, when residential development began experiencing a steady decline (Figure 8). Since 1980, the rate of residential development with the City has remained low at only 214 units since 1980. *(Source: Assessor Parcel Open Data; City of San Marino staff).*

Figure 8: Residential Units in San Marino, by Year Built



Source: County of Los Angeles Assessor Parcel Data 2019

3.2 DEVELOPMENT CAPACITY ASSUMPTIONS

Development capacity for sites in inventory is not a simple calculation of site area times density. Capacities must be adjusted to reflect the realistic potential for development and must consider the impact of environmental considerations as well as development controls like setbacks, parking requirements and height limitations.

San Marino is fully built out and mostly level. . Utilities and infrastructure such as streets and sidewalks are existing and are not required to be provided by new development. All future projects would be subject to environmental review under CEQA. Requirements for on-site parking can be met with tuck-under parking and structures; because land values are so high in San Marino, this type of construction is used to provide sufficient parking to larger projects (see Figure 9 and Figure 10, below).

Figure 9: Underground parking entrance for East West Building, 2090 Huntington Dr



Figure 10: Parking for Wells Fargo Building, 2375 Huntington Dr

It is not possible to use existing densities within San Marino to estimate site capacities, as San Marino has not allowed multi-family housing development until this 6th cycle Housing Element. Because higher-density projects do not yet exist within the city limits, the development densities achieved in adjacent jurisdictions and within the region are used to estimate the densities and development types that builders are pursuing in the local area. For example, the surrounding jurisdictions of Pasadena, South Pasadena and the San Pasqual CDP typically achieve overall densities of more than twice of the development pattern that currently exists within San Marino. In adjacent Pasadena, residential development achieves medium densities of between 16 and 30 units per acre, with the highest density projects achieving more than 40 units per acre with similar lot coverage and height limits as those under consideration in San Marino's new design standards for multi-family projects.

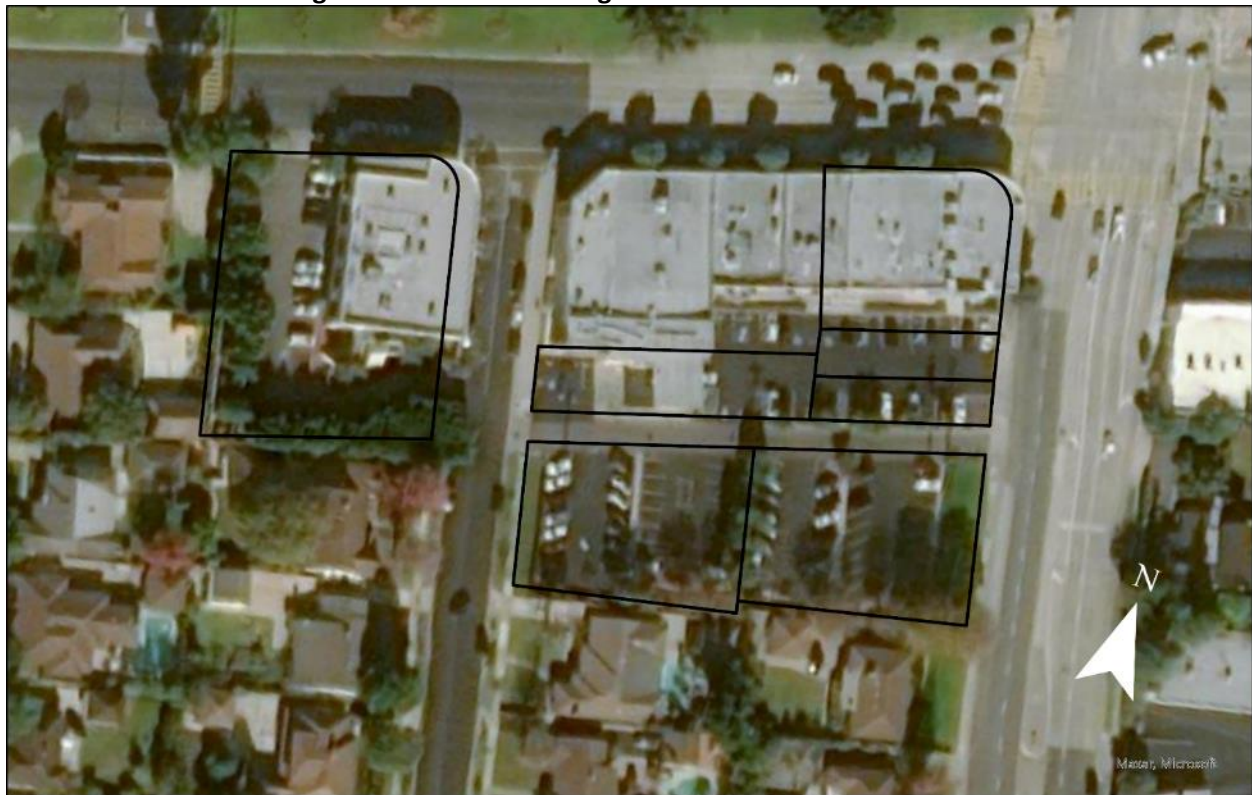
Unless otherwise noted below, development assumptions used to calculate realistic capacities consider the following:

Assumptions for largely unbuilt sites rezoned to default density. For largely unbuilt sites such as those with underutilized parking lots, development capacity of 85 percent of gross is assumed. This calculation assumes 2 floors with a half-floor of tuck under parking, similar to the construction types shown in Figure 9 and Figure 10 above. Sites using these development assumptions include the underdeveloped sites pictured in Figure 11 and Figure 12:

Figure 11: Sites from 810 to 900 Huntington Dr



Figure 12: Sites at Huntington Dr and S San Gabriel Blvd



Assumptions for developed sites rezoned to default density. Listed sites that are already developed with a single-storied structure have had individual calculations made depending on each site's size, physical characteristics, and existing structures. Where the City has been approached by property owners and managers to develop housing on their properties, the densities set are as envisioned by the developer. In some cases where existing structures are old and falling into disrepair, assumptions are made that a complete rebuild will occur, but in other cases the assumption is made that an additional story of residential can be developed above the existing commercial use. The 2016 San Marino Security Building project demonstrates that the market supports this; the existing one-storied office building was expanded, and a second floor added to accommodate workforce housing (see Figure 13, below).

Figure 13: San Marino Security Building and Mixed Occupancy Development, 2405 Huntington Dr



Assumptions for nonvacant sites rezoned to add the Housing Overlay. The Housing Overlay Zone is unique in that it simply adds another allowed use – residential development of 16 to 24 units per acre – to the underlying commercial, public, or institutional use. While the housing could be constructed in place of the existing land use, the assumption is made that the existing land uses will remain in place and only the underutilized portion of the site would be used to provide housing, at an average density of 20 units per acre.

Assumptions for nonvacant sites rezoned to add the Enhanced Affordability Overlay. The Enhanced Affordability Overlay Zone would be applicable to C-1 parcels on the 800 and a portion of the 900 blocks of Huntington Drive, adjacent to bus stops and walkable to daily services. Parcels along these lots generally consist of one-story underutilized buildings and lots. The Enhanced Affordability Overlay will allow densities of 20 units per acre, as long as minimum affordability requirements are met. This Overlay utilized the same development capacity assumptions as discussed above for parcels rezoned to default density of 20 units per acre, which would provide a realistic capacity of 25 units within the Enhanced Affordability Overlay Zone.

Overall, the City has taken a conservative approach when calculating realistic development capacities, as shown in Table 16: Available Sites for Housing After Rezoning Programs*. With a total capacity of about 5,000 new units, the calculated realistic development capacity, including ADUs and JADUs is set at less than 600 units.

3.3 REALISTIC CAPACITY OF SITES ZONED FOR HOUSING

The City currently allows only single-family dwellings on lots zoned for housing. All residential properties are categorized into eight Area Districts allowing various densities through minimum lot size requirements; these range from 1-4 units per acre to 2-6 units per acre. Each residentially zoned parcel only allows one residence, one ADU, and one JADU under existing zoning. Because not all housing types are currently allowed, rezoning will be necessary to accommodate the regional housing need as well as to enable the development of all types of housing.

The one vacant residentially zoned site available in the City has a realistic capacity of one above-moderate income unit; a building permit has been issued. The non-vacant City-owned Stoneman property could have capacity for 11 residential units were it to be subdivided into 11 lots; however, this is not a realistic capacity because the City does not intend to subdivide the property in this manner, and instead intends either split and surplus a portion of the property consistent with the Surplus Lands Act, or to find a non-profit developer through the RFP process. While both properties could also accommodate an ADU and a JADU, those types are summarized below and are not included here. Table 6 summarizes the realistic capacity for residentially zoned sites:

Table 6: Realistic Development Capacity for Residentially Zoned Sites

Realistic Capacity of Vacant Sites Zoned for Housing						
APN/ Address	Size	Zoning/ General Plan	Allowable Density	Realistic Capacity	Infrastructure Capacity	Income Group
5323-016-030/ Winthrop Rd	0.12 acres	Low Density Residential/ R-1 District	4 units/ acre; 1 unit per parcel	1	Yes	Above Moderate
Realistic Capacity of Non-Vacant Sites Zoned for Housing						
5323-008-900/ 1570 Pasqualito Dr. (Stoneman property)	2.86 acres	Low Density Residential/ R-I District	4 units/ acre; 1 unit per parcel	1	Yes	Above Moderate
Total Realistic Development Capacity for Residentially Zoned Sites						
Total	2.98 acres			2	Yes	Above Moderate

3.2.1 ADUs

The new ADU and JADU laws that became effective January 1, 2020, require ministerial approval of ADUs meeting certain requirements. Because this law required the City of San Marino to remove its minimum parcel size and discretionary approval process, the number of parcels qualifying for ADUs has more than doubled and ADU interest and applications have increased exponentially. The City is already averaging more than three ADU applications per month and has approved 37 ADUs during 2020 alone – a year when the global pandemic closed the permitting office for several months. This trend has continued, and the City is on track to achieve similar numbers in 2021.

Given San Marino’s changing demographics and housing needs, and with the new programs in the 2021 Housing Element to encourage and facilitate the provision of more ADUs, the City conservatively estimates that it will issue 40 ADU permits during the first year of the 6th cycle (2021-2022), and that permits will then decrease somewhat for the rest of the planning period, at the rate 40 units/year in the first year; 30 units in the second year; and then about 25 units/year for the remainder of the 6th cycle (Table 7). These figures are based on the significant increase in qualifying parcels and in applications received and approved following the City’s adoption of an updated ADU ordinance making permits ministerial and removing the minimum parcel size.

Table 7: ADUs Anticipated 2022 - 2029

Year/Years	Number of Units
2022	40
2023	30
2024-2029	151
6th Cycle Total	221

The Southern California Association of Governments (SCAG) has conducted a survey of ADU rents and has issued pre-certified affordability assumptions for ADUs. Application of these affordability assumptions to the expected number of ADUs through the planning period indicates that San Marino can expect 151 ADUs affordable to households making less than 80% of AMI; 4 ADUs affordable to moderate-income households, and 66 Above-moderate ADUs (see Table 8).

Table 8: Assumed Affordability for 6th Cycle ADUs (SCAG survey)

Category	Affordability Assumption for Rented ADUs	Affordability Assumption for ADUs (percent of total)
Extremely Low	33	15%
Very Low	19	9%
Low	99	45%
Moderate	4	2%
Above Moderate	66	30%
Total	221	100%*

**Due to rounding, percentages may not always appear to add up to 100%*

3.2.2 Junior Accessory Dwelling Units (JADUs)

JADUs have recently been enabled by State law and are now allowed in San Marino. JADUs are small independent living units created within an existing single-family dwelling and can be a maximum of 500 square feet in size. Construction of JADUs can supply housing units for very low- and extremely low-income individuals and small families and are expected to be especially popular in San Marino given its aging population and the prevalence multi-generational households. There has been one JADU approval to date and additional property owners have expressed interest in creating such a unit. Because of the increasing interest in the development of JADUs and a new program to finance and facilitate their construction, the City is projecting the creation of 20 new affordable JADUs during the planning period at the rate of about 3 per year for the first three years of the period, and an additional 14 through 2029 for a total of 20 during the planning period (

Table 9). Because JADUs are created out of existing space and are inexpensive to build, and because of the new program to facilitate and finance their construction with a low-interest forgivable loan if rented affordably, the City expects that they will be affordable to very low and extremely low-income households (Table 10).

Table 9: Expected JADUs per Year

Year/Years	Number of Units
2022	3
2023	3
2024-2029	14
6th Cycle Total	20

Table 10: Affordability Assumptions for JADUs

Category	Expected Number, by Income Group	Affordability Assumption for all ADUs (percent of total)
Extremely Low	10	50%
Very Low	10	50%
Low	0	0%
Moderate	0	0%
Above Moderate	0	0%
Total	20	100%

3.3 REALISTIC CAPACITY OF OTHER SITES ALLOWING HOUSING

The below sites were identified in the previous Housing Element and remain ideal candidates for additional moderate- and above-moderate income housing units. They are in commercial areas near jobs and transit, and a CUP is currently required for residential use. Realistic development capacity was calculated at approximately 85% of the allowable densities for each lot, taking into consideration the units achieved in the last mixed-use project approved as well as parking requirements, landscaping requirements, and architectural design standards.

Table 11: Realistic Capacity of Other Sites Allowing Housing

APN/ Address	Size	Zoning/ General Plan	Allowable Density	Realistic Capacity	Infrastructure Capacity	Income Group
5335-007-001/ 810 Huntington Dr.	0.27 acres	Commercial/ C-1	8.7 units/ acre	2	Yes	Moderate, Above Moderate
5331-018-005/ 2995 Huntington Dr.	0.29 acres	Commercial/ C-1	8.7 units/ acre	2	Yes	Moderate, Above Moderate
Total Realistic Capacity of Other Sites Allowing Housing						
Total	0.56 acres	Commercial/ C-1	8.7 units/ acre	4	Yes	Moderate, Above Moderate

3.4 RHNA SHORTFALL

As noted above, San Marino is fully built out and its sites inventory must utilize non-vacant parcels to accommodate its RHNA. Of the 397 RHNA unit obligation, 247 units can realistically be accommodated with ADUs (221), JADUs (20), residentially zoned sites under current zoning (2), and other sites that allow residential development under current zoning (4). Even if all of these sites were to be developed to their realistic potential, the capacity under current zoning (247 units) leaves a RHNA shortfall of at least 150 units, including 77 units affordable at the very low and extremely low-income levels and 87 units for moderate-income households (see Table 11). These units must be planned for, accommodated by rezoning, and zoning code changes within the next three years. **Section 2** includes policies and programs to address the RHNA shortfall, summarized below.

Table 12: RHNA Shortfall & Potential Surplus After Rezoning and Programs, by Income Group

	Extremely Low	Very Low Income	Low Income	Moderate Income	Above Moderate Income	Total
2021-2029 RHNA	75	74	91	91	66	397
Residentially Zoned Sites	0	0	0	0	2	2
Other Sites (C-1) Allowing Residential uses	0	0	0	0	4	4
ADUs	33	19	99	4	66	221
JADUs	10	10	0	0	0	20
Total Realistic Capacity under Existing Zoning	43	29	99	4	72	247
Sites Surplus or Shortfall (+/-)	-32	-45	+8	-87	+6	-150
Rezone to 20 up/ac	17	17	10	32	0	76
Stoneman	6	6	0	8	8	28
Housing Overlay	22	26	2	22	9	81
Missing Middle	0	0	0	75	75	150
Total New Units from Rezoning & Programs	45	49	12	145	92	335
RHNA Surplus After Rezoning & Programs*	13	4	20	58	98	185
<i>*Surplus would only be achieved if all identified sites are rezoned</i>						
<i>Note: Enhanced Affordability Overlay Zone will go into effect automatically should rezonings to ensure adequate sites not be accomplished by the statutory deadline</i>						

3.4.1 Summary of Rezoning and Code Changes to Address RHNA Shortfall

To accommodate the remaining very-low and extremely low income RHNA of 77 units, the City will rezone a minimum of five acres to allow at least 20 units per acre as a use by-right if at least 20% of project units are provided as affordable. Each site selected for rezoning for the remaining lower-income RHNA of 77 units will have capacity to accommodate at least 16 units, will be provided with water, sewer, and dry utilities, and will be available for development in the planning period. The sites to be considered for rezoning are included in Table 11 above and in the parcel, listing required by HCD and provided electronically. The rezoning will be accomplished by October

15, 2024. Should the rezoning not be accomplished within the three-year period, the Enhanced Affordability Overlay (see Program 1.12) will automatically go into effect.

To accommodate the remaining moderate-income RHNA of 87 units, the City will adopt a program allowing duplexes and triplexes within existing single-family homes in the single-family neighborhoods near jobs and transit, where those neighborhoods do not fall within a historic district. Adoption of the program to accommodate moderate-income units will be accomplished by October 15, 2024.

The rezoning and code changes to be considered are summarized below.

Rezoning:

- Rezoning 2.03 acres at 415 & 475 Huntington to Multifamily, 20 units per acre (34 units realistic capacity. Realistic capacities assume development at 75% of allowed density);
- Rezoning and subdivision of the City-owned Stoneman property into two parcels, with one 1.2-acre parcel housing the historic Stoneman School building and associated parking; and one parcel of 1.66 acres containing a vacant, non-historic structure and parking area. The 1.66-acre parcel would be made available to an affordable housing developer in compliance with the Surplus Land Act; if the City does not surplus the property, it would make the property available to a non-profit developer under a long-term lease specifying the minimum levels of affordability (28 units realistic capacity);
- Rezoning to apply the Housing Overlay (16-24 units per acre) to multiple sites meeting location criteria for proximity to transit and jobs. Sites to be considered include the 8-acre Southwestern Academy, a 1-acre portion of the Huntington Library site, two sites on church properties, and two sites of over one acre each along Huntington Drive (total of at least 81 units realistic capacity).

Zoning Code Changes to Increase Allowable Densities & By-Right Uses

- Zoning Code change to adopt the Housing Overlay zone;
- Zoning Code changes to include multifamily zoning, and to include objective design & development standards for by-right multi-family and live-work projects;
- Zoning Code change to allow multi-family and potentially live-work developments by-right if at least 20% are affordable, subject to objective design & development standards; and
- Zoning Code change to allow “missing middle” housing in single-family neighborhoods that are near jobs and transit but that are not within the City-designated very high wildfire hazard area or City-designated historic areas (200 units realistic capacity); and
- Zoning Code change to adopt the Enhanced Affordability Overlay zone to go into effect automatically if the City fails to zone adequate sites for low-income households by October 15, 2024.

Additional Programs are included to facilitate and encourage the provision and ADUs and JADUs, two forms of housing that will best assist the City to meet its identified housing needs for aging and disabled households. In order to address No Net Loss requirements, the City will

maintain an administrative list of appropriately zoned parcels which can be added to the inventory list during the annual APR review if needed to maintain an adequate supply of appropriately zoned land throughout the planning period.

3.5 PROGRAMS & REZONING TO ENSURE ADEQUATE SITES

In compliance with Government Code §65583 (d), the City of San Marino will pursue the rezoning of sites to meet the RHNA shortfall. To comply with the “No Net Loss” law and to ensure that sufficient sites are maintained to accommodate the remaining RHNA throughout the planning period, the City will adopt Programs and will strive to identify and rezone enough sites to accommodate 120% of its RHNA shortfall. Rezoned sites will allow qualified developments by-right if at least 20% of units are provided as affordable; a Use Permit will be required for above-moderate projects. All new multi-family and live-work projects will be subject to objective design and development standards. The City is committed to identifying and rezoning adequate sites within the first three years of the housing element period through a variety of rezoning programs and other actions, as outlined below.

3.5.1 Rezoning to Default Density (Program 1.6)

The initial step in rezoning sites to meet the RHNA is to identify and rezone appropriate sites at a density of 20 units per acre, by-right if the project contains at least 20% affordable and subject to use permit if no affordability is included. While the City will consider a variety of sites to be rezoned to receive this high-density designation and will perform its environmental (CEQA) analysis after all sites have been identified, the sites in Table 13 below are included as having realistic redevelopment potential because of interest previously expressed by developers in building multi-family housing on these sites.

Table 13: Sites to Consider for Rezone to Default Density of 20 units/acre

APN/ Address		Size	Zoning/ General Plan	Previous Density	New Density	New Site Capacity	Realistic Site Capacity	Assumed Affordability Level
5323-020-035/ 415 Huntington		1.14 acres	R-1/ Residential	8.7 upa	20 upa	40 units	34 units	Extremely low and very low
5323-020-036/ 475 Huntington Dr		0.89 acres						
5335-007-001/ 810 Huntington Dr*		0.27 acres	C-1/ Commercial	8.7 upa	20 upa	14 units	10 units	Low
5335-007-002/ 840 Huntington Dr*		0.34 acres						
5335-007- 003/ 860 Huntington Dr*		0.12 acres						
5335-007-004 thru 006/ 900 Huntington Dr*		0.45 acres	C-1/ Commercial	8.7 upa	20 upa	9 units	7 units	Moderate
5331-018-005/ 2995 Huntington Dr		0.28 acres	R-1/ Community Use	8.7 upa	20 upa	5 units	4 units	Moderate
5332-004-010/ 2920 Huntington Dr		0.56 acres	C-1/ Commercial	8.7 upa	20 upa	11 units	8 units	Moderate
5323-020-024/ 375 Huntington Dr		0.9 acres	C-1/ Commercial	8.7 upa	20 upa	18 units	13 units	Moderate
* The parcels located on the 800 and 900 blocks of Huntington Drive are included in the Enhanced Affordability Overlay Zone and could be developed together or separately.								

3.5.2 Stoneman Site – Subdivision, Rezoning, Surplus and RFP Program (Program 1.15)

The City-owned 2.86-acre Stoneman site (Figure 14) has excellent potential for redevelopment. The City could retain the site and enter into a long-term lease with a non-profit housing developer. Alternatively, the City may subdivide the property to place the historic Stoneman school building on a 1.20-acre parcel, with the remaining 1.66-acre parcel declared as surplus and made available to an affordable housing developer consistent with the Surplus Lands Act. The 1.66-acre parcel currently contains the play area and a portion of the parking from the former Stoneman school, as well as a non-historic vacant storage structure. The site is currently zoned for lower density residential use and will be rezoned to another appropriate Planned Community designation that accommodates the development of multi-family housing to serve the local workforce. If an agreement cannot be reached with an affordable housing developer to purchase and develop the property consistent with the Surplus Lands Act, the City will issue an RFP outlining the minimum affordability requirements for the parcel. The selected developer would be responsible for all aspects of site design and development, including conducting environmental review once the full development project has been identified. Table 14 below shows the development potential for the City-owned Stoneman site with a subdivision and rezoning to allow 20 units per acre.

Figure 14: Stoneman Site and Proposed Subdivision



Table 14: Realistic Capacity of Stoneman Site (portion)

APN/ Address	Size	Zoning/ General Plan	New Allowable Units	Realistic Capacity	Constraints	Income Group
5323-008-900 1570 Pasqualito Dr. “Stoneman” yard	1.66 acres	R-1/Low Density Residential	33 units	28 units	Vacant building, parking, playground	Extremely low, very low, moderate

3.5.3 Housing Overlay Program and Rezoning (Program 1.7)

There are a number of sites within the City that are located near jobs or transit and may benefit from rezoning to allow affordable and workforce housing, either instead of or in addition to existing uses. Examples of these sites include Southwestern Academy, to allow construction of housing for teachers as well as the potential for conversion of existing dorm rooms into full units and an approximately two-acre portion of the Huntington site, to allow the development of housing for workers (see Figure 15, below). Additionally, there are two C-1 sites larger than one acre each that were listed in the City’s 5th cycle housing element and remain excellent candidates for redevelopment due to the age of the structures and ongoing vacancies of the commercial spaces. (see Figure 16, below).

Figure 15: Huntington Site for Housing Overlay

The City will consider a Housing Overlay to apply to these sites and will identify other suitable sites near jobs or transit for consideration of rezoning to apply the Housing Overlay. The Housing Overlay Zone will be adopted into the City’s Code and will allow housing projects at a density of 16 to 24 units per acre, by-right if the project includes at least 20% affordable housing and otherwise subject to use permit. All Housing Overlay, live-work or adaptive reuse projects will be subject to objective design and development standards.



Figure 16: All Sites for Housing Overlay



Identification of all sites to be considered for the Housing Overlay, a full project description, environmental review, and the actual rezoning to apply the Overlay must be accomplished within three years (by October 15, 2024) so that the sites are available to be developed at the listed densities in Table 15 prior to the end of the planning period. Should the rezoning not be completed by the deadline, and additional overlay program (Enhanced Affordability Overlay) that allows a developer to select one or more C-1 sites for housing will automatically go into effect (See Program 1.12).

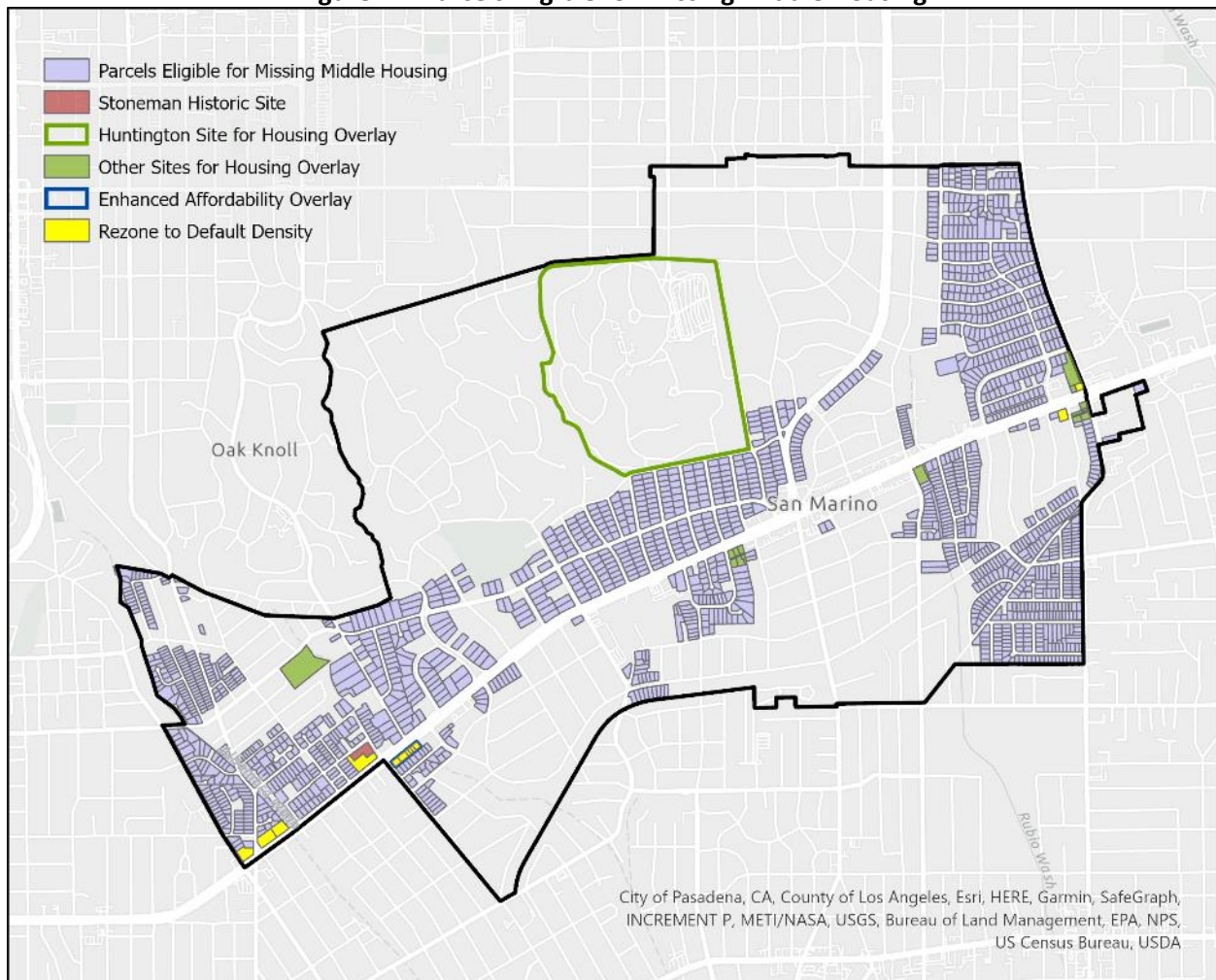
Table 15: Realistic Development Potential for Selected Sites to be Considered for Housing Overlay

APN/ Address	Size	Current Zoning/ General Plan	New Allowable Unit Range	Realistic Capacity w/ Rezone	Existing Uses or Constraints	Income Group
5323-013-029/ 2800 Monterey Rd (Southwestern Academy)	8.0 acres	R-1/Low Density Residential	128-160 units	8 units	Existing Historic School on large property	Very Low
				10 units		Moderate
Portion of the Huntington Property	2 acres (of 207)	Historic	32-40 units	10 units	Huntington Library & Gardens; workforce housing needed	Extremely low
				10 units		Very low
5332-001-001 through 5332-001-004, 5332-002-009 through 5332-002-010 / 1225 S San Gabriel Blvd	1.18 acres	Commercial/ C-1	19-28 units	1 unit	Small shopping center w/vacancies	Low
				9 units		Moderate, Above moderate
5334-016-016 through 5334-016-018 2000-2020/ Huntington Dr.	1.59 acres	Commercial/ C-1	25-38 units	1 unit	1 story strip commercial w/large, underutilized parking lot	Low
				9 units		Moderate, Above moderate
5331-018-006/ 2975 Huntington Dr	2.12 acres	Commercial/ C-1	34-50 units	3 units	2-story office bldg, long-term vacancy issues;	Moderate
5331-018-004/1155 S San Gabriel Blvd		Community Use/R-1		12 units	Church/Daycare center	Extremely Low
5332-021-007/ 2560 Huntington Dr	1.03	Community Use/ C-1	17-24 units	8 units	2-story church use	Very Low

3.5.4 Program to Allow Missing Middle Housing in R-1 (Program 1.8)

“Missing middle” describes housing forms that are more than single family homes but are less than standard apartments. Examples include duplexes, triplexes, and cottage courts; each are compatible in scale with designated single-family neighborhoods. This form of housing responds to San Marino’s changing demographics and will provide housing for different generations at more affordable rates. Because any designated single-family property can already accommodate three dwelling units (the main dwelling, an ADU and a JADU), allowing duplexes and triplexes does not increase allowable densities within designated single-family neighborhoods. Instead, this flexibility will allow badly needed smaller, more affordable units to be created through interior remodeling of homes to add private living spaces for families and renters without changing a home’s appearance from the street. It may also allow more creative solutions in the form of cottage courts and missing middle developments of four or more units subject to the granting of a use permit.

Figure 17: Parcels Eligible for Missing Middle Housing



The City will make Zoning Code change to allow “missing middle” housing to expand San Marino’s housing stock and accommodate those seeking housing between single-family homes and higher-density apartment buildings. Parcels eligible for missing middle housing are those R-1 parcels that are located within 2000 feet of transit stops and jobs, to encourage walking to daily needs and decreasing the need to drive (see Figure 17, above). Parcels within a City-designated historic district or area are not eligible for this program. Using these parameters, there are a total of just under 1,800 single-family parcels that could qualify for missing middle housing. Assuming the development of duplexes and triplexes only, the changes to allow denser development in the R-1 zone have the potential to increase inventory by over 2,000 new infill dwelling units. However, because the Program is new and not yet proven, the City will anticipate the development of only about 7.5% of the total possible units for a total of 150 potential units under this program, including 75 units affordable to moderate-income households and 75 units affordable to above-moderate income households.

3.5.5 Program to Adopt Housing Overlay into Zoning Code (Program 1.7)

As outlined in 3.5.3 above, before the Housing Overlay Zone can be applied to appropriate properties it must first be adopted into the City’s Zoning Code. The Housing Overlay Zone will allow a variety of housing types, tenures, and densities to address the City’s identified housing needs, including housing for seniors; the local workforce, including teachers, small households, and first-time homebuyers. Allowable densities would range from 16 to 24 units per acre, depending on housing type; multi-family rental housing would be allowed at a density of at least 20 units per acre and projects providing at least 20% of units as affordable would be eligible for both a density bonus and for by-right processing. The Housing Overlay may be placed over any base zoning designation but only to sites located within 2000 feet of jobs, transit, or both.

3.5.6 Programs to Promote & Encourage ADUs (Programs 1.1, 1.3, 1.4)

Through aggressive ADU facilitation and promotion, the City can expect to develop 221 Accessory Dwelling Units (ADUs) over the 8-year planning period, including 40 units in the first year, 30 in the second year, and 25 per year for the balance of the planning period. In accordance with the Southern California Association of Governments (SCAG) survey of affordability levels of ADUs, the City can expect 33 extremely low income, 19 very low income, and 99 low-income units to be built with the adoption of aggressive programs designed to encourage and facilitate construction of ADUs. These programs are detailed in **Section 2**.

3.5.7 Program of Low-interest or Forgivable Loans for JADUs (Program 1.2)

JADUs are the least expensive method to provide housing units for lower income households, including young adults starting out or seniors who wish to live near their families but in an independent living space. Because they are carved out of existing space and do not involve new construction, they can be accommodated in existing neighborhoods without impacting architectural and historic character, two qualities that the San Marino community feels strongly about. They are the least expensive way to produce additional housing units (as low as \$20,000 per unit) and can affirmatively further fair housing because they open up high-income neighborhoods to a very low-income source of housing.

Demographic information and survey data indicate that a significant percentage of San Marino's elderly households are low income, despite owning their own homes. A local low-interest or forgivable loan program can assist lower-income homeowners in constructing these small units in exchange for continued affordability. This would provide affordable units within San Marino's existing single-family neighborhoods. While a permanent source of funding for this program would need to be identified, the City could establish a pilot with limited funding while additional sources are explored.

3.5.8 With Rezoning, Housing Sites Adequate to Meet RHNA

The City is committed to providing adequate sites to meet its regional housing need, while also addressing the City's identified housing needs and affirmatively furthering fair housing. The City will locate and consider a number of housing sites and will rezone appropriate sites before October 2024 to meet its RHNA shortfall, with enough remaining capacity to comply with No Net Loss laws. The wide range of programs adopted or enhanced with the 2021 Housing Element Update will assist the City in meeting its commitment by providing opportunities for all income levels, ages, and abilities throughout San Marino's high opportunity neighborhoods. With the adoption of all of the programs in the 2021 Housing Element, any site in San Marino can be an affordable housing site.

The realistic capacity of sites to be considered for rezoning and the Programs to be developed in the 2021 Housing Element are provided in Table 15, below. Implementation of these programs and rezonings would increase San Marino's housing capacity by over 600 units, exceeding its RHNA shortfall of 150 units and ensuring adequate sites to meet remaining RHNA needs throughout the planning period.

Table 16: Available Sites for Housing After Rezoning Programs*

Category or Program	Total Possible Units	Realistic Capacity	Income Group
Sites Currently Zoned for Housing	6	2	Above Moderate
Other Sites that Currently Allow Housing	60	4	Moderate, Above Moderate
Rezoning to Default Density	97	76	Ex. Low-Mod
Stoneman RFP & Rezoning	85	28	Ex. Low-Moderate
Housing Overlay Zone	394	81	Ex. Low-Moderate
Missing Middle	2000	150	75 Moderate 75 Above moderate
Programs to Facilitate ADUs	2,200	221	Ex. Low - Above moderate
Loan Program for JADUs	80	20	Ex. Low-V. Low
Return Vacant Homes to Housing	134	40	Above moderate
1 st Time Homebuyers Programs & Housing Land Trust Model	n/a	8	Moderate
Total New Units w/Changes	5,056 units	640 units	Ex. Low – Above moderate

* Table 16 reflects maximum potential units and is intended to demonstrate how San Marino could meet its regional housing need through a combination of Rezoning and adoption of the Programs outlined in the Housing Element. It is not intended to commit the City to adopting Programs and Rezoning to allow all units that are reflected above.

3.6 INFRASTRUCTURE

This subsection provides information about the availability of services to serve new housing and examines any infrastructure limitations within the City. San Marino is entirely developed and is surrounded by other incorporated communities with similar fully developed properties. As a developed city, San Marino has multiple infrastructure services developed and maintained by multiple agencies. Currently, the City's infrastructure is in good condition and the agencies providing services have indicated there are no foreseeable issues maintaining service to existing housing or providing service to the additional housing anticipated in the 2021 Housing Element.

3.6.1 Water

The City of San Marino is served with water by California American Water and by sewer from the Los Angeles County Sanitation District (District).

California American Water serves the City of San Marino with the "San Marino System" which also serves portions of neighboring cities of Rosemead, Temple City, San Gabriel, El Monte, Pasadena, and some unincorporated areas of Los Angeles County. The San Marino Water System is primarily supplied by groundwater sources in the Main San Gabriel and Raymond Basins; In 2019, the system supply consisted of 90 percent local well water and 10 percent purchased treated surface water from the Metropolitan Water District of Southern California (Water District). Since both basins have adjudicated groundwater allocations, additional supplies are purchased to meet seasonal and annual demands. The sources for these additional supplies are the Sacramento River Delta and the Colorado River. Drinking water provided by the Water District receives multiple technological treatments including sedimentation, filtration, and disinfection. Groundwater supplies are disinfected with chlorine and surface water supplies are treated with chloramines for bacteriological quality in the distribution system. The District's technological treatments and practices are evaluated every five years by the State Water Resources Control Board Division of Drinking Water (Water Board). The water sources for the California American Water - San Marino System were assessed in 2003 to evaluate the pattern of pollutant sources and ensure proper decontamination of the water to make it suitable for human consumption. Ongoing monitoring and annual reporting are performed to ensure that tap water is safe to drink and compliant with the U.S. Environmental Protection Agency and the Water Board regulations limiting the quantity of contaminants in public water systems.

3.6.2 Sewer

The Sanitation District serves the City of San Marino through their Districts 15 and 16. Conversations with District staff in early 2021 indicate that the District is confident in the ability to serve the projected number of new residences of the City of San Marino. The District has enough capacity and adequate budget to ensure regular monitoring and maintenance and the ongoing provision of quality services to both residential and commercial properties in the City. San Marino is currently utilizing only 25 to 30 percent of its sewer capacity.

3.6.3 Other Utilities

San Marino is entirely developed and as such, connections for public utilities such as electricity, gas, telephone, cable, and garbage collection are readily available for future development. The streets are paved and receive regular maintenance by the Parks & Public Works Department. The Department facilitates street sweeping, sidewalk maintenance, streetlight repair, enforcement of the tree and landscape ordinance, coordinating trash and recycling materials collection, and is the point of contact for water and sewage services.

3.7 ENVIRONMENTAL CONSIDERATIONS

Because San Marino is built out and has no special status species or habitat, environmental considerations are not a constraint to the development of housing with the limited exceptions summarized below and discussed in more detail in **Section 4**.

3.7.1 Seismic Hazards

San Marino is located within an area of high seismic activity due to the proximity of the Raymond Hill fault. The greatest potential danger from seismic hazards is the collapse of older residential units constructed from unreinforced masonry, and explosions of petroleum and fuel lines. The City regulates the construction of new habitable structures within seismic hazard zones through required site investigations, setbacks, and construction standards to comply with State law and minimize risks from seismic events.

3.7.2 Flooding Hazards

While San Marino faces minimal risk from flood hazards, there are three limited areas that are susceptible to short periods of localized flooding during periods of intense rainfall: Huntington Boulevard near Old Mill Road; Lacy Park; and Huntington Boulevard near San Marino High School. Because there is minimal risk and no history of repeatedly damaged structures due to flooding, there are no additional conditions or requirements imposed on development in these areas that would pose a constraint to development.

3.7.3 Fire Hazards

San Marino contains no State-recognized wildfire hazard zones. However, the City has identified their own locally designated wildfire hazard zone in the Northwest area of the City with stricter requirements, including construction standards and brush clearance, to minimize risk. Past fires have damaged or destroyed structures due to combustible roofing material, wood construction, and lack of defensible space. The City prohibits replacement or installation of new wood roofing and enforces fire safety building practices found within the California Building Code (*Source: San Marino Local Hazard Mitigation Plan, 2019*). Programs to increase densities are not applicable within this area, except as required under State law.

SECTION IV: TECHNICAL BACKGROUND REPORT

4.1 INTRODUCTION

The Technical Background Report (TBR) of the 2021 San Marino Housing Element includes statutorily required data, an analysis of governmental and non-governmental constraints to the provision of housing. As part of the new AB 686 requirements to Affirmatively Further Fair Housing, the TBR also includes a brief history of San Marino’s growth and exclusively single-family zoning practices, and an analysis of the economic and ethnic make-up of the City and its neighborhoods. **Section 1** of the Housing Element contains summary information and further analysis where new policies or programs are needed to overcome past exclusionary land use practices and to respond to changing demographics and housing needs.

4.2 PRE-CERTIFIED SCAG DATASET

The Southern California Association of Governments (SCAG) has compiled a housing needs data package for each jurisdiction. These housing data packages have been pre-certified by the California Department of Housing and Community Development (HCD) to meet statutory requirements for the quantification of existing and projected housing needs including:

- Identification of population and employment trends;
- Household characteristics (i.e., existing households by tenure, existing extremely low-income households, total, lower and extremely low-income households overpaying, overcrowded households);
- Special needs (i.e., number of persons with disabilities, number of persons with developmental disabilities, elderly households by tenure, large households by tenure and female headed households); and
- Regional Housing Need Allocation (RHNA) by income group, including extremely low-income households.

In order to meet all statutory requirements in Government Code §65583(a) (1 and 2) related to quantification and analysis of existing housing needs, this Technical Background Report also includes locally acquired information and data including but not limited to areas of economic and ethnic segregation, special needs, local knowledge of the housing stock, local housing resources, and an analysis of housing constraints. The San Marino 2020 Pre-Certified Local Housing Data Packet includes the requisite data on farmworkers, persons experiencing homelessness, substandard housing, and units at-risk of conversion to above-moderate uses in the jurisdiction. The packet also includes some analysis of the data; further analysis is provided herein and throughout the Housing Element (*Source: Housing Needs Data Certification Letter from HCD*).

The SCAG Housing Needs Dataset is included in Appendix A of this Section in its entire original form. The remainder of this Technical Background Report contains other data related to local housing programs and resources and housing constraints.

4.3 LOCAL HOUSING PROGRAMS & RESOURCES

San Marino is served by the Los Angeles County Development Authority (LACDA), formerly known as the Housing Authority of the County of Los Angeles. The LACDA was formed from a consolidation of the Los Angeles Housing Authority, Community Development Department, and the Redevelopment Agency. The LACDA provides resources for housing assistance, affordable rental housing, first-time homebuyers, home improvements, community development, construction management, economic development, and traffic services. The jurisdiction of the LACDA includes all unincorporated areas of Los Angeles County and the 70 incorporated cities in Los Angeles County that do not have their own public housing agencies. The City of San Marino is within the jurisdiction of the LACDA.

4.3.1 Resources: Housing Assistance Programs

The following programs are primarily Federal- and State-run programs providing funding for construction, rehabilitation, or rental assistance for very low-, low-, and moderate-income households. This section describes programs that may be locally available and potentially applicable within the City.

- **The Section 8 Housing Choice Voucher (HCV Program)** is the federal government's major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. Participants may choose any housing that meet the requirements of the program. The LACDA pays a housing subsidy directly to the property owner, and the participant pays the difference between the actual rent charged and the amount subsidized by the program. (*Source: LACDA*) The availability of this program depends on LACDA funding, efforts, and priorities. San Marino rental rates general exceed Fair Market Rents for the program and therefore are not eligible properties.
- **Home Investment Partnerships (HOME)** are grants provided by the U.S. Department of Housing and Urban Development (HUD) to fund a wide variety of projects that implement local housing strategies and create affordable housing for low-income households including building, buying, rehabilitating affordable housing, or providing direct rental assistance (*Source: HUD*). San Marino's existing housing stock and lack of developable land hampers the City's ability to compete for these funds.
- **Section 203(k) funding** provided by HUD facilitates the rehabilitation and repair of single-family residential properties by ensuring homeowner loans for purchase or refinancing of properties and can enable homebuyers to purchase homes that need significant repairs. It can also be used for a variety of other improvements, including conversion of properties up to a four-unit structure, enhance accessibility for a disabled person, or elimination of health and safety hazards. Most homes in San Marino are not eligible for this funding due to the well-maintained condition and high home values of the housing stock (*Source: HUD*).
- **Section 202 funding** provided by HUD finances construction, rehabilitation, or acquisition of structures for supportive housing for VLI elderly persons through interest-

free capital advances and rental assistance funds. This funding is only available to private nonprofit organizations and consumer cooperatives and is highly competitive.

- **The Low-Income Housing Tax Credit (LIHTC) Program** provides State and Local agencies the equivalent of approximately \$8 billion in annual budget authority to issues tax credits for the acquisition, rehabilitation, or new construction of rental housing targeted to lower-income households. The California Tax Credit Allocation Committee (TCAC) competitively administers credits to projects based on priorities they set each year. Interested developers may apply for a 9% tax credit (which is often competitive) or a 4% tax credit. The developers who have been awarded the credits sell the credits to investors. This creates cash equity which provides a significant portion of the funds that developers need to build affordable housing. A 9% tax credit raises about 70% of the cost of a development and a 4% credit raises about 30% of the cost of a development. Since the debt needed to develop is lower, a project can offer more affordable rents while still being a financially viable venture. Investors buy these credits as a tax benefit; tax credits are subtracted directly from a taxpayer's liability each year for 10 years Buildings eligible for the LIHTC must either have 20% of units must rent-restricted and occupied by tenants with incomes no higher than 50% of the Area Median Income (AMI) or 40% of units rent restricted and occupied by tenants with incomes no higher than 60% of AMI.

The Department of Housing and Urban Development (HUD) designates Qualified Census Tracts (QCTs) and Difficult Development Areas (DDAs) that have increased eligibility. QCTs must have 50 percent of households with incomes below 60 percent of the AMI or have a poverty rate of 25 percent or more. DDAs are areas with high land, construction, and utility costs relative to the area median income. There are no QCTs in San Marino. All of San Marino is in a DDA. San Marino is also within a 'Highest Resource' designation which provides an eligibility bonus in applying for this funding; however, even with the tax credit, affordable housing projects in a high-cost area can be very difficult to fund because of the high cost of land. The ability to apply for this program depends on the level of interest from developers, developable sites, constraints imposed by development standards, and the level of competition in the region for LIHTC funding. (*Sources: California Tax Credit Allocation Committee, National Housing Law Project, U.S. Department of Housing and Urban Development*)

- **Preservation Funding** is not currently needed due to the absence of at-risk housing units in the City.
- **The California Self-Help Housing Program (CSHHP)** is a state program that provides technical assistance and funding for the training and supervision of low- and moderate-income self-help homebuilders. Funding is provided through sponsor organizations, either local government agencies or nonprofit corporations.
- **The Section 811 Supportive Housing for Persons with Disabilities Program** is managed by HUD and provides funding through interest-free capital advances, operating subsidies, and/or project rental assistance for eligible projects developing affordable housing for persons with disabilities. This program is highly competitive and requires a nonprofit housing sponsor.

- **The Federal Home Loan Bank Act** establishes an Affordable Housing Program (AHP) within the Federal Housing Finance Agency. AHP funds are granted to financial institutions on behalf of a housing sponsor and may be used to finance the purchase, construction, or rehabilitation of owner-occupied housing for low- or moderate-income households and the purchase, construction, or rehabilitation of rental housing where at least 20 percent of the units are affordable for and occupied by very low-income households. Local development costs may deter local developers from applying for this program.

4.3.2 Resources: Homeless Population

Individuals are considered homeless when they lack fixed and regular nighttime residences. Homeless individuals may be unsheltered, including those living in tents, cars, makeshift shelters, or on the street, or sheltered, including those in emergency shelters or transitional shelters. By the most recent count, the City of San Marino has no homeless residents. Over the past four years, there has occasionally been up to one homeless resident in the City. (*Source: Los Angeles Homeless Services Authority, 2020*)

4.3.3 Resources: Homeless Shelters

Homeless shelters provide temporary shelter for the homeless population. Although the City of San Marino has little to no homeless population, the City does allow emergency shelters by-right within its commercial zone. There are currently no homeless shelters within the San Marino City limits; however, there are shelters available in nearby Pasadena. The closest homeless shelter to San Marino is Union Station Homeless Services, located at 412 S. Raymond Avenue in Pasadena.

4.3.4 Resources: Transitional Housing

Transitional housing provides temporary lodging and is designed to move individuals and families into permanent housing within a specified period of time, no longer than 24 months. The City of San Marino does not currently have any known transitional housing facilities. The closest transitional housing facilities are located in the Euclid Village Condominium complex in nearby Pasadena.

4.3.5 Resources: Supportive Housing

Supportive housing provides shelter and supportive services to homeless persons with a disability or mental illness. The Los Angeles Homeless Services Authority provides Safe Haven (SH) housing as temporary supportive housing for hard-to-reach homeless persons with severe mental illness that have been unwilling or unable to participate in supportive services, as well as Permanent Supportive Housing (PSH) to assist homeless individuals with a disability or families in which one adult or child has a disability to live independently. The City of San Marino does not currently have any known supportive housing facilities.

4.3.6 At-Risk Assisted Housing Developments.

In compliance with Government Code §65583(a)(9), this section will report a zero inventory of at-risk units (10 years from the Housing Element due date). The City of San Marino contains no assisted housing developments, and therefore contains no at-risk assisted housing developments.

4.3.7 Planning and Zoning Incentives

AB 2345 provides developers with density bonuses or other incentives in exchange for the provision of affordable housing which meets certain requirements. As of January 2021, up to a 50% density bonus can be approved for housing projects consisting of a combination of affordable and Above-moderate homes. The legislation also reduces specific thresholds for obtaining approvals and allowances from local jurisdictions, requires density bonus reporting, and reduces parking obligations for many projects qualifying for a density bonus.

4.4 HOUSING CONSTRAINTS ANALYSIS

This section of the Housing Element examines the constraints that could hinder the City's achievement of its housing objectives and the resources that are available to assist in the production, maintenance, and improvement of the City's housing stock.

4.4.1 Non-Governmental Constraints

In compliance with Government Code §65583(a)(6) the following is an analysis of potential non-governmental constraints:

Vacant Land

The City's vacant land supply is non-existent. There is one (1) vacant residential lot remaining in the City, and a building permit has been issued for its development with a single-family home. Since the City is built-out and there are no remaining subdividable parcels, subdivision standards do not form a constraint to development. The City's established policies of maintaining excellent design standards and very low densities to maintain community character apply to all new development. With no vacant lots in the City, there is no potential to develop new affordable housing units on vacant land within City limits and all development must take place on non-vacant parcels.

Land Costs

The cost of land directly influences the cost of housing. In turn, land prices are determined by several factors, most importantly the availability of land. As previously noted, there are no vacant residential parcels in San Marino. Compared to surrounding jurisdictions, as well as the region, land prices in San Marino significantly constrain the production of housing. Table 17 below provides the land cost for a standardized ¼ acre residential lot in San Marino (\$1,673,700) compared to the highest-cost jurisdictions in Los Angeles County and the immediate area around the City. San Marino consistently ranks among the top 100 most expensive zip codes in the nation; in 2019 it ranked 34th most expensive in the annual Price Shark survey. Land costs in San Marino are a significant constraint to the development of housing; this is a factor that is outside of the City's control.

Table 17: Land Costs in Selected LA County Zip Codes

City	ZIP Code	Land Value (Per Acre, As-Is)	Land Value (1/4 Acre Lot, Standardized)	Land Share of Property Value	Home Price Appreciation	USA Rank
Santa Monica	90402	\$15,511,600.00	\$3,606,200.00	80.8%	160.7%	#3
Beverly Hills	90210	\$8,560,500.00	\$3,168,300.00	74.1%	160.2%	#4
San Marino	91108	\$5,574,100.00	\$1,673,700.00	69.8%	157.3%	#34

Source: American Enterprise Institute 2019; Property Shark Most Expensive US Zip Codes 2019

Construction Costs

The cost of construction depends primarily on the cost of materials and labor, but it is also influenced by market demand and market-based changes in the cost of materials. The cost of construction depends on the type of unit being built and on the quality of the product being produced. Labor saving materials and construction techniques are available, but they tend to reduce the quality of the finished product. The type of product determines the cost of construction. The cost of labor is based on several factors, including housing demand, the number of contractors in an area and the unionization of workers, but it is two to three times the cost of materials.

Construction costs in the Los Angeles area are significantly higher than the state average with costs in San Marino higher still based on the high quality of living and design standards embraced by the community. According to the City's Building Official, construction costs in San Marino are as high as \$331 per square foot. Additionally, recent wildfires in the region have increased the demand for new construction, which in turn has driven up the cost of materials and resulted in a shortage of skilled labor. The construction cost of housing affects the affordability of new housing and is a significant constraint to housing in San Marino that is outside of the City's control.

Financing

Interest rates are determined by national policies and economic conditions, and there is little that local governments can do to affect these rates. Government insured loan programs may be available to reduce mortgage down payment requirements.

First time homebuyers are the group affected the most by financing requirements. Mortgage interest rates for new home purchases ranged from 2.3% to 4.5% for a fixed rate 30-year loan in 2021. Lower initial rates are available with other mortgage types. Although rates are currently low, they can change significantly and substantially impact the affordability of the housing stock.

Interest rates at the present time are not a constraint to affordable housing. Financing for both construction and long-term mortgages is generally available in San Marino subject to normal

underwriting standards. A more critical obstacle to homeownership involves both the affordability of the housing stock and the ability of potential buyers to fulfill down payment requirements. Typically, conventional home loans will require 5% to 20% of the sale price as a down payment, which is the largest constraint to first time homebuyers. This indicates a need for flexible loan programs and a method to bridge the gap between the down payment required and a potential homeowner's available funds.

According to local realtors, the market continues to experience many all cash offers for homes in San Marino. This makes it difficult for first time home buyers with minimal down payments to compete for a home. Anecdotal information received during the public input process for the Housing Element update indicated that smaller homes were almost always bought by “flippers” for cash with no intent to make it a home. Instead, the houses are enlarged and remodeled, then put back on the market for much higher prices where they sit vacant for months or even years. Vacancy rate data would seem to collaborate this anecdotal information. The City is exploring use of a subregional Housing Land Trust that could help to reduce this constraint.

Community Opposition

Many California homeowners, including those in San Marino, are resistant to new housing development, especially that of higher density, in their towns. Public input received during the Housing Element Update process identified an environment in which negative citizen input can make it difficult to build anything new or creative within the City, even if all zoning, development, and design guidelines are followed. Many residents are concerned that new development will negatively impact their quality of life by decreasing privacy, safety, property value, public health, or service levels.

A 2014 Housing Element program to consider amending the City's commercial development standards to make it easier to build mixed-use projects was met with significant community opposition and the program was abandoned. As shown by the community opinion surveys, residents have mixed feelings about new housing development in San Marino. While many community members express support for more low-cost housing choices and the introduction of more residential uses in the commercial areas, there are a significant number of community members who feel that all of San Marino's housing needs are being met and that there should be no changes made to the existing physical form of the City. Many respondents to the survey felt that no apartments should be built in San Marino. To help overcome this opposition, objective design and development standards will need to be adopted to provide for the ministerial review of qualified housing projects.

Community resistance can lead to a variety of constraints on housing development. Community members may pressure the Planning Commission and City Council to deny projects, and in some cases may also threaten legal action. This environment increases risk for developers and may discourage them from bringing development proposals to the City. It also means that development proposals, especially multifamily residential development or development at a higher density than currently exists, will likely require more time and resources in the development process to address community concerns. Constraints from community resistance in discretionary decision-making and design review processes make it even more important for the City to adopt objective design and development standards for residential and live-work projects.

4.4.2 Potential Governmental Constraints

Governmental constraints are policies, standards, requirements, or actions imposed by the various levels of government upon land and housing ownership and development. Although federal and state agencies play a role in the imposition of governmental constraints, these agencies are beyond the influence of local government and are therefore not addressed in this document.

General Plan and Zoning Code

Every city must have a General Plan that establishes policy guidelines for development within the City. The General Plan is the basis for land use decisions in a jurisdiction. The Land Use Element identifies the location, distribution and density of land uses in the City. In implementing the General Plan, the City of San Marino uses Zoning Regulations and the Subdivision Ordinance. General Plan densities are expressed as dwelling units per acre. The San Marino General Plan provides for three residential land use designations in the City, as shown in Table 18.

Table 18: Residential Land Use Categories

Designation	Density Range	Description	Acreage	Maximum buildout
Low Density	0 - 2 du/ac	Low-density single family residential uses	585.29	1,170
Medium Density	2.1 - 4 du/ac	Medium-density single family residential uses	1,032.95	4,131
High Density	4.1 - 6 du/ac	High-density single family residential uses	411.04	2,466
TOTAL			Total	7,767
Additional Dwelling Units (ADUs and JADUs)	Not applicable	Permitted by-right on any residentially zoned lot	2,029	5,023 ADUs 5,023 JADUs
Residential Units in C-1 Zone	8.7 du/ac	Residential uses at a density of one residential unit per 5,000 SF of land area, with Conditional Use Permit	36.14	314
<i>Source: City of San Marino, 2021</i>				

Hypothetically, a total of 7,767 dwelling units could be accommodated within the existing City limits, based on build-out of all residentially designated acreage at the maximum of the density range. Because of lot configurations, however, the City is considered built-out at its current 5,023 dwelling units. The amount of single-family housing stock within the City is not expected to increase beyond the stated maximum build-out of the General Plan. Future growth could only be realized through the provision of ADUs, JADUs, and live-work developments unless new programs are developed.

Density

Density is a critical factor in the development of affordable housing. Maintaining low densities typically increases housing costs per unit, while higher densities lower the per unit land cost and. This situation is amplified in San Marino: the land share of property values is nearly 70 percent and the 2019 standardized value for a quarter-acre lot was \$1,673,700, making San Marino the 3rd most expensive zip code in the SCAG region and the 34th most expensive in the nation (Table 17). San Marino's current highest allowable density is 6.0 dwelling units per acre in residential areas, and about 8.7 units per acre in commercial areas. No multi-family is currently allowed. The City's founding vision of San Marino as a high quality, low density residential community, together with the fact that it was essentially built out by 1970, has helped to drive up the land costs and results in a market cost for housing in the City that is well beyond the reach of median- or moderate-income households. As reflected in the census data, this has resulted in a sharp decrease of population in the 20-40 age brackets because first-time homebuyers cannot afford San Marino. There are currently no residential designations in the City which permit the density of development that will accommodate multi-family housing that might be affordable to Very Low- and Low-income households and rezoning to allow the City's default density of 20 units per acre will be required.

Zoning

Zoning, which must be consistent with the General Plan, establishes more specific development standards, allowable uses, and limitations. Zoning regulations control development by establishing requirements related to height, density, lot area, yard setbacks, and minimum parking spaces. Site development standards are comparable to other community requirements and ensure a quality living environment for all household groups in the City. Design standards such as roofing materials, architectural enhancements, and landscaping may also increase the costs of housing. The City's perspective is that all housing should meet the same fundamental high quality design standards.

The City of San Marino's Zoning Code currently contains eight residential zone district classifications within the Residential R-1 Zone that accommodate a range of densities and lot size requirements from 60,000 square feet to 9,000 square feet per unit, as shown in Table 19. Additionally, residential units may be allowed in the C-1 Zone with a CUP (Conditional Use Permit) and a requirement for 5,000 square feet of land area per residential unit, resulting in allowable densities of 8.7 units per acre.

Table 19: Development Standards - City of San Marino

Zone	Permitted Uses	Minimum Lot Area	Maximum Height	Front Setback	Interior Setback	Rear Setback	Minimum Avg. Width of Lot	Minimum Street Frontage
R1 – IE	Single-family dwellings	60,000	35 ft.	40 ft.	20 ft.	40 ft.	125 ft.	100 ft.

Zone	Permitted Uses	Minimum Lot Area	Maximum Height	Front Setback	Interior Setback	Rear Setback	Minimum Avg. Width of Lot	Minimum Street Frontage
R1- I	Single-family dwellings	30,000	35 ft.	40 ft.	20 ft.	40 ft.	125 ft.	100 ft.
R1 - II	Single-family dwellings	20,000	35 ft.	40 ft.	12 ft.	40 ft.	100 ft.	80 ft.
R1- III	Single-family dwellings	17,000	30 ft.	40 ft.	12 ft.	40 ft.	100 ft.	80 ft.
R1 – IV	Single-family dwellings	15,000	30 ft.	35 ft.	10 ft.	35 ft.	85 ft.	70 ft.
R1 – V	Single-family dwellings	12,000	30 ft.	30 ft.	8 ft.	30 ft.	80 ft.	70 ft.
R1 – VI	Single-family dwellings	10,000	30 ft.	25 ft.	5 ft.	25 ft.	70 ft.	60 ft.
R1 – VII	Single-family dwellings	9,000	30 ft.	25 ft.	5 ft.	25 ft.	60 ft.	60 ft.
C-1	Single-family dwellings with CUP	5,000	30 ft.	25 ft.	8 ft. for single-story buildings 18 ft. for multi-story buildings	20 ft.	-	60 ft.

Source: City of San Marino, 2021

Parking Requirements

Parking requirements in San Marino are typical for a city of its size and character, as shown in Table 20. The number of parking spaces required for a single-family unit is related to number of bedrooms. These characteristics do not constrain the development of housing directly, although a greater amount of acreage is required for meeting parking requirements as the number of bedrooms increase.

For residential uses within a Commercial Zone, the parking requirements will be determined by the Planning Commission, based upon either the requirements for the most comparable use specified in the Zoning Code, or upon a special study of parking requirements for that use. The City does have joint use provisions subject to approval of a CUP. The requirements for parking do not directly constrain the development of housing for single-family or live-work uses. As zoning changes are made to allow more residential units in commercial areas and to allow multi-family housing, new parking requirements will need to be adopted consistent with state laws.

Table 20: Residential Parking Requirements

Type of Residential Development	Required Parking Spaces ¹	Comments
Single Family Residential		
1 – 4 bedrooms	2 spaces	
5 – 6 bedrooms	3 spaces	
7 and above bedrooms	4 spaces	Plus, one space per every 2 additional bedrooms
ADU	1 space ²	
JADU	None	
Residential Units in the C-1 Zone	Not Specified	To be determined by special parking study or application of requirements for a similar use
¹ All required spaces must be within an enclosed garage; carports are prohibited. ² Off-street; not subject to enclosed garage requirement <i>Source: City of San Marino, 2021</i>		

Density Bonus Law

In general, this state law provides developers with density bonuses or other incentives in exchange for the provision of affordable housing which meets certain requirements. San Marino does not currently have its own density bonus ordinance and will comply with the provisions of the State Density Bonus law when or if such a project arises. Given that there is no subdividable land and no multi-family housing in San Marino, the City has not yet received an application for a project that would be subject to these laws. The City will review its existing provisions to ensure consistency with the revised density bonus programs under state law.

Provisions for a Variety of Housing Types

San Marino has expanded its opportunities for different types of housing since the previous planning cycle. A table showing the Zone Districts where housing is allowed is include below:

Table 21: San Marino Zones where Housing is Allowed

Zone District	Permitted Residential Uses	Residential Uses Subject to Use Permit
C-1	Emergency shelters.	Projects with up to 1 residential unit for each 5,000 SF of lot area.
Historical and Cultural Zone	Housing for employees of on-site uses	Replacement or new residential structure (unless damaged or destroyed by natural disasters)
R-1 zones	Single family homes; accessory dwelling units; junior accessory dwelling units.	None.

Source: City of San Marino, 2021

A. Accessory Dwelling Units

In response to state mandated requirements and local needs, the City of San Marino allows for the development of Accessory Dwelling Units (ADUs). The City strives to ensure the availability of affordable housing for family members, students, and the elderly, among others, while mitigating impacts to traffic, utilities, public health, and safety, and preserving the character of residential neighborhoods. ADUs and JADUs are permitted on single family residential lots without discretionary approval. Any application for an ADU that meets the location and development standards contained in City Code Section 23.02.25(G) is approved following a ministerial review for compliance, and within sixty (60) days after submission of a complete application.

The Zoning Code requires:

- The ADU/JADU may be located only on residentially zoned lots;
- One ADU may be constructed on a lot zoned to allow residential use;
- One JADU may be constructed on a lot zoned to allow residential use;
- One JADU and one ADU may be constructed on a single-family residential lot where the JADU and ADU meet the requirements in Government Code Section 65852.2(e);
- For safety purposes, new ADUs and JADUs may only be located on a residential lot that has:
 - At least a 10-foot-wide fire lane within 150 feet of the subject property; and
 - A minimum fire flow of 1,000 gallons per minute.
- This restriction shall not apply to ADUs and JADUs that are exempt from planning review;
- The ADU/JADU shall not be sold separately from the primary residence;
- If the ADU/JADU is rented, it shall not be rented for a period of less than 90 consecutive days;
- Owner-occupancy is required for parcels with a JADU;

- The ADU/JADU shall be restricted to the Livable Area approved at the time of the building permit issuance; and
- The ADU/JADU may not have utility services separate from those of the main residential structure on the same property.

ADU Development Standards:

- ADUs are limited to a maximum of two bedrooms.
- Studio and one-bedroom ADUs shall not exceed 850 square feet of Livable Area.
- Two Bedroom ADUs shall no exceed 1,000 square feet of Livable Area.
- A Detached ADU shall not exceed 1000 square feet of Livable Area and shall not exceed one story or sixteen feet (16') in height.
- An ADU shall include a kitchen for cooking and eating and other permanent provisions for living and sleeping, including a closet or other reasonable storage area.
- Exterior lighting shall be shielded or directed so that it does not glare off-site or illuminate the primary residence or any adjacent property.
- Windows shall be located to avoid direct line of sign to windows of adjacent properties.
- An ADU shall have a separate exterior access and to the greatest extent feasible, shall not be visible from the street.
- Any common wall separating the accessory dwelling unit from the main building shall be soundproofed.
- A permanent foundation shall be required for all ADUs.
- One off-street parking space shall be provided for each ADU except when:
 - The ADU is located within a one-half mile walking distance of Public Transit.
 - The ADU is entirely within a proposed or existing primary dwelling or other existing structure.
 - The ADU is located within an historic district.
- The design of the second unit shall be consistent with that of the main building; and
- The ADU must be served by its own parking space.
- An ADU may not have separate utility services.

JADU Development standards:

- The Owner of a parcel proposed for a JADU shall occupy as a principal residence either the Single-Family Dwelling Unit or the JADU. Owner-occupancy shall not be required if the Owner is another governmental agency, land trust, or housing organization.
- The JADU shall be a minimum of 150 square feet and a maximum of 500 square feet of Livable Area.
- The JADU must be contained entirely within the walls of the existing or proposed Single Family Dwelling Unit.
- The JADU shall include an efficiency kitchen.

- The JADU shall have a separate entry from the main entrance to the Single-Family Dwelling.
- An interior entry to the main living area shall be provided to serv a JADU.
- No additional parking is required for a JADU.

B. Manufactured Housing

The City has allowed manufactured, prefabricated, and mobile home construction in its R-1 Zone since 1996. No manufactured housing currently exists in the City. It is subject to the same development standards as otherwise required for that zone. Certain additional requirements are included in the City Code:

- Minimum Dimensions: Thirty feet (30') (excluding garage).
- Roof: Pressure treated, fire retardant wood shake or shingle, 300# or heavier composition shingle, clay or cement tile, rock, or gravel; shaped, rolled, or reflective roofs are prohibited.
- Eaves: Minimum sixteen-inch (16") eave protection unless otherwise approved by the Commission.
- Exterior Wall Treatment:
 - Permitted Materials: Wood siding, stucco, brick or as approved by the Commission.
 - Color: Natural earth tones, white, with complementary trim color.
 - Prohibited Materials: No reflective, glossy, polished, roll-formed, stamped, extruded, plastic, PVC or similar type of materials shall be used for roofing or siding.
- Foundation Required: All manufactured homes shall be installed on a foundation system, pursuant to section 18551 of the California Health and Safety Code, and no more than ten (10) years shall have elapsed between the date of manufacture of the home and the date of the application for issuance of a permit to install the manufactured home in the City.
- Design Review: Such manufactured homes shall meet all other requirements of this Code and are subject to design review.

C. Emergency Shelters

In accordance with State Law and as set forth in City Code 23.03.01(I) (1-9), Emergency shelters are permitted in the C-1 Zone. Emergency shelters must comply with the following standards in addition to the development requirements and other requirements generally applicable in the C-1 Zone:

- Maximum number of persons to be served on any given night shall not exceed ten (10).
- A minimum distance of three hundred feet (300') shall be maintained from any other emergency shelter.

- The maximum stay at the facility shall not exceed ninety (90) days in a three hundred and sixty-five (365) day period.
- On site client waiting and intake areas shall be located inside the building.
- A minimum of one manager, in addition to security personnel, shall be on duty and remain on site during intake hours.
- Security personnel shall be provided on site at all times.
- Exterior lighting shall be provided for the entire outdoor area of the site consistent with the provisions of The Code. Exterior lighting shall be stationary and shall be directed away from adjacent properties and public rights of way.
- A minimum of one parking space for every five (5) beds, or one parking space for each bedroom designated for families with children, plus one parking space for each employee/volunteer on duty during the largest shift, shall be maintained.
- Hours of operation for client intake and discharge shall comply with The Code.

D. Transitional Housing and Supportive Housing

Changes were made to the City Code in 2021 to specify that transitional, supportive, and employee housing types are considered permitted uses in all Districts that allow residential uses, subject only to the same standards as other residential uses in the same District.

E. Residential Care Facility

Licensed residential care facilities are state licensed facilities maintained and operated to provide non-medical residential care, day treatment, or foster agency services for six or fewer adults, children, or adults and children. State law requires that these facilities be treated as a single housekeeping unit for zoning purposes. Licensed residential care facilities are permitted in the R-1 Zone in accordance with state law. The City currently has at least one residential care facility in the R-1 Zone.

F. SRO (Single Room Occupancy) Housing

While the City of San Marino does not specifically address this use within the zoning code, the C-1 Commercial Zone allows residential uses with the issuance of a conditional use permit. The Code currently allows one residential unit per 5,000 square feet of land. Market conditions and the relatively small size of C-1 zoned parcels are the likely factors as to why higher density housing has not been pursued in the City.

G. Farmworker Housing/Employee Housing

Statewide, farmworker housing is of unique concern and importance. While only a small number of SCAG jurisdictions have farmworkers living in them, they are essential to the region's economy and its food supply. According to the United States Department of Agriculture (USDA), more than 80 percent of hired crop farmworkers are not migrant workers but are considered settled and work farm(s) within 75 miles of their residences. This share is up significantly from 41 percent in 1996-1998, reflecting a fundamental change in the nature

of the crop farming workforce. The majority of farmworkers in California reside in metropolitan areas, where the average hourly wage of \$16.05 puts them in the extremely low to very-low-income category (between 30-50 percent of the area median income).

According to the United States Department of Agriculture, the average age of the agricultural workforce has risen significantly in the last few years and now stands at 41.6 years. A growing percentage (26.1%) are women. While the median farm size in Los Angeles County is only four acres, there are 25 “large” farms of 500 acres or more that rely on farmworkers (2017 County summary highlights, USDA). Most of the large farms in Los Angeles County are located in or near the Palmdale-Lancaster area, and not near San Marino. (California Important Farmland: 2016, CA DOC. Lands identified here are indicated as being used for agriculture in the last four years in the Farmlands Mapping and Monitoring Program.) The 2014 – 2018 ACS indicated that no farmworkers live in San Marino, and there is no nearby farmland that would indicate a need for farmworker housing in San Marino. If employee housing were to be proposed under the Employee Housing Act, it would be allowed as a residential use so long as the program was licensed and administered by HCD.

Building Codes and Enforcement

A variety of building and safety codes, while adopted for purposes of preserving public health and safety, and ensuring the construction of safe and decent housing, have the potential to increase the cost of housing construction or maintenance.

The City of San Marino has adopted the California Building Code, 2019 edition, based on the 2018 International Building Code as published by the International Code Council. The Codes are based on regulations necessary to protect the public health, safety, and welfare. The Building Codes and related amendments do not seem to impede the development of housing. Many newer requirements such as fire safety systems and green building requirements had been implemented by residents prior to being required.

Code enforcement is conducted by way of Code Enforcement Officers patrolling the City and investigating complaints received. The main issue that Code Enforcement addresses is construction or remodeling without permits. Very rarely are substandard housing conditions or other health and safety issues identified. The City’s older housing stock is very well maintained.

Housing for People with Disabilities

Americans with Disabilities Act

Americans with Disabilities Act (ADA) provisions include requirements for a minimum percentage of units in new multi-family developments to be fully accessible to the physically disabled. Development of fully accessible units may also increase the overall project costs. Enforcement of ADA requirements is not at the discretion of the City but is mandated under federal law. The provisions of the ADA applicable to residential uses would apply only to multi-family developments and any residential components of a live-work project in a Commercial Zone.

Compliance with building codes and the ADA may increase the cost of housing production. However, these regulations provide minimum standards that must be followed to ensure the

development of safe and accessible housing. Therefore, the local enforcement of these codes does not significantly constrain the development of housing.

Accessible Development

The City has seen an increase in projects such as handicapped accessible bathrooms, elevators, and first floor master suites. These items are treated in the same manner as any other project in terms of fees, permitting, and processing. Residential Care Facilities are also treated in the same manner as a single-family home. There is no additional hindrance on the development of housing for the disabled. No distance requirements have been adopted.

The City's aging population, which includes residents with disabilities related to vision and mobility, will need to be accommodated within this eight-year planning period. The City should consider adopting a Universal Design program and applying it to new and remodeled dwellings to ensure that residents can age in place and that homes are designed for all stages of life.

Reasonable Accommodation

The City has also adopted a reasonable accommodation ordinance. Under the ADA, cities must reasonably modify policies when necessary to avoid discrimination because of disability, unless they can show that the modifications "would fundamentally alter the nature of the service, program or activity." (28 Code of Federal Regulations 35.130(b)(7).) In general, the law states that local agencies retain their ability to regulate land uses and to apply neutral, non-discriminatory regulations, but are required to make accommodations to allow persons with disabilities an equal opportunity to use and enjoy housing in the community. The City's reasonable accommodation ordinance establishes a process for considering these types of accommodations and provides findings that must be met for an application to be approved as a reasonable accommodation. This process makes it easier for a resident to obtain approval for an accommodation, such as a wheelchair ramp or front yard parking space, which may not otherwise meet the Code requirements. Two reasonable accommodations have been requested and both have been granted within a reasonable time frame.

The City's Zoning Code defines "family" as "an immediate family related by blood, marriage or adoption, or a group of individuals who are unrelated and live together as a single housekeeping unit in a dwelling unit. This shall not include an individual paying rent to a landlord for the purpose of temporarily residing in a dwelling unit." This definition is inclusive of all types of households and does not serve to constrain housing for persons with disabilities.

Development and Permitting Fees

Various fees and assessments are charged by the City and other agencies to cover the cost of processing development permits and providing local services. These fees help ensure quality development and the provision of adequate public services. The City is legally required to set permit and development fees in amounts that are no more than equal the cost of providing services associated with these fees. The City recently conducted a comprehensive fee study to ensure the cost of providing the services was consistent with the required fee for those services. San Marino is a largely developed, suburban jurisdiction with most of its necessary infrastructure such as streets, electrical, sewer and water facilities in place. Aside from fees collected to offset

public school impacts and General Plan maintenance, the City does not require impact fees to make the necessary land improvements to accommodate development. The City does not maintain a different fee schedule for single family or multi-family units.

Development and permitting fees are not believed to be a constraint to housing development in the City. In fact, based on informal input from local contractors, San Marino has reasonable permit fees that are lower than other surrounding cities. Table 22 displays the San Marino Community Development Department Fee Schedule. This is a comprehensive list of fees. The City does not charge any development impact fees. School fees are required per State law. Average fees per single-family dwelling are displayed in Table 23; these fees are generally lower than all surrounding jurisdictions.

Table 22: Community Development Department Fee Schedule

Item/Permit Type	Base Fee	Basis for Valuation/Square Foot Cost
Planning Fees		
Design Review Committee		
- Major	\$865	N/A
- Minor	\$285	
Variance Application		
Minor Variance	\$1,260	
Major Variance	\$2,450	N/A
Creation of 300-foot Radius	\$65	
Ownership List	\$145	
Minor Exception		
Conditional Use Permit Application		
Minor CUP	\$1,420	N/A
Major CUP	\$3,165	
Creation of 300-foot Radius	\$65	
Ownership List		
Subdivisions or Lot-Splits	\$2,175 + \$2,000 deposit	N/A
Rezone or Boundary Change	\$5,000 deposit + hourly costs	N/A
Lot Line Adjustment	\$295 + \$2,000 deposit	N/A
Modification to Variance or Conditional Use Permit	\$955	N/A
Appeals		
To Planning Commission	\$805	N/A
To City Council	\$805	
Negative Declaration Fee	\$830	N/A
Inspection Fees		
Residential Compliance Inspection Reports	\$65	N/A
Special Inspections	\$160 each	N/A
Certificate of Use and Occupancy	\$95 each	N/A

Item/Permit Type	Item/Permit Type	Item/Permit Type
Permits, Plan Check, & School Facility Fees		
Building Permit – Dwellings Processing Microfilming	Based on square footage/ valuation of work \$28.70 \$3.00	Type V Wood Frame Additions or Alterations - \$125.00/sq. ft. Basements - \$83/sq. ft. Garages - \$36.00/sq. ft. Patio Covers - \$36.00/sq. ft. Block Walls - \$11.00 - 13.00/sq. ft., depending on height.
Electrical Permit Processing Microfilming Other Fees	\$28.70 \$3.00 Per electrical permit schedule	Per fixture charge
Mechanical Permit Processing Microfilming Other Fees	\$28.70 \$3.00 Per mechanical permit schedule	Per fixture charge
Plumbing Permit Processing Microfilming Other Fees	\$28.70 \$3.00 Per plumbing permit schedule	Per fixture charge
Swimming Pool or Spa Processing Microfilming	\$28.70 \$3.00	Swimming Pool - \$120.00 each Spa - \$60.00 each
Plan Check Fee	Based on valuation of work	N/A
Grading Plan Check Permit	Hourly rate from consultant Based on valuation	N/A
Solar Panel System	\$500	Flat fee (permit and plan check)
School Facility Fees (applies only to increase in square footage of 500 sq. ft. or more)	\$3.79/sq. ft. for projects over 500 sq. ft.	N/A
Education Fee	3% of building permit cost	N/A
General Plan Maintenance Fee	7% of building permit cost	N/A
<i>Source: City of San Marino, 2021</i>		

Table 23: Average Plan Check and Permit Fees for a New House

Fee	Average Fees for a New Single-Family House
Plan Check (Building)	\$4,319
Plan Check (Planning)	\$200
Grading (Plan Check and Permit)	\$757.44
Demo	\$191.69
Building Permit	\$4,280.23
Mechanical Permit	\$298.11
Electrical Permit	\$249.46
Plumbing Permit	\$385.44
Fire Sprinkler (Plan Check and Permit)	\$473.25
Fire Alarm (Plan Check and Permit)	\$531.96
School Fees	\$5286.13
TOTAL	\$16,973.26
<i>Source: City of San Marino, 2021</i>	

Compared to new houses, Accessory Dwelling Units have lower development costs because they take advantage of already-existing infrastructure and can also be created within an existing structure. Instead of calculating average costs, a typical one-bedroom ADU of 600 square feet was considered for the fees in Table 24 below. Junior Accessory Dwelling Units (JADUs) have no development or school fees.

Table 24: Average Plan Check and Permit Fees for Accessory Dwelling Unit

Fee	Approximate fees for a new ADU
Plan Check (Building)	\$818.75
Plan Check (Planning)	\$200
Building Permit	\$966.56
Mechanical Permit	\$84.50
Electrical Permit	\$47.00
Plumbing Permit	\$89
Fire Sprinkler (Plan Check and Permit)	\$473.25
Fire Alarm (Plan Check and Permit)	\$531.96
School Fees	\$1,920
TOTAL	\$5,131.02
<i>Source: City of San Marino, 2021</i>	

These appear to be reasonable fees given the scope of work for projects in San Marino. Development fees do not seem to impede development in San Marino. The much larger cost involved in developing homes is the high cost of land in San Marino. Because the land cost is removed from the cost of an ADU or JADU on a parcel with an existing home, these housing types have the best potential to be constructed and rented within an affordable range.

Local Processing and Permit Procedures

The City of San Marino's development approval process is designed to accommodate and not hinder development. Other than legally required public hearing notice and environmental review periods, developers and property owners are not hindered by "down time" in application processing. All new homes require Design Review Committee approval, which is a public hearing process. This helps ensure that new homes are compatible with the neighborhood and do not negatively impact the neighbors. The City has Residential and Commercial Design Guidelines which encourage the use of certain design features and materials. The Guidelines are not requirements but assist applicants in designing a project that will move more quickly through the approval process. The Design Review Committee also holds "open forum" sessions where applicants can get informal, preliminary feedback on a design, which will also help facilitate the approval process.

The design review process consists of the applicant filing an application, processing fee (\$865) and one set of plans. Staff then reviews the proposal and responds with a letter indicating any code issues or design concerns that should be addressed. After the applicant addresses the comment letter, they submit eight sets of plans which are distributed to the Design Review Committee for their review. The applicant must also present their plans to their neighbors as part of this process. The Code dictates that the notified neighbors must include two neighbors on each side of the subject property; all properties adjoining the rear of the subject property and one on either side of those properties; and the properties across from the subject property and one on either side of those properties. This usually comprises about 10-12 neighbors depending on how the lots are arranged. This is primarily to make sure neighbors are aware of the proposed project and to give them an opportunity to ask questions or provide comments. Even if all neighbors approve of or object to the project, it will still proceed to the Design Review Committee for their review. Once the eight sets of revised plans are submitted and the neighbor notification process is completed, staff assigns the project to the next available agenda and notices the project for a public hearing. This process typically takes about 8 weeks (about 2 months) in total. Once the project is approved, the applicant could submit for building plan check after the 15-day appeal period has expired (*Source: City of San Marino, 2021*).

The City has adopted Residential Design Guidelines to guide residents as well as review by the DRC (Design Review Committee). The purpose of these design guidelines is to provide a clear and concise summary of the City's design policies for projects within the City's residential neighborhoods. The guidelines address neighborhood compatibility, site development, physical design components, and landscaping.

Certain projects that exceed Code allowances or otherwise require an additional level of review will require either a Variance or Conditional Use Permit (CUP). These applications are heard by the Planning Commission. If the project also requires Design Review, the Planning Commission will review both actions. City staff tries to work with applicants ahead of time to determine the feasibility of their proposed project. Staff tries to guide applicants toward a solution that has the best chances of approval. Depending on the complexity of the project, initial Community Development Department review for new construction requiring Design Review Committee (DRC)

or Planning Commission review averages approximately three to four weeks. Table 25 illustrates the approximate local processing times for developments in San Marino.

Table 25: Local Development Processing Time

Item	Approximate Length of Time from Submittal to Public Hearing
Conditional Use Permit	45-90 days
Design Review	30-90 days
Tentative Tract Map/Parcel Map/Subdivision	45-90 days
Variance	45-90 days
Zoning Amendments or Zone Change	45-90 days
General Plan Amendment	45-90 days
Environmental Initial Study	60 days
<i>Source: City of San Marino, 2021</i>	

Table 25 identifies the approximate time from submittal to the initial public hearing. Since projects may require more than one hearing before the Planning Commission or DRC, it is also important to consider the length of time between submittal and approval or denial. For 2021, City staff reviewed the total amount of time it took for a project to go from the initial submittal by the applicant to an approval or denial from the DRC or Planning Commission. Staff found that the average time to process a variance application was 56 days, the average time to process a CUP application was 61 days, and the average time to process a DRC application was 68 days. These time frames include the time that the applicant spends correcting or changing plans at the direction of staff or the approving body, as well as multiple hearings, if necessary.

Once projects have completed the public hearing process, or once staff determines the project does not require a hearing, the applicant may submit for building plan check. The City of San Marino contracts with an outside plan checker for this service. Once the plans are structurally approved, they are reviewed by both the Planning and Fire Departments. Informal conversations with some architects indicate that the City processes plans within a reasonable time frame; however, other architects and some public input has indicated that the time to get a new home approved is extensive even if the design guidelines are followed. Establishing a set of objective design and development standards will be important to overcome any delays and to allow ministerial processing of residential permits where required by law.

Historic Preservation

The City of San Marino is dedicated to preserving its Historical Resources. The City administers its own designation program for historic landmarks within the City. These resources are governed at the local level by Chapter 23.18 of the San Marino Municipal Code. While designated historic properties have additional requirements for development or redevelopment, these do not pose as a significant constraint because there are only eleven designated historic properties identified within the City. However, in the 2020 Citywide Historic Resources Survey Report, field surveyors identified a total of 286 resources that appear eligible for listing as a City of San Marino Historic Landmark, and several historic districts were named by the City.

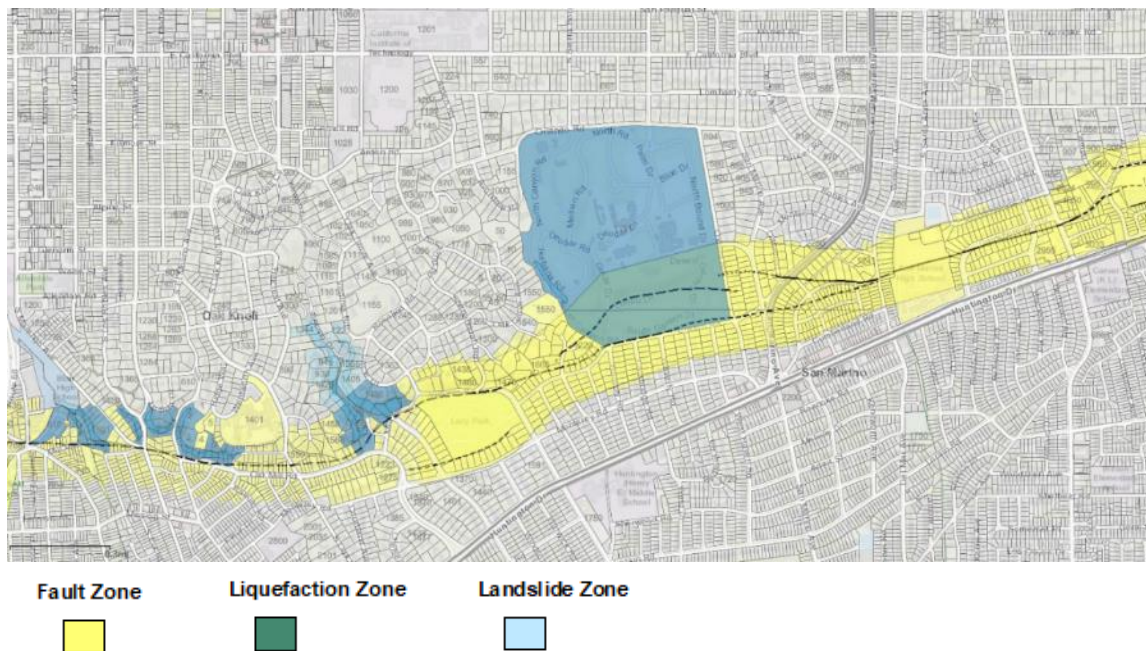
Environmental and Infrastructure Constraints

Environmental Constraints

Environmental hazards affecting housing units include geologic and seismic conditions that provide the greatest threat to the built environment. The City has identified areas where land development should be carefully controlled. The following hazards may impact future development of residential units in the City:

- Seismic Hazards:** The City regulates the construction of new habitable structures within the identified hazard areas, shown in Figure 18, through the requirement of setbacks and construction standards in accordance with State law. Design and construction requirements related to seismic hazards are based on hazard mapping and Seismic Design Categories. The San Marino Municipal Code provides requirements and regulations for different Seismic Design Categories. These building requirements are likely to increase costs of housing development but are necessary to mitigate risks and minimize loss of life and property associated with these hazards.

Figure 18: Fault, Liquefaction and Landslide Zones Map



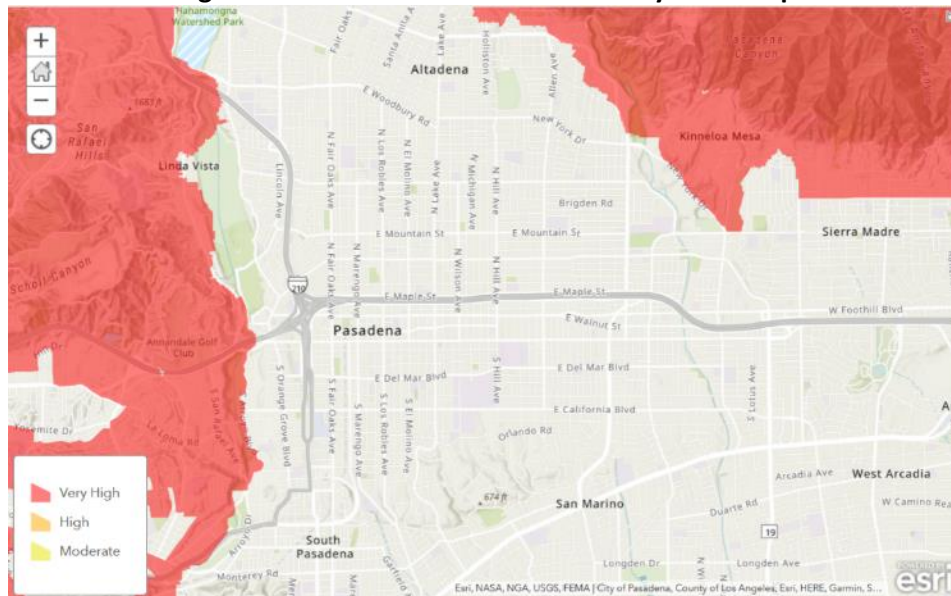
(Source: CGS Earthquake Zones of Required Investigation Map)

- Flooding:** The City is at minimal risk for flooding; however, three specific flood areas have been identified which are susceptible to localized flooding in an intense storm period. No major water courses traverse the City. There is no threat of water damage from either a seiche or a tsunami condition.
- Dust and High Wind Hazards:** This condition results in property damage from high winds, wind tunneling and channeling effects of buildings, soil erosion, and unpleasant

living conditions. San Marino has experienced isolated high wind events in the past, prompting the City and homeowners to consider high wind hazards. For example, properly maintained trees are an important factor in reducing property damage during wind events.

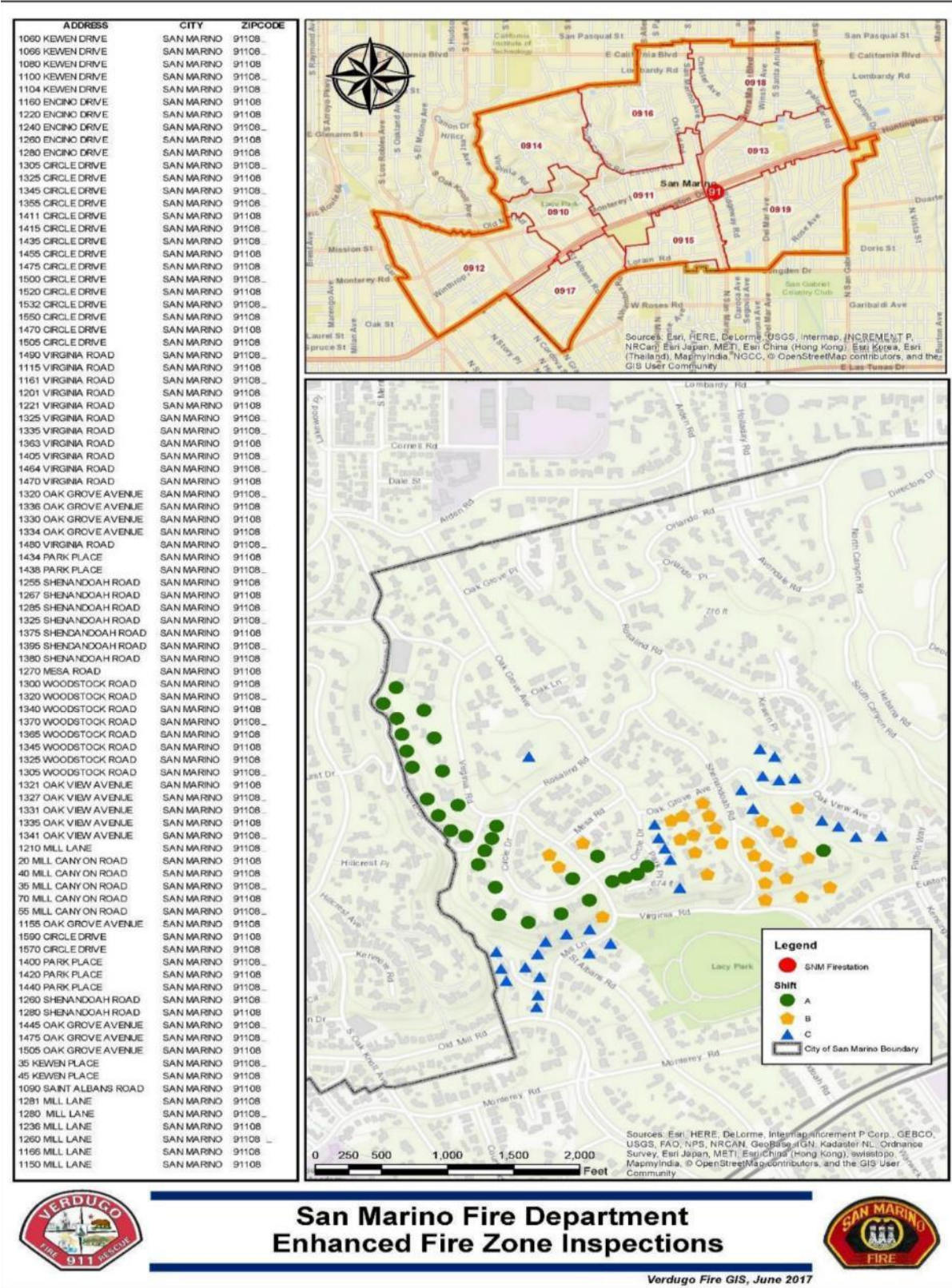
- **Toxic and Hazardous Wastes:** In San Marino, air pollution is the main area of concern relative to toxic substances. Major point sources of air pollution come from the variety of industrial uses throughout the region. The primary source, however, is automobile traffic.
- **Fire Hazards:** There are no fire hazard severity zones within San Marino as identified by CAL FIRE. However, the City has established its own locally designated Very High Fire Hazard Severity Zone (VHFHSZ) with more stringent fire-safe building requirements. These requirements affect the Estate Residential zone in the northwest area of the City, shown in Figure 20, which has increased fire risk due to its hilly topography, vegetation, and the presence of wood shake shingle roofs. The City has adopted the 2019 California Fire Code, which addresses requirements for fire sprinklers and fire alarms in residential buildings as well as brush clearance for homes in the locally designated VHFHSZ. These building requirements are likely to increase costs of housing development but are necessary to mitigate risks and minimize loss of life and property associated with these hazards. Furthermore, these hazards should be considered when making changes to residential density in the City, to avoid placing more homes at increased risk due to fire hazards.

Figure 19: CAL FIRE: Fire Hazard Severity Zone Map



Source: CAL FIRE

Figure 20: City of San Marino Enhanced Fire Inspection Zone Map



San Marino Fire Department Enhanced Fire Zone Inspections



Verdugo Fire GIS, June 2017

Source: City of San Marino Local Hazard Mitigation Plan, 2019

- **Noise:** Residential uses are considered a noise-sensitive use rather than a noise-generating use and are the most sensitive to loud noise. The principal noise sources in San Marino generate from local traffic, and noise measurement taken in 2021 indicate that traffic noise levels have not increased over the last ten years. Noise is not considered a significant problem in the City. Title 24 of the California Code of Regulations establishes an interior noise standard of 45 dB(A) as suitable for residential spaces; this can typically be achieved through standard construction methods.

Infrastructure Constraints

San Marino is a fully developed city and there are very few on or off-site improvements that are required as part of the development of housing. Most housing construction involves the demolition of an existing housing unit and the construction of a replacement unit, meaning all infrastructure is already in place. As part of the building permit process, the City will occasionally require the provision of on-site and off-site improvements necessitated by the development, such as improvements to curbs and gutters, alleys, streets, sidewalks, streetlights, and utility undergrounding. The cost of such improvements may increase the cost of development, which would ultimately be passed through to future tenants or owners. While these costs may not render a project infeasible, they contribute to the range of factors that affect the affordability of a project.

- **Energy:** Compliance with Title 24 of the California Administrative Code on the use of energy efficient appliances and insulation has reduced energy demand stemming from new residential development. Title 24, Part 6, California Energy Efficiency Standards, is a set of requirements for energy conservation, green design, construction maintenance, safety, and accessibility. Title 24 was published by the California Building Standards Code and applies to all buildings in California, not just state-owned buildings and requires all residential construction to meet minimum energy conservation standards through either a prescriptive or performance-based approach. The former approach requires each individual component of a building to meet an identified minimum energy requirement. The performance approach, on the other hand, allows developers to choose a range of measures which, in total, meet specified energy conservation targets. Title 24 regulations and requirements are enforced when an applicant pulls a building permit for a proposed project and have plans reviewed or a building inspected.

In addition to Title 24, all residential projects are required to meet state building codes, which also include energy conservation standards. The California Building Standards Commission adopted the California Building Codes based on model codes produced by various professional organizations.

Promoting energy conservation has become a consistent theme in regulations, green building practices, and general business operations. For San Marino, opportunities flourish to promote energy-efficient practices in the siting, design, construction, and renovation of housing stock. These practices not only respond to regulatory requirements, but also can generate significant community, environmental, and economic benefits and do not constitute constraints on housing development.

- **Water:** The California America Water Company provides water services for the City of San Marino. Adequate water is available to serve existing and projected residences

through 2021 and do not pose a constraint to development. See Section 3.6.1 for additional discussion regarding infrastructure available to support residential development.

4.5 FAIR HOUSING ANALYSIS

4.5.1 Introduction and Overview of AB 686

Assembly Bill 686 (Affirmatively Furthering Fair Housing, or AFFH) was adopted into law in 2018 and became effective on January 1, 2019. The law requires state and local agencies to take proactive measures to correct any housing inequalities related to race, national origin, color, ancestry, sex, marital status, disability, religion, or other protected characteristics. Agencies must ensure that their laws and programs affirmatively further fair housing, and that they take no actions that do not do so.

Under State law, affirmatively furthering fair housing, or AFFH, means “taking meaningful actions, in addition to combatting discrimination, which overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics.” Agencies must include in their Housing Elements a program that promotes fair housing opportunities for all persons. In the context of a community’s housing needs, AFFH is not just about the *number* of units needed, but also about *where* the units are located and *who* has access to them..

AB 686 requires that the City adopt programs to overcome and reverse this pattern of exclusion, and to identify locations for affordable housing through the AFFH lens. To do this, programs are included that change the zoning to allow for all types of housing, including the multi-family apartments and duplexes that have previously been banned in the City. Additionally, the location of potential housing sites to meet the City’s lower-income RHNA is considered through an equity lens, not only by choosing locations in areas throughout the City but also by including to promote the development of duplexes, ADUs, and affordable JADUs in all the City’s exclusive residential neighborhoods. **Section 2** includes the policies and programs to reverse exclusionary zoning and to affirmatively further fair housing; **Section 3** contains the sites location information and maps.

As HCD guidance for fair housing assessments was released after the first administrative draft of the Housing Element Update was complete, this section of the housing element was updated and distributed separately for stakeholder input and public outreach. AB 686 makes certain requirements for the analysis of fair housing issues. At the time of this draft, HCD guidance was to provide analysis in five different subsections: enforcement and outreach capacity, segregation and integration patterns and trends, disparities in access to opportunity, disproportionate housing needs, and areas of concentration in poverty and affluence across racial and ethnic groups. For the purpose of the required regional comparative analysis, the Assessment of Fair Housing will include data for the San Gabriel Valley Council of Governments, the SCAG subregion of which the City of San Marino is included, Los Angeles County, or the SCAG region overall.

4.5.2 Summary of Fair Housing Issues and Contributing Factors

San Marino is more racially diverse than the average U.S. city. While there is a somewhat greater White population in the northwestern part of the City and a slightly greater Asian population in the southeastern part of the City, there are no areas of ethnic or economic concentration. Median incomes are high and fairly stable throughout the City, as is the racial mix of its citizens. While there are a considerable number of lower-income senior households in San Marino, most (89.2%) own their homes and are not concentrated in any area or neighborhood. It is a well-integrated community, and the entire City is designated as an Area of Opportunity. This designation is based on the consideration of factors affecting the quality of life and health outcomes including educational enrollment and attainment; employment rates; lack of overcrowding in housing or overpayment for housing costs; transportation costs; and environmental health. However, the City has faced constraints to providing affordable housing choices. Contributing factors to Fair Housing Issues include:

- Community Opposition to Affordable Housing
- Lack of Available Developable Land/Built-out nature of City
- Lack of Affordable Housing Choices
- Past History of Exclusionary Practices (i.e., exclusive, single-family zoning)

Community Opposition to Affordable Housing

During outreach for the Housing Element update, comments opposing additional development were received. The opposition cited concerns regarding the environmental (Traffic, Noise, Crowding, Aesthetics) impacts associated with increased density in San Marino. Comments also cited concerns for the loss of the quality of life and the historic and open space areas that make up the San Marino community's character.

Lack of Available Land

As detailed in Section 3.3, there are very few sites in San Marino with vacant land and fewer sites with existing residential zoning. The City does not have zone districts that allow housing at densities above 20 units per acre which is defined in Housing Law as appropriate for development of affordable housing types.

Lack of Affordable Housing Choices

The City is notably more expensive than the surrounding areas, with median gross rents above \$3000 per month and most mortgages above \$4000 per month. Although median household incomes in San Marino are high compared to the surrounding areas, even moderate- and middle-income households cannot afford a home in San Marino where the median sales price exceeds \$2 million. San Marino currently lacks homes for these households, which include young families and first-time homebuyers, which perpetuates exclusivity and can lead to inequity.

History of Exclusionary Practices

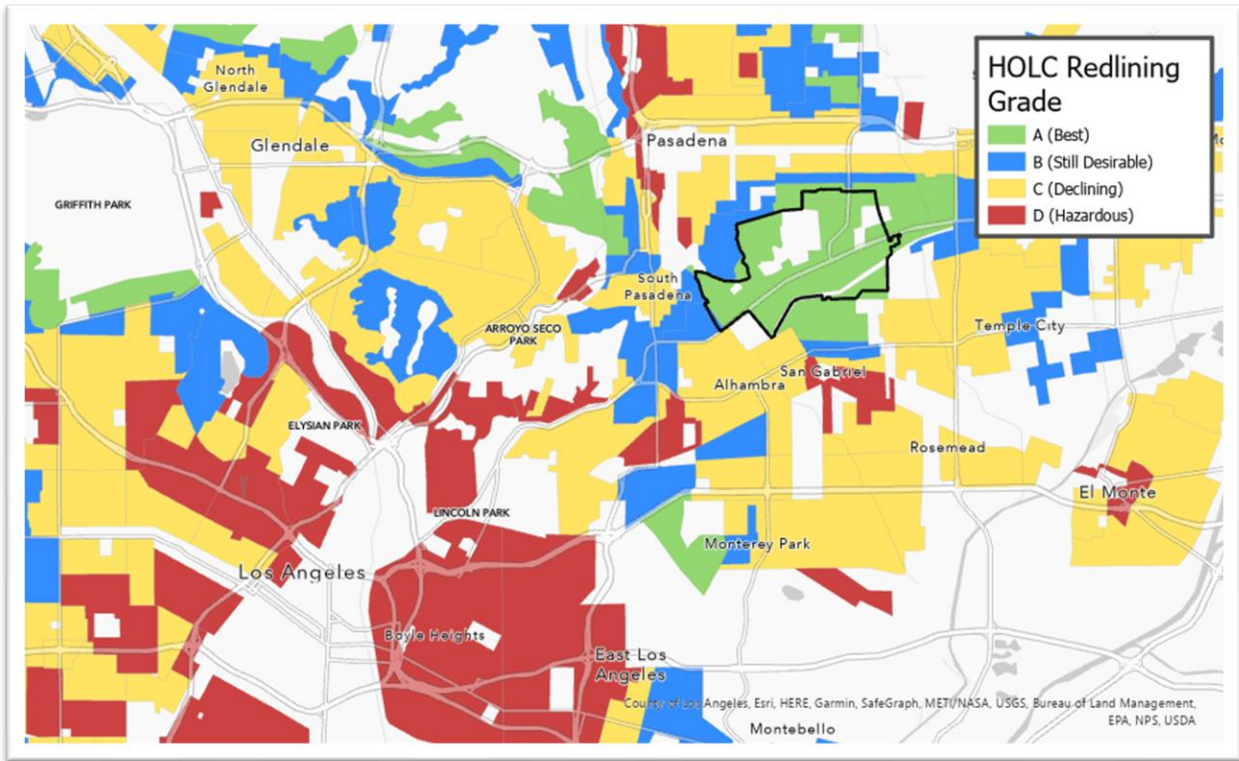
San Marino is almost entirely residential, with its built environment dominated by detached single-family homes constructed primarily between the 1920s and the 1960s. As of 2021, there were no areas zoned for multi-family residences, or for industry/manufacturing. Small areas on Huntington Drive and Mission Street are zoned for commercial use, and the City has recently approved a mixed-use project on a commercial street. While not intending to be exclusionary, San Marino's past prohibition of anything but single-family homes has had the effect of excluding persons who do not have incomes high enough to live in the City. Because poverty occurs most often with person of color, these practices have resulted in the exclusion of protected classes even though they were not intended to.

San Marino's rich and varied past that spans multiple eras of California history and is associated with cultural and social themes that were definitive in the history of Los Angeles County and Southern California. Since its 1913 incorporation, "the City envisioned itself as a residential enclave for people of means, with zoning that ensured minimal commercial development and no industry or multi-family residences" (*Source: San Marino Historic Resources Survey Report, October 2020*). This exclusive designation has played out in the City's zoning since its establishment.

In its earliest days of development, zoning in San Marino was so strict that most commercial uses and even churches were restricted. To ensure that property valuation would remain high, developers established expensive minimum home building costs, and racially restrictive covenants were incorporated into home deed sales – a practice that was common throughout Southern California and much of the country in the 1920s. These practices, coupled with the formation of the national Homeowner's Loan Corporation (HOLC) in 1933 and passage of the National Housing Act (NHA), established systemic redlining practices throughout the Los Angeles region, including in San Marino. This practice led to the physical development pattern and exclusive single-family feel that is still experienced throughout the City today.

This practice **Error! Reference source not found.** illustrates how San Marino was graded "Best" by the Homeowner's Loan Corporation. This grade was given to upper- or upper-middle-class White neighborhoods that HOLC defined as posing minimal risk for banks and other mortgage lenders, as they were "ethnically homogeneous" and had room to be further developed. Banks received federal backing to lend money for mortgages based on these grades. Many banks simply refused to lend to areas with the lowest grade, making it impossible for people in many areas to become homeowners. While this type of neighborhood classification is no longer legal thanks to the Fair Housing Act of 1968, the effects of disinvestment due to redlining are still clearly observable today (*Source: University of Richmond's Digital Scholarship Lab, 2021*).

Figure 21: 1930's HOLC Redlining Grade



(Source: University of Richmond's Digital Scholarship Lab, 2021)

Throughout the City's development, it has prided itself on its exclusively single-family, affluent neighborhoods, with well-kept yards and beautiful parks. Apartments and duplexes had never been allowed. As recently as 2003, the City's General Plan included goals to protect its single-family neighborhoods and to discourage the division of lots. While the 2003 General Plan promoted a well-integrated community, it failed to promote or allow the variety of housing types to enable that integration. A 2006 City handout for new San Marino residents' notes:

"The principles upon which the first City Council established San Marino in 1913 have been followed through the ensuing ninety-three years. The founders of this city wished it to be uniquely residential - single-family homes on large lots surrounded by beautiful gardens, with wide streets and well-maintained parkways. There were to be no manufacturing districts, heavy business areas or any apartment houses or duplexes. To maintain these standards, the City Council has continued to pass and enforce strict zoning regulations."

These strict zoning standards have been unintentionally discriminatory. A land use practice has a discriminatory effect if:

- It actually or predictably results in a disparate impact on a group of individuals, or
- It creates, increases, reinforces, or perpetuates segregated housing patterns, based on membership in a protected class.

By definition, single-family zoning is exclusionary when it occurs to the exclusion of other types of residential use. Whether intended or not, San Marino’s past prohibition of anything but single-family homes had the effect of excluding persons who do not have incomes high enough to live in the City. Because poverty occurs most often with person of color, these practices have resulted in the exclusion of protected classes even though they were never intended to. AB 686 requires that the City adopt programs to overcome and reverse this pattern of exclusion, and to identify housing sites through the Affirmatively Furthering Fair Housing lens.

Reversing Exclusionary Zoning Practices

The approach taken within this Housing Element update to address past exclusionary zoning practices and to affirmatively further fair housing are two-fold: First, programs are included that change the zoning to allow for all types of housing, including the multi-family apartments and duplexes that have previously been banned in the City; and secondly, the location of potential housing sites to meet the City’s lower-income RHNA is considered through an equity lens, not only by choosing locations in areas throughout the City but also by including to promote the development of duplexes, ADUs, and affordable JADUs in all of the City’s exclusive residential neighborhoods. **Section 2** includes the policies and programs to reverse exclusionary zoning and to affirmatively further fair housing; **Section 3** contains the sites location information and maps

4.5.3 Fair Housing Enforcement and Public Outreach

Federal and State Regulations and Enforcement

Federal, state, and local laws make it illegal to discriminate based on a person’s protected class. At the federal level, the Fair Housing Act prohibits discrimination on the basis of race, color, religion, sex, national origin, familial status, and disability. In California, the Fair Employment and Housing Act (FEHA) and the Unruh Civil Rights Act also make it illegal to discriminate based on marital status, ancestry, sexual orientation, source of income, or any other arbitrary forms of discrimination. Federal and state fair housing law both prohibit intentional housing discrimination and prohibit any actions or policies which may have a discriminatory effect on a protected group of people. Examples of policies or practices with discriminatory effects include exclusionary zoning and land use policies, mortgage lending and insurance practices, and residential rules that may indirectly inhibit religious or cultural expression. Both the state and the federal government have structures in place to process and investigate fair housing complaints. In California, the Department of Fair Employment and Housing (DFEH) maintains the authority to investigate complaints of discrimination related to employment, housing, public accommodations and hate violence. The agency processes complaints online, over the phone and by mail. At a federal level, HUD also processes, investigates, and enforces any complaints in violation of the Federal Fair Housing Act.

Fair Housing Education and Enforcement at a Regional Level

Several organizations provide fair housing services in Los Angeles County, including outreach and education, complaint intake, and testing and enforcement activities, for both providers and consumers of housing. These organizations include the U.S. Department of Housing and Urban

Development (HUD), the California Department of Fair Employment and Housing (DFEH), which exists as substantially equivalent agency to HUD in the state, and the Housing Rights Center (HRC), which primarily operates in Los Angeles County. The HRC receives a multi-year grant from HUD to conduct systemic testing in areas within Los Angeles County where statistics point to any form of discrimination covered by applicable fair housing laws and, in particular, persistent housing discrimination based on race, national origin, familial status and disability. HRC also provides intake of allegations of housing discrimination and provides resolution for housing discrimination, including mediation. Other activities include: systemic rental tests; design and construction inspections; accessibility surveys of tenants; referring tests that uncover discriminatory activity to HUD; litigation for appropriate enforcement action; fair housing counseling, investigation, and resolution for complainants; intakes of fair housing queries; training of new testers; refresher courses; reasonable accommodation/modification requests for the disabled; monitoring fair housing settlement agreements and zoning changes; as well as a host of education and outreach activities.

The Housing Authority of the County of Los Angeles (HACoLA) provides fair housing resources for residents via its website, such as links to file complaints of a violation of fair housing, a link to the Housing Rights Center, a link to HUD's webpage on Fair Housing and Equal Opportunity, link to the National Fair Housing Advocate Online blog, a copy of HACoLA's non-discrimination policy, and a link to information on the Assessment of Fair Housing.

Fair Housing Education and Enforcement at a Local Level

The City has a robust Code Enforcement policy, but it is not relevant to Fair Housing as it is mainly focused on Code violations pertaining to the erection, construction, reconstruction, moving, conversion, and alteration of buildings.

Fair Housing Complaints

According to data from HUD, there have been zero Fair Housing and Equal Opportunity complaints in the City. The City does not prescribe to any practices or policies that would impede existing fair housing laws and regulations. Should a Fair Housing or Equal Opportunity complaint arise, the City will take all necessary actions to remedy the complaint and maintain compliance.

Public Housing

The City of San Marino does not currently have any public housing buildings in the City limits. Likewise, there are no residents receiving housing choice vouchers.

Public Outreach

The 6th cycle Housing Element Update has been undertaken during the COVID-19 global pandemic. Public outreach, which is the cornerstone of the preparation process, had to be adjusted to allow and encourage meaningful public participation and input without the ability to meet or gather in-person. Staff and consultants made use of multiple digital platforms to facilitate the public input. Through community opinion surveys, stakeholder interviews, public workshops, and continued correspondence with advocacy groups, service providers, and developers the City

has consistently put forth efforts to engage the public during the update process. A complete outline of public outreach efforts can be found in Section 1.4.

Specific public outreach was done around the Fair Housing Analysis, including the distribution of the Draft Fair Housing Analysis to housing service providers and other stakeholders in the region, to ensure the data used accurately represents fair housing issues and integrates local knowledge. Stakeholder input was considered in the preparation of the Fair Housing Analysis, as well as integrating principles of Affirmatively Furthering Fair Housing (AFFH) into housing policies and programs (found in **Section 2**) and housing sites (see Section 3), ensuring local concerns are addressed.

Local and Regional Stakeholders participating in AFFH outreach included:

- Abundant Housing Los Angeles;
- Union Station Homeless Services;
- Sycamores Child and Family Service;
- Friends in Deed; and
- Pomona Homeless Outreach.

4.5.4 Local and Regional Patterns and Trends in Segregation and Integration

Racial and Ethnic Groups in San Marino and Subregion of San Gabriel Valley

San Marino is racially integrated and becoming more so. As Table 26 shows, its White population is decreasing while the Asian population is increasing. The Black population also increased slightly over the last ten years, while the Hispanic or Latino population and those who identify as two or more races remained stable. This racial and ethnic composition is unusual for communities within Los Angeles County, where the population overall is about 49% Hispanic or Latino, 26% Non-Hispanic White, about 8% Black and about 15% Asian. San Marino also differs significantly in racial and ethnic composition from nearby communities in the San Gabriel Valley Council of Governments and Los Angeles County, as shown in Table 27.

Table 26: Change in Racial and Ethnic Composition (2010 - 2019)

Racial/Ethnic Group	2010	2019
White	41.3%	31.5%
Black	0.4%	1.9%
Asian	53.5%	60.5%
Native Hawaiian or Pacific Islander	0.02%	0.20%
American Indian and Alaska Native	0.04%	0.00%
Hispanic or Latino	6.3%	6.3%
Two or More Races	3.1%	3.1%
Totals exceed 100% because all races can include Hispanic or Latino origin.		
<i>Source: 2010 Census; 2019 U.S. Census Bureau Quick Facts</i>		

Table 27: Comparison of Racial and Ethnic Composition with Nearby Communities

Racial/Ethnic Group	San Marino	Pasadena	El Monte	Los Angeles County
White	31.5%	49.5%	38.8%	52.1%
Black	1.9%	5.8%	0.6%	8.1%
Asian	60.5%	17.4%	28.8%	14.7%
Native Hawaiian or Pacific Islander	0.20%	0.00%	0.8%	0.3%
American Indian and Alaska Native	0.00%	0.2%	0.9%	0.8%
Hispanic or Latino	6.3%	6.3%	65.7%	48.6%
Two or More Races	3.1%	5.7%	3.3%	4.1%
Some other Race	2.9%	21.3%	26.9%	19.9%

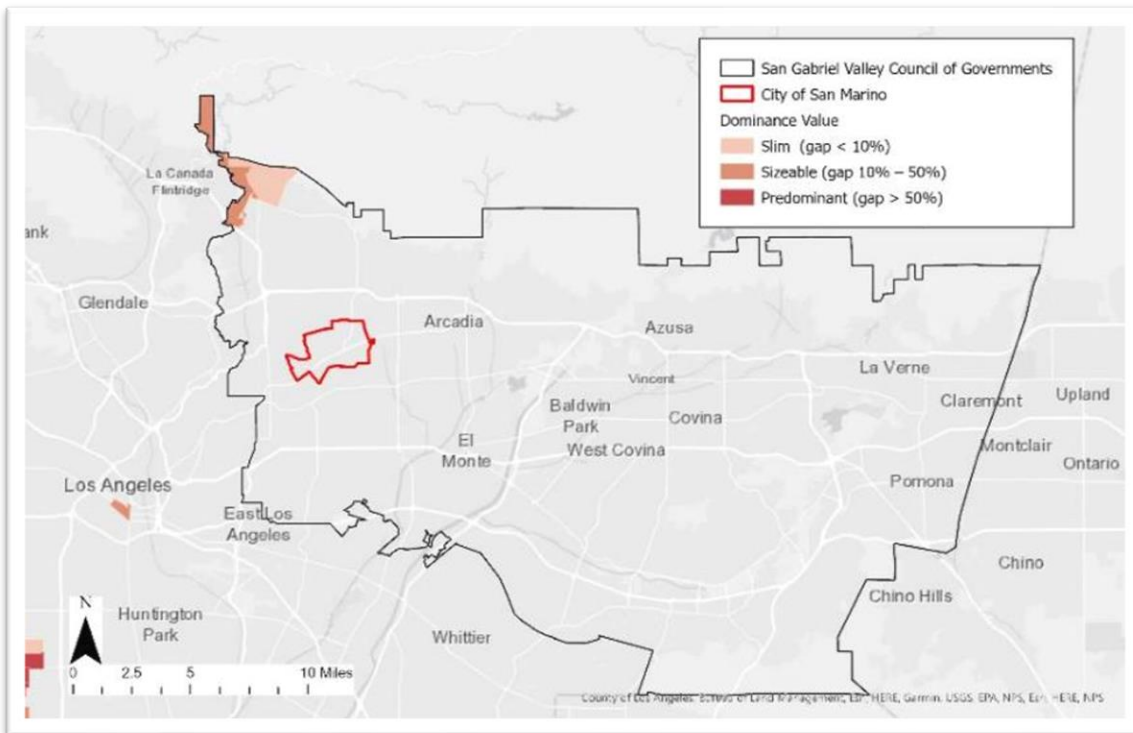
Totals exceed 100% because all races can include Hispanic or Latino origin.

Source: 2019 U.S. Census Bureau Quick Facts

Asians are the predominant racial group in San Marino. Figures 22 - 26 show which race or ethnicity is predominant in the City of San Marino and the surrounding communities of the San Gabriel Valley Council of Governments and by how much. The strength of the color indicates the extent to which one group is dominant over the next most populous. Many neighboring communities have predominately Asian, Hispanic, or Latino, or White Populations.

There is no predominant African American population in San Marino. Sub regionally, there are slim and sizable areas of African American predominance in the Northernmost census tracts of Pasadena. (Figure 22).

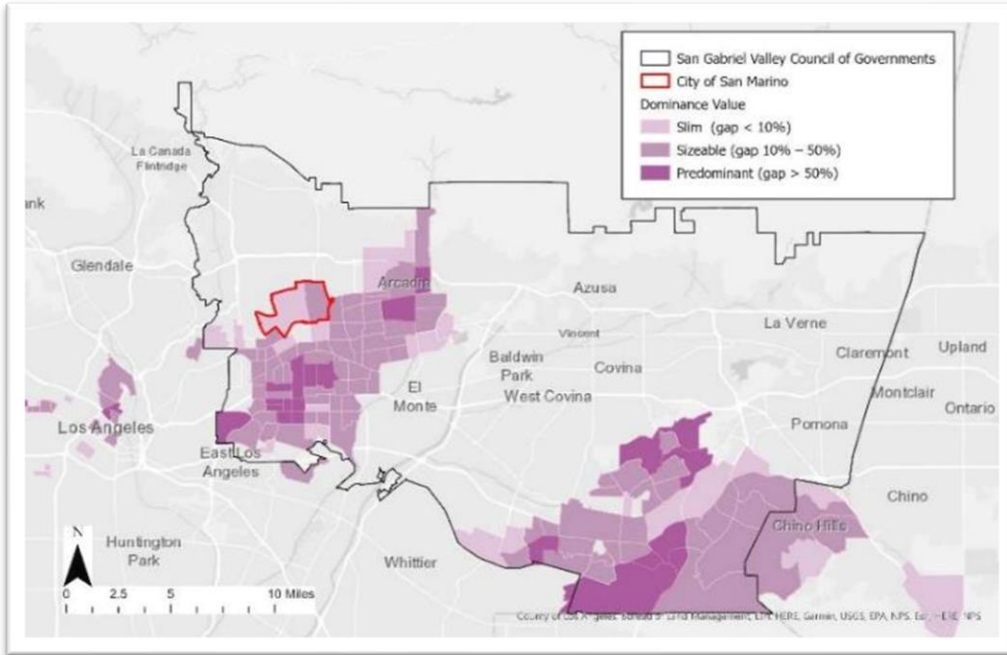
Figure 22: Predominant Population African American Majority



Source: AFFH Data Viewer, HCD, 2021

There is a slim to sizable predominant Asian population in San Marino. Sub regionally, the areas of highest Asian population predominance include census tracts in San Gabriel, Rosemead, Walnut, and Diamond Bar. (Figure 23).

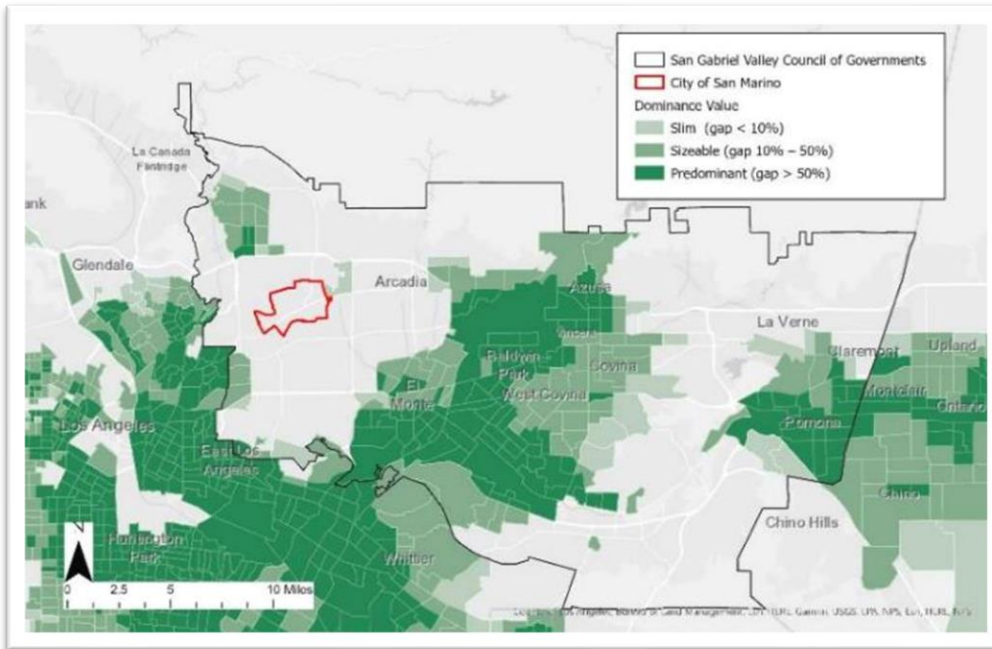
Figure 23: Predominant Population Asian Majority



Source: AFFH Data Viewer, HCD, 2021

There is no predominant Hispanic population in San Marino. Subregionally, the areas of highest Hispanic population predominance include census tracts in Pomona, El Monte, and Baldwin Park (Figure 24).

Figure 24: Predominant Population Hispanic/Latino Majority

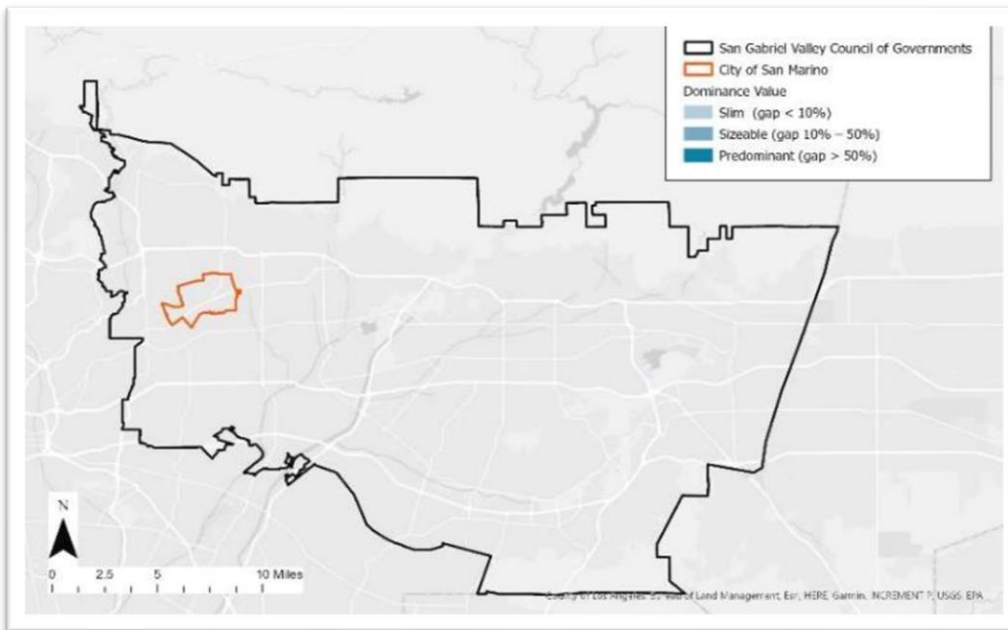


Source: AFFH

Data Viewer, HCD, 2021

There is no predominant Native American population in San Marino or any of the surrounding areas in the San Gabriel Valley subregion (Figure 25).

Figure 25: Predominant Population Native American Majority

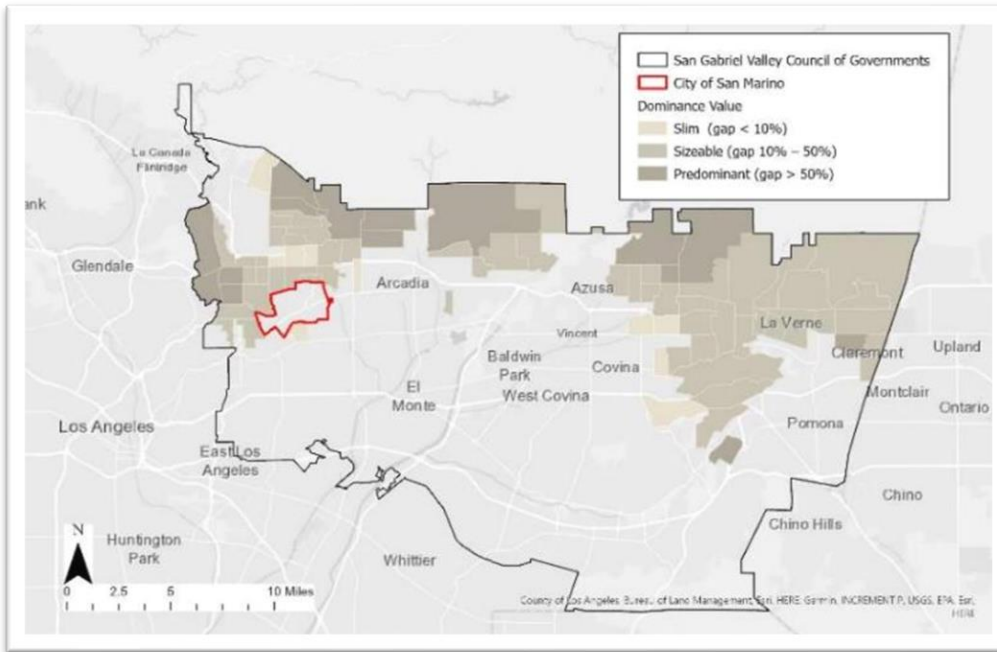


Source: AFFH Data Viewer, HCD, 2021

There is no predominant White population in San Marino. Subregionally, the areas of highest

White population predominance include census tracts in Claremont, Glendora, Monrovia, and Sierra Madre (Figure 26).

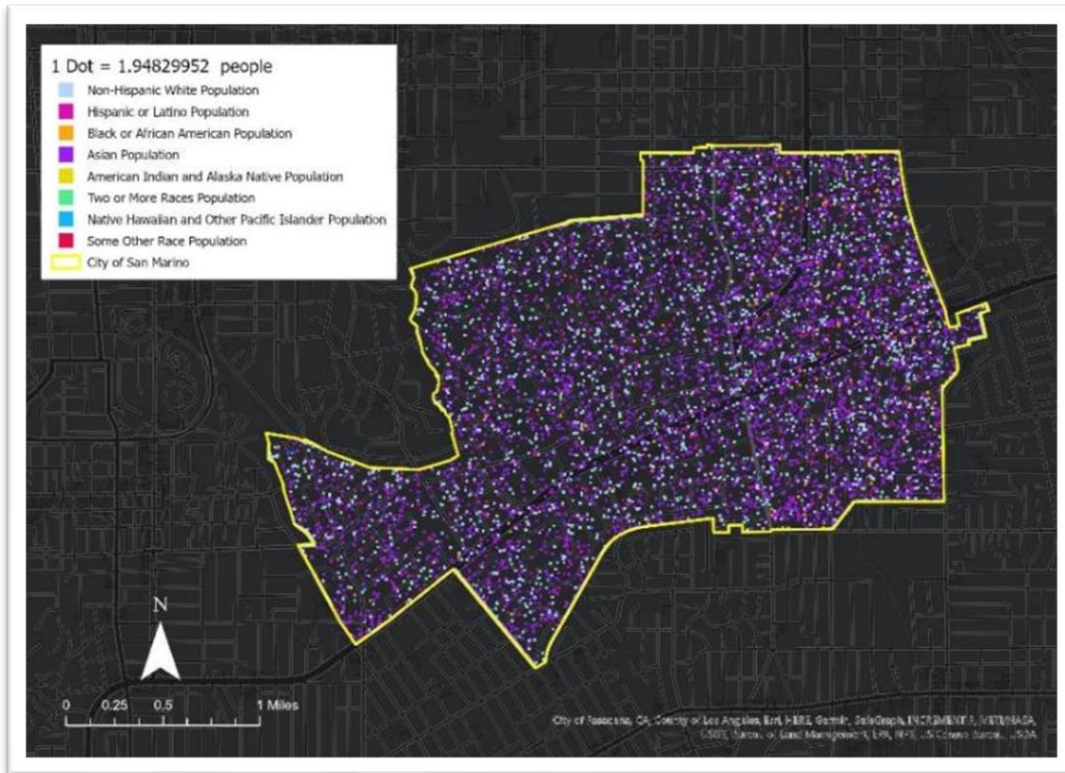
Figure 26: Predominant Population White Majority



Source: AFFH Data Viewer, HCD, 2021

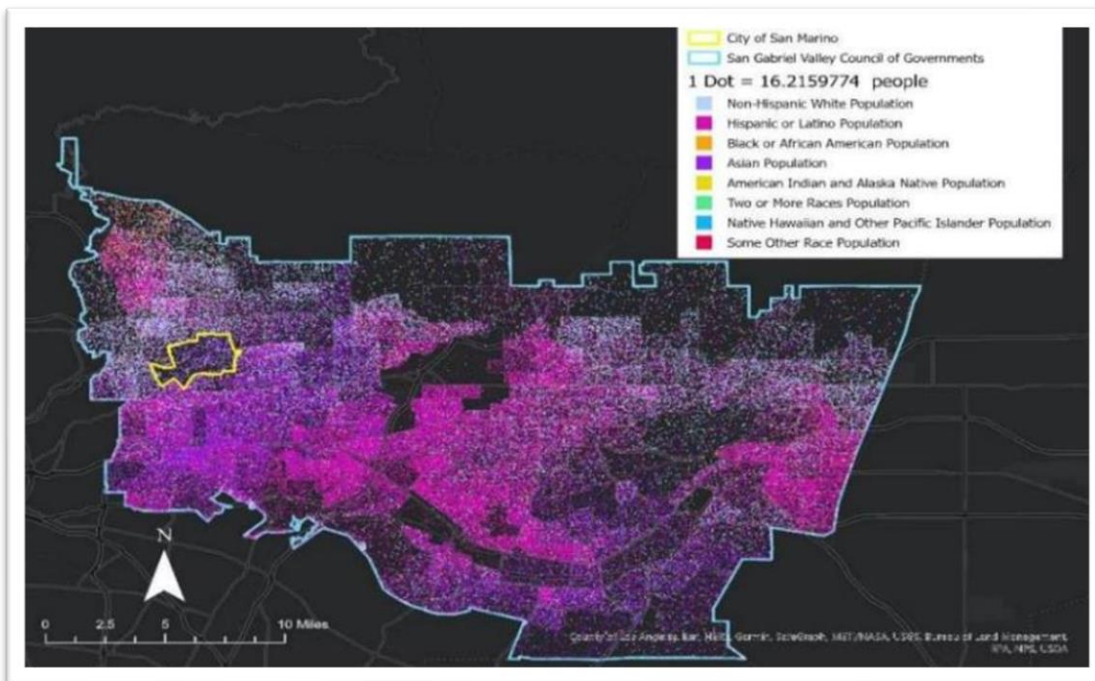
Racial dot maps provide an accessible visualization of geographic distribution, population density, and racial diversity of a population. Figures 27 and 28 show the racial dot density of the City and the surrounding region. The City’s population is well integrated compared to the surrounding communities which show high rates of concentration of Asian and Hispanic or Latino populations.

Figure 27: Racial Dot Density Map of San Marino, CA



Source: ESRI, 2021

Figure 28: Racial Dot Density Map of The San Gabriel Valley Council of Governments



Source: ESRI, 2021

Dissimilarity and Diversity Indexes

A Dissimilarity Index provides a quantitative measure of segregation in an area, based on the demographic composition of smaller geographic units within that area. Dissimilarity Indexes are also referred to as “exposure indices.” This is because they show the exposure a given race group experiences with members of their own and each other race (as a percentage) in an average neighborhood of the city (or metropolitan area) being examined. In the table below, the first five columns represent the average racial composition of the neighborhood of a person of a given race. The rightmost column shows the racial composition of the metro area or city as a whole. Dissimilarity index level data is typically derived from Census data and is not available for San Marino. The nearest available dissimilarity index analysis is for the City of Pasadena.

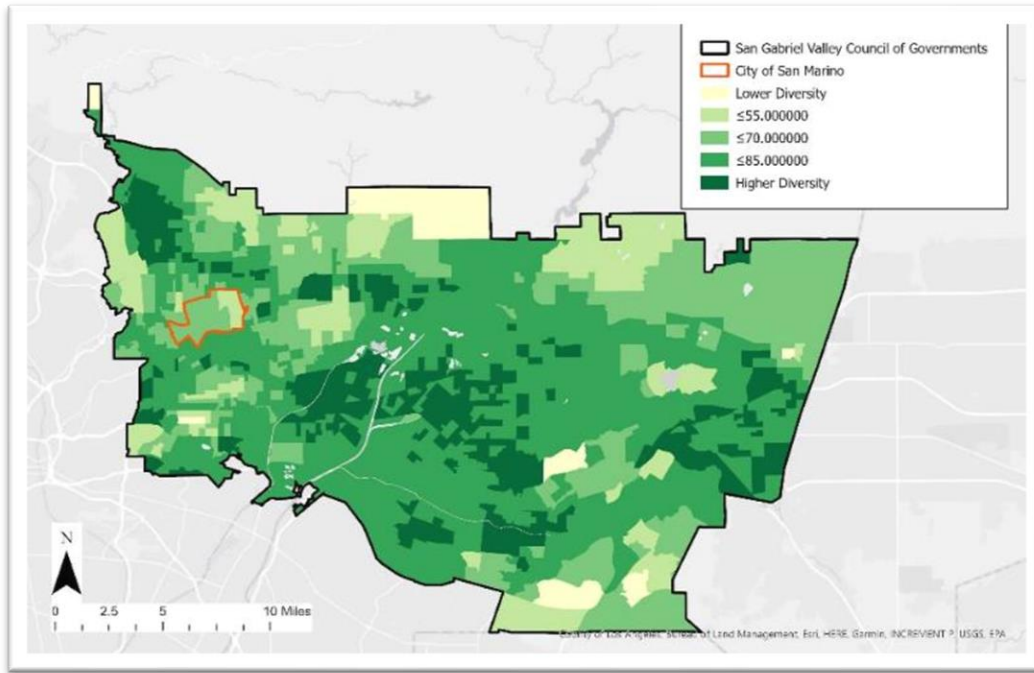
Table 28: Diversity Index Definitions

Measure	Values	Description
Diversity Index [range 0-100]	<40	Low Diversity
	40-52	Moderate Diversity
	>55	High Diversity

Source: Brown University, Diversity and Disparities 2010

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two people, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity). Based on 2018 demographic estimates from ESRI, the average Diversity Index score for all block groups in San Marino is 56, meaning there is a 56 percent probability the two people randomly chosen would belong to different race or ethnic groups. The diversity in San Marino is somewhat lower than the surrounding cities in the San Gabriel Valley Council of Governments, which is due to the predominant Asian population.

Figure 29: 2018 Diversity Index of San Gabriel Valley



Source: AFFH Data Viewer, HCD, 2021

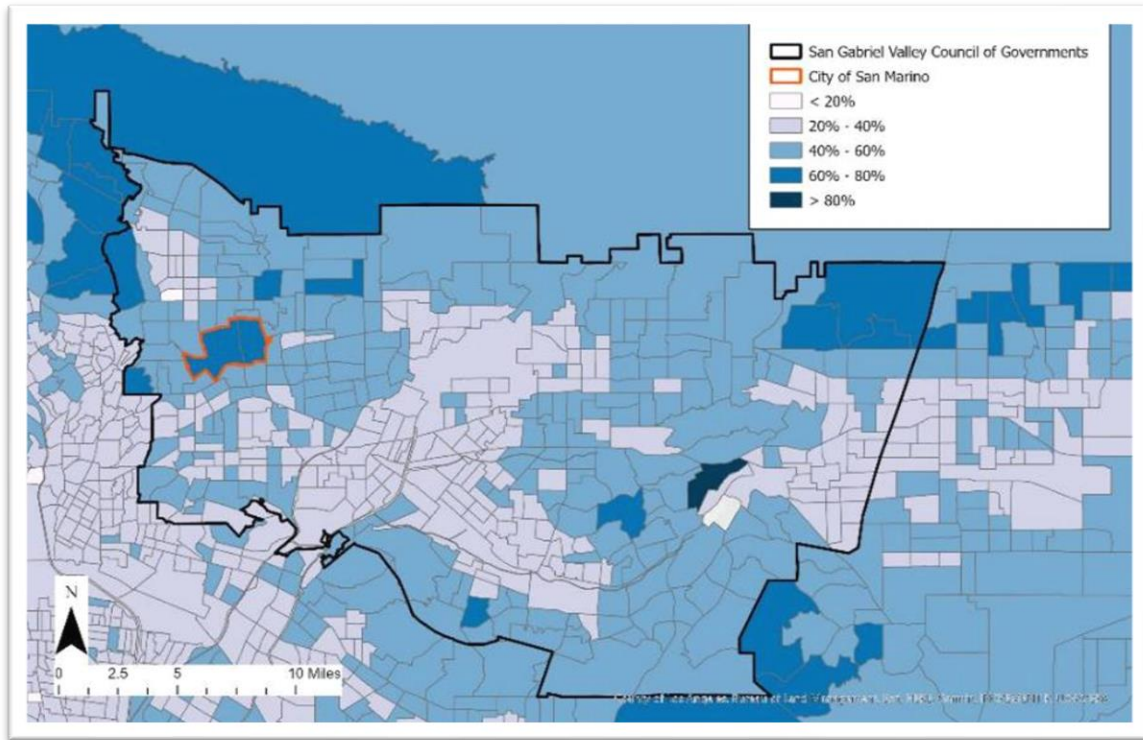
Familial Status

It is important to analyze familial status to identify areas where a City might need to focus resources (i.e., single-parent households, female-headed, large families, and/or elderly persons living alone).

According to the 2019 ACS 5 -Year Estimates, there are no single-parent households with children under 6 years old in San Marino. 67.4% of San Marino’s households consist of married couples (Figure 30) and the most commonly occurring household size is of two people (40.4%). More than 80% of children in the City live in households with married parents (Figure 30).

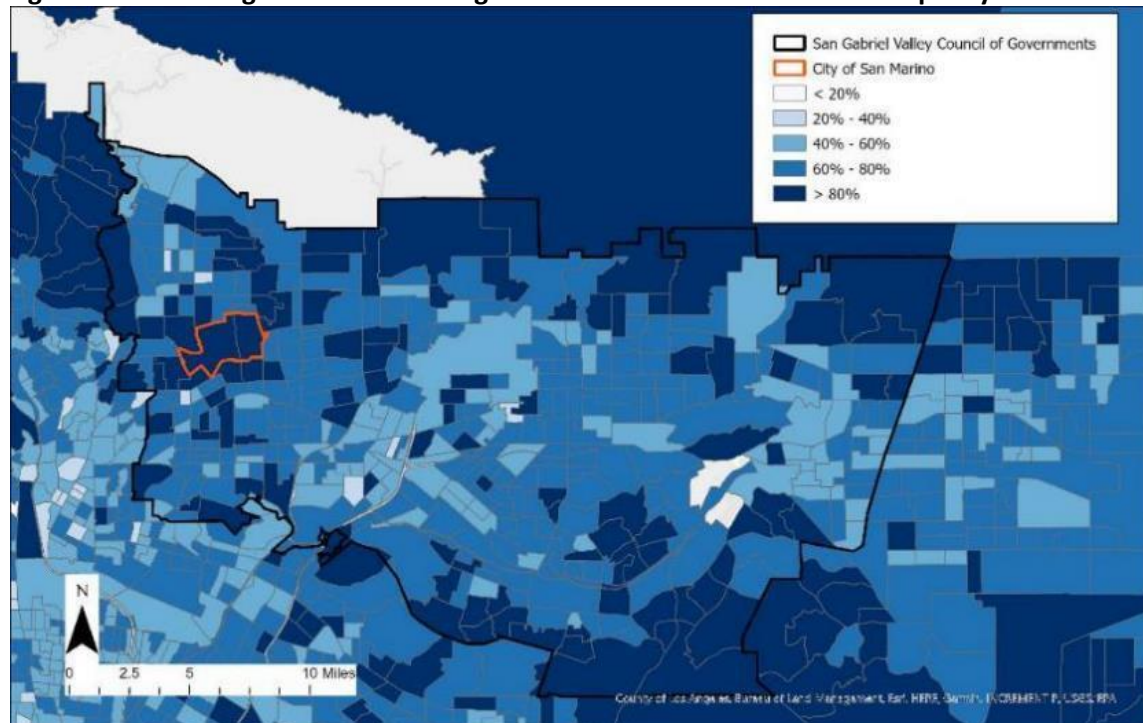
I

Figure 30: Percentage of Adults Living with a Spouse by Census Tract



Source: AFFH Data Viewer, HCD, 2021

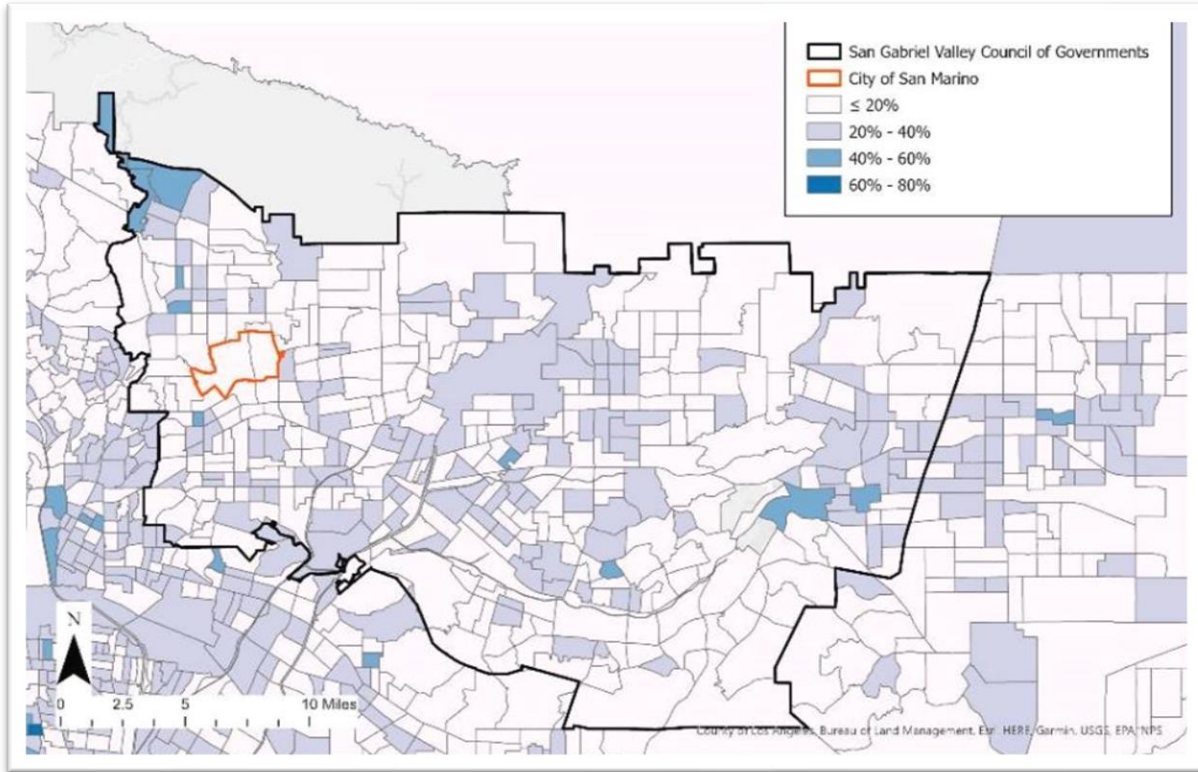
Figure 31: Percentage of Children Living in a Household with a Married Couple by Census Tract



Source: AFFH Data Viewer, HCD, 2021

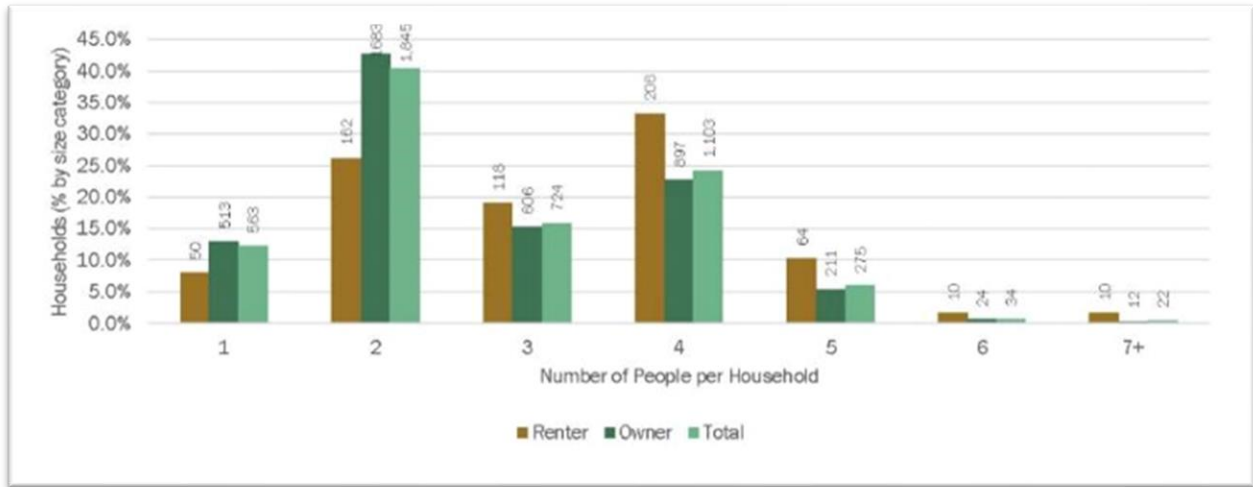
Of San Marino’s 4,566 households, only 8.8% were female-headed (compared to 14.3% in the SCAG region); of those, just 3.9% had children at home and none had children under age six. San Marino and the majority of the surrounding communities in the subregion have low percentages of children living in Female Headed Households with no spouse or partner. Subregionally, census tracts in Northern Pasadena, South San Jose Hills, Baldwin Park, and Pomona have the highest percentages of Children in Female-Headed Households with no spouse or partner present.

Figure 32: Percentage of Children Living in Female-Headed Households with No Spouse or Partner Present by Census Tract



Source: AFFH Data Viewer, HCD, 2021

Figure 33: Households by Household Size



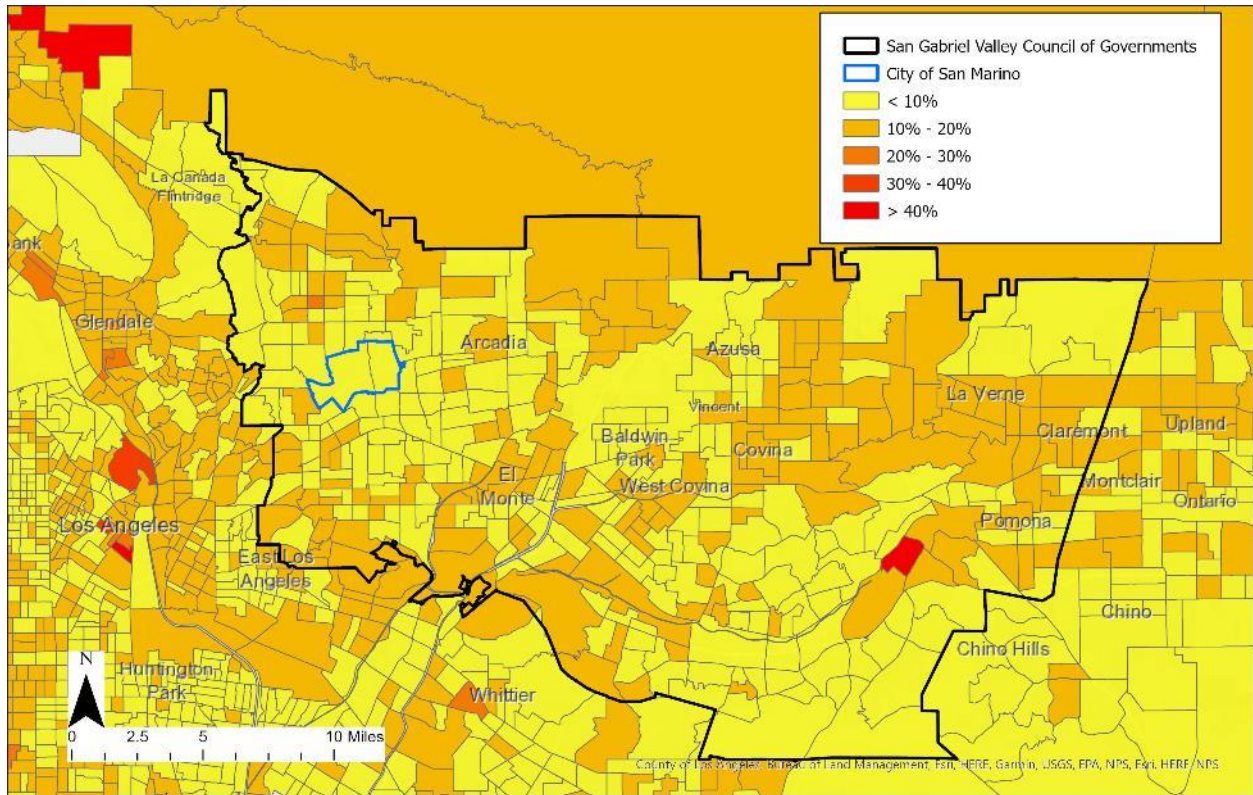
Source: ACS 5-Year Estimates (2014-2019)

At 0.5% the City has a lower share of 7+ person households than the SCAG region overall. The City also has a lower share of single-person households than the SCAG region overall. Of the City’s 12.3% of single-person households, 8.1% are persons aged 65 or older.

Persons with Disabilities

As seen in Figure 34, there are fewer people living with disabilities in San Marino than in the County, State, or surrounding communities. There are no areas of concentration of disabled individuals in the City. The City offers resources to disabled residents including their Wellness Check-in Call Program, where a member of City staff provides a weekly call to check-in, offer resources, and answer questions. The City participates in the Dial-A-Ride program for disabled residents whose disability prevents the use of regular public transit. The service is free for eligible residents.

Figure 34: Percent of Disabled Population by Census Tract 2015-2019



Source: AFFH Data Viewer, HCD, 2021

Table 29: Percentage of Population with a Disability 2019

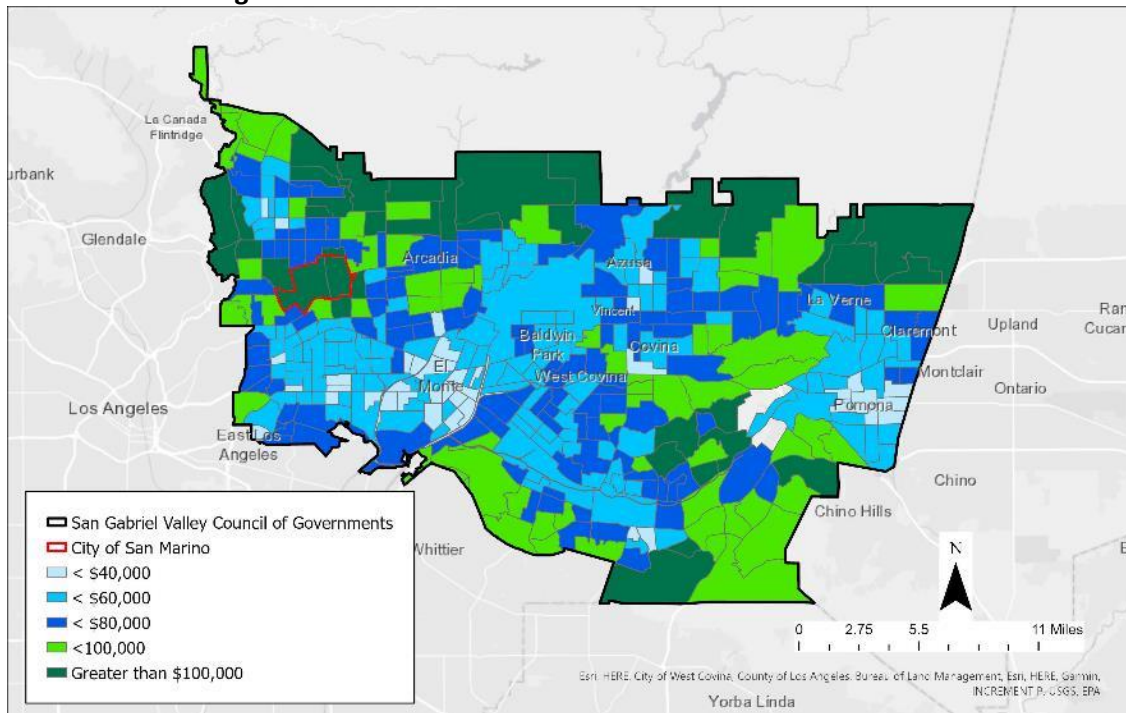
Location	2019
San Marino	5.5%
Pasadena	7.9%
El Monte	9.9%
The County of Los Angeles	9.9%
California	10.6%
Source: 2019 ACS 5-Year Estimates, U.S. Census Bureau	

Income

Median incomes are high and well dispersed throughout the City. Median incomes have risen throughout the San Gabriel Valley region in the last decade, particularly in Baldwin Park, La Puente, and El Monte (Figure 35).

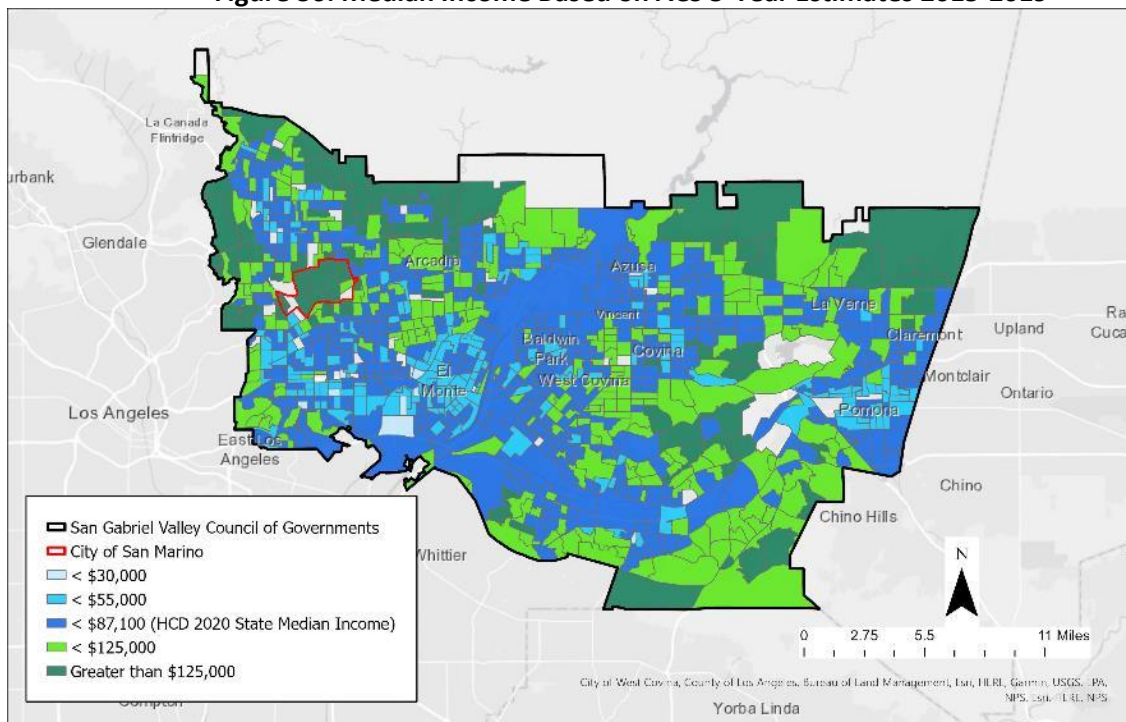
San Marino lacks areas of economic concentration. The median incomes are well above the HCD 2020 State Median Income and are also higher than much of the surrounding area. Most census blocks in the San Gabriel Valley Region have incomes at or above the State Median Income.

Figure 35: Median Income Based on ACS 5-Year Estimates 2010-2014



Source: AFFH Data Viewer, HCD, 2021 (Please note tracts in white have no available data)

Figure 36: Median Income Based on ACS 5-Year Estimates 2015-2019

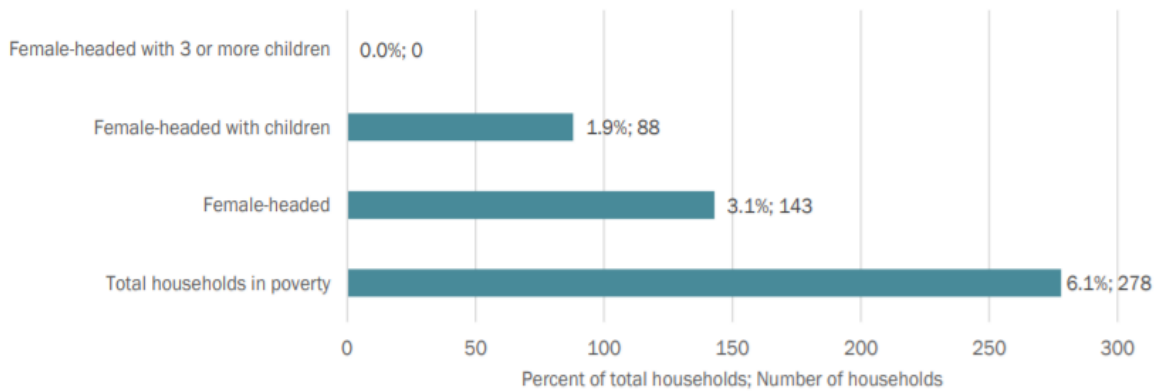


Source: AFFH Data Viewer, HCD, 2021 (Please note tracts in white have no available data)

Poverty

6.1 percent of San Marino's households are experiencing poverty, compared to 7.9 percent of households in the SCAG region. Poverty thresholds, as defined by the ACS, vary by household type. In 2018, a single individual under 65 was considered in poverty with a money income below \$13,064/year while the threshold for a family consisting of 2 adults and 2 children was \$25,465/year. Notably, half of households experiencing poverty in San Marino are Female-headed and almost 2% of households experiencing poverty are female-headed with children.

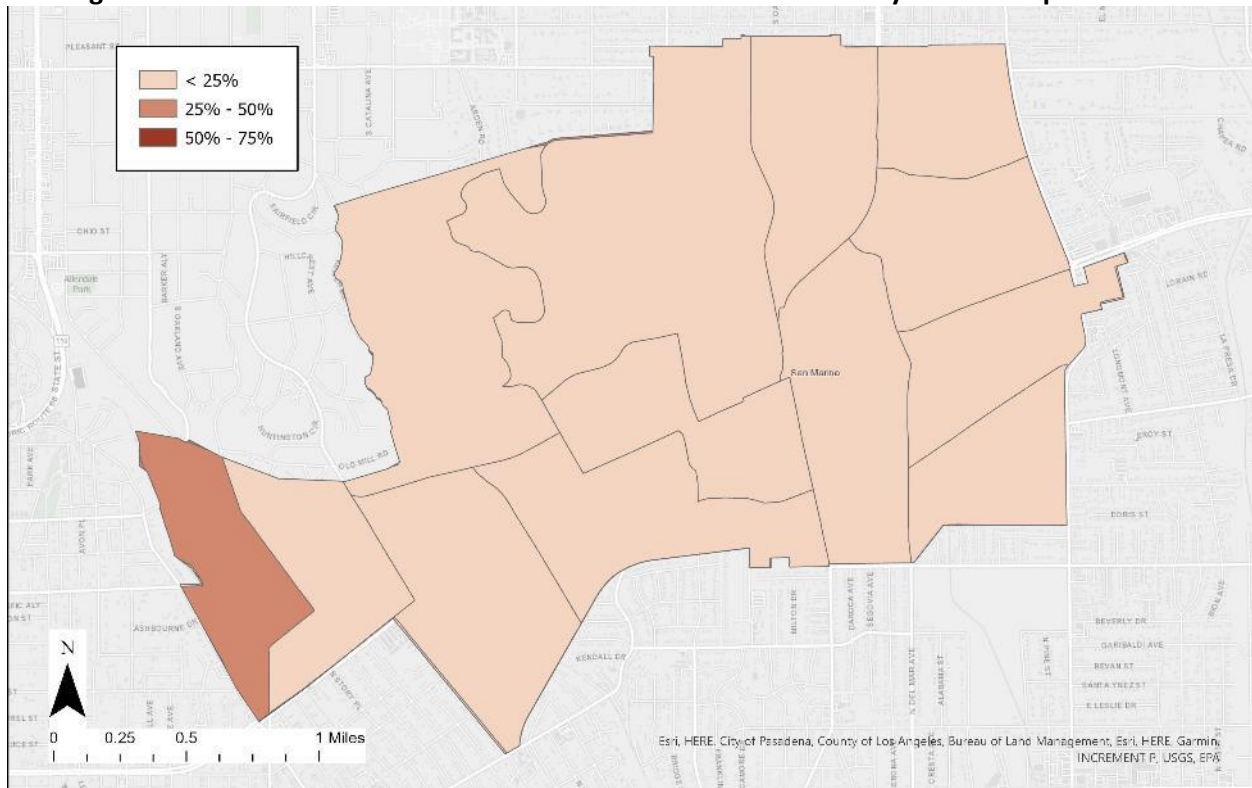
Figure 37: Households Experiencing Poverty in San Marino



Source: ACS 5-Year Estimates (2014-2019)

Figure displays the percentage of low to moderate income households by block group. The Westernmost block groups in the City have a concentration of low to moderate income households. Incomes can be low to moderate for many reasons and are not always associated with living in poverty, including retirees living on fixed incomes who own property or who have adequate savings.

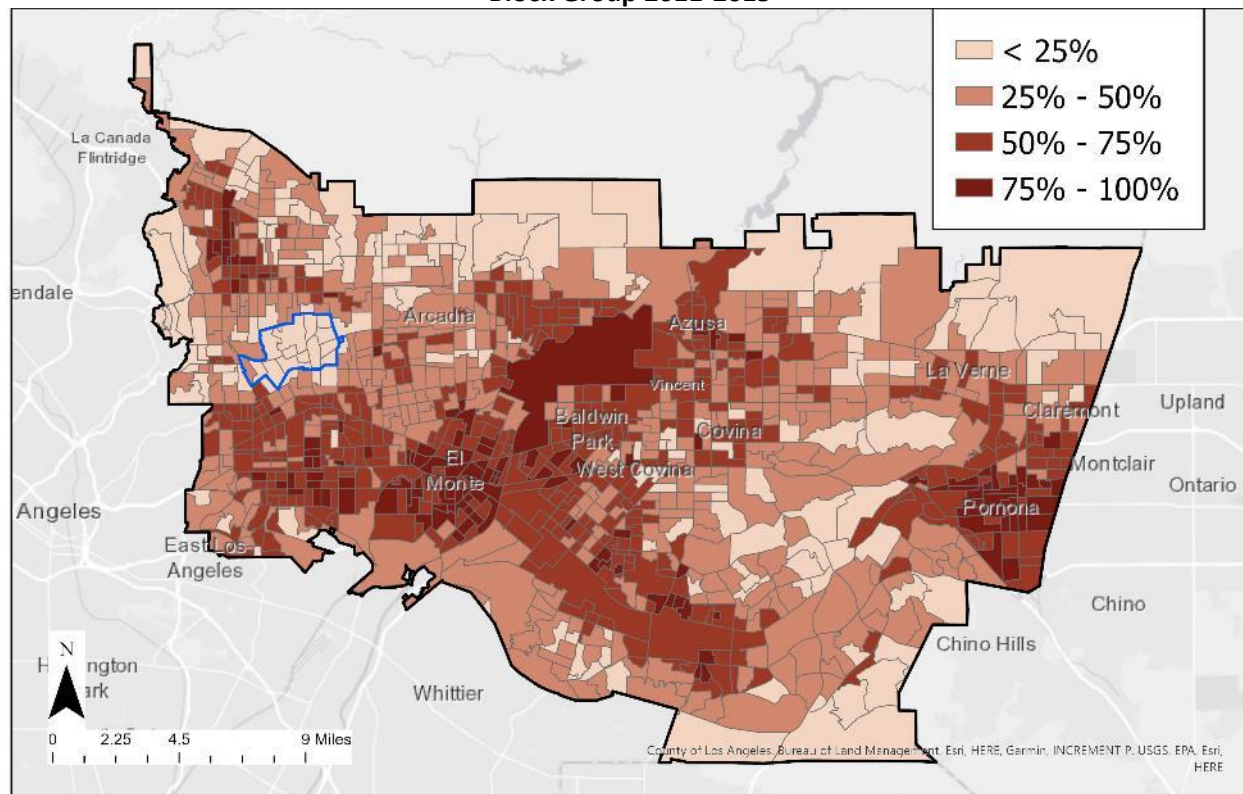
Figure 38: Low- and Moderate- Income Households in San Marino by Block Group 2011-2015



Source: AFFH Data Viewer, 2021

Subregionally, census block groups with higher percentages of low to moderate household incomes are located El Monte, Pomona, Pasadena, Baldwin Park, and San Gabriel (Figure 39).

Figure 39: Percentage of Low- and Moderate- Income Households in San Gabriel Valley Region by Block Group 2011-2015



Source: AFFH Data Viewer, 2021

Summary of Issues

The City of San Marino has better metrics for segregation and integration than much of the subregion. The City is racially integrated and has a predominately Asian population. There are few households living in poverty and most households report incomes above the State median income level. The majority of children live in two parent households. The City has low percentages of disabled residents and has resources available to them.

There is one block group with a higher concentration of low- and moderate-income households.

4.5.5 Areas of Concentration in Poverty and Affluence Across Racial/ Ethnic Groups

To assist in this analysis of integration and segregation, the Department of Housing and Community Development (HCD) and the California Tax Credit Allocation Committee (TCAC) convened the California Fair Housing Task Force to “provide research, evidence-based policy recommendations, and other strategic recommendations to HCD and other related state agencies/departments to further the fair housing goals (as defined by HCD).” The taskforce has

created Opportunity Maps to identify resource levels across the state to accompany new policies aimed at increasing access to high opportunity areas for families with children in housing financed with Low Income Housing Tax Credits.

The Opportunity Maps measure the level of opportunity of a region, broken down by census tract, by considering levels of poverty or wealth, and degree of segregation. The model identifies indicators which are research based and represent neighborhood conditions and develops measures which can transform data to represent opportunity. These indicators are assigned to a set of domains (Table 30), such as Education, Economics and Health, which capture the extent of an individual's life outcomes, quality of life, and capabilities (*Source: Othering and Belonging Institute at UC Berkeley*).

According to the metrics set forth by the California Fair Housing Task Force, the City of San Marino does not contain any areas of racial or ethnically concentrated areas of poverty (R/CAPs); in fact, the entire City is an Area of Opportunity.

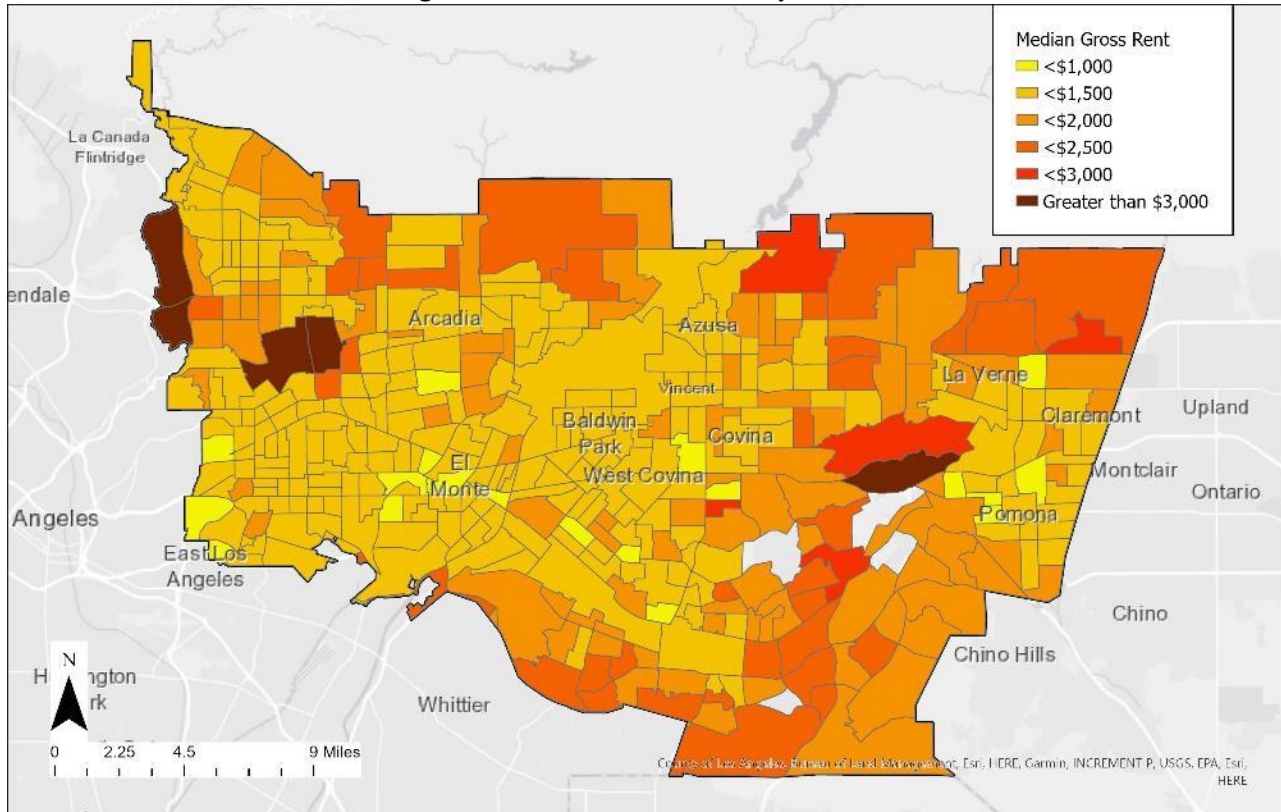
However, the City is notably more expensive than the surrounding areas, with median gross rents above \$3000 per month and the majority of mortgages above \$4000 per month (Figure 49). There are no concentrated areas of affluence given the equal distribution of wealth across the two census tracts within City limits, rather the City itself is a concentrated area of affluence. Prohibitively high living expenses can negatively impact lower -wage workers in the City who cannot afford to live where they work, people on fixed-incomes, and single parent households among others.

Table 30: Opportunity Map Domains and Indicators

Domain	Indicator
Economic	Poverty Adult Education Employment Job Proximity Median Home Value
Environmental	CalEnviroScreen 3.0 Pollution Indicators and Values
Education	Math Proficiency Reading Proficiency High School Graduation Rates Student Poverty Rates

Source: TCAC, 2020

Figure 40: Location Affordability Index



Source: AFFH Data Viewer, 2021

Summary of Issues

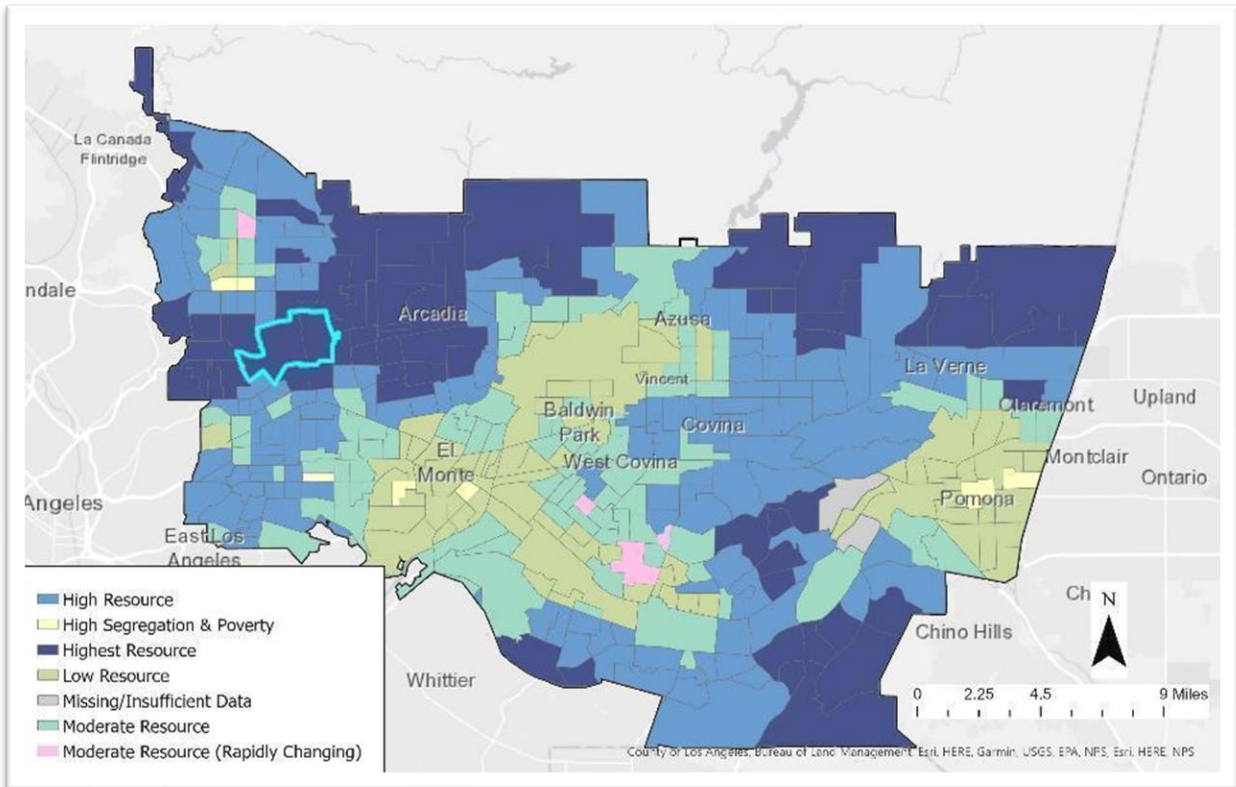
While median household incomes in San Marino are high, even moderate- and middle-income households cannot afford a home in San Marino where the median sales price exceeds \$2 million, and the median rental price exceeds \$3000 per month (ACS). A moderate-income family of three could afford a home with a sales price of \$385,859 or a monthly rent of \$1,818. San Marino currently lacks homes for these households, which include young families and first-time homebuyers, which perpetuates exclusivity and can lead to inequity. Additionally, analysis revealed a census block in Western San Marino with a higher concentration of low- and moderate-income households.

4.5.5 Disparities in Access to Opportunities

The City has been given the designation of “Highest Resource Area of Opportunity” which is based on the consideration of factors affecting quality of life and health outcomes including educational enrollment and attainment, employment rates, lack of overcrowding in housing or overpayment for housing costs, transportation costs, and environmental health. The Tax Credit Allocation

Committee (TCAC) Opportunity Area Index map is provided as Figure 41; the City of San Marino is outlined in black within a larger dark blue area; dark blue denotes the areas of highest resources. Adjacent cities are also areas of high or highest resources, and only one area (in nearby Pasadena) has high segregation and poverty. All housing sites identified within the City are in an Area of Opportunity.

Figure 41: TCAC Opportunity Area Index Map



Source: AFFH Data Viewer, HCD, 2021

Education

The San Marino Unified School District is well known for its students’ high levels of academic performance. In the 2018-2019 reporting year the district outperformed both the Los Angeles Unified District and the State in the California Assessment of Student Performance and Progress (Table 31).

Table 31: California Assessment of Student Performance and Progress

Achievement Level	State of California	Los Angeles Unified District	San Marino Unified District
Level 4: Standard Exceeded	22.48%	17.93%	64.41%
Level 3: Standard Met	28.62%	26.18%	24.82%
Level 2: Standard Nearly Met	22.28%	23.36%	6.83%
Level 1: Standard Not Met	26.63%	32.53%	3.94%

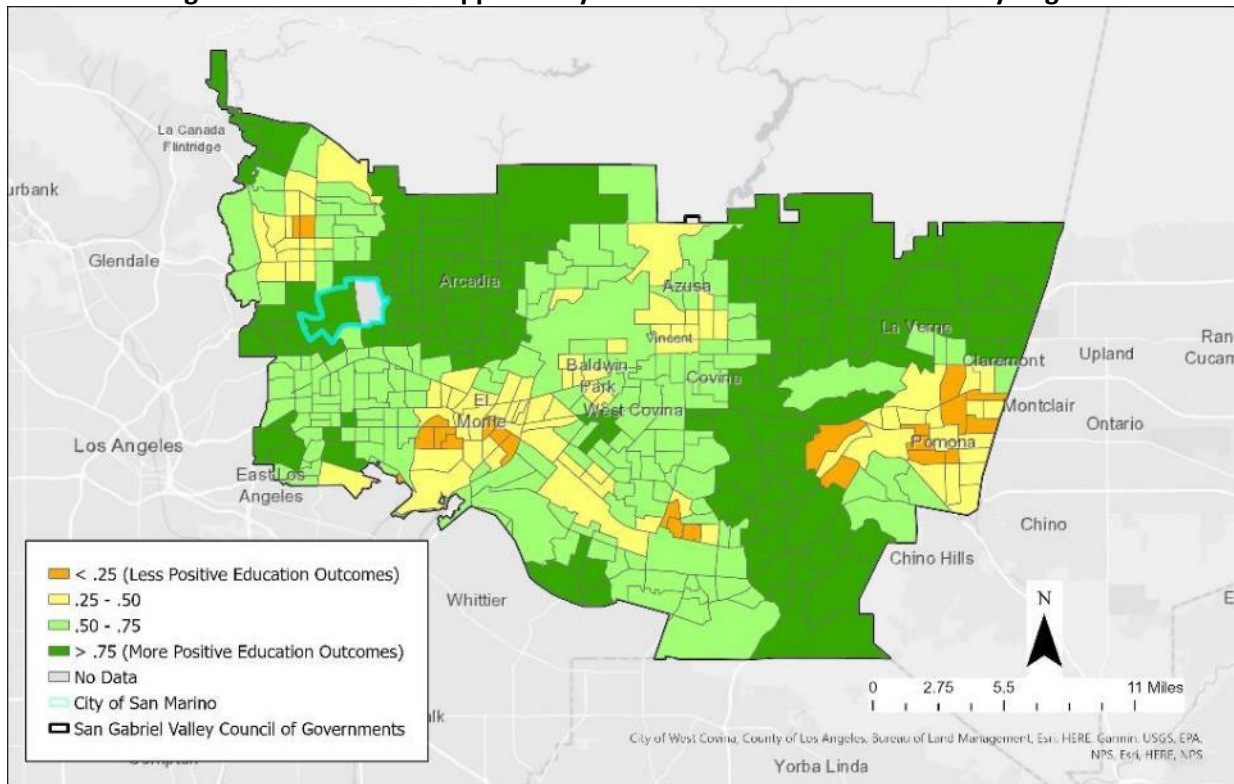
Source: *caaspp-elpac.cde.ca.gov, 2021*

There are slight disparities in performance between students of different races. It should be noted that White and Asian students slightly outperformed their Hispanic and Black peers, although this gap appears to be closing in recent years. These gaps in performance could be an indicator of educational disparities (Figure 42), but the small and irregular sample size for these minority groups does not allow for this conclusion to be drawn with a high level of accuracy.

Figure 42: Achievement Gap Results Racial/Demographic Breakdown



Source: *Edsource.org, 2021*

Figure 43: Educational Opportunity Index Scores in San Gabriel Valley Region

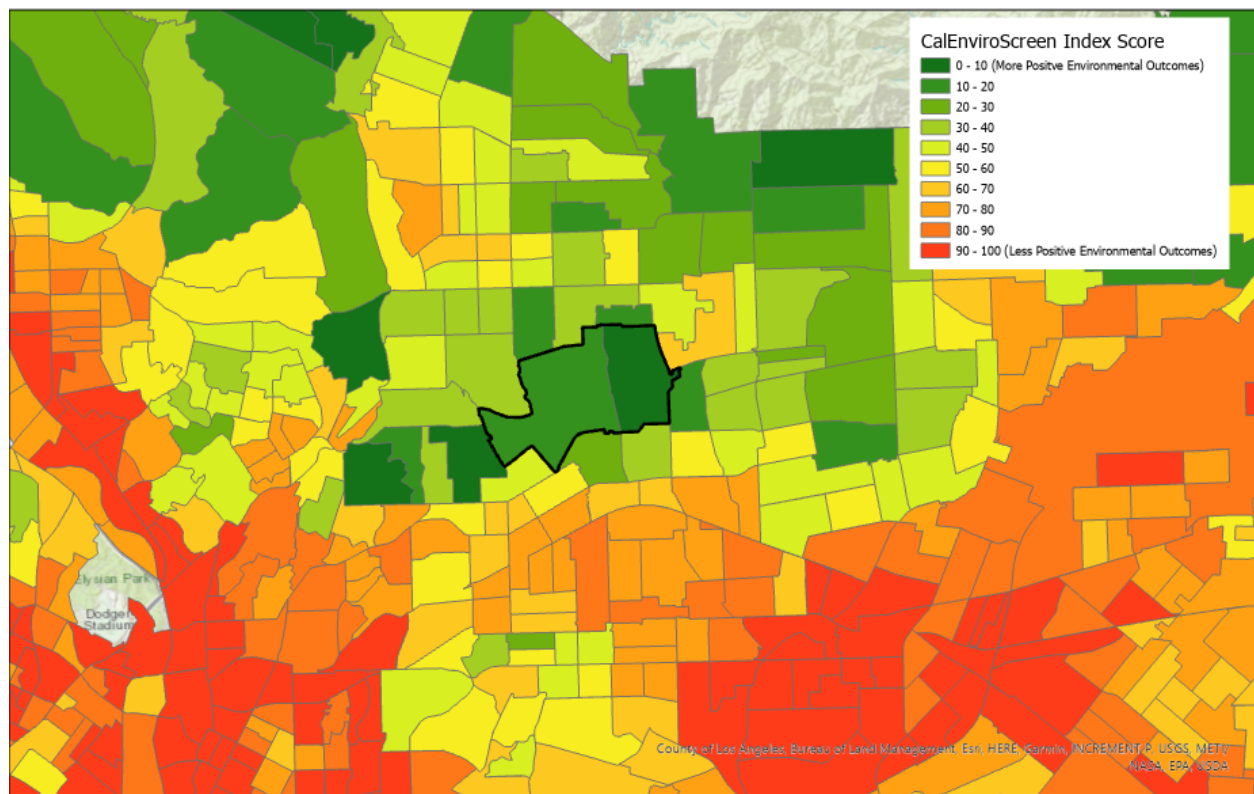
Source: AFFH Data Viewer, HCD, 2021

Environment

San Marino has low scores on the CalEnviroScreen Index, which means that San Marino is likely to have more positive environment outcomes based upon aggregate measurements of the following indicators:

- Exposure: Air Quality, Lead Risk in Housing, Diesel Particulate Matter, Drinking Water Contaminants, Pesticide Use, Toxic Releases from Facilities, Traffic Density
- Environmental Effects: Cleanup Sites, Groundwater Threats, Hazardous Waste Generators and Facilities, Impaired Water Bodies, Solid Waste Sites and Facilities
- Sensitive Populations: Asthma, Cardiovascular Disease, Low Birth Weight Infants
- Socioeconomic Factors: Educational Attainment, Housing Burden, Linguistic Isolation, Poverty, Unemployment

San Marino has two census tracts. The Western census tract scored in the top 12th percentile, and the Eastern census tract scored in the top 10th percentile for overall environmental health, meaning only 12 and 10 percent of other census tracts in the state had better overall composite scores. Of the individual indicators analyzed, the biggest factors for potential adverse environmental health outcomes in San Marino are pollution exposure, lead risk in housing, and contaminated drinking water.

Figure 44: CalEnviroScreen Index Map of San Marino and Surrounding Areas

Source: California Office of Environmental Health Hazard Assessment, 2021

The Western San Marino census tract (seen in lighter green in Figure 44) scored in the 65th percentile for pollution burden, meaning that the tract had a higher pollution burden than 65% of other tracts in the state. This tract was also in the 64th percentile for lead risk in housing, largely due to the age of San Marino's housing stock, and in the 93rd percentile for drinking water contaminants.

In comparison, the Eastern San Marino census tract (seen in dark green in Figure 44) scored in the 39th percentile, 66th percentile, and 79th percentile for pollution burden, lead risk, and drinking water contaminants, respectively.

Taken together, these specific outcomes are slightly above average for the Los Angeles region but are fairly consistent with adjacent cities. Drinking water contamination and pollution burden continue to be issues for most census tracts in the State. There were not significant differences within San Marino City limits and the City regularly monitors and reports conditions to remain in compliance with the U.S. Environmental Protection Agency and the State's Water Board Regulations.

Compared to the LA County region, San Marino has better environmental outcomes overall. Most of the San Fernando Valley and areas of Downtown Los Angeles contain disadvantaged communities, while San Marino does not.

Transportation

The LA Metro Bus Lines 78 Local and 487 Express service San Marino. According to walkscore.com, the City has a Walk Score of 61 (out of 100) and is considered somewhat walkable with some errands able to be carried out on foot. The City has a Bike Score of 50, which means that there is some existing bike infrastructure. The City was not rated for transit. In comparison, the neighboring City of Pasadena was given Walk Score of 69, Bike Score of 70, and Transit Score of 71.

The City is part of a low-cost membership program for curb-to-curb ride services for seniors over 60 and for those under 60 with a disability. The service is available for residents who live in Pasadena, San Marino, Altadena, and unincorporated Los Angeles County areas within the service area.

The City has an AllTransit score of 5.6 which represents a “moderate combination of trips per week and number of jobs accessible enabling moderate number of people to take transit to work.” In San Marino, only 2% of residents report using transit to commute to work.

Neighboring Pasadena has an AllTransit score of 8.3 which represents an “Excellent combination of trips per week and number of jobs accessible enabling numerous people to take transit to work.”

Figure 45: Transit Score in San Marino and Neighboring Communities



Source: AllTransit.com

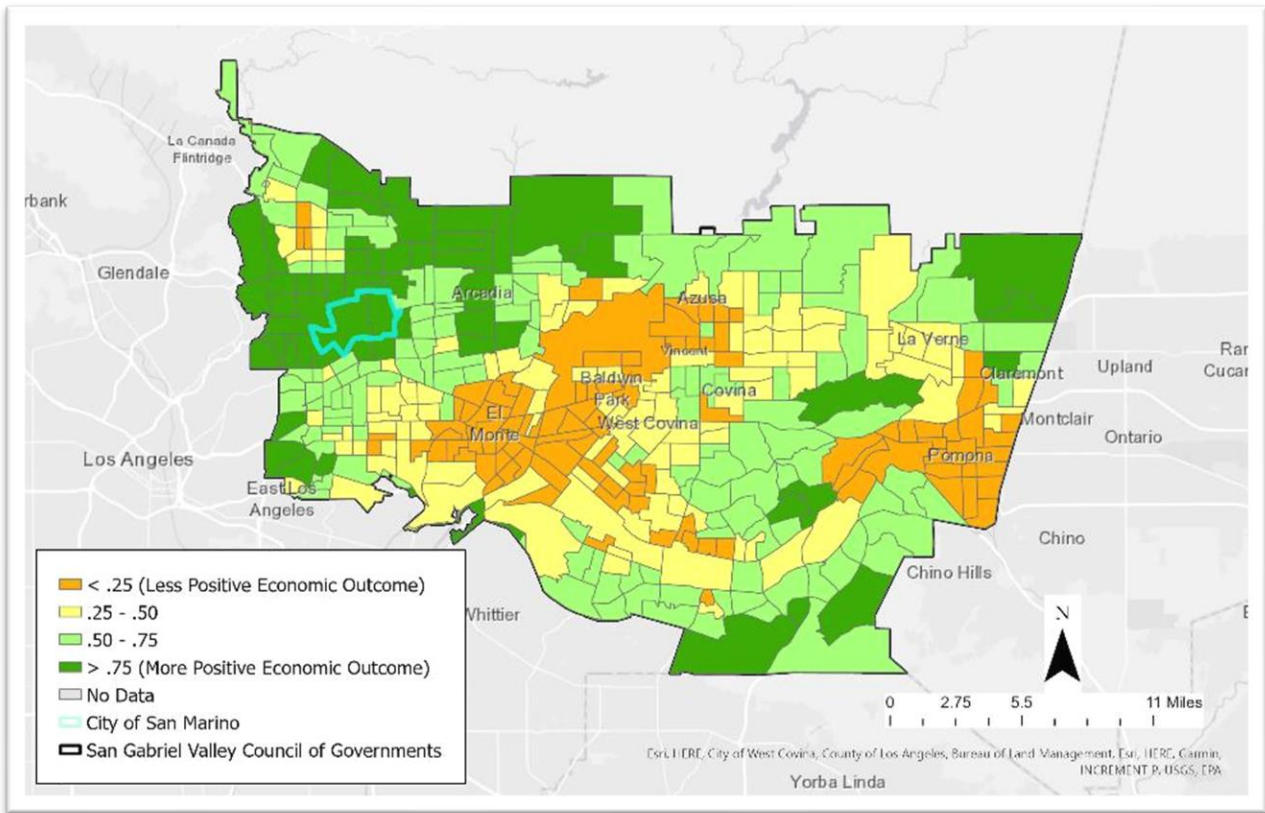
Economic Development and Access to Jobs

The City is rated highly in terms of economic outcomes. The index is based on measurements of the following indicators:

- Poverty
- Adult Education
- Employment
- Job Proximity

San Marino’s neighboring cities have similar positive outcome ratings on the index, while others in the region are rated considerably lower (Figure 46).

Figure 46: Economic Index Map of San Marino and Surrounding Areas

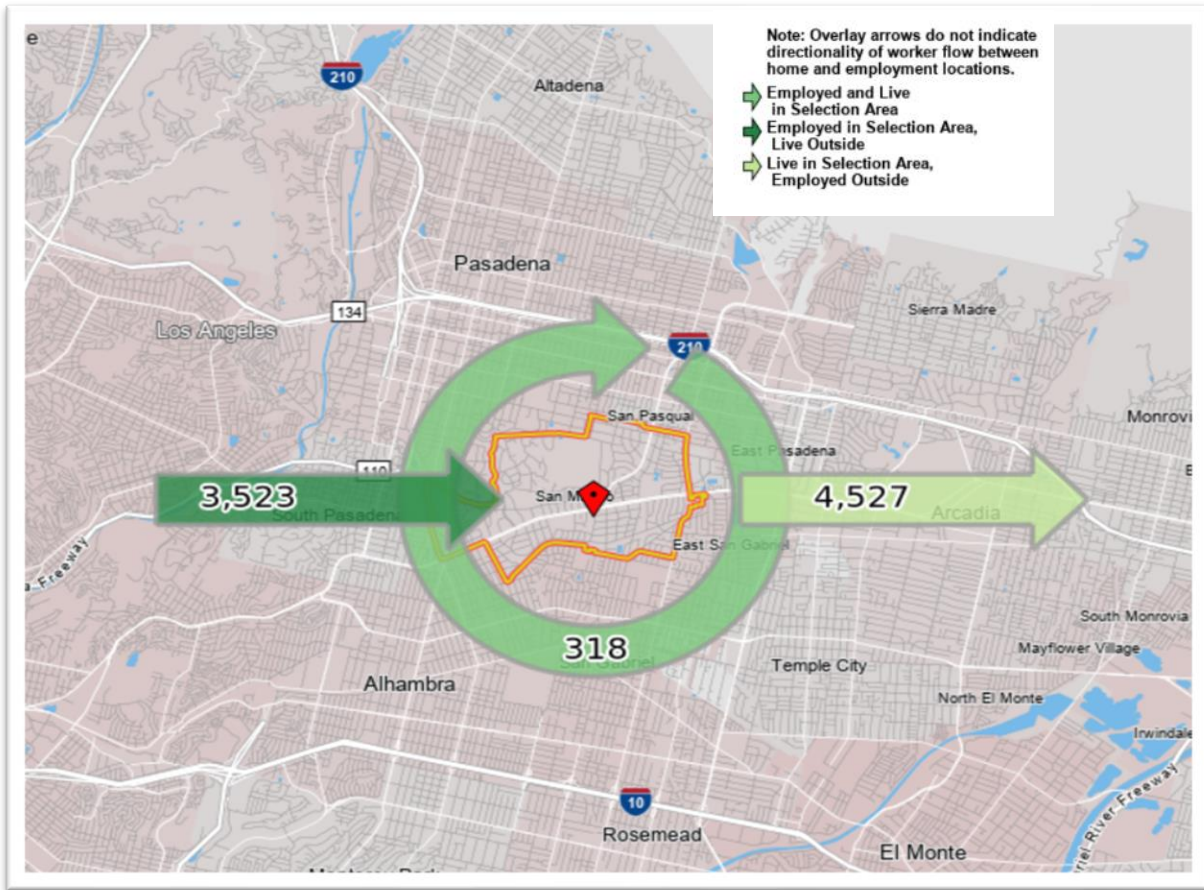


Source: AFFH Data Viewer, HCD, 2021

Data from the U.S. Census “OnTheMap” tool identifies the City as both an economic source and resource with a similar number of people coming into the City to work who live elsewhere, as residents of the City who leave to work in other places (Figure 47).

Ninety-five percent of the working population in San Marino is employed in white collar industries. The top three professional sectors in the City are in management, health practices, and business/financial. As of 2021, the top three sectors of the labor force in LA County are in management, office administration, and sales

Figure 47: Inflow/ Outflow Analysis of San Marino



Source: OntheMap.ces.census.gov, 2021

Adults are well educated in San Marino and have better educational attainment outcomes than the County, State, and surrounding communities (Table 32).

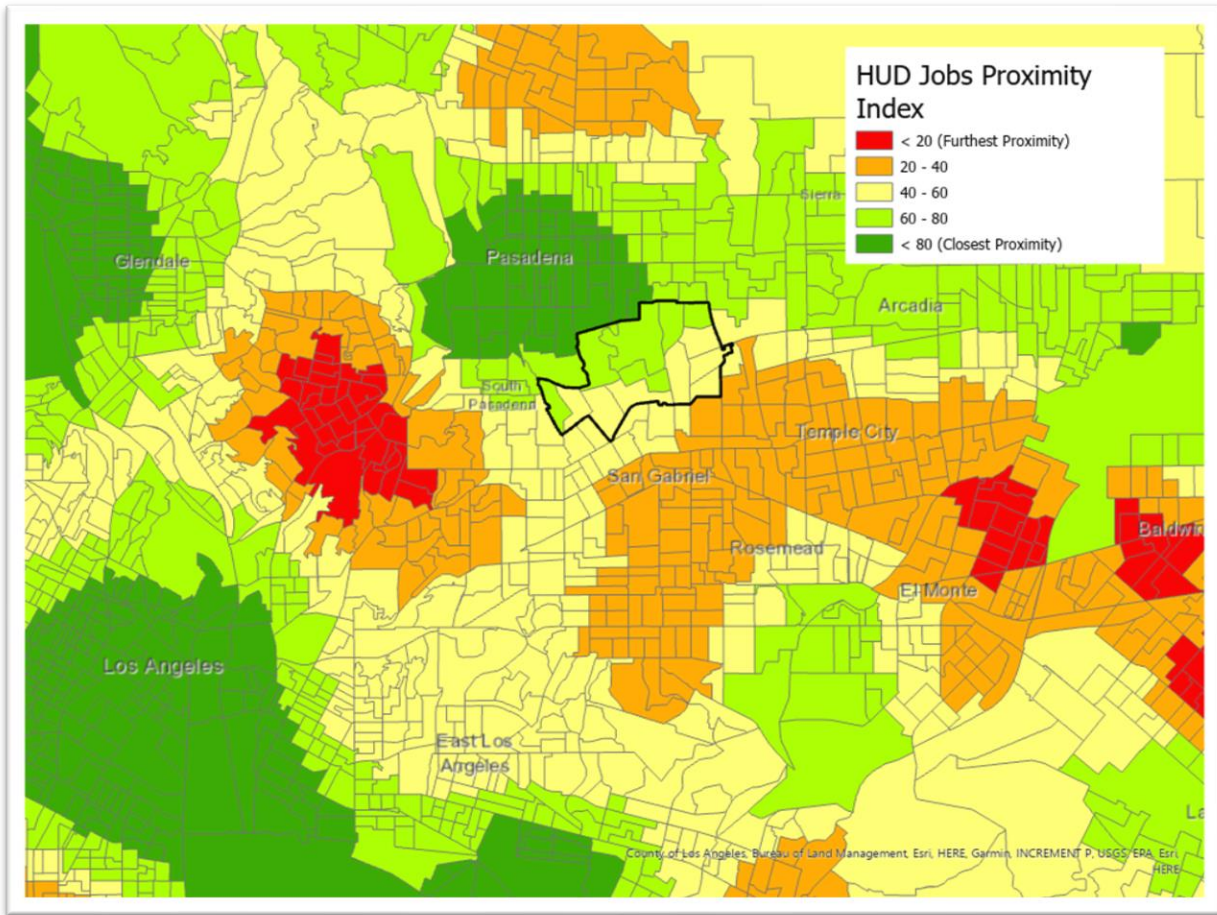
Table 32: Educational Attainment for Adults 25 and Over

Area	Highschool Graduate or Higher	Bachelor’s Degree or Higher	Graduate or Professional Degree
San Marino	97.8%	78.1%	39.7%
Pasadena	88.3%	52.3%	24.0%
El Monte	63.3%	12.2%	2.4%
Los Angeles	79.1%	21.2%	11.3%
California	83.3%	33.9%	12.8%

Source: ACS 5-Year Estimates (2014-2019)

San Marino has a mid- to high-level rating on the HUD Jobs Proximity Index, which quantifies the accessibility of a given residential neighborhood as a function of its distance to all job locations within a statistical area. The scores in the region vary greatly.

Figure 48: HUD Jobs Proximity Index Map of San Marino and Surrounding Areas



Source: AFFH Data Viewer, HCD, 2021

4.5.6 Disproportionate Housing Needs Including Displacement

Cost Burden and Severe Cost Burden

Housing cost burden is most commonly measured as the percentage of gross income spent on housing, with 30% a usual threshold for 'cost burden' and 50% the threshold for 'severe cost burden.' However, a lower-income household spending the same percent of income on housing as a higher-income household will likely experience a truer 'cost burden.' The data in Table 33 indicates the number of households in San Marino by their income relative to the surrounding area and their share of income spent on housing.

Table 33: Households by Income Level and Share of Income spent on Housing

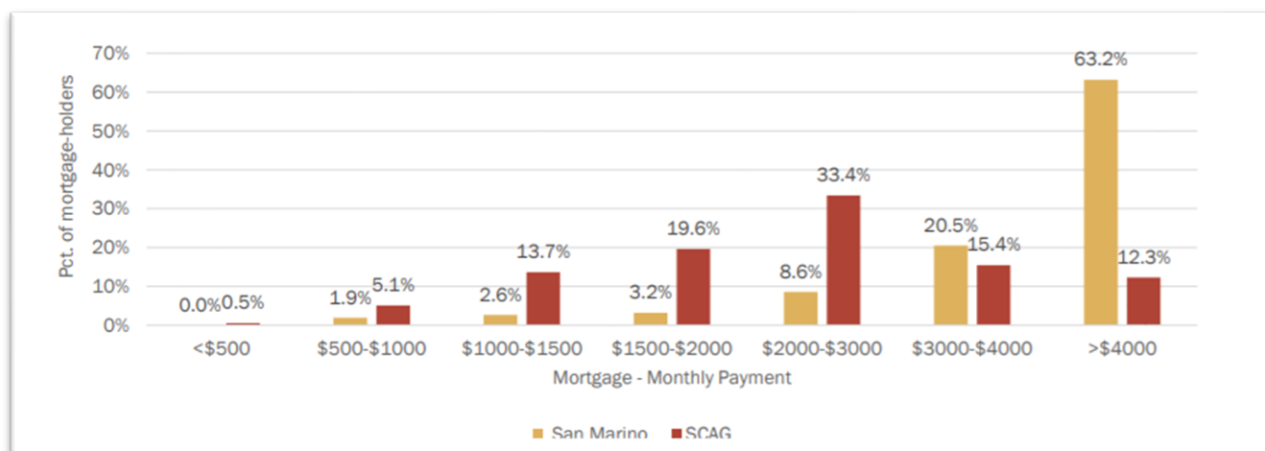
Income Level	<30%	30-50% (Cost Burdened)	>50% (Severely Cost Burdened)	Total Households by Income Level
<30% HAMFI	25	0	290	315
30-50% HAMFI	50	60	165	275
50-80% HAMFI	120	48	105	273
80-100% HAMFI	180	65	195	440
>100% HAMFI	2,375	520	249	3,114
Total Households	2,750	693	1,004	4,447

Source: HUD CHAS 2012-2016. HAMFI refers to Housing Urban Development Area Median Family Income.

Additionally, across San Marino's 620 renter households, 158 (25.5%) spend thirty percent or more of gross income on housing cost, compared to 55.3% in the SCAG region. Another 101 renter households in San Marino (16.3%) spend fifty percent or more of gross income on housing cost, compared to 28.9% in the SCAG region.

While renter households receive much of the focus when it comes to housing cost analysis, owner households make up 86.4% of San Marino and 52.5% of the SCAG region. The most commonly occurring mortgage payment in San Marino is >\$4000/month and the most commonly occurring mortgage payment in the SCAG region is \$2000-\$3000/month (Figure 49).

Figure 49: Monthly Owner Costs for Mortgage Holders

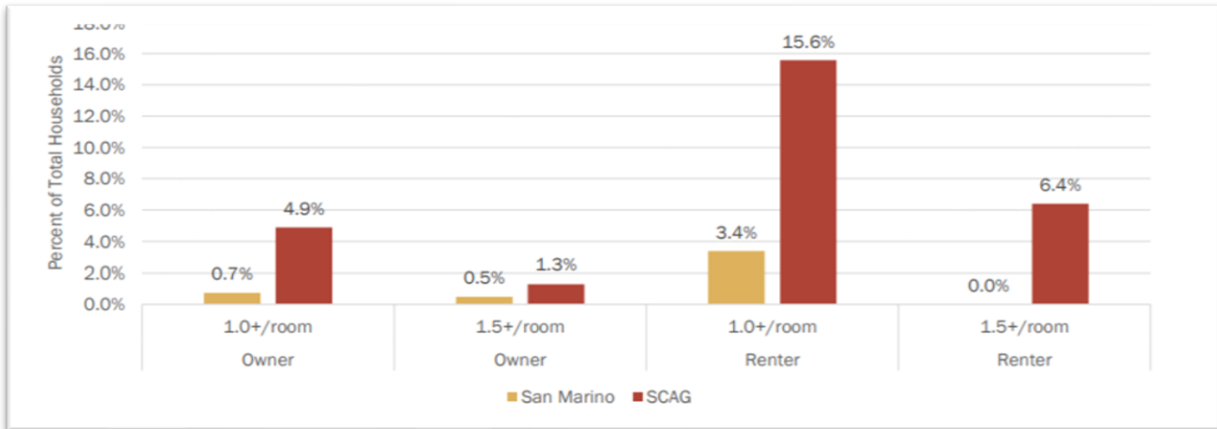


Source: ACS 5-Year Estimates (2014-2019)

Overcrowding

In San Marino, 29 owner-occupied and 21 renter-occupied households had more than 1.0 occupants per room, which meets the ACS definition for overcrowding. 19 owner-occupied households and renter-occupied households had more than 1.5 occupants per room, which meets the ACS definition for severe overcrowding. Overcrowding rates are much lower in San Marino than in the larger region.

Figure 50: Crowding by Extent and Tenure

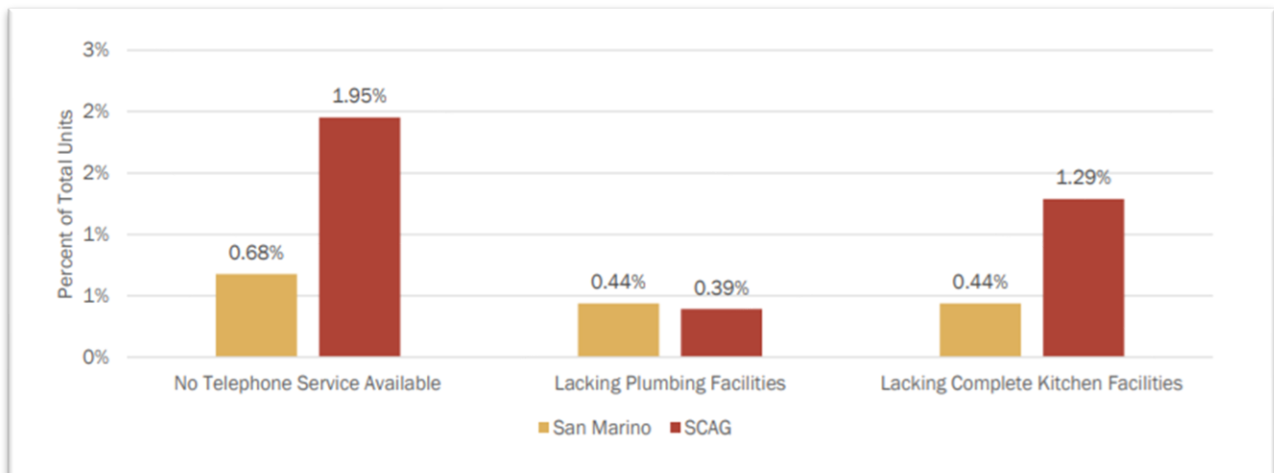


Source: ACS 5-Year Estimates (2014-2019)

Substandard Housing

The ACS includes surveys about three factors of what may be considered substandard housing. In San Marino, 31 units lack telephone service, 20 units lack plumbing facilities, and 20 units lack complete kitchen facilities. While this is lower than the regional rates for substandard housing, rehabilitation programs should be utilized to maintain the housing stock.

Figure 51: Substandard Housing



Source: ACS 5-Year Estimates (2014-2019)

Homelessness

The Los Angeles County Community Development Commission conducts bi-annual point-in-time surveys of homeless populations. San Marino is occasionally reported to have 1 unsheltered person, but typically is reported to have zero unsheltered persons. Services for homeless individuals are available in neighboring Pasadena. San Marino allows emergency shelters to be established in

any commercially zoned property as a permitted use; however, no interest has been shown on the part of homeless service providers in initiating homeless services in San Marino.

Displacement

According to the Urban Displacement Project, there are no sensitive populations subject to displacement in San Marino. However, there are approximately 225 very low-income, elderly households in the City. Special attention should be given to these households, as aging in place may become difficult for people with fixed incomes given the prohibitive cost of living in San Marino.

.

APPENDIX A: SCAG LOCAL HOUSING DATA

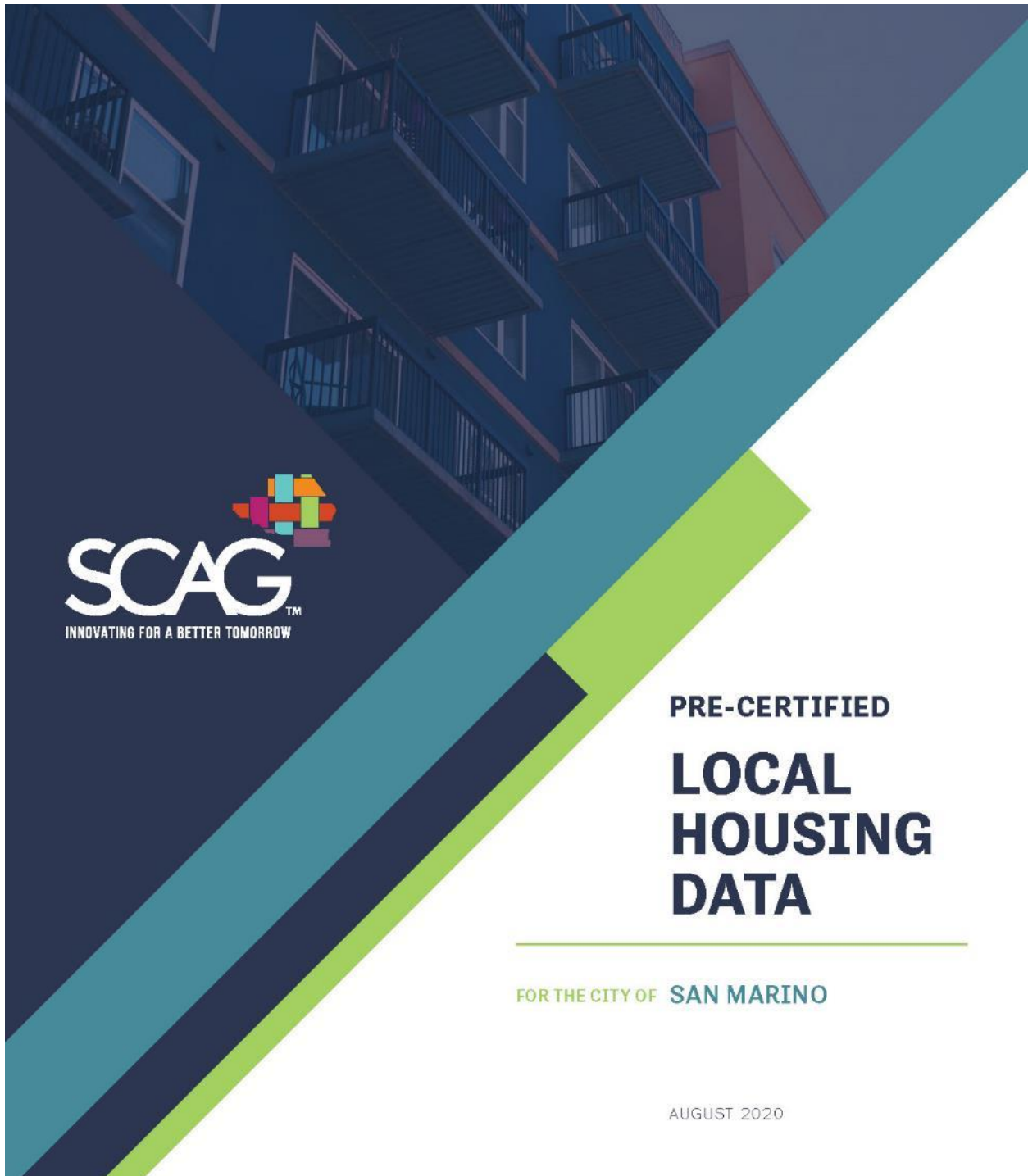




TABLE OF CONTENTS

- I. POPULATION, EMPLOYMENT, AND HOUSEHOLDS
- II. SPECIALIZED HOUSEHOLD NEEDS: LARGE FAMILIES, SENIORS, AND FEMALE-HEADED HOUSEHOLDS
- III. PEOPLE EXPERIENCING HOMELESSNESS
- IV. PEOPLE WITH DISABILITIES, INCLUDING DEVELOPMENTAL DISABILITIES
- V. HOUSING STOCK CHARACTERISTICS
- VI. OVERPAYMENT AND OVERCROWDING
- VII. ASSISTED UNITS AT RISK OF CONVERSION
- VIII. REGIONAL HOUSING NEEDS ALLOCATION

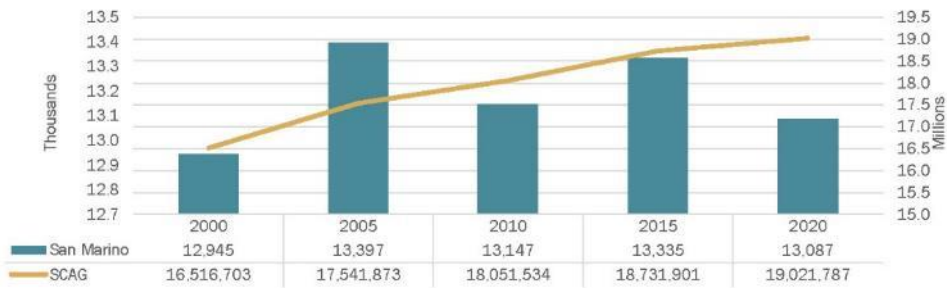
Pre-Certified Local Housing Data for San Marino

Developed by SCAG and pre-certified by the California Department of Housing and Community Development (HCD) for use in 6th cycle housing elements.

This report contains a wide range of jurisdiction-level data elements intended to provide an understanding housing need experienced in San Marino as a part of its 6th cycle housing element update. Data sources are noted below each table or figure.

I. POPULATION, EMPLOYMENT, AND HOUSEHOLDS

Population Trend, 2000-2020

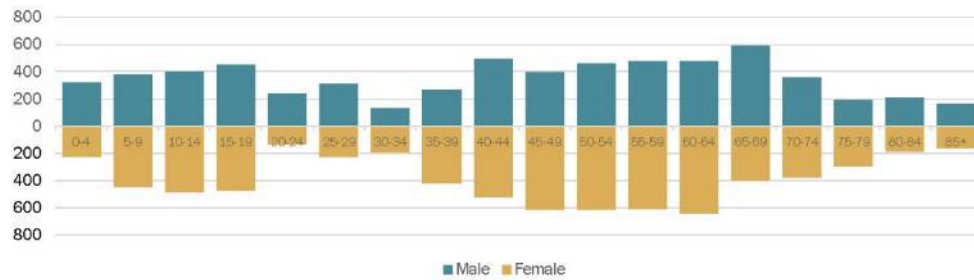


CADFE-5 Population and Housing Unit Estimates

San Marino has a 2020 total population of 13,087 including 81 living in group quarters according to the California Department of Finance. The chart above describes the population trend in San Marino from 2000 to 2020. Over this period San Marino had an annual growth rate of 0.1% compared to 0.7% for the region.

LOCAL HOUSING DATA, 2020

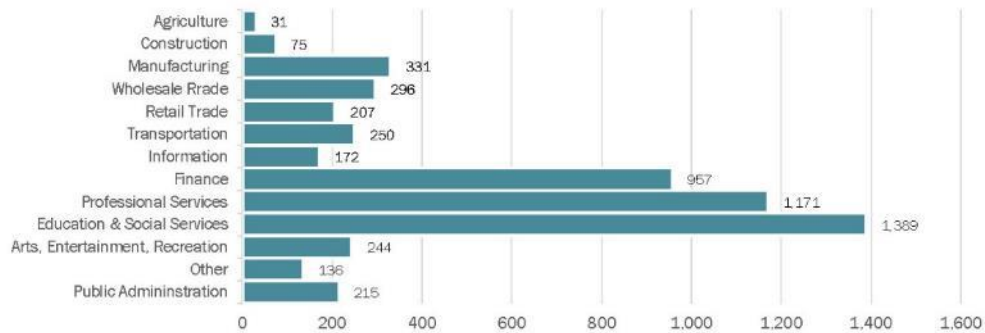
Current Population by Age and Sex



American Community Survey 2014-2018 5-year estimates

The population of San Marino is 47.4% male and 52.6% female. The share of the population of San Marino which is under 18 years of age is 22.9%, which is lower than the regional share of 23.4%. San Marino's seniors (65 and above) make up 22% of the population, which is higher than the regional share of 13%.

Employment by Industry



American Community Survey 2014-2018 5-year estimates using groupings of 2-digit NAICS codes.

San Marino has 5,474 workers living within its borders who work across 13 major industrial sectors. The chart above provides detailed employment information. The most prevalent industry is Education & Social Services with 1,389 employees (25.4% of total) and the second most prevalent industry is Professional Svcs. with 1,171 employees (21.4% of total).

LOCAL HOUSING DATA, 2020

Employment by Occupation



American Community Survey 2014-2018 5-year estimates using groupings of SOC codes.

In addition to understanding the industries in which the residents of San Marino work, it is also possible to analyze the types of jobs they hold. The most prevalent occupational category in San Marino is Management, in which 3,654 (66.8% of total) employees work. The second-most prevalent type of work is in Sales, which employs 1,307 (23.9% of total) in San Marino.

Farmworkers

Farmworkers by Occupation:

San Marino	Percent of total San Marino workers:	SCAG Total	
0	0.00%	57,741	Total jobs: Farming, fishing, and forestry occupations
0	0.00%	31,521	Full-time, year-round jobs: Farming, fishing, and forestry occupations

Employment in the Agricultural Industry:

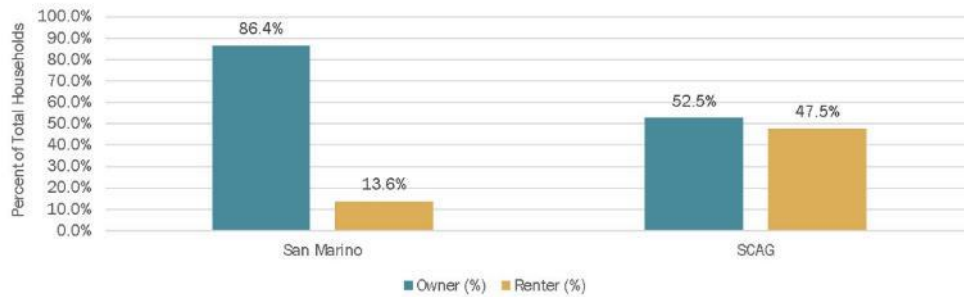
San Marino	Percent of total San Marino workers:	SCAG Total	
0	0.00%	73,778	Total in agriculture, forestry, fishing, and hunting
31	0.76%	44,979	Full-time, year-round in agriculture, forestry, fishing, and hunting

American Community Survey 2014-2018 5-year estimates using groupings of NAICS and SOC codes.

Statewide, farmworker housing is of unique concern and of unique importance. While only a small share of SCAG region jurisdictions have farmworkers living in them, they are essential to the region's economy and food supply.

LOCAL HOUSING DATA, 2020

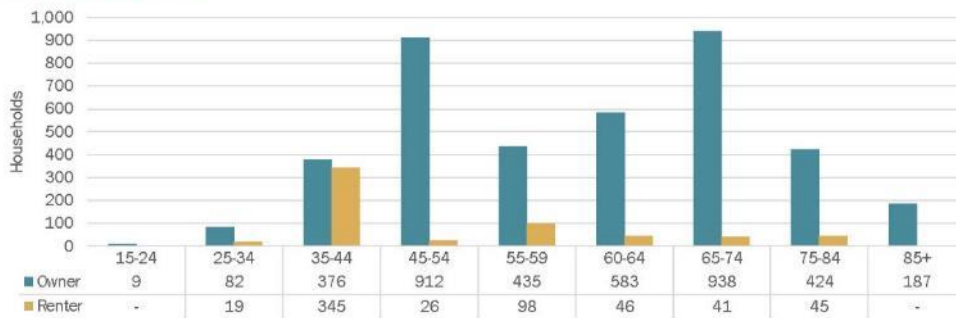
Housing Tenure



American Community Survey 2014-2018 5-year estimates.

Housing security can depend heavily on housing tenure, i.e. whether homes are owned or rented. San Marino's housing stock consists of 4,566 total units, 3,946 of which are owner-occupied and 620 of which are renter-occupied. The share of renters in San Marino is lower than in the SCAG region overall.

Housing Tenure By Age

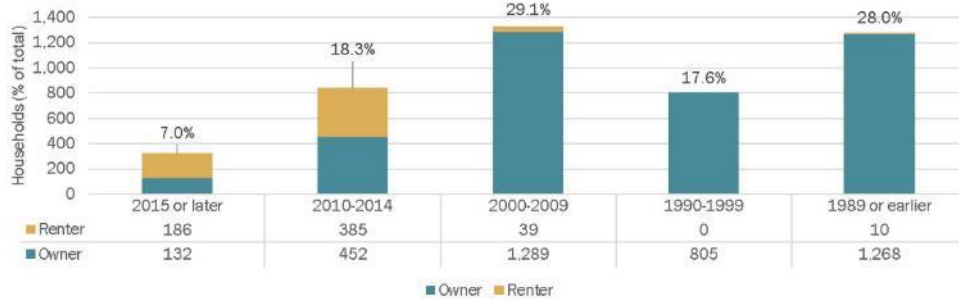


American Community Survey 2014-2018 5-year estimates.

In many places, housing tenure varies substantially based on the age of the householder. In San Marino, the age group where renters outnumber owners the most is 35-44 (by 4.3%). The age group where owners outnumber renters the most is 15-24 (by 100%).

LOCAL HOUSING DATA, 2020

Housing Tenure by Year Moved to Current Residence

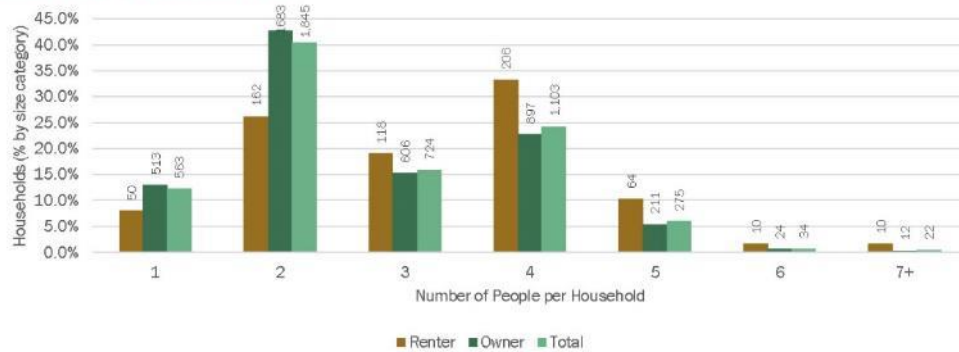


American Community Survey 2014-2018 5-year estimates.

Across the SCAG region, the most common move-in period was 2010-2014 (31.9%) followed by 2000-2009 (26.1%). In San Marino, the period during which most people started living in their current residence was 2000-2009 (29.1%) followed by 1989 or earlier (28%).

II. SPECIALIZED HOUSEHOLD NEEDS: LARGE FAMILIES, SENIORS, AND FEMALE-HEADED

Households by Household Size

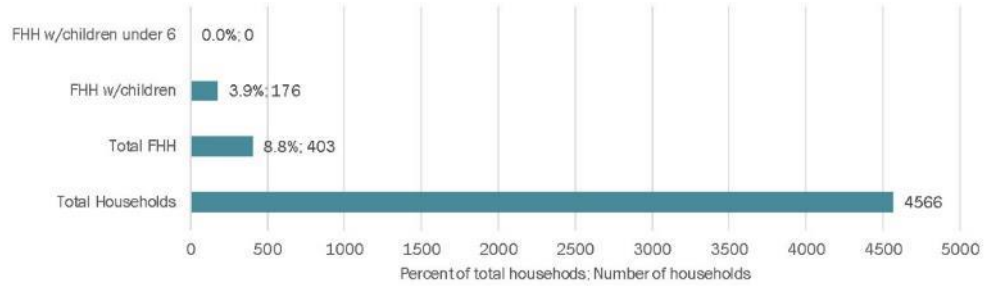


American Community Survey 2014-2018 5-year estimates.

This chart illustrates the range of household sizes in San Marino for owners, renters, and overall. The most commonly occurring household size is of two people (40.4%) and the second-most commonly occurring household is of four people (24.2%). San Marino has a lower share of single-person households than the SCAG region overall (12.3% vs. 23.4%) and a lower share of 7+ person households than the SCAG region overall (0.5% vs. 3.1%).

LOCAL HOUSING DATA, 2020

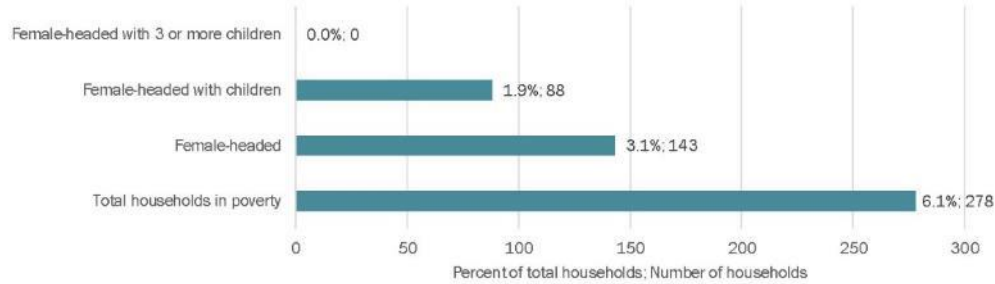
Female Headed Households (FHH)



American Community Survey 2014-2018 5-year estimates.

Statute requires analysis of specialized housing needs, including female-headed households in an effort to ensure adequate childcare or job training services. Of San Marino's 4,566 total households, 8.8% are female-headed (compared to 14.3% in the SCAG region), 3.9% are female-headed and with children (compared to 6.6% in the SCAG region), and 0% are female-headed and with children under 6 (compared to 1.0% in the SCAG region).

Households by Poverty Status



American Community Survey 2014-2018 5-year estimates.

6.1 percent of San Marino's households are experiencing poverty, compared to 7.9 percent of households in the SCAG region. Poverty thresholds, as defined by the ACS, vary by household type. More information can be found at M256. In 2018, a single individual under 65 was considered in poverty with a money income below \$13,064/year while the threshold for a family consisting of 2 adults and 2 children was \$25,465/year.

LOCAL HOUSING DATA, 2020

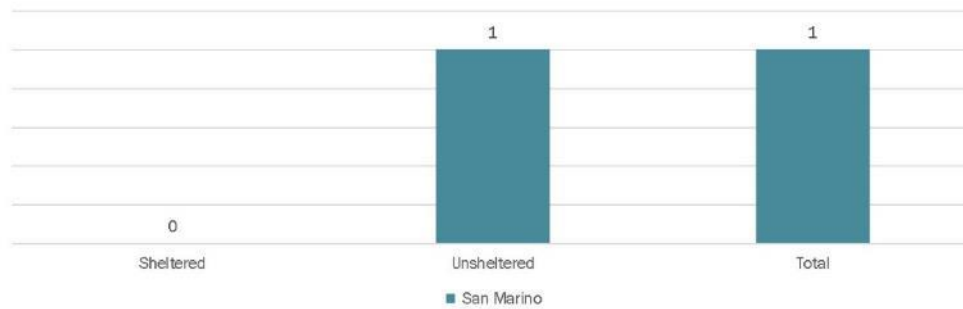
Elderly Households by Income and Tenure

		Owner	Renter	Total	Percent of Total Elderly Households:
Income category, relative to surrounding area:	< 30% HAMFI	185	40	225	13.8%
	30-50% HAMFI	145	0	145	8.9%
	50-80% HAMFI	175	20	195	12.0%
	80-100% HAMFI	185	10	195	12.0%
	> 100% HAMFI	860	10	870	53.4%
TOTAL		1,550	80	1,630	

HUD CHAS, 2012-2016. HAMFI refers to Housing Urban Development Area Median Family Income.

Statute requires analysis of specialized housing needs, including housing needs for seniors. Federal housing data define a household type as 'elderly family' if it consists of two persons with either or both age 62 or over. Of San Marino's 1,630 such households, 13.8% earn less than 30% of the surrounding area income, (compared to 24.2% in the SCAG region), 22.7% earn less than 50% of the surrounding area income (compared to 30.9% in the SCAG region).

III. PEOPLE EXPERIENCING HOMELESSNESS



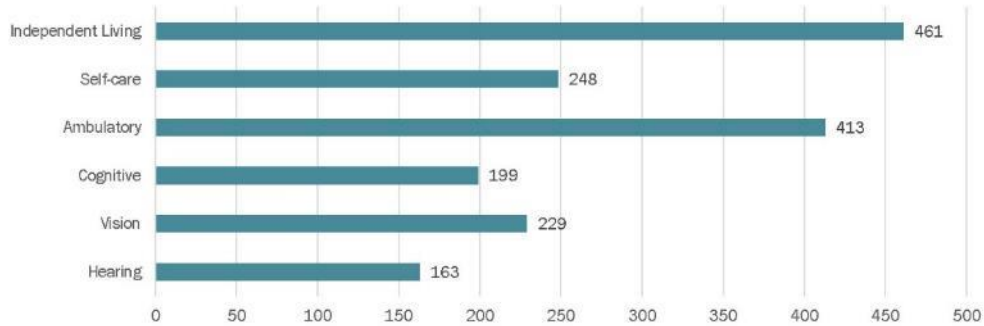
2019 city and county homelessness point-in-time counts processed by SCAG. Jurisdiction-level counts were not available in Imperial County and sheltered population (and thus total) counts were not available in Riverside County. As a result, SCAG region totals from this compilation of data sources likely undercount true totals.

#N/A

LOCAL HOUSING DATA, 2020

IV. PEOPLE WITH DISABILITIES, INCLUDING DEVELOPMENTAL DISABILITIES

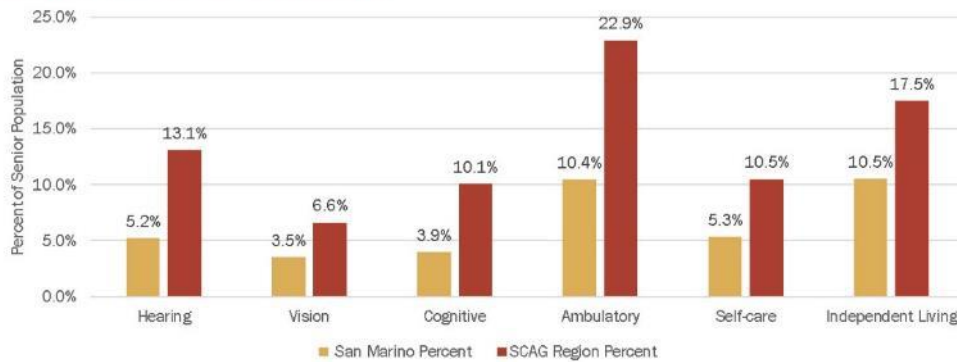
Disability by Type



American Community Survey 2014-2018 5-year estimates.

Disability data also provides valuable context for assessing current and future need for accessible housing units. Note that since some disability types are not recorded for children below a certain age, calculating disability as a percentage of total population may not be accurate.

Disability by Type - Seniors (65 and over)



American Community Survey 2014-2018 5-year estimates.

In San Marino, the most commonly occurring disability amongst seniors 65 and older was an independent living disability, experienced by 10.5% of San Marino's seniors (and 17.5% of seniors in the SCAG region).

LOCAL HOUSING DATA, 2020

Disability by Employment Status

	With a Disability	Percent of Total	No Disability	Percent of Total
Employed	57	19%	4,541	65%
Unemployed	9	3%	139	2%
Not in Labor Force	239	78%	2,339	33%
TOTAL	305		7,019	

American Community Survey 2014-2018 5-year estimates.

Understanding the employment status of people with disabilities may also be an important component in evaluating specialized housing needs. In San Marino, 18.7% of the population with a disability is employed, compared to 64.7% of the non-disabled population.

Developmental Disabilities

		San Marino
By Residence:	Home of Parent/Family/Guardian	85
	Independent/Supported Living	5
	Community Care Facility	0
	Intermediate Care Facility	0
	Foster/Family Home	0
	Other	5
By Age:	0 - 17 Years	95
	18+ Years	45
TOTAL		235

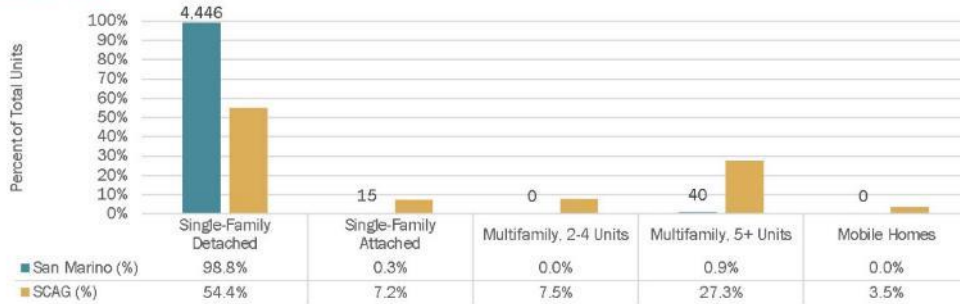
CA DDS consumer count by CA ZIP, age group and residence type for the end of June 2019. Data available in 161/197 SCAG jurisdictions.

The California Department of Developmental Services also provides data on developmental disabilities by age and type of residence. These data are collected at the ZIP-code level and were joined to the jurisdiction-level by SCAG. Totals may not match as counts below 11 individuals are unavailable and some entries were not matched to a ZIP code necessitating approximation.

LOCAL HOUSING DATA, 2020

V. HOUSING STOCK CHARACTERISTICS

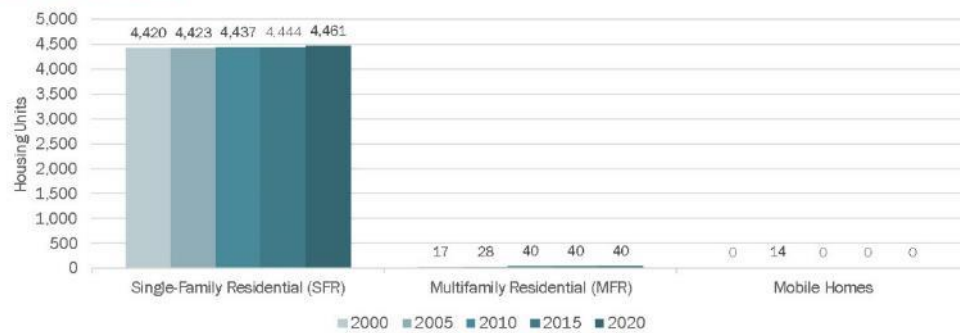
Housing Type



CA DOF E-5 Population and Housing Unit Estimates

The chart above provides detailed information on the housing stock in San Marino, which has a total of 4,501 housing units. The most prevalent housing type in San Marino is single-family detached with 4,446 units. The share of all single-family units in San Marino is 99.1%, which is higher than the 61.7% share in the SCAG region. Out of the total housing units in San Marino, there are 4,294 occupied-units, which equates to a 4.6% total vacancy rate. The average household size (as expressed by the population to housing unit ratio) is 3.029.

Housing Type Trend



CA DOF E-5 Population and Housing Unit Estimates

Over the past two decades (2000-2020), there has been more construction of single-family residential units than multi-family residential units in San Marino. When comparing 2000 to 2020, SFR units increased by 41, MFR units increased by 23, and mobile homes decreased by .

LOCAL HOUSING DATA, 2020

Vacant Units by Type



American Community Survey 2014-2018 5-year estimates.

The ACS provides additional detail on vacant housing units by category.

Housing Units by Year Structure Built



American Community Survey 2014-2018 5-year estimates.

Examining the age of the current housing stock is one way to understand how historical development patterns have contributed to a city's form. The time period where the highest share of San Marino's housing units were built is 1939 & Earlier, while in the SCAG region more units were built during 1970-1979 than any other period.

LOCAL HOUSING DATA, 2020

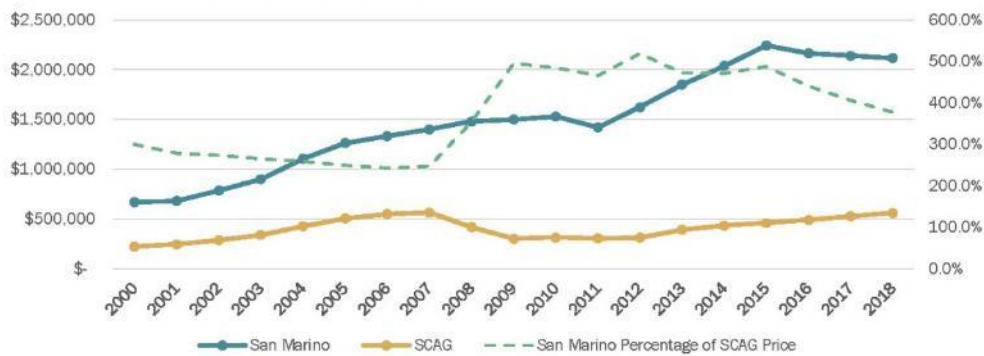
Substandard Housing



American Community Survey 2014-2018 5-year estimates.

The ACS includes surveys about three factors of what may be considered substandard housing. In San Marino, 31 units lack telephone service, 20 units lack plumbing facilities, and 20 units lack complete kitchen facilities.

Median Home Sales Price for Existing Homes

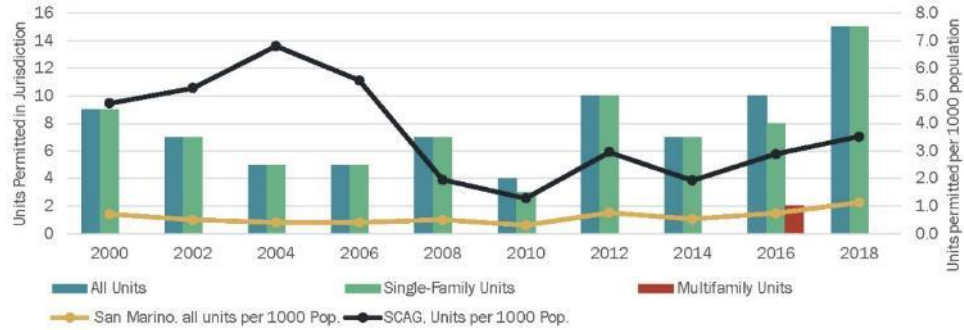


SCAG Local Profiles, Core Logic/Data Quick. SCAG median home sales price calculated as household-weighted average of county medians.

Between 2000 and 2018, median home sales prices in San Marino increased 216% while prices in the SCAG region increased 151%. 2018 median home sales prices in San Marino were \$2,117,500 and the highest experienced since 2000 was \$2,244,000 in 2015. Prices in San Marino have ranged from a low of 242.9% of the SCAG region median in 2006 and a high of 518.9% in 2012.

LOCAL HOUSING DATA, 2020

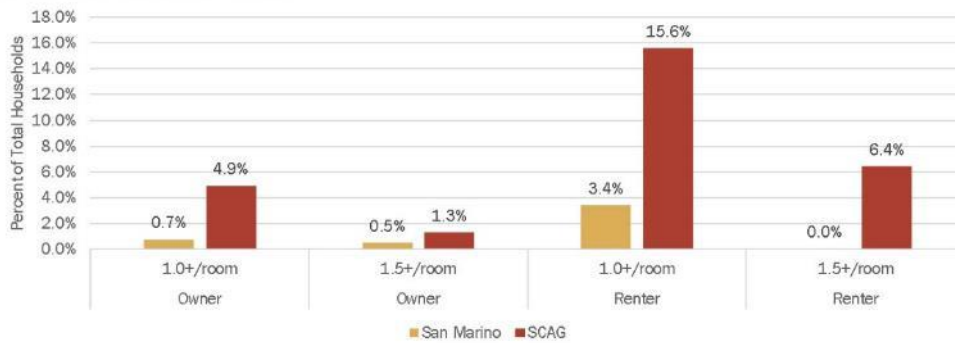
Housing Units Permitted



Core Logic/Data Quick. Additional detail available in SCAG 2019 Local Profiles. SCAG median home sales price calculated as household-weighted average of county medians.

VI. OVERPAYMENT AND OVERCROWDING

Crowding by Extent and Tenure



American Community Survey 2014-2018 5-year estimates.

In San Marino, 29 owner-occupied and 21 renter-occupied households had more than 1.0 occupants per room, which meets the ACS definition for overcrowding. 19 owner-occupied households and 1 renter-occupied households had more than 1.5 occupants per room, which meets the ACS definition for severe overcrowding.

LOCAL HOUSING DATA, 2020

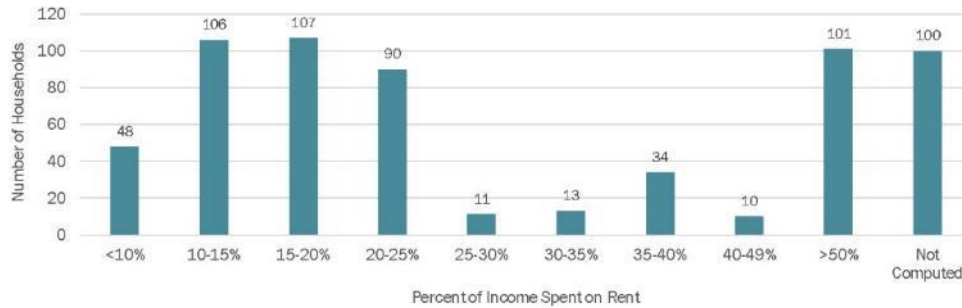
Cost Burden by Income

Households by Share of Income Spent on Housing Cost:			
Income	< 30%	30-50%	> 50%
< 30% HAMFI	25	0	290
30-50% HAMFI	50	60	165
50-80% HAMFI	120	48	105
80-100% HAMFI	180	65	195
> 100% HAMFI	2,375	520	249
Total Households	2,750	693	1,004

HUD CHAS, 2012-2016. HAMFI refers to Housing Urban Development Area Median Family Income.

Housing cost burden is most commonly measured as the percentage of gross income spent on housing, with 30% a usual threshold for 'cost burden' and 50% the threshold for 'severe cost burden.' However, a lower-income household spending the same percent of income on housing as a higher-income household will likely experience more true 'cost burden.' These data indicate the number of households in San Marino by their income relative to the surrounding area and their share of income spent on housing.

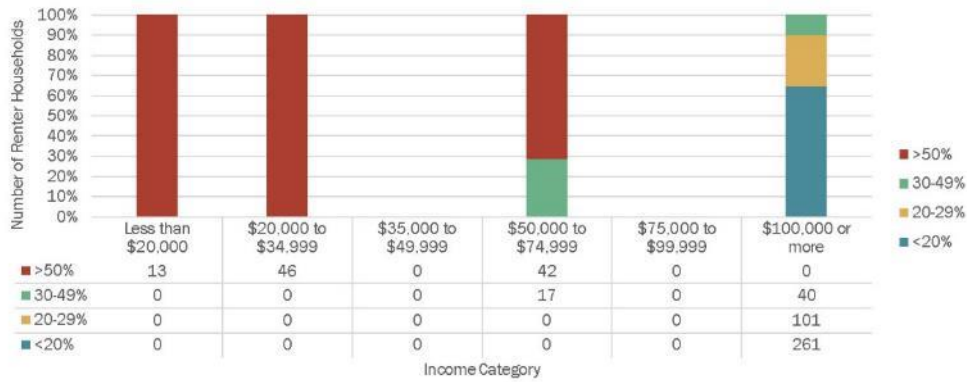
Spending on Rent



Across San Marino's 620 renter households, 158 (25.5%) spend thirty percent or more of gross income on housing cost, compared to 55.3% in the SCAG region. Additionally, 101 renter households in San Marino (16.3%) spend fifty percent or more of gross income on housing cost, compared to 28.9% in the SCAG region.

LOCAL HOUSING DATA, 2020

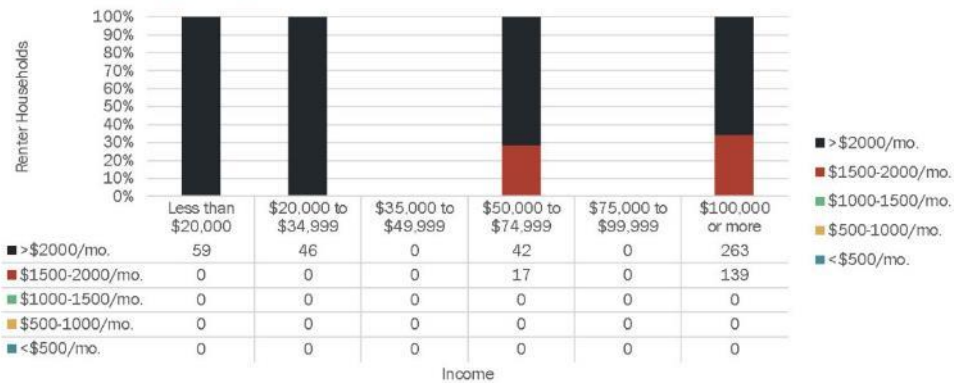
Spending on Rent by Income



American Community Survey 2014-2018 5-year estimates.

While the previous table breaks down cost burden by area-relative income, the ACS also allows for the analysis of San Marino's 520 renter households (for which income data are available) by spending on rent by income bracket (dollar amounts). As one might expect, the general trend is that low-income households spend a higher share of income on housing (e.g. over 50%) while high-income households are more likely to spend under 20% of income on housing.

Household Income by (Cash) Rent



American Community Survey 2014-2018 5-year estimates.

San Marino renter households' cash rent paid can be broken down by household incomes. As one might expect, the general trend is that lower-income households spend less on rent while higher-income households spend more on rent, though this may not be universally true. Rent categories range from <\$500/month (0% of San Marino renters) to >\$2000/month (72.4% of San Marino renters). The most common rent category in San Marino is >\$2000/month with 72.4% of renters.

LOCAL HOUSING DATA, 2020

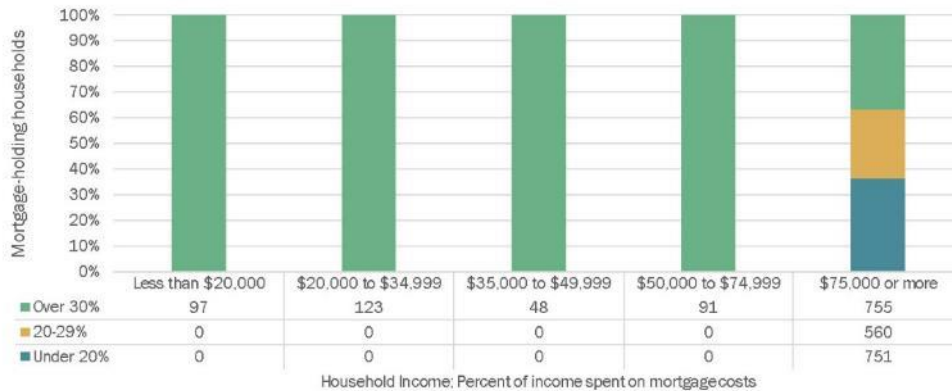
Monthly Owner Costs for Mortgage Holders



American Community Survey 2014-2018 5-year estimates.

While renter households receive much of the focus when it comes to housing cost analysis, owner households make up 86.4% of San Marino and 52.5% of the SCAG region. The most commonly occurring mortgage payment in San Marino is >\$4000/month and the most commonly occurring mortgage payment in the SCAG region is \$2000-\$3000/mo.

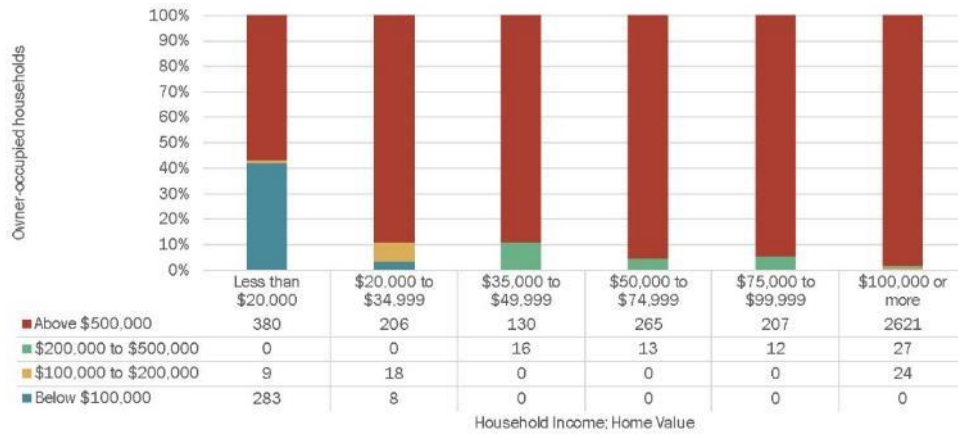
Costs for Mortgage Holders by Income



Mortgage-holding households in San Marino can be broken down by income and the percentage of income spent on mortgage costs. As one might expect, the general trend is that lower-income households spend a higher share of income on housing costs, while high-income households may spend a lower share of income on housing. The income category most prevalent amongst San Marino mortgage-holding households is \$75,000 or more (2,066 households) and the most prevalent share of income spent on mortgage costs is over 30% (1,114 households).

LOCAL HOUSING DATA, 2020

Household Income by Home Value (for owned units)



Another approach to evaluating the relationship between housing and income is to compare incomes and home values in San Marino. The most commonly-occurring income category amongst owner households in San Marino is \$100,000 or more (2,672 households) and the most commonly-occurring home value category is Above \$500,000 (3,809 households).

Extremely Low Income Housing Needs

	Total Households	Households below 30% HAMFI	Share below 30% HAMFI
White, non-Hispanic	1,760	255	14.5%
Black, non-Hispanic	25	0	0.0%
Asian and other, non-Hispanic	2,629	265	10.1%
Hispanic	250	10	4.0%
TOTAL	4,664	530	11.4%
Renter-occupied	620	195	31.5%
Owner-occupied	4,040	340	8.4%
TOTAL	4,660	535	11.5%

HUD CHAS, 2012-2016. HAMFI refers to Housing Urban Development Area Median Family Income.

Housing the extremely-low income population (below 30% of area median income) can be especially challenging. HUD's CHAS dataset provides a wealth of information on such households in San Marino. The above table provides a breakdown of extremely low income households by race and ethnicity. The race/ethnicity with the highest share of extremely-low income households in San Marino is White, non-Hispanic (14.5% compared to 11.4% of total population). In the SCAG region, the highest share of extremely-low income households is Black, non-Hispanic (27.1% compared to 17.7% of total households).

LOCAL HOUSING DATA, 2020

VII. ASSISTED UNITS AT RISK OF CONVERSION

Assisted Units at Risk of Conversion

Risk Level	Definition:	Low-income units in jurisdiction	Percent of county's low-income units
Very High	At-risk of converting to market rate within the next year	0	#DIV/0!
High	At-risk of converting to market rate in the next 1-5 years	0	#DIV/0!
Moderate	At-risk of converting to market rate in the next 5-10 years	0	#DIV/0!
Low	At-risk of converting to market rate in the next 10 or more years and/or are owned by a large/stable non-profit, mission-driven developer.	0	#DIV/0!
TOTAL		0	#DIV/0!

California Housing Partnership, July 2020. Includes HUD, Low-Income Housing Tax Credit (LIHTC), USDA, and CalHFA projects. Subsidized or assisted developments that do not have one of the aforementioned financing sources may not be included.

The California Housing Partnership (CHP) provides data on assisted housing units and assesses the level of risk to converting to market rate. These data identify homes without a known overlapping subsidy that would extend affordability beyond the indicated timeframe and unless otherwise noted are not owned by a large/stable non-profit, mission-driven developer. Detailed 2019 data can be found in SCAG's RHNA data appendix at <http://scag.ca.gov/programs/Documents/RHNA/SCAG-Final-RHNA-Data-Appendix-030520.pdf>. Complete, updated data can be requested from CHP through Danielle Mazzella, Preservation & Data Manager (dmazzella@chpc.net)

VIII. REGIONAL HOUSING NEEDS ALLOCATION

6th Cycle Regional Housing Needs Allocation for San Marino:

	Units
Very-Low Income (<50% of AMI)	149
Low Income (50-80% of AMI)	91
Moderate Income (80-120% of AMI)	91
Above Moderate Income (>120% of AMI)	68
TOTAL	399

SCAG, 2020. Estimate based on final adopted RHNA methodology (3/5/20). Final RHNA allocation will be issued following the conclusion of the RHNA appeals process in early 2021. Please note that for the housing element update, local jurisdictions will have to consider extremely low income (ELI) households as well. ELI housing needs may be calculated either by using Census data or simply assuming that 50 percent of the very low income households qualify as extremely low income households.

MAJOR DATA SOURCES USED

	DESCRIPTION	FOR MORE INFORMATION, PLEASE SEE
ACS	American Community Survey 2014-2018 5-year estimates	www.data.census.gov
DOF	CA DOF E-5 Population and Housing Unit Estimates	www.dof.ca.gov/forecasting/demographics/
CHAS	HUD CHAS, 2012-2016	www.huduser.gov/portal/datasets/cp.html
CA DDS	California Department of Developmental Services	www.dds.ca.gov/transparency/
SCAG LOCAL PROFILES	Including Construction Industry Research Board (CIRB) and Core Logic/DataQuick	www.scag.ca.gov/DataAndTools/Pages/LocalProfiles.aspx



MAIN OFFICE
900 Wilshire Blvd., Suite 1700
Los Angeles, CA 90017
Tel: (213) 236-1800
www.scag.ca.gov

REGIONAL OFFICES

IMPERIAL COUNTY
1503 North Imperial Ave., Ste. 104
El Centro, CA 92243
Tel: (213) 236-1967

ORANGE COUNTY
OCTA Building
600 South Main St., Ste. 741
Orange, CA 92868
Tel: (213) 236-1997

RIVERSIDE COUNTY
3403 10th St., Ste. 805
Riverside, CA 92501
Tel: (951) 784-1513

SAN BERNARDINO COUNTY
1170 West 3rd St., Ste. 140
San Bernardino, CA 92410
Tel: (213) 236-1925

VENTURA COUNTY
4001 Mission Oaks Blvd., Ste. L
Camarillo, CA 93012
Tel: (213) 236-1960

revised 02/09/21 20512

APPENDIX B: COMMUNITY ENGAGEMENT

Government Code §65583 (c)(7) requires local government to “Include a diligent effort by the local government to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe this effort”. The federal Affirmatively Further Fair Housing Final Rule also requires community participation in the City's Assessment of Fair Housing (AFH). Community engagement efforts undertaken for the 2021 Housing Element are summarized in **Section 1**.

Public Outreach Summary

Housing issues affect the entire community and can be confusing and contentious. State requirements about what Housing Elements must allow often seem at odds with long-standing community values. The public participation requirement of Housing Element law presents an opportunity to engage constituents in defining housing issues, and in creating solutions that both meet the needs of the community and the requirements of state law.

The ongoing restrictions on gatherings due to the COVID-19 pandemic have forced community outreach

and engagement into a virtual world. While in some cases this has made it possible for more people to be engaged in the process, a digital divide often exists in cases where households may lack internet connections or may be unable to attend virtual meetings due to work obligations.

To ensure that community outreach during the pandemic has been as equitable as possible, the community outreach program was designed to provide participation opportunities via cell phone and at the convenience of the resident. San Marino's Housing Element Update has included the following public outreach efforts:

- **December 7, 2020:** City Council held a virtual Town Hall to introduce the Housing Element update and to present an overview of the Housing Element Update process and new laws.
- **December 29, 2020:** City developed and launched a webpage at <http://cityofsanmarino.org/housingelement> dedicated to the update of the Housing Element. The website includes a dedicated e-mail address for the Housing Element Update, a background on the Housing Element and its purpose; opportunities for participation; and links to meeting materials, presentations, and document drafts for public review. An outreach and notification list were developed and used throughout the update process.
- **November 2020- January 2021:** Community opinion surveys were conducted in English, Spanish, and Chinese. The surveys were structured to allow full participation via cell phone to overcome any digital divide. Survey results are provided in Section 4.
- **January-April 2021:** Stakeholder interviews conducted with responsive contacts representing for- and not-for-profit developers, advocacy groups, and service providers, including Southern California Non-profit Housing Association;

Milestone Housing Development Corporation; the Chinese Club of San Marino; the Los Angeles County Economic Development Corporation; and the Pasadena-Foothills Association of Realtors.

- **February 24, 2021:** Planning Commission held a publicly noticed workshop on the Housing Element Update. The Commission discussed the challenges faced by the City, took public input, and provided policy direction to staff in formulating strategies for meeting the State Housing Element mandates and identifying adequate sites to meet the City's RHNA.
- **April 16, 2021:** City Council held a publicly noticed workshop on the Housing Element Update and reviewed the Draft Housing Strategy (Policies and Programs for the Housing Element) and a preliminary rezoning program to address the City's RHNA shortfall. The City Council reviewed the draft set of policies and discussed options to meet the Housing Element requirements and community housing needs. The City Council provided feedback and direction on the preparation of a draft for review by the public and by the State Department of Housing and Community Development (HCD). Notices for this workshop were sent to the outreach and notification list, as well as to those who had provided contact information on the community surveys and those that had spoken at previous meetings.
- **July 17, 2021:** City Council held a publicly noticed workshop to review the Draft Housing Element for possible transmittal to the State.
- **July 21, 2021:** Public Review Draft Housing Element was released and made available on the established website. Notices of the release of the draft document were sent to the outreach and notification list, including those who had spoken at previous meetings.
- **August 3, 2021:** City Council held a publicly noticed meeting to receive public input regarding the Housing Element Update and provided further direction to staff and consultants regarding sites to include on the inventory lists to be considered for rezoning.
- **August 25, 2021:** City held a Town Hall to continue to receive public input on the Draft Housing Element and advise the community of future opportunities to comments on the update document or meet with a planner individually to discuss the update process. Announcements for this Town Hall were included in two weekly community newsletters, advertised on social media, and mailed to tenants and property owners of the sites added to the updated Sites Inventory list.
- **September 24, 2021:** The City Council held a duly noticed public meeting to take public comment and requested additional changes to be made to the Draft Housing Element.
- **October 29, 2021:** The City Council held a public meeting and authorized staff to transmit the Draft to HCD to begin their review.

- **November 1, 2021:** The Draft Housing Element and all public comments received to date were transmitted to HCD to begin their mandatory 60-day review period, during which time all interested parties were invited and encouraged to submit comments directly to HCD.
- **December 31, 2021:** HCD responded with several changes needed for the Draft Housing Element to be compliant with State law. These changes were subsequently considered by the Planning Commission.
- **January 11, 2021:** Mitigated Negative Declaration released
- **January 26, 2022:** Planning Commission hearing on IS-ND and Draft Housing Element;
- **February 9, 2022:** City Council hearing to adopt IS-ND and Housing Element

Community Opinion Survey Results

Community opinion surveys were developed in three languages and have been distributed to residents in several ways: through the City website; through weekly community newsletter from the City Manager’s office; through direct emails to the updated interested persons list from the 2014 Housing Element; to the seniors mailing list; by posting to the City’s social media pages; and through distribution to the Chinese Club and local Realtors. The surveys are designed to elicit residents’ opinions about housing needs and opportunities, both now and in the future, as well as their ideas about new housing types that might help to meet identified needs.

Survey results demonstrate that residents have given housing issues a lot of thought and have some good ideas for meeting housing needs while preserving the City’s single-family neighborhoods and character. While some survey respondents indicated that all of San Marino’s housing needs are being met, many also listed the need for less expensive housing choices including homes affordable to first-time buyers as a pressing need. About half of respondents agreed that San Marino had grown too expensive for their children to be able to afford a home here, and over 60 percent acknowledged that people who work in San Marino cannot afford to live here. Many respondents provided thoughtful ideas for different types of housing including studios, more ADUs, and both small apartment complexes and mixed-use development in the commercial zones.

Some indicated that existing homes could be divided to allow more than one household or generation to live in the same home. At the same time, most survey respondents agreed that it was important to preserve San Marino’s existing neighborhoods and its beautiful architecture.

Complete survey results are provided as Attachment A. Some questions provided participants the opportunity to share their unique input; these questions and additional write-in comments are provided below in Table 34.

Table 34: Public Comments and Incorporation into Housing Element

Written Comments	Incorporation in Housing Element
Question: <i>The biggest housing needs facing San Marino today are:</i>	

<p>“Homes without homeowners living in the country, rented or empty causing many homes lack of maintenance and lack of laws for city to take serious action”</p>	<p>Discussion and program to consider vacancy tax or other measures</p>
<p>“Do not need housing that sits empty because of LLC ownership. Don’t allow LLC ownership & add a tax”</p>	<p>Discussion and program to consider vacancy tax or other measures</p>
<p>“Vacant homes have to be pulled into market. Vacant Homes have a lot of negative impact to our city. Crime, less property tax income, fewer families with school-aged kids, etc”</p>	<p>Discussion and program to consider vacancy tax or other measures</p>
<p>“need more housing - staying with an edict of only single-family house is unrealistic and bourgeoisie. We have commercial spaces that are vacant and make the City downtown area look destitute. Mixed use will help bring vibrancy to our community, increase walkable retail spaces and open housing to people who work in our communities: educators, public safety, public service workers”</p>	<p>Programs included to allow all forms of housing, including multi-family</p>
<p>“With-140 homes that are vacant, there is scant need for additionally housing”</p>	<p>Program to address vacant housing, otherwise comment not consistent with RHNA or statutory requirements</p>
<p>“No mixed-use commercial properties. The cost of housing in San Marino is due to our schools’ academic standards. We need to make sure those standards are maintained. that makes homeowners participate in positive city participation”</p>	<p>Noted.</p>
<p>“San Marino needs to not just zone for the RHNA allocation but also zone enough capacity so it will be built. Since very new units have been built in recent years, I request a zoning buffer of 50% above the allocation”</p>	<p>City will strive to zone for 120% of its RHNA shortfall</p>
<p>Question: <i>San Marino’s housing needs in the coming 10 years will include:</i></p>	
<p>“City can ease the building requirement for building under 100 sqft, because now there are many children moving back into their parents' homes”</p>	<p>Assuming commenter meant 1,000 SF, the Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs.</p>
<p>“ADUs are the appropriate way to provide less expensive housing”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs.</p>
<p>“Adopt advanced zoning and planning concepts”</p>	<p>Comment not specific</p>
<p>“Updating and renovation will continue and meet future housing needs”</p>	<p>Comment is inconsistent with RHNA requirements for new units</p>
<p>“Our city attracts homeowners who want their children to be a part of our schools and that will always mean a better city and school system. Our housing prices are based on that”</p>	<p>Comment noted</p>

<p>“More ADUs for family members to live close by”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs.</p>
<p>“Rental housing for young people and seniors. The rental to owner divide is not balanced”</p>	<p>New provisions and zoning will now allow multi-family rentals in San Marino.</p>
<p>Question: <i>What are some unique features of San Marino that can be housing opportunities for the community? For example: unused office spaces that can be used as artist studio or work/live spaces; carriage houses that can be converted to caretaker facilities; large homes modified to accommodate more family members or multigenerational homes large lots perfect for tiny homes or cottages to be developed, etc. Your idea(s):</i></p>	
<p>“Large homes can be renovated to accommodate more family members or become multi-generation homes.”</p>	<p>Policy and program are included to allow these homes to be divided into duplexes and triplexes</p>
<p>“Please quickly approve building of a second unit that is less than 1000 sq ft on existing home property, which would allow family members to come back and live there.”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs.</p>
<p>“Large lots can be developed into smaller single-family homes, but the original appearance of San Marino should be the priority and not be affected”</p>	<p>Policies and Programs strive to protect the character and architecture of the City’s existing single-family neighborhoods while allowing additional housing units.</p>
<p>“Provide more convenient public facilities for seniors, such as caretaker facilities, and more public facilities for young adults and children”</p>	<p>Comment noted.</p>
<p>“Maintain the current situation”</p>	<p>Noted. Comment is inconsistent with the City’s RHNA obligation and state law.</p>
<p>“Carriage houses that can be converted to caretaker facilities”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs.</p>
<p>“The first item (ADUs)”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs.</p>
<p>“Smaller houses at lower rent”</p>	<p>Housing Element contains multiple programs to encourage smaller units such as ADUs, JADUs, and missing middle housing</p>
<p>“Agree with the creative repurposing ideas listed” (ADUs, conversions)</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs, as well as to allow conversion of large homes into duplexes and triplexes</p>
<p>“Downtown commercial facilities that can be converted to residential as well as commercial.”</p>	<p>Mixed occupancy along the Huntington Drive corridor will be considered</p>

	provided conformance with objective design standards.
“Allow for multifamily properties”	New provisions and zoning will now allow multi-family rentals in San Marino.
“Turn commercial space into low-income housing opportunities”	Policies and Programs are included to adopt an overlay zone applicable to commercial properties and allowing higher-density residential uses
“Guest houses able to be occupied, developing areas belonging to SM that are by Carver School”	New provisions and zoning will now allow multi-family rentals in San Marino. Areas near Carver to be considered for Housing Overlay.
“Carriage houses”	Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs.
“None of these are a good idea”	Comment noted
“More multi-family/multi-unit housing”	New provisions and zoning will now allow multi-family rentals in San Marino.
“Like the idea of office spaces being used as artist studio or work/live spaces. This is appealing because it would not change the residential look of San Marino”	Opportunities exist for these spaces; objective design standards will be developed and adopted in 2022
“There is no mixed use in our code, and it should stay that way. Right now, the code does not address the required separation for living space and other occupancies. That requires an entire separate section in the code (overlay zone). It would be very expensive to try to convert office space to living space; the only exception would be conversion of the whole building to residential, with fire sprinklers, exits, etc. and *limit it to one story*.”	Comment noted.
“Parking lots should be converted to housing. Allow people to park their cars on the street overnight which would free up driveway and garage space. Change the zoning from commercial/retail to residential. There do not need to be that many businesses in San Marino when there are plenty of commercial and retail spaces in larger, nearby cities.”	Some underutilized parking lots are proposed to be considered for rezoning to high-density residential. Additionally, policies and Programs are included to adopt an overlay zone applicable to commercial properties and allowing higher-density residential uses
“Whatever produces the least amount of density”	Comment noted; San Marino’s default density is 20 units per acre, much greater than the 4-6 units per acre of the City’s residential areas.
“Easing up current restriction on home expansion and allowing homeowners to expand their house to meet their family needs”	Current ADU and JADU ordinance allows expansion and addition of living area without discretionary approval.

<p>“High density homes, townhouses, duplex, multi-family condo or apartments, allow to convert empty commercial buildings to live/work studios along Huntington Dr.”</p>	<p>New provisions and zoning will now allow multi-family rentals in San Marino. Opportunities for live-work spaces exist and objective design standards will be developed and adopted in 2022.</p>
<p>“I would not like any of the suggestions in 4. to be considered. San Marino is not suited for things such as tiny homes. It is a city of single-family residences and should remain that way.”</p>	<p>Noted. Comment inconsistent with state housing element law.</p>
<p>“Multiple units on lots”</p>	<p>Policy and Program to promote missing middle, including up to 3 units on single-family lots.</p>
<p>“Bungalow courts. Live/work above existing commercial units. Un/underutilized city properties that could be developed as affordable, multi-unit workforce housing for city and school district staff (to reduce their commutes to San Marino, make it easier for their kids to attend local schools and be active in the community, and make city/district jobs more competitive with other cities)”</p>	<p>Policies and Programs are included to encourage missing middle housing. Another program adopts a Housing Overlay for placement over commercial and institutional properties to allow residential uses in addition to commercial and institutional uses (churches, schools, civic uses)</p>
<p>“To meet our affordable housing assessment, we should continue to pursue ADU development. Mixed use construction in the Huntington Dr business district could also be explored but ONLY if the state would allow the city to determine its own standards for development. If the state continues to limit local control, then the city should explore prohibiting any mixed use in the business districts.”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs. Mixed occupancy will be considered along the Huntington Corridor provided conformance with objective design standards.</p>
<p>“Large homes modified to accommodate more family members or multigenerational homes”</p>	<p>Policy and Program included to allow the division of these homes into duplexes or triplexes</p>
<p>“Large lots for smaller cluster houses in gated community”</p>	<p>Policy and Program included to allow missing middle housing, may extend to this type</p>
<p>“all of above, including mixed use for our commercial areas”</p>	<p>Mixed occupancy will be considered along the Huntington Corridor provided conformance with objective design standards</p>
<p>“Allow mixed-use development in the commercial areas along Huntington Dr. and Mission St. and allowing housing above the ground retail/commercial spaces.”</p>	<p>Mixed occupancy will be considered along the Huntington Corridor provided conformance with objective design standards</p>
<p>“San Marino is an upscale housing option. Converting it to allow for greater density is abhorrent. What we need is to oust the idiots in Sacramento.”</p>	<p>Noted.</p>

<p>“Why can’t we let our elected city government decide the situations which the city can comfortably allow?”</p>	<p>Noted.</p>
<p>“Modular or pre-fabricated tiny homes (or container houses) that can be quickly erected and streamlined through permitting process”</p>	<p>Programs included to pre-approve ADU plans, could include smaller factory-built home types.</p>
<p>“Convert Stoneman into condos/townhouses. Blend Carver and Valentine, and use the Carver property to develop more homes”</p>	<p>Stoneman is on sites inventory list. Carver was on inventory list for Overlay program but was subsequently removed due to strong opposition from property owner and the public.</p>
<p>“Granny housing on residential properties”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs</p>
<p>“As Pasadena develops and grows into the city, we think it will be become: a major city to the east of downtown drawing people from LA, we can fit the need of those that are looking for a smaller town feet but close proximity to the growing city of Pasadena”</p>	<p>Comment noted</p>
<p>“Reduce or eliminate emotionally and politically motivated restriction of development at the DRC and Planning Commission”</p>	<p>Comment noted</p>
<p>“all of above”</p>	<p>Most of the referenced programs are provided for in the updated housing element</p>
<p>“Lacy Park”</p>	<p>If desired by City, Lacy Park can be considered for rezoning w/in 3 years</p>
<p>“Carriage houses for sublet to singles”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs</p>
<p>“convert larger homes to senior living (maximum 3 people) per home”</p>	<p>Housing Element contains policy and program to allow these homes to be divided into duplexes or triplexes.</p>
<p>“like the carriage house idea”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs</p>
<p>“Spaces above businesses could be used to construct studios”</p>	<p>Mixed occupancy will be considered along the Huntington Corridor provided conformance with objective design standards</p>
<p>“Allow to reconvert big houses into few smaller houses”</p>	<p>Housing Element contains policy and program to allow these homes to be divided into duplexes or triplexes.</p>
<p>“Our commercial areas on Huntington and Mission should have more mixed-use buildings with living units above and retail and restaurants below. Our commercial arteries and dead or dying.”</p>	<p>Mixed occupancy will be considered along the Huntington Corridor provided conformance with objective design standards</p>

<p>“I am concerned that condos, townhouses, and apartments were not in the list of new housing typologies? Re-zoning is needed”</p>	<p>Rezoning and zoning code changes to allow attached and multi-family home types are included</p>
<p>“Mixed use above existing and new Huntington Drive commercial”</p>	<p>Mixed occupancy will be considered along the Huntington Corridor provided conformance with objective design standards</p>
<p>“I don’t think tiny houses are a good idea, especially for this community. It’ll be liken to trailer park homes. However, high-end apartment buildings on large lots might be a great way to expand housing and keep the integrity of San Marino.”</p>	<p>Tiny house comment noted. Rezoning to provide for high-density apartments will be accomplished within 3 years.</p>
<p>“Change nothing. Preserve the home architecture and stop allowing for Orange County-style homes to build in San Marino”</p>	<p>Comment noted. Comment inconsistent with RHNA and zoning obligations</p>
<p>“ADUs and larger lots to accommodate more multigenerational homes”</p>	<p>Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs</p>
<p>“Small Cottages, maybe 2 ADUs on large lots”</p>	<p>Housing Element contains policy and program to allow homes to be divided into duplexes or triplexes. Housing Element contains multiple policies and programs to encourage and promote ADUs and JADUs</p>

Community Outreach Messaging

In addition to the community surveys and stakeholder interviews, phone calls were made, and emails sent to persons and companies that had participated in the 2014 Housing Element Update. The following sections provides the specific messaging sent to individuals and groups in the specified Tables:

November 5-9, 2020: Participants in Table 35 were emailed the following message:

Good evening,

The City of San Marino is updating their Housing Element for 2021-2029 and will correspondingly revise the public outreach list in the appendix of the City’s current Housing Element certified by HCD in 2014. _____ is included in this list but is missing a few details. I am reaching out to request the point of contact, email, and telephone number if at all possible. I appreciate the time it took to read this email and look forward to hearing from you.

Thank you,

Aundrea Cruz | Associate Planner | 4LEAF, Inc.
 Email: acruz@4leafinc.com

Table 35: Housing Outreach Informational Update Email Contacts

DATE OF CONTACT	ORGANIZATION	EMAIL ADDRESS
Special Needs		
11/05/2020	IDEPSCA	idepsca@idepsca.org
11/05/2020	Hope Through Housing Foundation	info@hthf.org
11/05/2020	Families Forward	info@FamiliesForwardLC.org
11/05/2020	Journey House	contact@journeyhouseyouth.org
11/05/2020	Outward Bound Adventures	cthomas@obainc.org
11/05/2020	Pacific Clinics	development@pacificclinics.org
11/06/2020	Victor Treatment Centers	kim.diep@victor.org
11/09/2020	Arthritis Club of San Gabriel Valley	info.sca.ocb@arthritis.org
11/09/2020	GLAD	gladboard@gmail.com
11/09/2020	Home Care1	info@innovativehcare.com
11/05/2020	Better Living Homecare Services	info@betterlivinghc.com
Developer		

11/05/2020	San Gabriel Valley Habitat for Humanity	mvanlue@sgvhabitat.org fhardy@sgvhabitat.org
Realty/ Lending		
11/06/2020	Rate One Financial	info@rateonefinancial.com
11/09/2020	Prudential California Realty	marilysimon@bhscal.com nina@homesbynina.com
11/09/2020	REH Real Estate	info@REHrealestate.com

November 9, 2020: Potential stakeholders in Table 36 emailed the following message:

Good afternoon,

The City of San Marino is updating their Housing Element for 2021-2029 and is building the public outreach list to alert interested parties on the progress of addressing the City’s housing needs and mandates. One of the initial steps in this process is gaining input from community groups, non-profits, housing developers, service providers, environmental groups, citizen’s groups, and residents. We are trying to gather as much feedback as possible before updating the Housing Element and would like to know _____ would like to participate?

Thank you,

Aundrea Cruz | Associate Planner | 4LEAF, Inc.
 Email: acruz@4leafinc.com

Table 36: Potential Land Trust Outreach Contacts

ORGANIZATION	CONTACT	EMAILS	TELEPHONE
The Trust for Public Land	Robin Mark, Los Angeles Program Director	guillermo.rodriguez@tpl.org	(415) 495-4014
California Council of Land Trusts	Emailed	mail@calandtrusts.org	(916) 497-0272

Additional Telephone Outreach

Additional Telephone Outreach was conducted from November 2020- January 2021 to invite the following stakeholders to participate in the Update process and to confirm contact information (

Table **37**).

* Replies indicated below

Table 37: Additional Telephone Outreach

Advocacy/ Service
Chinese Club of San Marino
*January 14, 2021 – February 1, 2021, correspondence between 4LEAF and Joanne Cheng confirmed the City of San Marino Chinese Club would be distributing Housing Element Update and Survey Information to members on their mailing List.
San Marino Chamber of Commerce
East San Gabriel Valley Coalition for the Homeless
Rotary Club of San Marino
South Pasadena-San Marino YMCA
Stepping Stones to Learning
Housing Rights Center
Crowell Public Library
Property Management
ICM Resources, Inc.
Realty/ Lending
Region 1 Realty
Bank of the West
East West Bank
Roycroft Realty/C I Management, Compass Real Estate
Soma Warna Real Estate Services
Dilbeck Realtors Christie's Great Estates
RE/MAX Premier Properties
Utilities
California American Water Company
*Cal Am responded 03/25/2021 with email response and current Urban Water Management Plan
Developers
A Community of Friends
San Gabriel Valley Habitat for Humanity
Special Needs
Care 4 You - In Home Care, Homecare Assistance
Silverado Senior Living
CHAP
Mothers' Club Family Learning Center, Families Forward Learning Center
Pacific Clinics
Peace Over Violence
Shelter Partnership, Inc.
Union Station Homeless Services

January 5-11, 2021: Potential stakeholders in Table 38 emailed the following message:

Good afternoon! You are invited to participate in the City of San Marino's Housing Element Update. The City is preparing an update to its General Plan Housing Element to cover the period between 2021-2029. The Housing Element Update will include the following:

- An assessment of the City's housing needs and opportunities;
- A collection of policies and programs that will govern housing development in San Marino over the next 8 years;
- A land inventory to identify specific sites that are suitable for residential development in order for San Marino to meet its regional housing need;
- An assessment of actions needed to affirmatively further fair housing;
- An assessment of any special needs that San Marino residents have, and how those needs are being met; and
- Opportunities for stakeholders and the public to provide input through community engagement and outreach.

You may visit the project website here [San Marino, CA \(cityofsanmarino.org\)](http://San_Marino,_CA_(cityofsanmarino.org)). If you would like to provide comments on the Housing Element update, please email: housingelement@cityofsanmarino.org

In order to develop a comprehensive housing strategy, we would like to interview housing providers, developers, and other professionals. You are invited to participate in one of the following ways:

- Attend a 1-hour meeting virtually via Zoom; see available times below.
- Schedule a date and time to speak over the phone:
 - Call (707) 309-4775 with your available dates and times.
- Return this email with answers to the following questions:

1. Have you or your firm attempted to develop housing in San Marino? If yes, please answer 2-5 below. If no, please answer 5-7 below:
2. If you have developed or attempted to develop housing in San Marino, please briefly describe the development process and any obstacles or roadblocks that you faced:
3. What were the biggest constraints to development? Please select all that apply:
 - a. High land costs
 - b. Community opposition
 - c. Lack of appropriately zoned land
 - d. High construction costs
 - e. Development fees and charges
 - f. City requirements in general
 - g. Other (please describe)
4. Do you see development opportunities in San Marino that the City is ignoring? If so, what are they?
5. In your professional opinion, are San Marino's housing needs being met? Why or why not?
6. What do you see as the main constraints or roadblocks to development in San Marino?
7. Why do you think there is no affordable rental housing in San Marino?
8. If you are a service provider, please tell us what needs you see in San Marino and whether those needs are being met.

Thank you for lending us your time and expertise. To arrange a phone interview, please contact Principal Planner Jane Riley, AICP at (707) 309-4775 with your available dates and times.

Zoom Sessions: If you would like to join a virtual meeting to discuss housing issues in San Marino, please accept our invitation to join one of the below:

Housing Developers & Real Estate Professionals: Monday, January 11th 1:00 – 2:00

<https://rlink.re/l/9f49ebec/6746/4c91/9097/ce722dd8d61a>

Meeting ID: 871 7637 1531 Passcode: Housing

Non-profits, service providers and housing advocacy groups: Wednesday, January 13th 4:00 – 5:00

<https://rlink.re/l/6fc8eaff/7c35/4f71/8e74/e8ddfb42ce85>

Meeting ID: 875 1151 1125 Passcode: Housing

Table 38: Housing Development Stakeholder Outreach

* Replies indicated in Yellow

DATE OF CONTACT	ORGANIZATION	CONTACT	CITY, ZIP	EMAIL ADDRESS	PHONE
01/05/2021	Universal Home Design Inc.		Sherman Oaks, CA 91401	info@universalhomedesigninc.com	(818) 786-7776
01/05/2021	Accessible Construction	Adam Fine	Los Angeles, CA 90301	adam@accessibleconstruction.com	(310) 215-3332
01/05/2021	Abode Communities	Robin Hughes	Los Angeles, CA 90015	rhhughes@abodecommunities.org	(213) 225-2762
5/5/2021 (via Zoom)	California YIMBY	Jes McBride	Sacramento, CA 95814	info@cayimby.org	209-329-7545
01/05/2021	Frank D. Lanterman Regional Center	Melinda Sullivan	Los Angeles CA, 90010	Msullivan@lanterman.org	(213) 383-1300
01/05/2021	Easterseals	Angela F. Williams	Pasadena, CA 91106	angelawilliams@easterseals.com	(626) 793-7700
01/05/2021	Asians and Pacific Islanders with Disabilities of California (APIDC)	Patricia Kinaga	Los Angeles, CA 90021	pkinaga@kinagalawfirm.com	(213) 207-6838
01/05/2021	Dahl Architects Inc.	Steven P. Dahl	South Pasadena, CA 91030	steve@dahlarchitects.com	(626) 564-0011
01/05/2021	Kelly Sutherlin McLeod Architecture, Inc.	Kelly Sutherlin McLeod	Long Beach, CA 90807	kelly@ksmartarchitecture.com	(562) 427-6697
01/05/2021	Irwin Partners Architects	Greg Irwin	Costa Mesa, CA 92626	irwing@ipaoc.com	(714) 557-2448
01/05/2021	McKently Malak Architects		Pasadena, CA 91103	CONTACTS@MCKENTLY.COM	(626) 583-8348
01/05/2021	Hartman Baldwin Design/Build	Bill Baldwin	Pasadena, CA 91105	info@hartmanbaldwin.com	(626) 486-0510
01/05/2021	Architectural Resource Group	Katie Horak	Los Angeles, CA 90012	info_la@arg.-la.com	(626) 583-1401
01/05/2021	Ellinger Architects and Associates	William W. Ellinger III	Pasadena, CA 91101	ellinger.wm@sbcglobal.net	(626) 792-8539
01/11/2021	Ball Architecture	Stephen Ball	West Covina, CA 91791		(949) 338-2679
01/05/2021	Morley Brothers	Jan Karl	Santa Monica, CA 90405	jkarl@morleybuilders.com	(310) 399-1600
01/05/2021	Bridge Housing Corp	Timothy Van Scott II	Los Angeles, CA 90056	vscott@bridgehousing.com	(310) 422-2561

01/05/2021	Mercy House	Erika Villablanca	Los Angeles CA, 90015	evillablanca@mercyhousing.org	(213) 743-5826
01/05/2021	Pkutzer Edgewood Realty Partners	Pete Kutzer	South Pasadena, CA 91030	pkutzer@edgewoodrealty.com	(626) 403-1469 ext 116
01/05/2021	Mur-Sol Construction Inc	Kevin Cole	Arcadia, CA 91006	kevin@mur-sol.com	(626) 802-8822
01/05/2021	Sunny Construction and Development	Sunny Chan	Arcadia, CA 91006	info@sunnyconstruction.com	(626) 574-8083
01/05/2021	Coldwell Banker	Cordelia Wong		cordeliaw@coldwellbanker.com	(626) 487-0837
01/05/2021	Berkshire Hathaway HomeServices California Properties	Janice Lee	San Marino, CA 91108	janicelee@bhhscale.com	(626) 449-5222
01/05/2021	Redstone Commercial Real Estate	Dan Alle	Pasadena, CA 91101	dalle@redstonecre.com	(626) 795-2255
01/05/2021	Sun Realtors	Eugene Sun	San Marino, CA 91108	esun@earthlink.net	(626) 458-0216
01/05/2021	Pasadena-Foothills Association of Realtors	Laura Olhasso	Pasadena, CA 91106	laura@pfar.org	(626) 795-2455
01/05/2021		Michael Chan		michaelbchan@gmail.com	(626) 625-5595

January 19, 2021: The following message was distributed to a City-provided mailing list of 128 seniors:

Good afternoon!

You are invited to participate in the City of San Marino's Housing Element Update. While developing a comprehensive housing strategy, we would like to ensure that the community has the housing that residents want and need. To encompass a variety of opinions, experience, and expertise, we would like to include your input! This can be done one in one of the following ways:

- Taking the Community Survey here:
<https://www.surveymonkey.com/r/7XGPV6K>.
- Providing comments on the Housing Element or signing up for updates by emailing: housingelement@cityofsanmarino.org
-
- This update to the City's General Plan Housing Element will cover the period between 2021-2029. The Housing Element Update will include the following:
 - An assessment of the City's housing needs and opportunities;
 - A collection of policies and programs that will govern housing development in San Marino over the next 8 years;
 - A land inventory to identify specific sites that are suitable for residential development in order for San Marino to meet its regional housing need;
 - An assessment of actions needed to affirmatively further fair housing;
 - An assessment of any special needs that San Marino residents have, and how those needs are being met; and
 - Opportunities for stakeholders and the public to provide input through community engagement and outreach.

Responses to this outreach are as follows:

The above email was sent to 128 contacts on the City's Senior Contact list. Three responses were received:

1. An individual expressed their interest in participating in the update process via the public survey.
2. An individual expressed security concerns regarding the use of a third-party platform to conduct the outreach survey.
3. An individual expressed that they felt the City was compliant with State Law and should not pursue mixed-use to achieve unmet housing needs.

March 17, 2021- Educational stakeholders in Table 39 were emailed the following message:

Good evening,

As you may know, the City of San Marino is preparing an update to its General Plan Housing Element to cover the period between 2021-2029. 4LEAF is the consulting firm that has been hired by the City to complete this Housing Element update, and we would very much like to hear from you about the housing needs of your staff and faculty.

One of the things that a Housing Element must include are an assessment of the City's housing needs, including the needs of its workforce – like teachers.

Please assist us by responding to this email to briefly let us know two things:

- 1) Where (generally) do your school's staff and faculty live? Are they able to live in San Marino, or do they need to commute to work?
- 2) If the City permitted it, would you be interested in providing housing for your staff and/or teachers on-site? If no, why not?

Thank you for lending us your time and expertise. We would very much appreciate your response by Wednesday, March 24. If you would prefer to arrange a phone interview, please contact Associate Planner Aundrea Cruz at acruz@4leafinc.com with your available dates and times.

For more information on the Housing Element Update, please visit the project website here: [San Marino, CA \(cityofsanmarino.org\)](http://SanMarino,CA(cityofsanmarino.org)).

This email is sent by 4LEAF staff. 4LEAF, Inc. is the consulting team that has been chosen to assist the City in the update of its Housing Element, as well as the City's Public Safety and Health Element. 4LEAF is a full-service firm that has been providing services to numerous public agencies across California for more than 20 years. You may find more information about 4LEAF here: <https://www.4leafinc.com/>

Table 39: Educational Facilities Outreach

* Replies indicated in Yellow

EDUCATIONAL FACILITY	PERSON OF CONTACT	EMAIL ADDRESS
Southwestern Academy	Robin Jarchow, Head of School	rjarchow@southwesternacademy.edu
Saints Felicitas and Perpetua School	Missy O'Neill, Principal	moneill@ssfp.org missyoneill@la-archdiocese.org
*St F & P School responded 3/17/2021- Indicated that there was no on-site housing for teachers and no room to place such housing. Most staff lived east of the cities in Arcadia, Monrovia, Azusa, Glendora, and La Verne. Several lived in San Gabriel, and only one lived in San Marino		
K.L Carver Elementary School (SMUSD)	Michael Lin, Principal	mclin@smusd.us
Henry E. Huntington Middle School (SMUSD)	Daryl Topalian, Vice Principal	dtopalian@smusd.us
W.L. Valentine Elementary School (SMUSD)	Alana Faure, Principal	afaure@smusd.us
San Marino High School (SMUSD)	Jason Kurtenbach, Principal	jkurtenbach@smusd.us

Stakeholder Interviews

Various interviews were held with interested parties including those who responded to initial contacts and those who attended the scheduled stakeholder meetings. These stakeholder interviews are summarized below in Table 40.

Table 40: Stakeholder Interviews

ORGANIZATION/ INTERVIEWEE/ DATE OF INTERVIEW	INTERVIEW SUMMARY	INCORPORATION IN HOUSING ELEMENT
Frank D. Lanterman Regional Center Christian Irigoyen- Resource Developer of Community Services 01/08/2021	<ul style="list-style-type: none"> • Homes must be suitable for disabled individuals to be placed in them • Various Levels of Care determine suitability (Level 2 = Lower level of assistance needed, Level 4= Higher level of assistance needed) • Most homes in San Marino would be suitable for Level 2 care needs however, DDS encourages placement in smaller homes 	Continue existing policies and support for community care facilities
Southern California Association of Non-Profit Housing (SCANPH) Jeanette Brown- Director of Public Affairs & Programs Alan Greenlee -Executive Director 01/22/2021	<ul style="list-style-type: none"> • Public opposition barrier to Project Roomkey Implementation • Suggested public/private partnerships for students like Orange Coast College • Mentioned Bill being used in City of Pasadena to encourage ADUs • Mentioned Oregon and Minnesota banning single-family zoning 	Comments were regional or examples of national programs and were not directly applicable to San Marino.
Milestone Housing Marcus Griffin 02/19/2021	San Marino <ul style="list-style-type: none"> • High land values are barriers to development Suggestions: <ul style="list-style-type: none"> • Lot consolidation program • Public/Private Partnerships • Potential for mixed-income developments • Stoneman site is promising 	Acknowledge high land prices Acknowledge difficulty in consolidating lots with different owners Stoneman Program Mixed-income assumptions made

<p>Abundant Housing LA and Climate Resolve</p> <p>Leonora Camner- Executive Director</p> <p>Anthony Dedousis- Director of Policy and Research</p> <p>Chase Englehart- Climate Planning and Resilience Coordinator</p> <p>02/25/2021</p>	<p>San Marino:</p> <ul style="list-style-type: none"> • Exclusionary Zoning in the City is very similar to Historic Redlining Boundaries • Missing-middle housing is a low-cost solution; see examples of by-right 4-plexing in Sacramento <p>Suggestions:</p> <ul style="list-style-type: none"> • Land Trusts and Community Ownership • Tax Increment Financing • Use revenue from greenfield land declared a park to fund Affordable Housing development • Real Estate Transfer Tax; see example in Culver City 	<p>Exclusionary history addressed</p> <p>Missing middle program incorporated</p> <p>Formation of a Land Trust incorporated</p> <p>Program included to explore funding mechanisms</p>
<p>Pasadena-Foothills REALTORS (PFAR)</p> <p>Rian Barrett -Government Affairs and Leadership Development Director</p> <p>04/12/2021</p>	<p>San Marino:</p> <ul style="list-style-type: none"> • Low Housing Inventory • High median home values compared to neighboring Pasadena • Specific/niche market • Unaffordable to most 1st time homebuyer • Houses are on market ~21 days, previously on market ~41 days • <p>Suggestions:</p> <ul style="list-style-type: none"> • Increase Density Bonuses to incentivize multi-family housing development • Lessen design requirements to make it easier to build in the City • Use Prop 19 to get more people to move to City 	<p>Program included to expand density bonus program</p> <p>Program included to adopt objective design & development standards to remove discretionary reviews</p>

Summary of Community Comments of Draft Housing Element

On July 21, 2021, The City of San Marino published the Draft Version of the 6th Cycle Housing Element Update. In response, the City received 102 public comment letters and emails; of those, 81 were of similar format and substance: opposition to inclusion of the Carver School property on the list of sites to be considered for rezoning. The Carver School site was subsequently removed from the list.

Additional letters were received objecting to the public outreach not including each individual member of the community. One letter was received in support of multi-family housing, mixed-use zoning, and more practical design review standards.

All public comments received by the City have been provided to HCD upon submission of the Draft Housing Element Proposal.

Creation of the Initial Community Outreach List

In November of 2020, the City of San Marino provided the list of potential community stakeholders that had been utilized during the 5th Cycle Housing Element Update. 4LEAF consultants attempted to contact all individuals and organizations on the list via email and/or phone. Two weeks following attempted contact, including many cases where messages were left for named participants, non-responsive participants were removed from the list. The first edits are reflected as strikeouts in Table 41. The final outreach list is provided in Table 42. Additional outreach lists included the City's senior mailing list; the members of the Chinese Club; and any residents who requested the City to include them in subsequent informational items and notices.

Table 41: Initial Community Outreach List with First Round of Revisions

TYPE	ORGANIZATION	CONTACT	EMAILS	PHONE
Developer	A Community of Friends	Dora Leong Gallo, Chief Executive Officer	info@ccsm.org.	(626) 796-5190
Developer	Abode Communities	Robin Hughes, President & CEO	stephen@ballarchite cture.com	(949) 338-2679
Special Needs	Arthritis Club of San Gabriel Valley, Arthritis Foundation	Krista Conti, Market Relations Coordinator		
Special Needs	Assisted Transition	Frank Cunningham	avgwinn@silverdaosenior.com	(626) 812-9777
Realty/ Lending	Bank of the West	Marlene Sanchez, Robert Wongso	marlene.sanchez@bankofthewest.com robert.wongso@bankofthewest	(626) 568-8300
Special Needs	Better Living Homecare Services		tim.wang@ctbcbankusa.com	(626) 287-0716

TYPE	ORGANIZATION	CONTACT	EMAILS	PHONE
Special Needs	Bienvenidos	<i>Ritchie L. Geisel, President and CEO</i>	aaaivazian@cbbank.com	(626) 281-0083
Utilities	California American Water Company	Brian Barreto, Southern California Manager	anita.wong@eastwestbank.com	(626) 457-1333
Special Needs	California Drug Counseling, Inc.	Dr. Carl Rowe, Executive Director	aromero@owb.com	(626) 588-3760
Special Needs	Care 4 You – In Home Care, Homecare Assistance	Mark Barrett, Gaby Romero, Head of Operations	diana.feroyan@wellsfargo.com	(626) 795-3567
Advocacy/ Service	Catholic Big Brothers Big Sisters	Kenneth Martinet, President/CEO	isaac.hung@icmresources.com, info@sanmarinohistoricalandsociety.org	(626) 255-8158 (626) 304-9375
Advocacy/ Service	Center For Community & Family Services			
Special Needs	CHAP	Margaret B. Martinez, CEO	devoncorlew@ymcaLA.org	(626) 799-9119
Realty/ Lending	Chinatrust Bank (U.S.A.)	Tim Wang		
Advocacy/ Service	Chinese Club of San Marino	Calvin Lo, Tony Chou, President	email@steppingstones.net	(626) 449-5986
Realty/ Lending	Citizens Business Bank	Anna Aivazian	aromero@homecareassistance.com	(909) 599-0555 (626) 609-9194
Realty/ Lending	Coldwell Banker	Carson-English		
Realty/ Lending	Compass Real Estate Team/Keller Williams	Teri Barton, CEO		
Advocacy/ Service	Crowell Public Library	Ann Dallavalle		
Realty/ Lending	Diamond Point			
Realty/ Lending	Dilbeck Realtors Christie's Great Estates	Ray Hayes	ihung1026@gmail.com	(626) 255-8158
Realty/ Lending	Dilbeck Realtors/The Middleman Team	Meg Middleman		
Realty/ Lending	Dolan & Knight Property Management			
Advocacy/ Service	East San Gabriel Valley Coalition for the Homeless	Olivia, Megan Ryan, Office Manager EAC		(626) 765-4140
Realty/ Lending	East West Bank	Anita Wong, Branch Manager	megmiddleman@gmail.com	
Realty/ Lending	First Capital Mortgage Corporation	Steve Kenilvort	marilynsimon@bhhsca.com	

TYPE	ORGANIZATION	CONTACT	EMAILS	PHONE
Special Needs	Foothill Family Service	Helen Morran-Wolf, Steve Aallen CEO	esun@earthlink.net	(626) 309-0000
Advocacy/ Service	Friends of The Crowell Public Library	Maryann Seduski, Vice -President		(626) 705-0637
Special Needs	Greater Los Angeles Agency on Deafness, Inc.	Dr. Patricia Hughes, CEO	Swarna@socal.rr.co m	(626) 394-6216
Special Needs	HomeCare 1			(626) 755-8383
Special Needs	Hope Through Housing Foundation	George Searcy, Executive Director	peteloeffler@remax. net	(626) 587-6711
Government	Housing Authority of the County of Los Angeles			
Advocacy/ Service	Housing Rights Center	Chancela Al-Mansour, Executive Director	superintendent@sm usd.us	(626) 299-7000 Ext. 1310
Property Management	ICM Resources, Inc.	Isaac Hung, President		
Special Needs	IDEPSCA	<i>Rebeca Ronquillo, Interim President</i>	brian.barreto@amw ater	(626) 614-2542
Special Needs	Journey House	Fred Wong, Board President	ronald.garcia@sce.c om	(626) 303-8419
Realty/ Lending	Kennedy Capital	K. Kenji Tatsuno, President	esgvch@aol.com	(626) 333-7204
Special Needs	Mothers' Club Family Learning Center, Families Forward Learning Center	HECTOR LAFARGA, JR., Elva D. Sandoval, Executive Director		
Property Management	NMN Enterprises	Bob Nuccio	calmansour@housin grightscenter.org	(213) 387-8400 ext. 1111
Realty/ Lending	One West Bank	Arlene Romero	dgallo@acof.org	(213) 480-0809
Special Needs	Outward Bound Adventures (OBA, Inc.)	Gabrielle Wood, Development Manager	rhughes@abodecom munities.org	
Special Needs	Pacific Clinics	Susan Mandel, James J. Balla, President & CEO	rdelgado@hillsides.o rg	
Realty/ Lending	Pasadena Service Federal Credit Union	Dina Lopez		
Realty/ Lending	Pasadena-Foothills Association of Realtors		mmartinez@chapcar e.org	(626) 993-1227
Special Needs	Peace Over Violence	Patricia Giggans, Executive Director		(951) 243-3837 ext. 231
Realty/ Lending	PNC Mortgage		kmartinet@catholic bigbrothers.org	(213) 251-9800
Realty/ Lending	Prudential California Realty	Nina Kirkendall,		(626) 577-8480

TYPE	ORGANIZATION	CONTACT	EMAILS	PHONE
Realty/ Lending	Rate One Financial, Inc.		pasadenapreschoola cademy@gmail.com	
Realty/ Lending	RE/MAX Premier Properties	Pete & Lisa Loeffler		(626) 564-1613
Realty/ Lending	Real Estate Heaven	Paul Argueta, CEO		(951) 764-5827
Realty/ Lending	Region 1 Realty	Eugene Sun	mmcbride@sgvhabit at.org	(626) 387-6899
Special Needs	Rosemary Children's Services, Victor Treatment Centers	Greg Wessels, CEO		
Advocacy/ Service	Rotary Club of San Marino	Isaac Hung, Charities President	contact@journeyho useyouth.org	(626) 798-9478
Realty/ Lending	Roycroft Realty/CI Management, Compass Real Estate	Dave Melford	elva@FamiliesForwa rdLC.org	(626) 792-2687 ext 124
Developer	San Gabriel Valley Habitat for Humanity	Dr. Sonja Yates, Executive Director Marta McBride, Program Manager		(626) 564-0844
Advocacy/ Service	San Marino Chamber of Commerce	Joanna Jimenez, Sandra Troup, President	jballa@pacificclinics. org	(626) 254-5000
Advocacy/ Service	San Marino City Club	Andrew Yip	patti@peaceoverviol ence.org <patti@peaceovervi olence.org>;	(626) 793-3385
Education	San Marino Unified School District	Loren Kleinrock, Dr. Jeff Wilson, Superintendent	rschwartz@shelterp artnership.org	(213) 688-2188
Special Needs	Shelter Partnership, Inc.	Ruth Schwartz, Executive Director		(626) 844-3033
Special Needs	Silverado Senior Living	Vita Gwinn, Regional Administrator	Jcoran@unionstatio nhs.org	(626) 240-4566
Advocacy/ Service	Simple Registration Services	Michael Frias		
Realty/ Lending	Soma-Warna Real Estate Services	Soma-Warna		
Advocacy/ Service	South Pasadena-San Marino YMCA	Susan Marasco, Devon Corlew, Senior Branch Executive Director	Kenji@kennedycorp. com	(626) 440-9430
Utilities	Southern California Edison	Ronald Garcia		
Special Needs	Step by Step			
Advocacy/ Service	Stepping Stones to Learning	Anna & George Hasbun		

TYPE	ORGANIZATION	CONTACT	EMAILS	PHONE
Special Needs	The Center for Aging Resources	Vatche Kelartinian, CEO		
Special Needs	Union Station Homeless Services	Rabbi Marvin Gross, Jeremy J. Coran, Executive Assistant to Chief Programs Officer/ Interim Program Manager	kconti@arthritis.org	
Realty/ Lending	W.J. Bradley Mortgage Capital			
Realty/ Lending	Wells Fargo Bank	Diana Feroyan, Branch Manager		

Table 42: Final Revised Community Outreach List

TYPE	ORGANIZATION	CONTACT	EMAILS	TELEPHONE
Architecture		Stephen Ball	stephen@ballarchitecture.com	(949) 338-2679
Developer	A Community of Friends	Dora Leong Gallo, Chief Executive Officer	dgallo@acof.org	(213) 480-0809
Realty/ Lending	Bank of the West	Robert Wongso	robert.wongso@bankofthewest	(626)568-8300
Utilities	California American Water Company	Brian Barreto, Southern California Manager	brian.barreto@amwater	(626) 614-2542
Advocacy/ Service	Catholic Big Brothers Big Sisters	Kenneth Martinet, President/CEO	kmartinet@catholicbigbrothers.org	(213) 251-9800
Special Needs	CHAP	Margaret B. Martinez, CEO	mmartinez@chapcare.org	(626) 993-1227
Advocacy/ Service	Chinese Club of San Marino	Joanne	cssmmanager@gmail.com	(626) 796-5190
Realty/ Lending	Compass Real Estate	Dave Melford		(626) 705-0637
Advocacy/ Service	East San Gabriel Valley Coalition for the Homeless	Megan Ryan, Office Manager EAC	esgvch@aol.com	(626) 333-7204
Realty/ Lending	East West Bank	Anita Wong, Branch Manager	anita.wong@eastwestbank.com	(626) 457-1333
Special Needs	Families Forward Learning Center	Elva D. Sandoval, Executive Director	elva@FamiliesForwardLC.org	(626-792-2687 ext 124

Educational Facility	Henry E. Huntington Middle School (SMUSD)	Daryl Topalian, Vice Principal	dtopalian@smusd.us	(626) 299-7060
Special Needs	Homecare Assistance	Gaby Romero, Head of Operations	gromero@homecareassistance.com	(909) 599-0555, (626) 609-9194
Advocacy/ Service	Housing Rights Center	Chancela Al-Mansour, Executive Director	calmansour@housingrightscenter.org	(213) 387-8400, ext. 1111
Property Management	ICM Resources, Inc.	Isaac Hung, President	ihung1026@gmail.com	(626) 255-8158
Educational Facility	K.L Carver Elementary School (SMUSD)	Michael Lin, Principal	mlin@smusd.us	(626) 299-7080
Realty/ Lending	One West Bank	Arlene Romero	aromero@owb.com	(626) 588 3760
Special Needs	Pacific Clinics	James J. Balla, President & CEO	jballa@pacificclinics.org	(626) 254-5000
Special Needs	Peace Over Violence	Patricia Giggans, Executive Director	patti@peaceoverviolence.org < patti@peaceoverviolence.org >;	(626) 793-3385
Realty/ Lending	RE/MAX Premier Properties	Pete & Lisa Loeffler	peteloeffler@remax.net	(626) 587-6711
Realty/ Lending	Region 1 Realty	Eugene Sun	esun@earthlink.net	(626) 309-0000
Advocacy/ Service	Rotary Club of San Marino	Isaac Hung, Charities President	isaac.hung@icmresources.com , info@sanmarinohistoricalandsociety.org	(626) 255-8158, (626) 304-9375
Educational Facility	Saints Felicitas and Perpetua School	Missy O'Neill, Principal	missyoneill@la-archdiocese.org	(626) 796-8223
Developer	San Gabriel Valley Habitat for Humanity		mmcbride@sgvhabitat.org	(626) 387-6899
Educational Facility	San Marino High School (SMUSD)	Jason Kurtenbach, Principal	jkurtenbach@smusd.us	(626) 299-7020
Special Needs	Shelter Partnership, Inc.	Ruth Schwartz, Executive Director	rschwartz@shelterpartnership.org	(213) 688-2188
Special Needs	Silverado Senior Living	Vita Gwinn, Regional Administrator	avgwinn@silverado-senior.com	(626) 812-9777
Realty/ Lending	Soma Warna Real Estate Services	Soma Warna	Swarna@socal.rr.com	(626) 394-6216
Advocacy/ Service	South Pasadena-San Marino YMCA	Devon Corlew, Senior Branch Executive Director	devoncorlew@ymca-la.org	(626) 799-9119
Utilities	Southern California Edison	Ronald Garcia	ronald.garcia@sce.com	(626) 303-8419

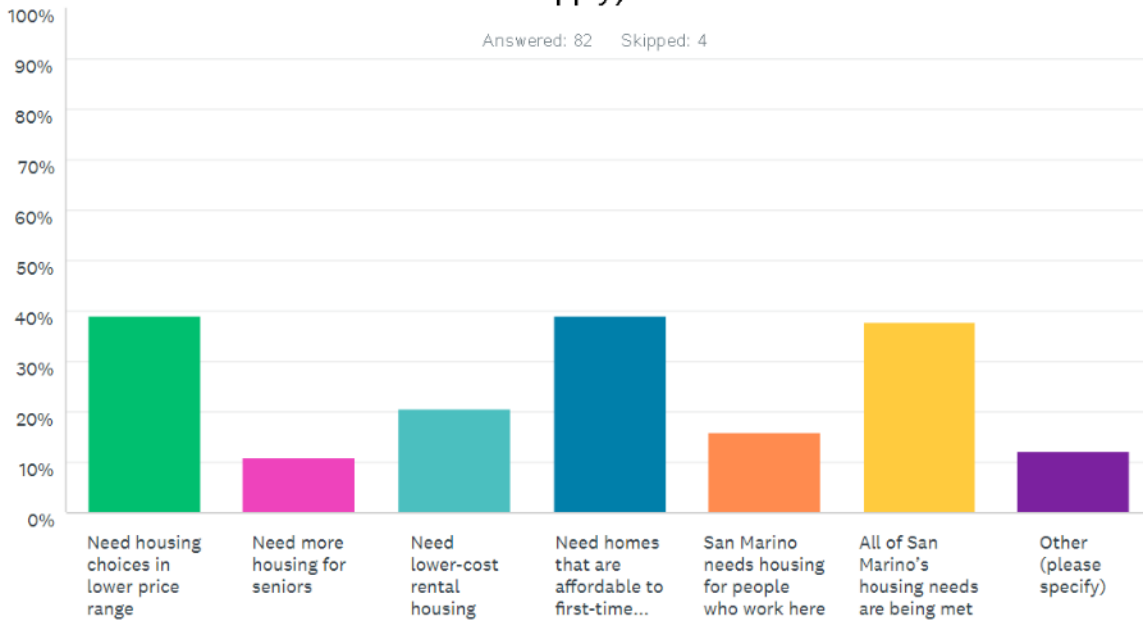
Educational Facility	Southwestern Academy	Robin Jarchow, Head of School	rjarchow@southwesternacademy.edu	(626) 799-5010
Advocacy/Service	Stepping Stones to Learning	Anna & George Hasbun	email@steppingstones.net	(626) 449-5986
Special Needs	Union Station Homeless Services	Jeremy J. Coran, Executive Asst Interim Program Manager	Jcoran@unionstationhs.org	(626) 240-4566
Educational Facility	W.L.Valentine Elementary School (SMUSD)	Alana Faure, Principal	afaure@smusd.us	(626) 299-7090
Realty/Lending	Wells Fargo Bank	Diana Feroyan, Branch Manager	diana.feroyan@wellsfargo.com	(626) 795-3567

ATTACHMENT A: COMMUNITY SURVEY RESULTS

One part of the community outreach and engagement plan included the distribution of community opinion surveys about housing needs and opportunities in San Marino. These surveys were designed so that they could be accessed and completed via cell phone in order to ensure equal access to households without internet connections. The surveys were conducted in the City's three dominant languages (Chinese, English, and Spanish) to ensure that all residents had an opportunity to participate in the language that they felt most comfortable with. Multiple digital and social media platforms were used to facilitate the public input. Fill-in responses to questions are listed above, in Table 34: Public Comments and Incorporation into Housing Element. The remaining results of the community opinion surveys (all languages compiled) are presented here.

Housing Needs and Opportunities Survey

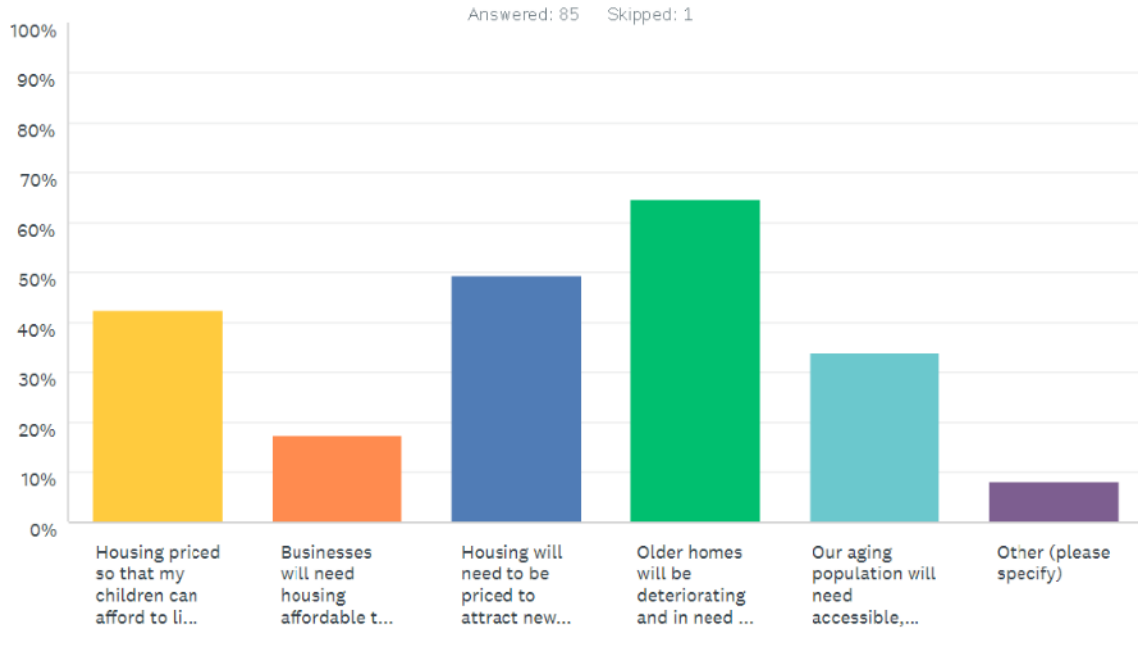
Q1 The biggest housing needs facing San Marino today are (check all that apply):



Q1 Answer Choice Responses:

Need housing choices in lower price range	39.02%	32
Need more housing for seniors	10.98%	9
Need lower-cost rental housing	20.73%	17
Need homes that are affordable to first-time homebuyers	39.02%	32
San Marino needs housing for people who work here	15.85%	13
All of San Marino's housing needs are being met	37.80%	31
Other (please specify)	12.20%	10

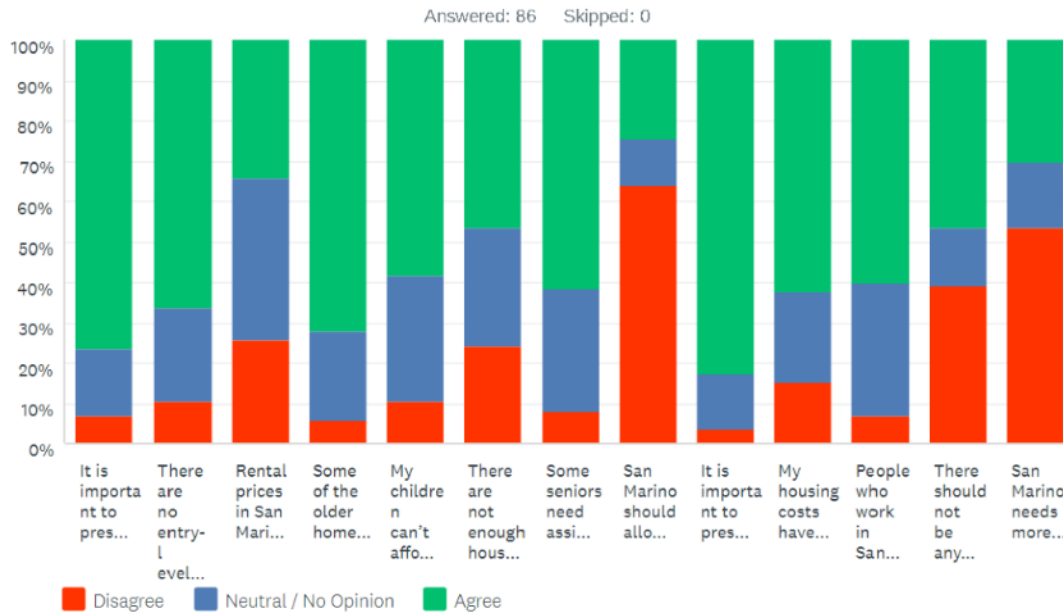
Q2 San Marino's housing needs in the coming 10 years will include (check all that apply):



Q2 Answer Choice Responses:

Housing priced so that my children can afford to live here	42.35%	36
Businesses will need housing affordable to their workers	17.65%	15
Housing will need to be priced to attract new families to San Marino	49.41%	42
Older homes will be deteriorating and in need of repair	64.71%	55
Our aging population will need accessible, well-designed housing options	34.12%	29
Other (please specify)	8.24%	7

Q3 Please rank your level of agreement with each of the following statements:

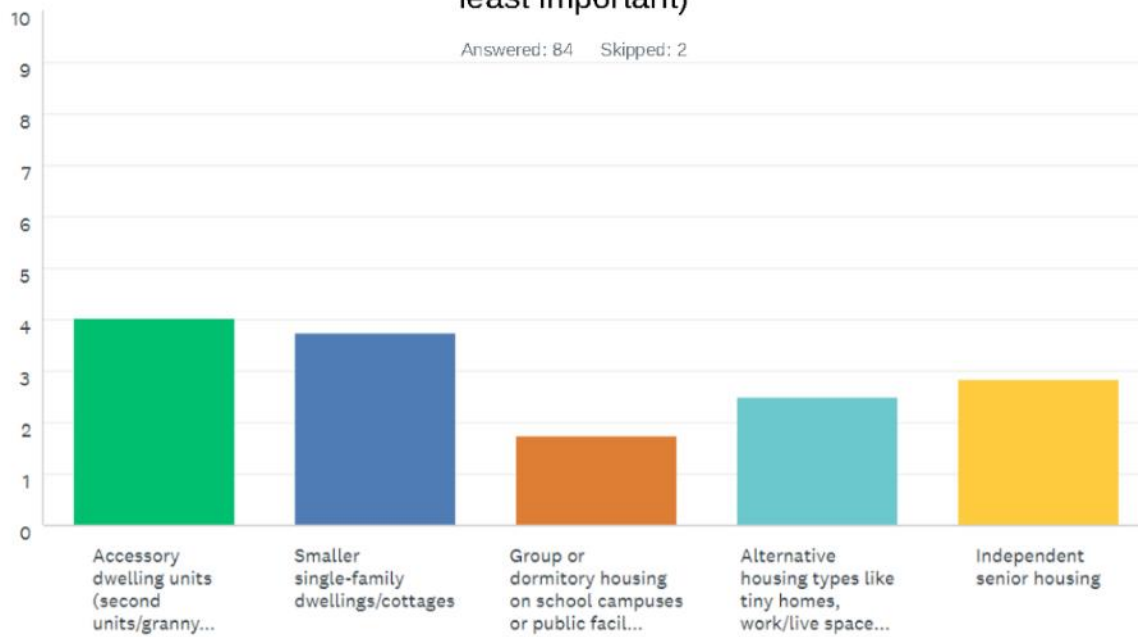


Q3 Answer Choice Responses:

	Disagree	Neutral/ No Opinion	Agree
It is important to preserve San Marino’s historic architecture	10.47% 9	23.26% 20	66.28% 57
There are no entry-level homes to purchase in San Marino	25.88% 22	40.00% 34	34.12% 29
Rental prices in San Marino are too high	25.88% 22	40.00% 34	34.12% 29
Some of the older homes in San Marino need rehabilitation	5.81% 5	22.09% 19	72.09% 62
My children can’t afford to live here in San Marino	10.47% 9	31.40% 27	58.14% 50
There are not enough housing options in San Marino	24.42% 21	29.07% 25	46.51% 40
Some seniors need assistance to remain in their homes	8.14% 7	30.23% 26	61.63% 53
San Marino should allow some apartments to be built	63.95% 55	11.63% 10	24.42% 21
It is important to preserve San Marino’s neighborhoods	3.49% 3	13.95% 12	82.56% 71
My housing costs have increased in the last 5 years	15.29% 13	22.35% 19	62.35% 53

	Disagree	Neutral/ No Opinion	Agree
People who work in San Marino can't afford to live here	7.06% 6	32.94% 28	60.00% 51
There should not be any apartments in San Marino unless they look like our existing houses	39.29% 33	14.29% 12	46.43% 39
San Marino needs more housing options for all income levels	53.49% 46	16.28% 14	30.23% 26

Q4 Please rank what you feel are the types of new housing that would be most successful in San Marino today: (1 is most important and 5 is least important)



Q4 Answer Choice Responses:

	1	2	3	4	5
Accessory dwelling units (second units/granny units/junior units)	29.41% 20	39.71% 27	16.18% 11	7.35% 5	7.35% 5
Smaller single-family dwellings/cottages	4.62% 3	3.08% 2	13.85% 9	18.46% 12	60.00% 39
Group or dormitory housing on school campuses or public facility properties	5.63% 4	9.86% 7	35.21% 25	26.76% 19	22.54% 16
Alternative housing types like tiny homes, work/live spaces, and intentional communities	15.19% 12	17.72% 14	21.52% 17	27.85% 22	17.72% 14
Independent senior housing	29.41% 20	39.71% 27	16.18% 11	7.35% 5	7.35% 5

Q5 What are some unique features of San Marino that can be housing opportunities for the community? For example: Unused office spaces that can be used as artist studio or work/live spaces Carriage houses that can be converted to caretaker facilities Large homes modified to accommodate more family members or multigenerational homes Large lots perfect for tiny homes or cottages to be developed Your idea(s):

Answered: 51 Skipped: 35

need living buildings idea mixed use Large homes San Marino
commercial areas commercial units allow residential
housing Carriage houses city living space homes used
converted developed smaller properties Large lots space



APPENDIX C: CITY OF SAN MARINO INSIGHT MARKET ANALYSIS, 2019.



CITY OF SAN MARINO, CA

INSIGHT

MARKET ANALYTICS

HdL⁺ ECON Solutions

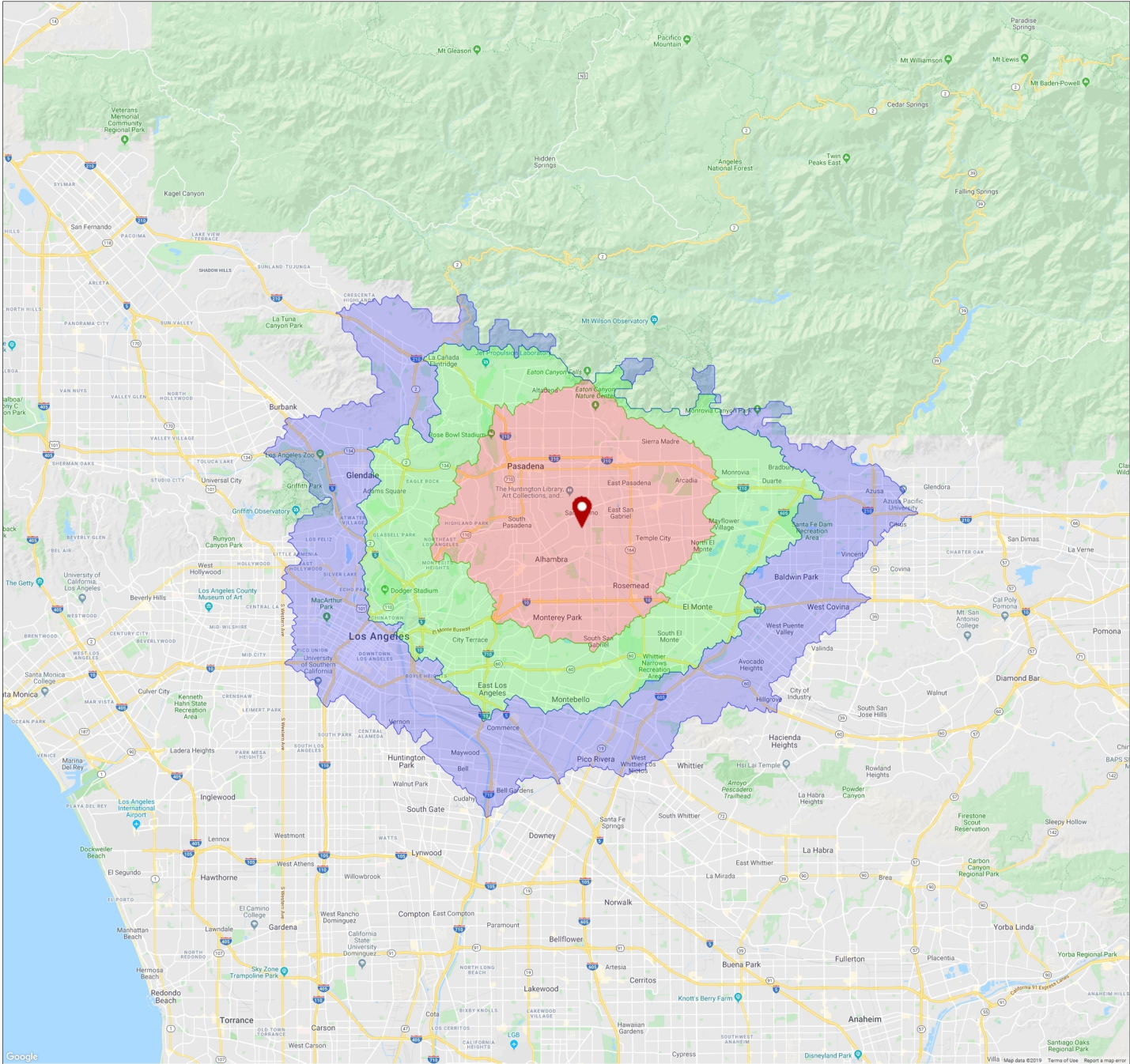
Submitted by:

ECON Solutions by HdL
120 S. State College Blvd., Suite 200
Brea, CA 92821
www.hdlcompanies.com

Contact:

Barry Foster
714-879-5000
bfoster@hdlcompanies.com

Huntington Dr and San Marino Ave



INSIGHT
MARKET ANALYTICS
HillECON Solutions

Drive Time: 10, 15, 20 Mins

Scale In Miles:

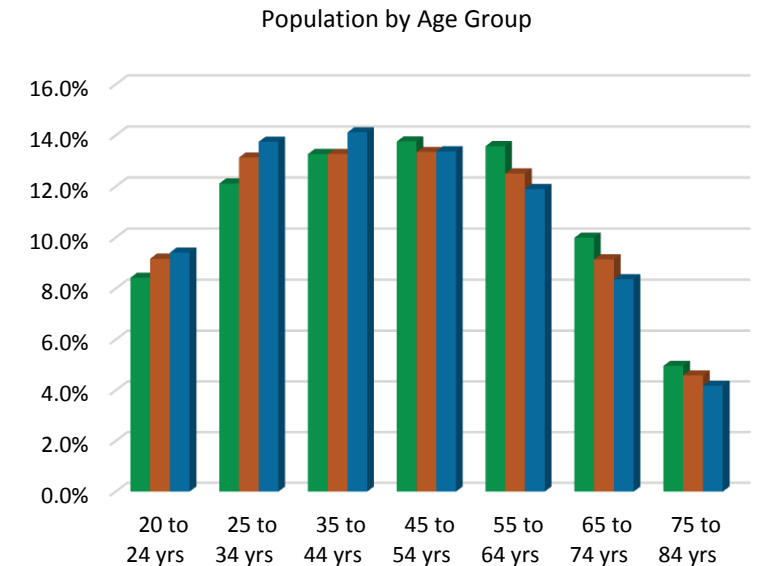
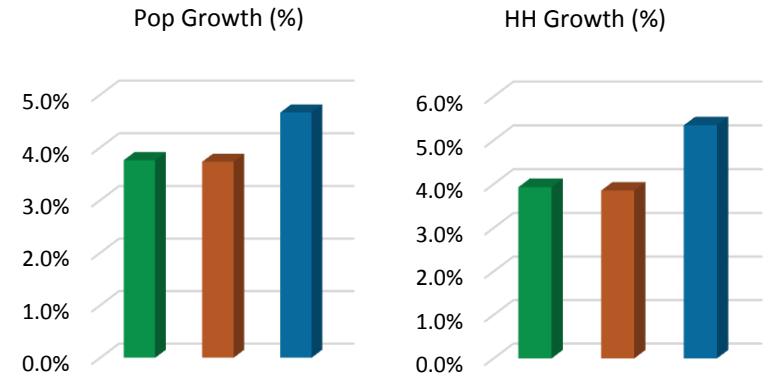


SOURCE: SiteSeer Professional © 2019 SiteSeer Technologies, LLC. All rights reserved.

Consumer Demographic Profile

Site: Huntington Dr and San Marino Ave
Address: Huntington Dr and San Marino Ave | San Marino CA
Date Report Created: 10/31/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	630,923	---	1,363,302	---	2,511,263	---
5 Year Projected Pop	654,639	---	1,414,151	---	2,628,385	---
Pop Growth (%)	3.8%	---	3.7%	---	4.7%	---
Households	218,997	---	434,460	---	805,304	---
5 Year Projected HHs	227,608	---	451,203	---	848,348	---
HH Growth (%)	3.9%	---	3.9%	---	5.3%	---
Census Stats						
2000 Population	612,874	---	1,343,967	---	2,452,443	---
2010 Population	619,913	---	1,340,863	---	2,440,150	---
Pop Growth (%)	1.1%	---	-0.2%	---	-0.5%	---
2000 Households	208,850	---	416,528	---	751,609	---
2010 Households	214,822	---	426,675	---	776,066	---
HH Growth (%)	2.9%	---	2.4%	---	3.3%	---
Total Population by Age						
Average Age	40.8		39.5		38.7	
19 yrs & under	137,843	21.8%	313,239	23.0%	583,629	23.2%
20 to 24 yrs	53,162	8.4%	125,028	9.2%	236,303	9.4%
25 to 34 yrs	76,439	12.1%	179,075	13.1%	345,339	13.8%
35 to 44 yrs	83,738	13.3%	180,962	13.3%	354,635	14.1%
45 to 54 yrs	86,835	13.8%	182,034	13.4%	335,903	13.4%
55 to 64 yrs	85,693	13.6%	170,561	12.5%	298,829	11.9%
65 to 74 yrs	63,037	10.0%	124,660	9.1%	210,081	8.4%
75 to 84 yrs	31,355	5.0%	62,562	4.6%	105,059	4.2%
85 + yrs	12,822	2.0%	25,181	1.8%	41,485	1.7%
Population Bases						
20-34 yrs	129,601	20.5%	304,103	22.3%	581,642	23.2%
45-64 yrs	172,528	27.3%	352,595	25.9%	634,732	25.3%
16 yrs +	505,859	80.2%	1,081,338	79.3%	1,985,254	79.1%
25 yrs +	439,918	69.7%	925,035	67.9%	1,691,331	67.3%
65 yrs +	107,213	17.0%	212,403	15.6%	356,625	14.2%
75 yrs +	44,177	7.0%	87,743	6.4%	146,544	5.8%
85 yrs +	12,822	2.0%	25,181	1.8%	41,485	1.7%

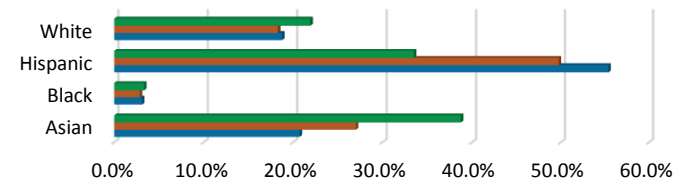


Consumer Demographic Profile

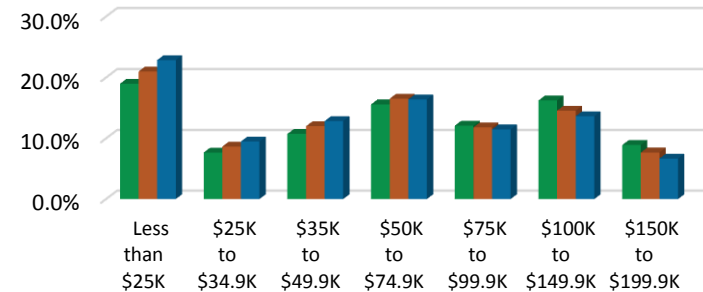
Site: Huntington Dr and San Marino Ave
Address: Huntington Dr and San Marino Ave | San Marino CA
Date Report Created: 10/31/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	138,489	22.0%	249,817	18.3%	471,623	18.8%
Hispanic	211,602	33.5%	678,509	49.8%	1,391,442	55.4%
Black	21,207	3.4%	39,367	2.9%	78,153	3.1%
Asian	244,670	38.8%	368,507	27.0%	520,979	20.7%
Ancestry						
American Indian (ancestry)	956	0.2%	2,116	0.2%	4,339	0.2%
Hawaiian (ancestry)	413	0.1%	847	0.1%	1,747	0.1%
Household Income						
Per Capita Income	\$34,548	---	\$28,611	---	\$26,623	---
Average HH Income	\$99,530	---	\$89,779	---	\$83,022	---
Median HH Income	\$69,809	---	\$61,995	---	\$57,012	---
Less than \$25K	41,584	19.0%	91,219	21.0%	183,999	22.8%
\$25K to \$34.9K	16,786	7.7%	37,599	8.7%	76,401	9.5%
\$35K to \$49.9K	23,503	10.7%	52,141	12.0%	103,532	12.9%
\$50K to \$74.9K	34,172	15.6%	71,857	16.5%	132,094	16.4%
\$75K to \$99.9K	26,501	12.1%	51,314	11.8%	92,456	11.5%
\$100K to \$149.9K	35,582	16.2%	63,316	14.6%	109,998	13.7%
\$150K to \$199.9K	19,503	8.9%	33,325	7.7%	53,748	6.7%
\$200K +	21,366	9.8%	33,689	7.8%	53,076	6.6%
Education						
Less than 9th Grade	49,929	11.3%	148,086	16.0%	292,514	17.3%
Some HS, No Diploma	30,082	6.8%	87,682	9.5%	178,253	10.5%
HS Grad (or Equivalent)	86,071	19.6%	191,555	20.7%	363,381	21.5%
Some College, No Degree	68,525	15.6%	148,211	16.0%	271,415	16.0%
Associate Degree	32,931	7.5%	62,829	6.8%	108,644	6.4%
Bachelor Degree	105,695	24.0%	182,599	19.7%	314,918	18.6%
Graduates Degree	42,961	9.8%	68,587	7.4%	107,050	6.3%

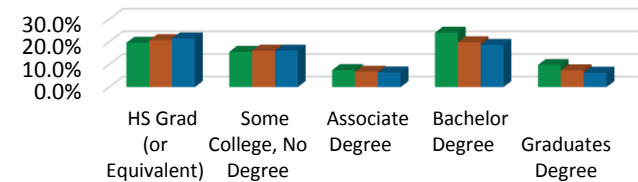
Ethnic Breakdown



Household Income Levels - %



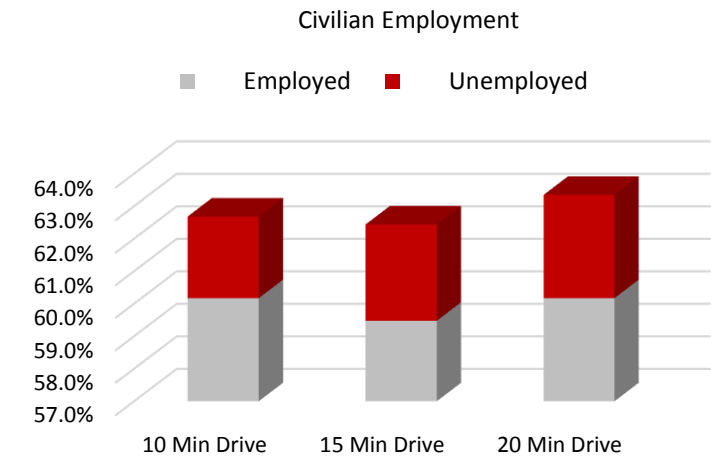
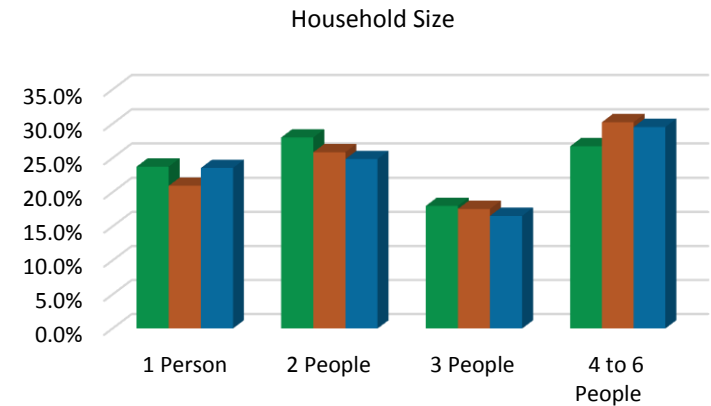
Education



Consumer Demographic Profile

Site: Huntington Dr and San Marino Ave
Address: Huntington Dr and San Marino Ave | San Marino CA
Date Report Created: 10/31/2019

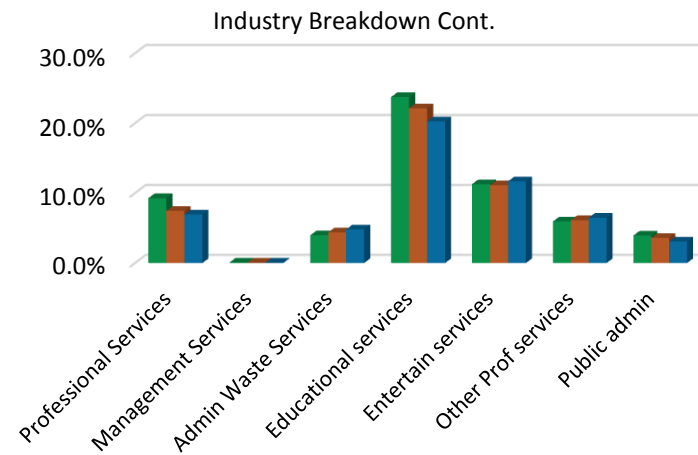
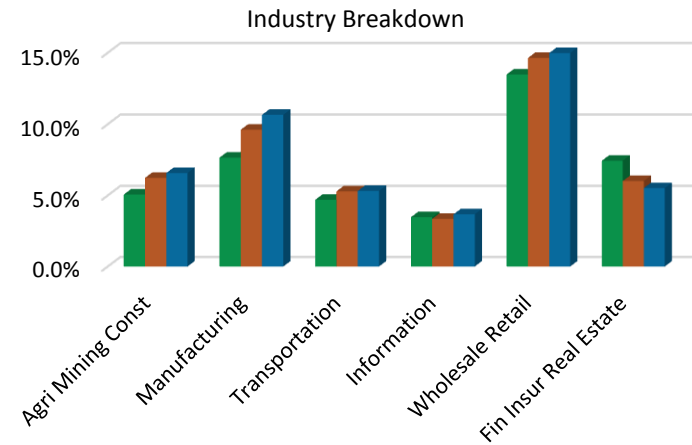
	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	151,998		314,847		553,395	
Single - Male	9,402	6.2%	22,213	7.1%	40,524	7.3%
Single - Female	19,864	13.1%	41,931	13.3%	74,171	13.4%
Single Parent - Male	4,585	3.0%	11,324	3.6%	21,894	4.0%
Single Parent - Female	11,229	7.4%	28,304	9.0%	55,529	10.0%
Married w/ Children	45,030	29.6%	89,473	28.4%	155,591	28.1%
Married w/out Children	61,887	40.7%	121,602	38.6%	205,686	37.2%
Household Size						
1 Person	52,008	23.7%	91,024	21.0%	189,630	23.5%
2 People	61,325	28.0%	112,301	25.8%	200,083	24.8%
3 People	39,430	18.0%	76,336	17.6%	133,285	16.6%
4 to 6 People	58,514	26.7%	131,347	30.2%	237,756	29.5%
7+ People	7,720	3.5%	23,452	5.4%	44,550	5.5%
Home Ownership	218,997		434,460		805,304	
Owners	107,551	49.1%	207,316	47.7%	332,418	41.3%
Renters	111,446	50.9%	227,144	52.3%	472,886	58.7%
Components of Change						
Births	6,843	1.1%	15,853	1.2%	29,750	1.2%
Deaths	5,173	0.8%	10,399	0.8%	17,709	0.7%
Migration	-712	-0.1%	-2,420	-0.2%	-2,174	-0.1%
Employment (Pop 16+)	505,859		1,081,338		1,985,254	
Armed Services	138	0.0%	271	0.0%	517	0.0%
Civilian	317,067	62.7%	675,166	62.4%	1,257,598	63.3%
Employed	304,379	60.2%	643,131	59.5%	1,194,571	60.2%
Unemployed	12,688	2.5%	32,035	3.0%	63,027	3.2%
Not in Labor Force	188,654	37.3%	405,901	37.5%	727,139	36.6%
Employed Population	304,379		643,131		1,194,571	
White Collar	209,970	69.0%	398,253	61.9%	700,276	58.6%
Blue Collar	94,409	31.0%	244,878	38.1%	494,295	41.4%



Consumer Demographic Profile

Site: Huntington Dr and San Marino Ave
Address: Huntington Dr and San Marino Ave | San Marino CA
Date Report Created: 10/31/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	304,379		643,131		1,194,571	
White Collar	209,970	69.0%	398,253	61.9%	700,276	58.6%
Managerial executive	52,103	17.1%	89,245	13.9%	148,781	12.5%
Prof specialty	78,007	25.6%	141,065	21.9%	243,692	20.4%
Healthcare support	5,772	1.9%	13,288	2.1%	23,807	2.0%
Sales	32,600	10.7%	66,969	10.4%	126,679	10.6%
Office Admin	41,487	13.6%	87,686	13.6%	157,317	13.2%
Blue Collar	94,409	31.0%	244,878	38.1%	494,295	41.4%
Protective	4,708	1.5%	10,707	1.7%	19,562	1.6%
Food Prep Serving	19,277	6.3%	40,100	6.2%	79,308	6.6%
Bldg Maint/Cleaning	9,715	3.2%	25,736	4.0%	57,796	4.8%
Personal Care	16,551	5.4%	35,229	5.5%	63,737	5.3%
Farming/Fishing/Forestry	533	0.2%	2,065	0.3%	4,767	0.4%
Construction	17,065	5.6%	47,166	7.3%	92,372	7.7%
Production Transp	26,561	8.7%	83,875	13.0%	176,753	14.8%
Employment By Industry	304,379		643,131		1,194,571	
Agri Mining Const	15,397	5.1%	40,110	6.2%	78,586	6.6%
Manufacturing	23,306	7.7%	61,811	9.6%	127,249	10.7%
Transportation	14,276	4.7%	34,017	5.3%	63,454	5.3%
Information	10,557	3.5%	21,544	3.3%	43,837	3.7%
Wholesale Retail	41,045	13.5%	94,107	14.6%	178,945	15.0%
Fin Insur Real Estate	22,635	7.4%	38,642	6.0%	65,861	5.5%
Professional Services	28,263	9.3%	47,980	7.5%	83,118	7.0%
Management Services	182	0.1%	314	0.0%	560	0.0%
Admin Waste Services	12,083	4.0%	28,205	4.4%	57,469	4.8%
Educational services	72,252	23.7%	142,305	22.1%	241,957	20.3%
Entertain services	34,327	11.3%	71,506	11.1%	139,424	11.7%
Other Prof services	18,090	5.9%	39,480	6.1%	77,346	6.5%
Public admin	11,966	3.9%	23,110	3.6%	36,765	3.1%



Household Segmentation Profile

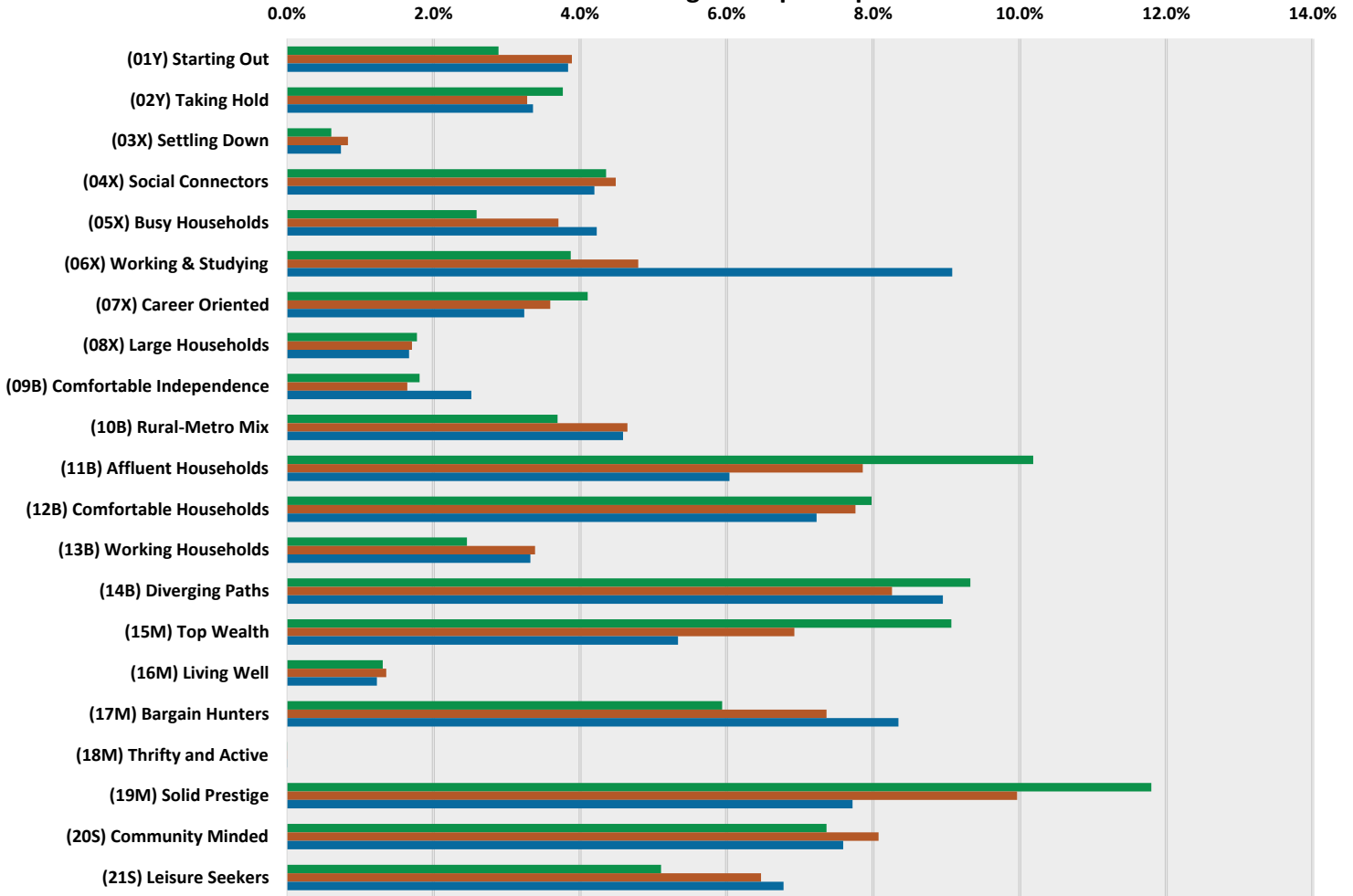
Site: Huntington Dr and San Marino Ave
 Address: Huntington Dr and San Marino Ave | San Marino CA
 Date: 10/31/2019



Hcl[®] ECNSolutions

	Trade Area 1: 10 Min Drive	Trade Area 2: 15 Min Drive	Trade Area 3: 20 Min Drive
--	-------------------------------	-------------------------------	-------------------------------

Household Lifestage Group Comparison



	Trade Area 1: 10 Min Drive	Trade Area 2: 15 Min Drive	Trade Area 3: 20 Min Drive
Total Households	217,016	100%	428,847
			100%
			788,502
			100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	16,261	7.5%	27,308	6.4%	53,275	6.8%
2	09- Busy Schedules	(19M) Solid Prestige	12,039	5.5%	19,940	4.6%	28,032	3.6%
3	36- Persistent & Productive	(20S) Community Minded	11,699	5.4%	25,822	6.0%	45,560	5.8%
4	02- Established Elite	(15M) Top Wealth	11,522	5.3%	17,070	4.0%	24,101	3.1%
5	04- Top Professionals	(11B) Affluent Households	10,472	4.8%	15,713	3.7%	21,715	2.8%
6	01- Summit Estates	(11B) Affluent Households	9,605	4.4%	14,477	3.4%	19,998	2.5%
7	13- Work & Play	(12B) Comfortable Households	9,330	4.3%	17,178	4.0%	28,611	3.6%
8	08- Solid Surroundings	(19M) Solid Prestige	8,918	4.1%	15,243	3.6%	21,696	2.8%
9	03- Corporate Connected	(15M) Top Wealth	8,155	3.8%	12,623	2.9%	17,992	2.3%
10	53- Metro Strivers	(10B) Rural-Metro Mix	8,011	3.7%	19,881	4.6%	36,086	4.6%

* Rank is based on Trade Area 1 cluster size

Uses the Personix household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

Household Segmentation Profile

Market: Huntington Dr and San Marino Ave | San Marino CA

Date: 10/31/2019

TOTAL HOUSEHOLDS		217,016	100%	428,847	100%	788,502	100%
Lifestage Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
(01Y) Starting Out		6,270	2.9%	16,688	3.9%	30,270	3.8%
	39- Setting Goals	1,493	0.7%	5,085	1.2%	9,172	1.2%
	45- Offices & Entertainment	1,639	0.8%	3,450	0.8%	5,986	0.8%
	57- Collegiate Crowd	1,801	0.8%	3,985	0.9%	7,772	1.0%
	58- Outdoor Fervor	0	0.0%	3	0.0%	16	0.0%
	67- First Steps	1,338	0.6%	4,165	1.0%	7,324	0.9%
(02Y) Taking Hold		8,170	3.8%	14,065	3.3%	26,481	3.4%
	18- Climbing the Ladder	346	0.2%	651	0.2%	1,048	0.1%
	21- Children First	1,542	0.7%	3,165	0.7%	5,248	0.7%
	24- Career Building	5,897	2.7%	9,392	2.2%	18,633	2.4%
	30- Out & About	385	0.2%	857	0.2%	1,552	0.2%
(03X) Settling Down		1,312	0.6%	3,566	0.8%	5,828	0.7%
	34- Outward Bound	0	0.0%	6	0.0%	10	0.0%
	41- Rural Adventure	1	0.0%	18	0.0%	73	0.0%
	46- Rural & Active	1,311	0.6%	3,542	0.8%	5,745	0.7%
(04X) Social Connectors		9,452	4.4%	19,240	4.5%	33,096	4.2%
	42- Creative Variety	1,348	0.6%	3,151	0.7%	5,357	0.7%
	52- Stylish & Striving	4,135	1.9%	7,948	1.9%	13,175	1.7%
	59- Mobile Mixers	3,970	1.8%	8,141	1.9%	14,564	1.8%
(05X) Busy Households		5,622	2.6%	15,896	3.7%	33,331	4.2%
	37- Firm Foundations	2,146	1.0%	5,628	1.3%	9,712	1.2%
	62- Movies & Sports	3,476	1.6%	10,268	2.4%	23,619	3.0%
(06X) Working & Studying		8,405	3.9%	20,566	4.8%	71,594	9.1%
	61- City Life	5,446	2.5%	12,620	2.9%	57,250	7.3%
	69- Productive Havens	551	0.3%	1,708	0.4%	3,048	0.4%
	70- Favorably Frugal	2,408	1.1%	6,238	1.5%	11,296	1.4%
(07X) Career Oriented		8,911	4.1%	15,416	3.6%	25,527	3.2%
	06- Casual Comfort	2,172	1.0%	3,630	0.8%	6,193	0.8%
	10- Careers & Travel	1,022	0.5%	1,817	0.4%	2,828	0.4%
	20- Carving Out Time	434	0.2%	949	0.2%	1,632	0.2%
	26- Getting Established	5,282	2.4%	9,020	2.1%	14,874	1.9%
(08X) Large Households		3,850	1.8%	7,315	1.7%	13,137	1.7%
	11- Schools & Shopping	836	0.4%	1,468	0.3%	2,684	0.3%
	12- On the Go	1,223	0.6%	2,274	0.5%	3,989	0.5%
	19- Country Comfort	29	0.0%	46	0.0%	130	0.0%
	27- Tenured Proprietors	1,762	0.8%	3,527	0.8%	6,334	0.8%
(09B) Comfortable Independence		3,927	1.8%	7,040	1.6%	19,840	2.5%
	29- City Mixers	2,202	1.0%	3,076	0.7%	13,667	1.7%
	35- Working & Active	883	0.4%	1,984	0.5%	3,080	0.4%
	56- Metro Active	842	0.4%	1,980	0.5%	3,093	0.4%
(10B) Rural-Metro Mix		8,015	3.7%	19,928	4.6%	36,163	4.6%
	47- Rural Parents	1	0.0%	32	0.0%	43	0.0%
	53- Metro Strivers	8,011	3.7%	19,881	4.6%	36,086	4.6%
	60- Rural & Mobile	3	0.0%	15	0.0%	34	0.0%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

Household Segmentation Profile

Market: Huntington Dr and San Marino Ave | San Marino CA

Date: 10/31/2019

TOTAL HOUSEHOLDS		217,016	100%	428,847	100%	788,502	100%
Lifestage Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
(11B) Affluent Households		22,104	10.2%	33,699	7.9%	47,617	6.0%
	01- Summit Estates	9,605	4.4%	14,477	3.4%	19,998	2.5%
	04- Top Professionals	10,472	4.8%	15,713	3.7%	21,715	2.8%
	07- Active Lifestyles	2,027	0.9%	3,509	0.8%	5,904	0.7%
(12B) Comfortable Households		17,316	8.0%	33,274	7.8%	56,988	7.2%
	13- Work & Play	9,330	4.3%	17,178	4.0%	28,611	3.6%
	17- Firmly Established	7,986	3.7%	16,096	3.8%	28,377	3.6%
(13B) Working Households		5,336	2.5%	14,522	3.4%	26,209	3.3%
	38- Occupational Mix	5,336	2.5%	14,515	3.4%	26,197	3.3%
	48- Farm & Home	0	0.0%	7	0.0%	12	0.0%
(14B) Diverging Paths		20,241	9.3%	35,411	8.3%	70,605	9.0%
	16- Country Enthusiasts	1	0.0%	9	0.0%	13	0.0%
	22- Comfortable Cornerstones	373	0.2%	889	0.2%	1,594	0.2%
	31- Mid-Americana	1,194	0.6%	2,679	0.6%	4,083	0.5%
	32- Metro Mix	2,412	1.1%	4,526	1.1%	11,640	1.5%
	33- Urban Diversity	16,261	7.5%	27,308	6.4%	53,275	6.8%
(15M) Top Wealth		19,677	9.1%	29,693	6.9%	42,093	5.3%
	02- Established Elite	11,522	5.3%	17,070	4.0%	24,101	3.1%
	03- Corporate Connected	8,155	3.8%	12,623	2.9%	17,992	2.3%
(16M) Living Well		2,843	1.3%	5,816	1.4%	9,690	1.2%
	14- Career Centered	2,367	1.1%	4,587	1.1%	7,392	0.9%
	15- Country Ways	0	0.0%	5	0.0%	8	0.0%
	23- Good Neighbors	476	0.2%	1,224	0.3%	2,290	0.3%
(17M) Bargain Hunters		12,895	5.9%	31,583	7.4%	65,820	8.3%
	43- Work & Causes	1,592	0.7%	3,482	0.8%	5,493	0.7%
	44- Open Houses	1,910	0.9%	4,305	1.0%	6,792	0.9%
	55- Community Life	1,601	0.7%	4,228	1.0%	6,737	0.9%
	63- Staying Home	6,778	3.1%	16,830	3.9%	41,369	5.2%
	68- Staying Healthy	1,014	0.5%	2,738	0.6%	5,429	0.7%
(18M) Thrifty & Active		1	0.0%	20	0.0%	28	0.0%
	40- Great Outdoors	0	0.0%	3	0.0%	5	0.0%
	50- Rural Community	1	0.0%	9	0.0%	13	0.0%
	54- Work & Outdoors	0	0.0%	8	0.0%	10	0.0%
(19M) Solid Prestige		25,605	11.8%	42,731	10.0%	60,861	7.7%
	05- Active & Involved	4,647	2.1%	7,548	1.8%	11,133	1.4%
	08- Solid Surroundings	8,918	4.1%	15,243	3.6%	21,696	2.8%
	09- Busy Schedules	12,039	5.5%	19,940	4.6%	28,032	3.6%
(20S) Community Minded		15,982	7.4%	34,632	8.1%	59,873	7.6%
	25- Clubs & Causes	1,610	0.7%	3,673	0.9%	5,989	0.8%
	28- Community Pillars	2,672	1.2%	5,137	1.2%	8,324	1.1%
	36- Persistent & Productive	11,699	5.4%	25,822	6.0%	45,560	5.8%
(21S) Leisure Seekers		11,082	5.1%	27,746	6.5%	53,451	6.8%
	49- Home & Garden	2,383	1.1%	5,590	1.3%	9,848	1.2%
	51- Role Models	1,858	0.9%	4,611	1.1%	7,517	1.0%
	64- Practical & Careful	1,735	0.8%	4,234	1.0%	7,862	1.0%
	65- Hobbies & Shopping	1,919	0.9%	4,909	1.1%	8,044	1.0%
	66- Helping Hands	3,188	1.5%	8,402	2.0%	20,180	2.6%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

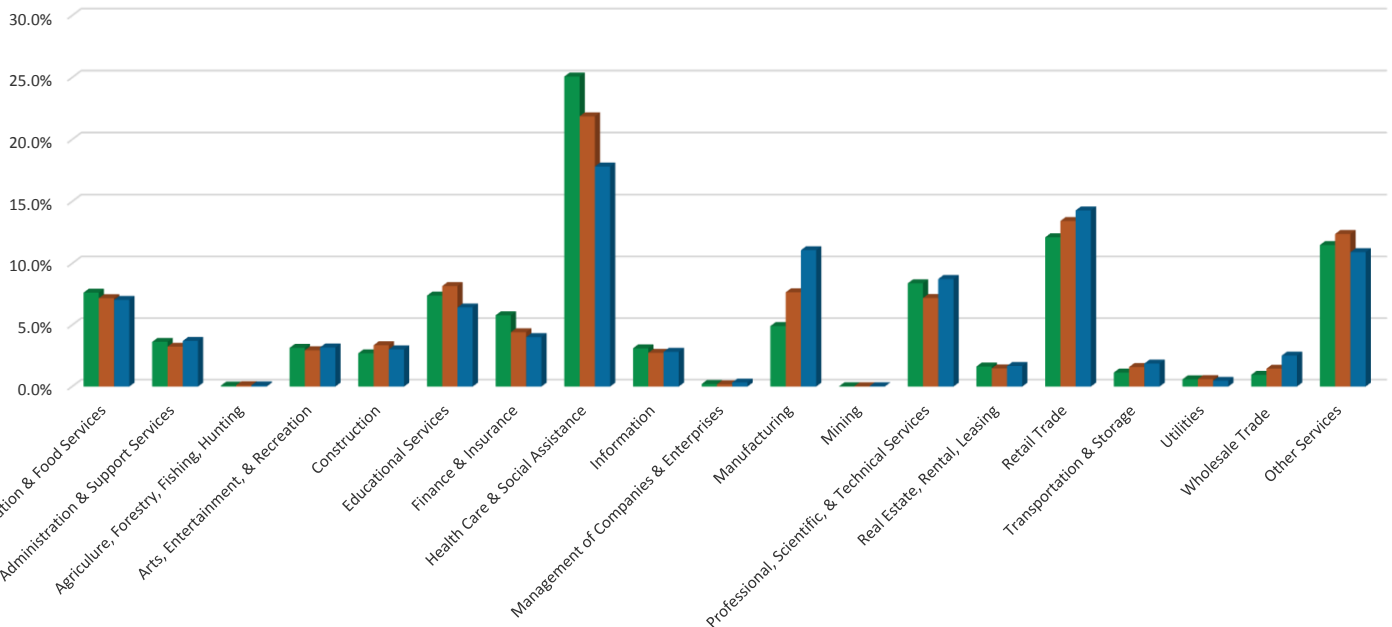
Employment Profile

Site: Huntington Dr and San Marino Ave
 Address: Huntington Dr and San Marino Ave | San Marino CA
 Date Report Created: 10/31/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
Daytime Population	675,920		1,421,489		2,886,878	
Student Population	171,854		396,726		794,659	
Median Employee Salary	50,826		50,213		48,590	
Average Employee Salary	59,201		58,002		56,981	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	5,572	2.1%	12,626	2.5%	34,520	3.0%
15,000 to 30,000 CrYr	35,622	13.3%	67,964	13.2%	164,780	14.2%
30,000 to 45,000 CrYr	69,682	26.0%	138,477	27.0%	317,179	27.3%
45,000 to 60,000 CrYr	52,530	19.6%	98,505	19.2%	218,952	18.9%
60,000 to 75,000 CrYr	32,342	12.1%	63,218	12.3%	138,673	12.0%
75,000 to 90,000 CrYr	27,063	10.1%	53,396	10.4%	112,942	9.7%
90,000 to 100,000 CrYr	7,763	2.9%	13,708	2.7%	30,039	2.6%
Over 100,000 CrYr	37,404	14.0%	65,669	12.8%	142,625	12.3%

Industry Groups

Employee's by Industry



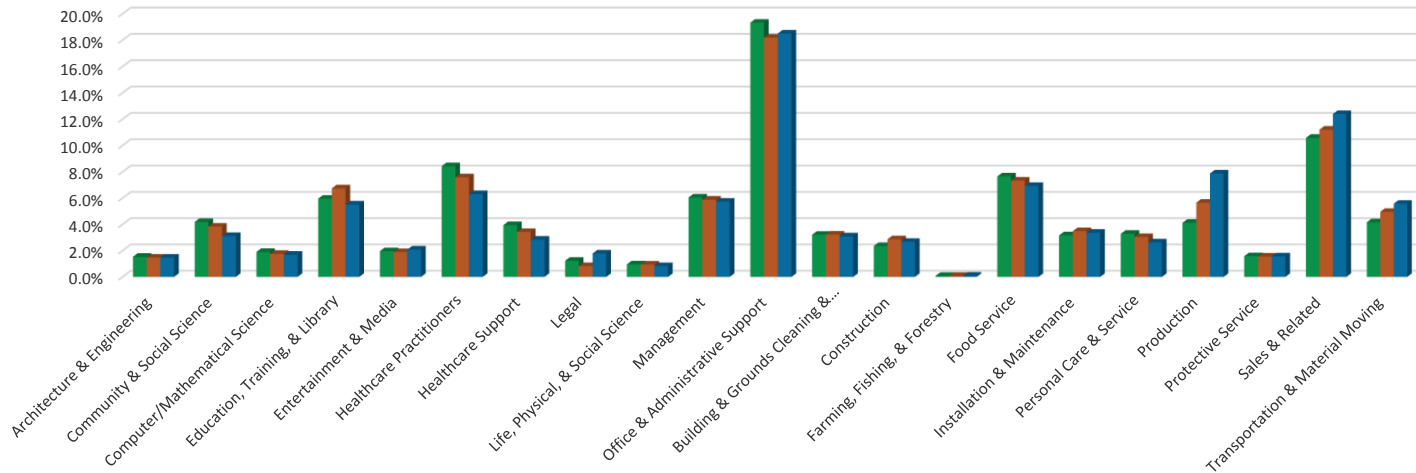
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	20,133	100%	267,978	100%	35,281	100%	513,563	100%	73,160	100%	1,159,710	100%
Accommodation & Food Services	1,228	6.1%	20,444	7.6%	2,205	6.2%	36,858	7.2%	4,452	6.1%	81,630	7.0%
Administration & Support Services	587	2.9%	9,727	3.6%	970	2.7%	16,634	3.2%	1,918	2.6%	42,953	3.7%
Agriculture, Forestry, Fishing, Hunting	37	0.2%	211	0.1%	84	0.2%	574	0.1%	145	0.2%	1,125	0.1%
Arts, Entertainment, & Recreation	458	2.3%	8,420	3.1%	760	2.2%	15,124	2.9%	1,501	2.1%	36,847	3.2%
Construction	718	3.6%	7,247	2.7%	1,436	4.1%	17,223	3.4%	2,657	3.6%	35,000	3.0%
Educational Services	602	3.0%	19,799	7.4%	1,059	3.0%	41,933	8.2%	1,809	2.5%	74,540	6.4%
Finance & Insurance	1,394	6.9%	15,525	5.8%	2,023	5.7%	22,673	4.4%	3,693	5.0%	46,554	4.0%
Health Care & Social Assistance	4,567	22.7%	67,213	25.1%	7,202	20.4%	112,322	21.9%	12,584	17.2%	206,649	17.8%
Information	397	2.0%	8,333	3.1%	671	1.9%	14,069	2.7%	1,446	2.0%	32,748	2.8%
Management of Companies & Enterprises	17	0.1%	564	0.2%	24	0.1%	954	0.2%	66	0.1%	3,792	0.3%
Manufacturing	596	3.0%	13,171	4.9%	1,553	4.4%	39,313	7.7%	4,135	5.7%	128,409	11.1%
Mining	5	0.0%	55	0.0%	9	0.0%	123	0.0%	25	0.0%	383	0.0%
Professional, Scientific, & Technical Services	2,478	12.3%	22,482	8.4%	3,545	10.0%	36,946	7.2%	7,864	10.7%	101,370	8.7%
Real Estate, Rental, Leasing	682	3.4%	4,368	1.6%	1,111	3.1%	7,578	1.5%	2,372	3.2%	19,389	1.7%
Retail Trade	2,459	12.2%	32,444	12.1%	5,087	14.4%	68,960	13.4%	12,427	17.0%	165,618	14.3%
Transportation & Storage	141	0.7%	3,055	1.1%	362	1.0%	8,144	1.6%	887	1.2%	21,658	1.9%
Utilities	23	0.1%	1,576	0.6%	58	0.2%	3,094	0.6%	94	0.1%	5,435	0.5%
Wholesale Trade	370	1.8%	2,559	1.0%	999	2.8%	7,456	1.5%	3,335	4.6%	29,141	2.5%
Other Services	3,373	16.8%	30,783	11.5%	6,123	17.4%	63,585	12.4%	11,750	16.1%	126,469	10.9%

Employment Profile

Site: Huntington Dr and San Marino Ave
 Address: Huntington Dr and San Marino Ave | San Marino CA
 Date Report Created: 10/31/2019

Occupations	10 Min Drive		15 Min Drive		20 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	158,842	59.3%	288,020	56.1%	618,443	53.3%
Architecture & Engineering	4,102	1.5%	7,556	1.5%	17,035	1.5%
Community & Social Science	11,206	4.2%	19,655	3.8%	36,060	3.1%
Computer/Mathematical Science	5,096	1.9%	9,003	1.8%	19,581	1.7%
Education, Training, & Library	15,948	6.0%	34,616	6.7%	63,945	5.5%
Entertainment & Media	5,254	2.0%	9,724	1.9%	24,140	2.1%
Healthcare Practitioners	22,573	8.4%	38,906	7.6%	73,071	6.3%
Healthcare Support	10,573	3.9%	17,559	3.4%	32,877	2.8%
Legal	3,287	1.2%	4,224	0.8%	20,606	1.8%
Life, Physical, & Social Science	2,552	1.0%	4,825	0.9%	9,566	0.8%
Management	16,209	6.0%	30,210	5.9%	66,465	5.7%
Office & Administrative Support	51,779	19.3%	93,409	18.2%	214,526	18.5%
Blue Collar	107,634	40.2%	222,732	43.4%	535,149	46.1%
Building & Grounds Cleaning & Maintenance	8,602	3.2%	16,571	3.2%	35,790	3.1%
Construction	6,308	2.4%	14,739	2.9%	30,979	2.7%
Farming, Fishing, & Forestry	204	0.1%	394	0.1%	1,027	0.1%
Food Service	20,502	7.7%	37,646	7.3%	80,321	6.9%
Installation & Maintenance	8,478	3.2%	17,908	3.5%	39,012	3.4%
Personal Care & Service	8,794	3.3%	15,622	3.0%	30,393	2.6%
Production	11,046	4.1%	28,999	5.6%	91,251	7.9%
Protective Service	4,227	1.6%	7,937	1.5%	18,093	1.6%
Sales & Related	28,341	10.6%	57,489	11.2%	143,676	12.4%
Transportation & Material Moving	11,132	4.2%	25,427	5.0%	64,607	5.6%
Military Services	1,502	0.6%	2,811	0.5%	6,118	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	267,978	513,563	1,159,710
2019 Q1	273,170	523,750	1,182,247
2018 Q4	271,509	520,859	1,176,923
2018 Q3	259,992	493,093	1,127,534
2018 Q2	271,720	518,371	1,174,283
2018 Q1	279,747	534,740	1,212,312
2017 Q4	282,433	539,522	1,221,346
2017 Q3	268,937	508,982	1,165,196
2017 Q2	279,974	534,982	1,206,977

Consumer Demand & Market Supply Assessment

Site: Huntington Dr and San Marino Ave
Address: Huntington Dr and San Marino Ave | San Marino CA
Date Report Created: 10/31/2019

	10 Min Drive	15 Min Drive	20 Min Drive
Demographics			
Population	630,923	1,363,302	2,511,263
5-Year Population estimate	654,639	1,414,151	2,628,385
Population Households	623,289	1,347,631	2,463,669
Group Quarters Population	7,634	15,671	47,594
Households	218,997	434,460	805,304
5-Year Households estimate	227,608	451,203	848,348
WorkPlace Establishments	20,133	35,281	73,160
Workplace Employees	267,978	513,563	1,159,710
Median Household Income	\$69,809	\$61,995	\$57,012

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
By Establishments												
Other Motor Vehicle Dealers	\$131,148,310	\$29,347,087	(\$101,801,223)	-78%	\$277,499,390	\$80,256,163	(\$197,243,227)	-71%	\$500,221,858	\$369,820,406	(\$130,401,452)	-26%
Lawn/Garden Equipment/Supplies Stores	\$75,391,639	\$30,290,560	(\$45,101,079)	-60%	\$160,741,501	\$75,190,847	(\$85,550,654)	-53%	\$290,478,138	\$150,775,369	(\$139,702,769)	-48%
Beer/Wine/Liquor Stores	\$97,674,360	\$50,127,654	(\$47,546,706)	-49%	\$207,243,440	\$148,250,779	(\$58,992,661)	-28%	\$375,688,471	\$337,714,118	(\$37,974,353)	-10%
Building Material/Supplies Dealers	\$643,550,363	\$369,225,581	(\$274,324,781)	-43%	\$1,377,566,162	\$1,223,103,523	(\$154,462,639)	-11%	\$2,496,963,000	\$2,280,816,242	(\$216,146,758)	-9%
Automotive Parts/Accessories/Tire	\$179,338,962	\$106,953,447	(\$72,385,515)	-40%	\$385,883,990	\$317,923,050	(\$67,960,940)	-18%	\$701,745,104	\$606,119,538	(\$95,625,566)	-14%
Other General Merchandise Stores	\$1,201,414,882	\$724,874,226	(\$476,540,656)	-40%	\$2,566,595,952	\$1,712,605,714	(\$853,990,238)	-33%	\$4,662,605,707	\$4,200,321,520	(\$462,284,187)	-10%
Electronics/Appliance	\$210,895,537	\$162,365,641	(\$48,529,896)	-23%	\$433,345,371	\$330,233,072	(\$103,112,299)	-24%	\$832,418,616	\$717,090,317	(\$115,328,299)	-14%
Jewelry/Luggage/Leather Goods	\$70,816,823	\$55,313,369	(\$15,503,453)	-22%	\$150,794,842	\$138,497,291	(\$12,297,551)	-8%	\$272,636,514	\$543,898,854	\$271,262,340	99%
Direct Selling Establishments	\$57,013,204	\$45,482,897	(\$11,530,307)	-20%	\$122,161,118	\$94,959,431	(\$27,201,687)	-22%	\$221,969,206	\$249,344,016	\$27,374,810	12%
Shoe Stores	\$70,674,183	\$58,553,009	(\$12,121,174)	-17%	\$149,206,595	\$156,532,897	\$7,326,302	5%	\$268,716,409	\$380,103,429	\$111,387,020	41%
Furniture Stores	\$125,595,185	\$104,590,341	(\$21,004,844)	-17%	\$266,006,005	\$232,096,265	(\$33,909,740)	-13%	\$479,700,697	\$391,390,217	(\$88,310,480)	-18%
Department Stores	\$277,712,560	\$234,764,998	(\$42,947,561)	-15%	\$591,975,115	\$499,721,325	(\$92,253,790)	-16%	\$1,072,415,954	\$1,279,641,283	\$207,225,329	19%
Electronic Shopping/Mail Order Houses	\$1,636,844,271	\$1,403,505,034	(\$233,339,237)	-14%	\$3,452,798,556	\$1,987,551,476	(\$1,465,247,080)	-42%	\$6,399,642,592	\$3,986,357,489	(\$2,413,285,103)	-38%
Bar/Drinking Places (Alcoholic Beverages)	\$40,197,489	\$36,368,696	(\$3,828,793)	-10%	\$78,009,378	\$57,166,369	(\$20,843,009)	-27%	\$165,404,860	\$149,681,488	(\$15,723,372)	-10%
Vending Machine Operators (Non-Store)	\$70,636,343	\$69,389,816	(\$1,246,526)	-2%	\$150,235,305	\$117,718,659	(\$32,516,646)	-22%	\$274,488,360	\$278,881,112	\$4,392,752	2%
Health/Personal Care Stores	\$623,592,773	\$633,518,990	\$9,926,217	2%	\$1,341,574,497	\$1,319,760,980	(\$21,813,517)	-2%	\$2,438,130,480	\$3,016,051,501	\$577,921,021	24%
Sporting Goods/Hobby/Musical Instrument	\$126,094,273	\$133,029,764	\$6,935,491	6%	\$267,955,302	\$240,497,728	(\$27,457,574)	-10%	\$484,309,625	\$614,440,006	\$130,130,381	27%
Office Supplies/Stationary/Gift	\$59,374,688	\$63,059,810	\$3,685,121	6%	\$124,885,833	\$126,838,222	\$1,952,389	2%	\$229,973,198	\$281,569,113	\$51,595,915	22%
Automotive Dealers	\$2,077,880,969	\$2,254,797,636	\$176,916,667	9%	\$4,400,070,440	\$4,660,989,095	\$260,918,655	6%	\$7,939,803,863	\$7,078,767,022	(\$861,036,841)	-11%
Grocery Stores	\$1,159,214,236	\$1,268,102,375	\$108,888,139	9%	\$2,478,042,643	\$2,709,372,717	\$231,330,074	9%	\$4,497,642,280	\$5,583,579,709	\$1,085,937,429	24%
Clothing Stores	\$516,612,662	\$583,322,689	\$66,710,028	13%	\$1,098,069,905	\$984,503,749	(\$113,566,156)	-10%	\$1,983,057,757	\$4,750,322,067	\$2,767,264,310	140%
Special Food Services	\$125,730,314	\$143,598,092	\$17,867,778	14%	\$254,959,805	\$277,878,853	\$22,919,048	9%	\$495,814,333	\$655,052,726	\$159,238,393	32%
Specialty Food Stores	\$68,412,532	\$79,825,370	\$11,412,838	17%	\$146,228,099	\$174,918,933	\$28,690,834	20%	\$265,461,113	\$418,712,659	\$153,251,546	58%
Limited-Service Eating Places	\$602,145,864	\$723,795,450	\$121,649,585	20%	\$1,221,554,250	\$1,295,108,801	\$73,554,551	6%	\$2,374,114,829	\$2,701,853,826	\$327,738,997	14%
Home Furnishing Stores	\$116,014,083	\$139,592,989	\$23,578,906	20%	\$247,552,113	\$238,632,095	(\$8,920,018)	-4%	\$448,071,420	\$514,211,228	\$66,139,808	15%
Used Merchandise Stores	\$38,753,119	\$47,990,632	\$9,237,514	24%	\$82,338,419	\$89,356,272	\$7,017,853	9%	\$148,653,002	\$174,173,401	\$25,520,399	17%
Full-Service Restaurants	\$624,563,622	\$811,325,562	\$186,761,940	30%	\$1,244,210,488	\$1,323,267,148	\$79,056,660	6%	\$2,506,789,409	\$2,654,058,962	\$147,269,553	6%
Florists/Misc. Store Retailers	\$15,888,113	\$21,165,056	\$5,276,943	33%	\$33,891,484	\$44,514,854	\$10,623,370	31%	\$61,259,887	\$113,475,144	\$52,215,257	85%
Other Misc. Store Retailers	\$165,578,034	\$222,446,022	\$56,867,988	34%	\$351,459,505	\$387,140,300	\$35,680,795	10%	\$633,996,126	\$1,124,247,622	\$490,251,496	77%
Gasoline Stations	\$846,771,248	\$1,226,049,015	\$379,277,767	45%	\$1,810,459,416	\$2,783,667,019	\$973,207,603	54%	\$3,285,712,054	\$5,265,340,256	\$1,979,628,202	60%
Book/Periodical/Music Stores	\$36,321,997	\$54,908,891	\$18,586,895	51%	\$77,556,991	\$97,740,093	\$20,183,102	26%	\$141,278,370	\$179,043,612	\$37,765,242	27%
Consumer Demand/Market Supply Index	\$12,091,852,636	\$11,887,680,702	102		\$25,550,871,910	\$23,925,993,720	107		\$46,949,163,232	\$51,046,854,252	92	

Consumer Demand & Market Supply Assessment

Site: Huntington Dr and San Marino Ave
Address: Huntington Dr and San Marino Ave | San Marino CA
Date Report Created: 10/31/2019

By Major Product Lines	10 Min Drive				15 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Dimensional Lumber/Other Building Materials	\$259,677,840	\$157,427,426	(\$102,250,415)	-39%	\$555,798,953	\$516,006,549	(\$39,792,404)	-7%	\$1,007,577,740	\$966,257,304	(\$41,320,436)	-4%
Paints/Sundries/Wallpaper/Wall Coverings	\$46,922,125	\$28,846,301	(\$18,075,824)	-39%	\$100,833,312	\$94,072,623	(\$6,760,689)	-7%	\$183,269,254	\$177,128,740	(\$6,140,514)	-3%
Hardware/Tools/Plumbing/Electrical Supplies	\$179,562,011	\$118,274,985	(\$61,287,027)	-34%	\$386,590,138	\$350,639,416	(\$35,950,722)	-9%	\$702,955,450	\$671,819,637	(\$31,135,813)	-4%
Pets/Pet Foods/Pet Supplies	\$109,901,673	\$72,580,360	(\$37,321,313)	-34%	\$229,897,397	\$133,933,628	(\$95,963,769)	-42%	\$411,336,788	\$361,439,883	(\$49,896,905)	-12%
Lawn/Garden/Farm Equipment/Supplies	\$191,572,559	\$135,951,064	(\$55,621,495)	-29%	\$409,213,278	\$319,921,072	(\$89,292,206)	-22%	\$740,134,046	\$661,148,268	(\$78,985,778)	-11%
Furniture/Sleep/Outdoor/Patio Furniture	\$324,187,516	\$239,086,352	(\$85,101,165)	-26%	\$686,595,049	\$455,391,250	(\$231,203,799)	-34%	\$1,238,018,512	\$930,529,684	(\$307,488,828)	-25%
Automotive Tires/Tubes/Batteries/Parts	\$357,946,184	\$266,265,918	(\$91,680,266)	-26%	\$771,428,785	\$615,657,176	(\$155,771,609)	-20%	\$1,404,148,445	\$1,101,985,780	(\$302,162,665)	-22%
Footwear, including Accessories	\$174,662,705	\$143,837,196	(\$30,825,509)	-18%	\$368,576,515	\$295,153,484	(\$73,423,031)	-20%	\$663,687,022	\$878,927,522	\$215,240,500	32%
Jewelry (including Watches)	\$106,512,278	\$88,820,450	(\$17,691,828)	-17%	\$227,013,739	\$187,155,008	(\$39,858,731)	-18%	\$410,702,807	\$674,739,366	\$264,036,559	64%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$1,393,346,982	\$1,166,599,548	(\$226,747,434)	-16%	\$3,000,530,135	\$2,189,195,120	(\$811,335,015)	-27%	\$5,455,503,409	\$4,970,640,438	(\$484,862,971)	-9%
Packaged Liquor/Wine/Beer	\$213,552,832	\$181,757,408	(\$31,795,424)	-15%	\$452,651,905	\$417,659,688	(\$34,992,217)	-8%	\$817,168,952	\$906,813,873	\$89,644,921	11%
Major Household Appliances	\$45,487,387	\$38,916,397	(\$6,570,990)	-14%	\$94,495,211	\$92,004,047	(\$2,491,164)	-3%	\$168,013,650	\$190,477,408	\$22,463,758	13%
Automotive Lubricants (incl Oil, Greases)	\$45,487,387	\$38,916,397	(\$6,570,990)	-14%	\$94,495,211	\$92,004,047	(\$2,491,164)	-3%	\$168,013,650	\$190,477,408	\$22,463,758	13%
Groceries/Other Food Items (Off Premises)	\$1,806,508,306	\$1,607,063,566	(\$199,444,740)	-11%	\$3,866,732,996	\$3,468,784,483	(\$397,948,513)	-10%	\$7,007,284,141	\$7,553,716,860	\$546,432,719	8%
Floor/Floor Coverings	\$91,520,556	\$81,811,503	(\$9,709,053)	-11%	\$197,293,683	\$173,758,886	(\$23,534,797)	-12%	\$359,109,057	\$353,953,180	(\$5,155,877)	-1%
Computer Hardware/Software/Supplies	\$302,979,736	\$272,050,127	(\$30,929,609)	-10%	\$584,599,823	\$424,094,462	(\$160,505,361)	-27%	\$1,266,530,529	\$874,835,810	(\$391,694,719)	-31%
Womens/Juniors/Misses Wear	\$449,559,821	\$423,046,479	(\$26,513,342)	-6%	\$956,978,741	\$719,758,905	(\$237,219,836)	-25%	\$1,728,049,738	\$2,894,368,666	\$1,166,318,928	67%
Retailer Services	\$360,412,335	\$341,751,613	(\$18,660,722)	-5%	\$757,593,268	\$705,879,083	(\$51,714,185)	-7%	\$1,359,376,531	\$1,300,823,452	(\$58,553,079)	-4%
All Other Merchandise	\$465,255,064	\$447,966,191	(\$17,288,874)	-4%	\$988,320,678	\$791,201,320	(\$197,119,358)	-20%	\$1,782,750,364	\$1,903,856,770	\$121,106,406	7%
Soaps/Detergents/Household Cleaners	\$57,231,699	\$55,897,150	(\$1,334,548)	-2%	\$122,337,695	\$126,976,969	\$4,639,274	4%	\$221,425,121	\$284,147,564	\$62,722,443	28%
Paper/Related Products	\$50,034,780	\$49,535,185	(\$499,594)	-1%	\$107,674,282	\$108,705,709	\$1,031,427	1%	\$195,582,272	\$253,110,468	\$57,528,196	29%
Kitchenware/Home Furnishings	\$142,521,385	\$141,971,514	(\$549,871)	0%	\$303,820,318	\$252,565,160	(\$51,255,158)	-17%	\$549,767,467	\$631,044,626	\$81,277,159	15%
Mens Wear	\$173,136,464	\$180,479,052	\$7,342,588	4%	\$366,000,851	\$313,350,764	(\$52,650,087)	-14%	\$659,300,580	\$1,175,875,029	\$516,574,449	78%
Small Electric Appliances	\$25,381,932	\$26,464,764	\$1,082,832	4%	\$54,051,858	\$48,198,641	(\$5,853,217)	-11%	\$97,750,809	\$106,747,038	\$8,996,229	9%
Alcoholic Drinks Served at the Establishment	\$298,569,965	\$312,089,714	\$13,519,749	5%	\$576,785,326	\$510,980,129	(\$65,805,197)	-11%	\$1,233,568,994	\$1,061,369,113	(\$172,199,881)	-14%
Autos/Cars/Vans/Trucks/Motorcycles	\$1,825,954,696	\$1,922,550,504	\$96,595,808	5%	\$3,864,525,306	\$3,982,696,349	\$118,171,043	3%	\$6,973,032,897	\$6,181,835,306	(\$791,197,591)	-11%
Optical Goods (incl Eyeglasses, Sunglasses)	\$25,237,547	\$27,257,615	\$2,020,069	8%	\$53,875,074	\$55,791,962	\$1,916,888	4%	\$97,476,218	\$135,483,600	\$38,007,382	39%
Audio Equipment/Musical Instruments	\$67,749,787	\$73,405,767	\$5,655,980	8%	\$144,887,411	\$125,214,003	(\$19,673,408)	-14%	\$262,729,244	\$272,090,943	\$9,361,699	4%
Cigars/Cigarettes/Tobacco/Accessories	\$135,952,472	\$149,080,698	\$13,128,226	10%	\$297,054,497	\$315,500,731	\$18,446,234	6%	\$544,690,119	\$721,377,668	\$176,687,549	32%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$104,545,667	\$115,538,688	\$10,993,021	11%	\$222,033,769	\$199,399,904	(\$22,633,865)	-10%	\$401,369,685	\$482,747,273	\$81,377,588	20%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$54,218,312	\$61,812,444	\$7,594,132	14%	\$113,645,971	\$114,462,592	\$816,621	1%	\$203,528,572	\$267,514,472	\$63,985,900	31%
Televisions/VCR/Video Cameras/DVD etc	\$76,791,481	\$88,027,635	\$11,236,154	15%	\$164,555,400	\$166,990,617	\$2,435,217	1%	\$298,747,000	\$371,876,334	\$73,129,334	24%
Photographic Equipment/Supplies	\$12,919,445	\$14,844,641	\$1,925,196	15%	\$27,482,179	\$28,258,711	\$776,532	3%	\$49,683,758	\$62,454,751	\$12,770,993	26%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$21,948,883	\$25,581,526	\$3,632,643	17%	\$47,459,060	\$54,800,579	\$7,341,519	15%	\$86,293,016	\$136,926,935	\$50,633,919	59%
Toys/Hobby Goods/Games	\$59,212,800	\$71,152,058	\$11,939,258	20%	\$126,747,927	\$127,551,231	\$803,304	1%	\$230,089,332	\$316,159,462	\$86,070,130	37%
Sewing/Knitting Materials/Supplies	\$5,075,306	\$6,119,758	\$1,044,452	21%	\$10,701,471	\$11,289,656	\$588,185	5%	\$19,298,209	\$27,966,508	\$8,668,299	45%
Childrens Wear/Infants/Toddlers Clothing	\$72,624,359	\$88,659,002	\$16,034,642	22%	\$154,611,438	\$157,401,384	\$2,789,946	2%	\$280,689,199	\$602,293,857	\$321,604,658	115%
Meats/Nonalcoholic Beverages	\$1,159,099,664	\$1,448,397,830	\$289,298,166	25%	\$2,352,549,925	\$2,547,413,448	\$194,863,523	8%	\$4,566,736,759	\$5,328,492,891	\$761,756,132	17%
Books/Periodicals	\$48,960,250	\$65,898,693	\$16,938,442	35%	\$105,060,215	\$112,160,010	\$7,099,795	7%	\$190,738,548	\$219,654,121	\$28,915,573	15%
Automotive Fuels	\$774,895,365	\$1,132,406,543	\$357,511,178	46%	\$1,656,130,708	\$2,572,362,752	\$916,232,044	55%	\$3,001,288,457	\$4,953,218,161	\$1,951,929,704	65%

Consumer Demand & Market Supply Assessment

Site: Huntington Dr and San Marino Ave
Address: Huntington Dr and San Marino Ave | San Marino CA
Date Report Created: 10/31/2019

10 Min Drive

15 Min Drive

20 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

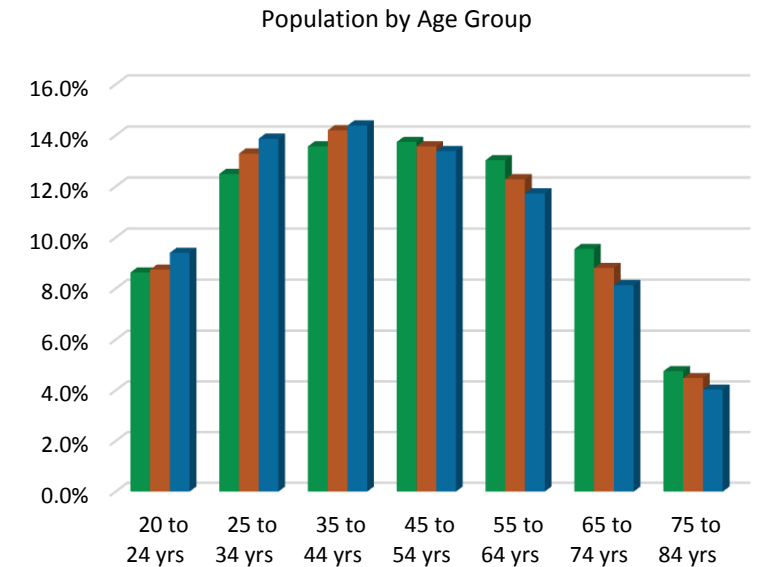
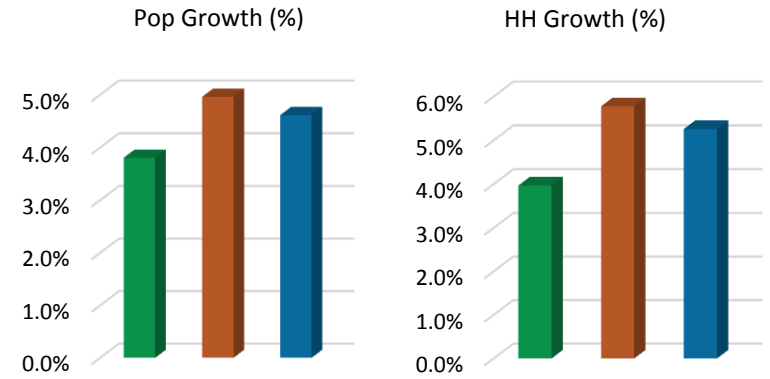
n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

Consumer Demographic Profile

Site: Euclid Ave and Mission St
Address: Euclid Ave and Mission St | San Marino CA
Date Report Created: 10/31/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	686,022	---	1,703,642	---	2,999,863	---
5 Year Projected Pop	712,135	---	1,788,203	---	3,138,334	---
Pop Growth (%)	3.8%	---	5.0%	---	4.6%	---
Households	234,600	---	571,533	---	974,362	---
5 Year Projected HHs	243,914	---	604,566	---	1,025,614	---
HH Growth (%)	4.0%	---	5.8%	---	5.3%	---
Census Stats						
2000 Population	670,598	---	1,641,346	---	2,928,956	---
2010 Population	673,042	---	1,647,494	---	2,918,203	---
Pop Growth (%)	0.4%	---	0.4%	---	-0.4%	---
2000 Households	223,561	---	523,951	---	913,158	---
2010 Households	229,832	---	547,241	---	940,153	---
HH Growth (%)	2.8%	---	4.4%	---	3.0%	---
Total Population by Age						
Average Age	40.2		39.4		38.4	
19 yrs & under	152,873	22.3%	388,324	22.8%	704,149	23.5%
20 to 24 yrs	59,206	8.6%	148,942	8.7%	282,109	9.4%
25 to 34 yrs	85,695	12.5%	226,403	13.3%	416,223	13.9%
35 to 44 yrs	93,111	13.6%	241,935	14.2%	431,720	14.4%
45 to 54 yrs	94,303	13.7%	231,230	13.6%	401,700	13.4%
55 to 64 yrs	89,387	13.0%	209,272	12.3%	351,855	11.7%
65 to 74 yrs	65,515	9.6%	150,038	8.8%	244,096	8.1%
75 to 84 yrs	32,653	4.8%	76,460	4.5%	120,900	4.0%
85 + yrs	13,280	1.9%	31,038	1.8%	47,111	1.6%
Population Bases						
20-34 yrs	144,901	21.1%	375,345	22.0%	698,332	23.3%
45-64 yrs	183,689	26.8%	440,502	25.9%	753,555	25.1%
16 yrs +	547,294	79.8%	1,352,374	79.4%	2,365,057	78.8%
25 yrs +	473,943	69.1%	1,166,376	68.5%	2,013,605	67.1%
65 yrs +	111,448	16.2%	257,536	15.1%	412,107	13.7%
75 yrs +	45,933	6.7%	107,498	6.3%	168,011	5.6%
85 yrs +	13,280	1.9%	31,038	1.8%	47,111	1.6%

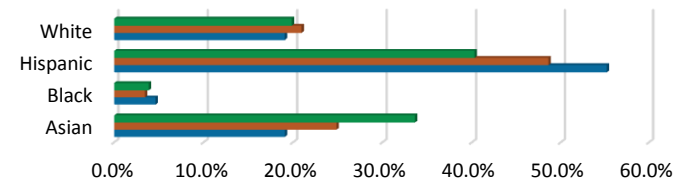


Consumer Demographic Profile

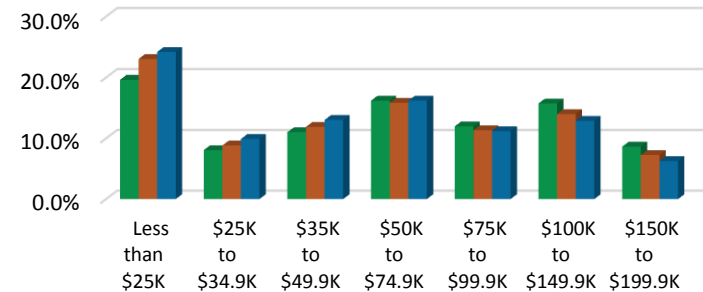
Site: Euclid Ave and Mission St
Address: Euclid Ave and Mission St | San Marino CA
Date Report Created: 10/31/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	136,327	19.9%	356,985	21.0%	572,326	19.1%
Hispanic	276,378	40.3%	827,920	48.6%	1,656,342	55.2%
Black	26,578	3.9%	58,788	3.5%	138,569	4.6%
Asian	230,775	33.6%	423,496	24.9%	572,939	19.1%
Ancestry						
American Indian (ancestry)	1,134	0.2%	2,867	0.2%	4,880	0.2%
Hawaiian (ancestry)	417	0.1%	1,131	0.1%	1,967	0.1%
Household Income						
Per Capita Income	\$32,670	---	\$29,474	---	\$26,249	---
Average HH Income	\$95,535	---	\$87,857	---	\$80,816	---
Median HH Income	\$66,887	---	\$59,214	---	\$54,281	---
Less than \$25K	46,041	19.6%	131,734	23.0%	235,747	24.2%
\$25K to \$34.9K	18,904	8.1%	50,430	8.8%	96,406	9.9%
\$35K to \$49.9K	25,824	11.0%	68,057	11.9%	126,976	13.0%
\$50K to \$74.9K	38,058	16.2%	90,586	15.8%	157,914	16.2%
\$75K to \$99.9K	28,121	12.0%	64,748	11.3%	108,993	11.2%
\$100K to \$149.9K	36,949	15.7%	80,057	14.0%	125,562	12.9%
\$150K to \$199.9K	20,267	8.6%	41,419	7.2%	61,096	6.3%
\$200K +	20,434	8.7%	44,502	7.8%	61,668	6.3%
Education						
Less than 9th Grade	58,784	12.4%	188,996	16.2%	361,024	17.9%
Some HS, No Diploma	36,450	7.7%	112,872	9.7%	219,917	10.9%
HS Grad (or Equivalent)	91,937	19.4%	232,625	19.9%	427,726	21.2%
Some College, No Degree	76,806	16.2%	181,791	15.6%	320,021	15.9%
Associate Degree	33,564	7.1%	77,760	6.7%	123,248	6.1%
Bachelor Degree	109,274	23.1%	240,162	20.6%	375,942	18.7%
Graduates Degree	43,516	9.2%	86,430	7.4%	123,391	6.1%

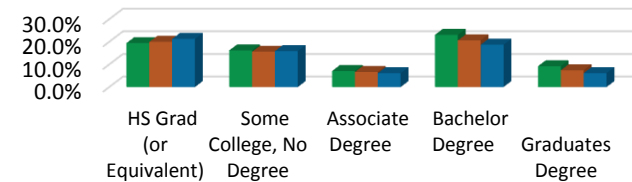
Ethnic Breakdown



Household Income Levels - %



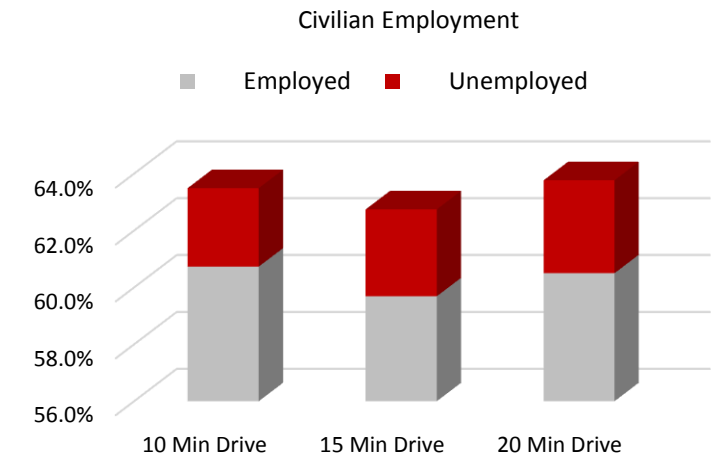
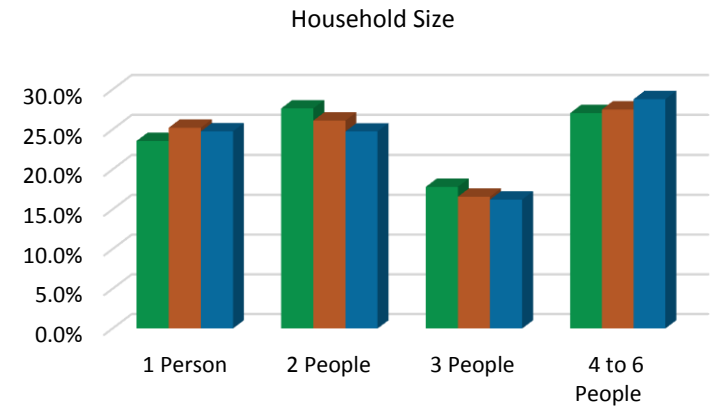
Education



Consumer Demographic Profile

Site: Euclid Ave and Mission St
Address: Euclid Ave and Mission St | San Marino CA
Date Report Created: 10/31/2019

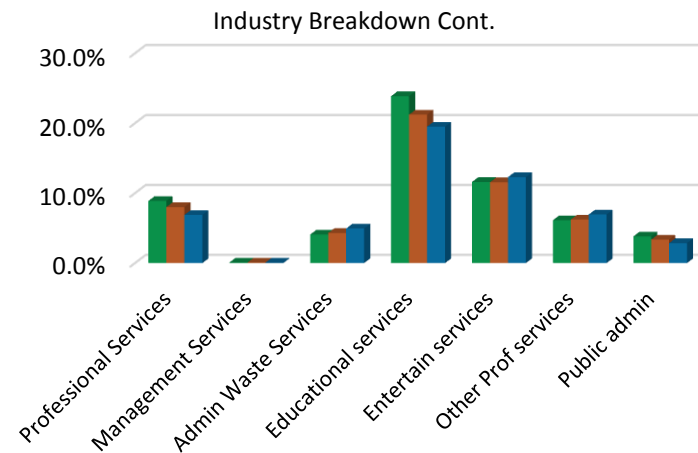
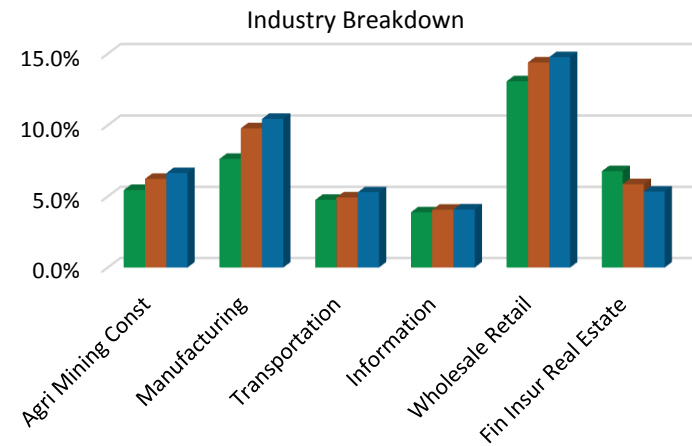
	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	161,805		382,860		653,442	
Single - Male	10,403	6.4%	27,093	7.1%	48,465	7.4%
Single - Female	22,142	13.7%	51,237	13.4%	88,565	13.6%
Single Parent - Male	5,263	3.3%	14,295	3.7%	27,841	4.3%
Single Parent - Female	13,218	8.2%	36,337	9.5%	70,823	10.8%
Married w/ Children	46,068	28.5%	106,630	27.9%	181,141	27.7%
Married w/out Children	64,712	40.0%	147,268	38.5%	236,607	36.2%
Household Size						
1 Person	55,291	23.6%	144,140	25.2%	241,328	24.8%
2 People	64,837	27.6%	149,241	26.1%	241,181	24.8%
3 People	41,804	17.8%	94,826	16.6%	158,187	16.2%
4 to 6 People	63,470	27.1%	157,224	27.5%	280,598	28.8%
7+ People	9,197	3.9%	26,102	4.6%	53,068	5.4%
Home Ownership	234,600		571,533		974,362	
Owners	112,632	48.0%	236,756	41.4%	367,079	37.7%
Renters	121,968	52.0%	334,777	58.6%	607,283	62.3%
Components of Change						
Births	7,602	1.1%	19,419	1.1%	35,729	1.2%
Deaths	5,448	0.8%	12,776	0.7%	20,503	0.7%
Migration	-1,303	-0.2%	777	0.0%	-4,181	-0.1%
Employment (Pop 16+)	547,294		1,352,374		2,365,057	
Armed Services	167	0.0%	392	0.0%	542	0.0%
Civilian	347,461	63.5%	848,509	62.7%	1,508,097	63.8%
Employed	332,380	60.7%	807,218	59.7%	1,430,837	60.5%
Unemployed	15,081	2.8%	41,291	3.1%	77,260	3.3%
Not in Labor Force	199,666	36.5%	503,473	37.2%	856,418	36.2%
Employed Population	332,380		807,218		1,430,837	
White Collar	222,406	66.9%	500,522	62.0%	825,105	57.7%
Blue Collar	109,974	33.1%	306,696	38.0%	605,732	42.3%



Consumer Demographic Profile

Site: Euclid Ave and Mission St
Address: Euclid Ave and Mission St | San Marino CA
Date Report Created: 10/31/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	332,380		807,218		1,430,837	
White Collar	222,406	66.9%	500,522	62.0%	825,105	57.7%
Managerial executive	52,771	15.9%	112,432	13.9%	174,880	12.2%
Prof specialty	84,288	25.4%	183,013	22.7%	286,543	20.0%
Healthcare support	6,851	2.1%	15,578	1.9%	28,561	2.0%
Sales	33,572	10.1%	84,841	10.5%	151,663	10.6%
Office Admin	44,924	13.5%	104,658	13.0%	183,458	12.8%
Blue Collar	109,974	33.1%	306,696	38.0%	605,732	42.3%
Protective	5,306	1.6%	13,193	1.6%	23,310	1.6%
Food Prep Serving	21,611	6.5%	50,909	6.3%	98,781	6.9%
Bldg Maint/Cleaning	12,183	3.7%	33,649	4.2%	74,329	5.2%
Personal Care	18,138	5.5%	43,142	5.3%	77,602	5.4%
Farming/Fishing/Forestry	681	0.2%	2,726	0.3%	5,549	0.4%
Construction	20,686	6.2%	56,934	7.1%	111,102	7.8%
Production Transp	31,370	9.4%	106,143	13.1%	215,059	15.0%
Employment By Industry	332,380		807,218		1,430,837	
Agri Mining Const	18,107	5.4%	50,349	6.2%	94,923	6.6%
Manufacturing	25,392	7.6%	78,964	9.8%	149,431	10.4%
Transportation	15,800	4.8%	39,798	4.9%	75,723	5.3%
Information	12,917	3.9%	32,764	4.1%	58,288	4.1%
Wholesale Retail	43,451	13.1%	116,194	14.4%	211,231	14.8%
Fin Insur Real Estate	22,511	6.8%	47,353	5.9%	76,365	5.3%
Professional Services	29,537	8.9%	64,581	8.0%	98,558	6.9%
Management Services	251	0.1%	479	0.1%	709	0.0%
Admin Waste Services	13,546	4.1%	34,766	4.3%	70,654	4.9%
Educational services	79,318	23.9%	171,296	21.2%	279,075	19.5%
Entertain services	38,535	11.6%	93,288	11.6%	175,841	12.3%
Other Prof services	20,361	6.1%	50,294	6.2%	99,235	6.9%
Public admin	12,656	3.8%	27,092	3.4%	40,804	2.9%



Household Segmentation Profile

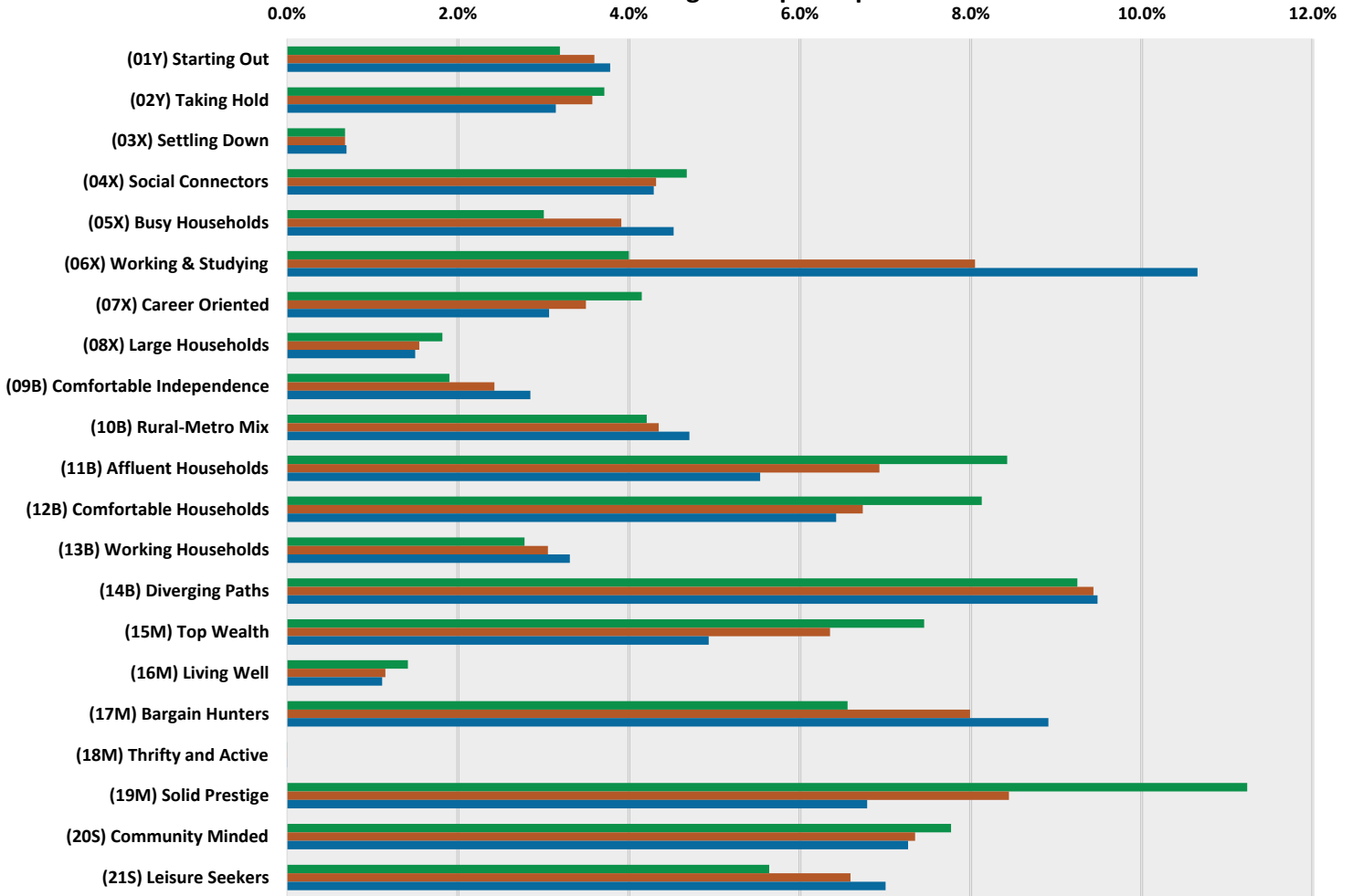
Site: Euclid Ave and Mission St
 Address: Euclid Ave and Mission St | San Marino CA
 Date: 10/31/2019



Hdl[®] ECNSolutions

Trade Area 1: 10 Min Drive	Trade Area 2: 15 Min Drive	Trade Area 3: 20 Min Drive
-------------------------------	-------------------------------	-------------------------------

Household Lifestage Group Comparison



Trade Area 1: 10 Min Drive	Trade Area 2: 15 Min Drive	Trade Area 3: 20 Min Drive
-------------------------------	-------------------------------	-------------------------------

Total Households 231,651 100% 557,044 100% 954,541 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	16,968	7.3%	40,494	7.3%	68,157	7.1%
2	36- Persistent & Productive	(20S) Community Minded	13,155	5.7%	31,036	5.6%	53,599	5.6%
3	09- Busy Schedules	(19M) Solid Prestige	12,218	5.3%	22,024	4.0%	29,992	3.1%
4	13- Work & Play	(12B) Comfortable Households	10,136	4.4%	20,106	3.6%	32,016	3.4%
5	53- Metro Strivers	(10B) Rural-Metro Mix	9,740	4.2%	24,197	4.3%	44,872	4.7%
6	02- Established Elite	(15M) Top Wealth	9,681	4.2%	20,585	3.7%	27,129	2.8%
7	04- Top Professionals	(11B) Affluent Households	9,574	4.1%	17,340	3.1%	23,915	2.5%
8	08- Solid Surroundings	(19M) Solid Prestige	9,339	4.0%	16,490	3.0%	22,633	2.4%
9	17- Firmly Established	(12B) Comfortable Households	8,696	3.8%	17,427	3.1%	29,330	3.1%
10	01- Summit Estates	(11B) Affluent Households	7,872	3.4%	17,047	3.1%	22,329	2.3%

* Rank is based on Trade Area 1 cluster size

Uses the Personix household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

Household Segmentation Profile

Market: Euclid Ave and Mission St | San Marino CA

Date: 10/31/2019

TOTAL HOUSEHOLDS		231,651	100%	557,044	100%	954,541	100%
Lifestage Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
(01Y) Starting Out		7,400	3.2%	20,038	3.6%	36,099	3.8%
	39- Setting Goals	1,855	0.8%	5,967	1.1%	11,785	1.2%
	45- Offices & Entertainment	1,845	0.8%	4,102	0.7%	6,826	0.7%
	57- Collegiate Crowd	1,965	0.8%	5,165	0.9%	8,508	0.9%
	58- Outdoor Fervor	2	0.0%	9	0.0%	18	0.0%
	67- First Steps	1,733	0.7%	4,795	0.9%	8,962	0.9%
(02Y) Taking Hold		8,601	3.7%	19,902	3.6%	30,041	3.1%
	18- Climbing the Ladder	393	0.2%	696	0.1%	1,081	0.1%
	21- Children First	1,669	0.7%	3,478	0.6%	5,680	0.6%
	24- Career Building	6,130	2.6%	14,818	2.7%	21,613	2.3%
	30- Out & About	409	0.2%	910	0.2%	1,667	0.2%
(03X) Settling Down		1,575	0.7%	3,784	0.7%	6,665	0.7%
	34- Outward Bound	0	0.0%	4	0.0%	11	0.0%
	41- Rural Adventure	2	0.0%	31	0.0%	53	0.0%
	46- Rural & Active	1,573	0.7%	3,749	0.7%	6,601	0.7%
(04X) Social Connectors		10,840	4.7%	24,051	4.3%	40,963	4.3%
	42- Creative Variety	1,651	0.7%	3,616	0.6%	6,306	0.7%
	52- Stylish & Striving	4,711	2.0%	10,122	1.8%	16,082	1.7%
	59- Mobile Mixers	4,478	1.9%	10,313	1.9%	18,575	1.9%
(05X) Busy Households		6,960	3.0%	21,788	3.9%	43,198	4.5%
	37- Firm Foundations	2,666	1.2%	6,452	1.2%	11,544	1.2%
	62- Movies & Sports	4,294	1.9%	15,336	2.8%	31,654	3.3%
(06X) Working & Studying		9,266	4.0%	44,836	8.0%	101,667	10.7%
	61- City Life	5,706	2.5%	34,995	6.3%	82,683	8.7%
	69- Productive Havens	680	0.3%	2,073	0.4%	4,431	0.5%
	70- Favorably Frugal	2,880	1.2%	7,768	1.4%	14,553	1.5%
(07X) Career Oriented		9,614	4.2%	19,486	3.5%	29,278	3.1%
	06- Casual Comfort	2,171	0.9%	4,578	0.8%	6,806	0.7%
	10- Careers & Travel	1,174	0.5%	2,170	0.4%	3,149	0.3%
	20- Carving Out Time	480	0.2%	979	0.2%	1,663	0.2%
	26- Getting Established	5,790	2.5%	11,759	2.1%	17,660	1.9%
(08X) Large Households		4,215	1.8%	8,631	1.5%	14,342	1.5%
	11- Schools & Shopping	889	0.4%	1,858	0.3%	3,061	0.3%
	12- On the Go	1,351	0.6%	2,721	0.5%	4,376	0.5%
	19- Country Comfort	28	0.0%	88	0.0%	173	0.0%
	27- Tenured Proprietors	1,947	0.8%	3,964	0.7%	6,732	0.7%
(09B) Comfortable Independence		4,404	1.9%	13,530	2.4%	27,195	2.8%
	29- City Mixers	2,217	1.0%	9,129	1.6%	20,154	2.1%
	35- Working & Active	1,149	0.5%	2,229	0.4%	3,451	0.4%
	56- Metro Active	1,038	0.4%	2,172	0.4%	3,590	0.4%
(10B) Rural-Metro Mix		9,748	4.2%	24,233	4.4%	44,958	4.7%
	47- Rural Parents	3	0.0%	15	0.0%	46	0.0%
	53- Metro Strivers	9,740	4.2%	24,197	4.3%	44,872	4.7%
	60- Rural & Mobile	5	0.0%	21	0.0%	40	0.0%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

Household Segmentation Profile

Market: Euclid Ave and Mission St | San Marino CA

Date: 10/31/2019

INSIGHT

MARKET ANALYTICS

HitL[®] ECON Solutions

TOTAL HOUSEHOLDS		231,651	100%	557,044	100%	954,541	100%
Lifestage Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
(11B) Affluent Households		19,521	8.4%	38,604	6.9%	52,847	5.5%
	01- Summit Estates	7,872	3.4%	17,047	3.1%	22,329	2.3%
	04- Top Professionals	9,574	4.1%	17,340	3.1%	23,915	2.5%
	07- Active Lifestyles	2,076	0.9%	4,217	0.8%	6,603	0.7%
(12B) Comfortable Households		18,832	8.1%	37,533	6.7%	61,346	6.4%
	13- Work & Play	10,136	4.4%	20,106	3.6%	32,016	3.4%
	17- Firmly Established	8,696	3.8%	17,427	3.1%	29,330	3.1%
(13B) Working Households		6,437	2.8%	17,013	3.1%	31,605	3.3%
	38- Occupational Mix	6,437	2.8%	17,010	3.1%	31,592	3.3%
	48- Farm & Home	0	0.0%	3	0.0%	13	0.0%
(14B) Diverging Paths		21,416	9.2%	52,559	9.4%	90,501	9.5%
	16- Country Enthusiasts	2	0.0%	6	0.0%	14	0.0%
	22- Comfortable Cornerstones	461	0.2%	849	0.2%	1,499	0.2%
	31- Mid-Americana	1,381	0.6%	2,753	0.5%	4,302	0.5%
	32- Metro Mix	2,605	1.1%	8,457	1.5%	16,529	1.7%
	33- Urban Diversity	16,968	7.3%	40,494	7.3%	68,157	7.1%
(15M) Top Wealth		17,271	7.5%	35,389	6.4%	47,107	4.9%
	02- Established Elite	9,681	4.2%	20,585	3.7%	27,129	2.8%
	03- Corporate Connected	7,590	3.3%	14,804	2.7%	19,978	2.1%
(16M) Living Well		3,275	1.4%	6,417	1.2%	10,653	1.1%
	14- Career Centered	2,681	1.2%	5,266	0.9%	8,507	0.9%
	15- Country Ways	0	0.0%	4	0.0%	9	0.0%
	23- Good Neighbors	594	0.3%	1,147	0.2%	2,137	0.2%
(17M) Bargain Hunters		15,190	6.6%	44,508	8.0%	85,046	8.9%
	43- Work & Causes	1,949	0.8%	3,880	0.7%	6,274	0.7%
	44- Open Houses	2,348	1.0%	4,815	0.9%	8,062	0.8%
	55- Community Life	1,942	0.8%	4,389	0.8%	7,313	0.8%
	63- Staying Home	7,764	3.4%	27,726	5.0%	55,732	5.8%
	68- Staying Healthy	1,187	0.5%	3,698	0.7%	7,665	0.8%
(18M) Thrifty & Active		7	0.0%	13	0.0%	29	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	5	0.0%
	50- Rural Community	5	0.0%	7	0.0%	14	0.0%
	54- Work & Outdoors	2	0.0%	6	0.0%	10	0.0%
(19M) Solid Prestige		26,018	11.2%	47,058	8.4%	64,794	6.8%
	05- Active & Involved	4,461	1.9%	8,544	1.5%	12,169	1.3%
	08- Solid Surroundings	9,339	4.0%	16,490	3.0%	22,633	2.4%
	09- Busy Schedules	12,218	5.3%	22,024	4.0%	29,992	3.1%
(20S) Community Minded		17,994	7.8%	40,944	7.4%	69,356	7.3%
	25- Clubs & Causes	1,899	0.8%	3,853	0.7%	6,380	0.7%
	28- Community Pillars	2,940	1.3%	6,055	1.1%	9,377	1.0%
	36- Persistent & Productive	13,155	5.7%	31,036	5.6%	53,599	5.6%
(21S) Leisure Seekers		13,068	5.6%	36,727	6.6%	66,851	7.0%
	49- Home & Garden	2,811	1.2%	6,591	1.2%	11,185	1.2%
	51- Role Models	2,230	1.0%	5,013	0.9%	8,766	0.9%
	64- Practical & Careful	1,948	0.8%	5,775	1.0%	9,970	1.0%
	65- Hobbies & Shopping	2,310	1.0%	5,570	1.0%	9,638	1.0%
	66- Helping Hands	3,769	1.6%	13,778	2.5%	27,292	2.9%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

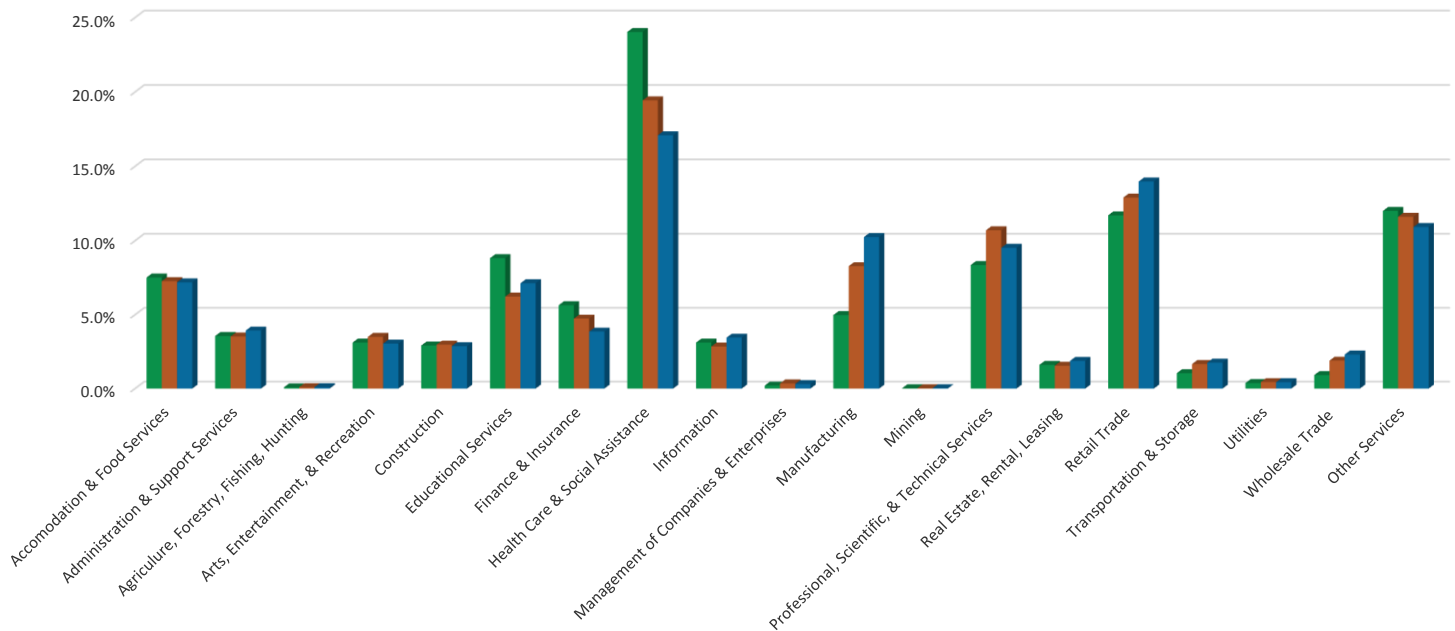
Employment Profile

Site: Euclid Ave and Mission St
 Address: Euclid Ave and Mission St | San Marino CA
 Date Report Created: 10/31/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
Daytime Population	729,479		1,934,231		3,390,190	
Student Population	204,771		481,643		905,399	
Median Employee Salary	51,054		49,872		48,871	
Average Employee Salary	59,182		58,355		57,078	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	5,789	2.1%	20,937	2.6%	39,595	2.9%
15,000 to 30,000 CrYr	35,736	13.2%	110,385	13.6%	197,112	14.3%
30,000 to 45,000 CrYr	70,204	25.9%	215,184	26.6%	372,906	27.1%
45,000 to 60,000 CrYr	53,070	19.6%	153,377	18.9%	260,449	18.9%
60,000 to 75,000 CrYr	33,333	12.3%	98,969	12.2%	163,178	11.9%
75,000 to 90,000 CrYr	27,765	10.2%	80,961	10.0%	137,230	10.0%
90,000 to 100,000 CrYr	7,661	2.8%	23,214	2.9%	37,474	2.7%
Over 100,000 CrYr	37,615	13.9%	107,429	13.3%	167,524	12.2%

Industry Groups

Employee's by Industry



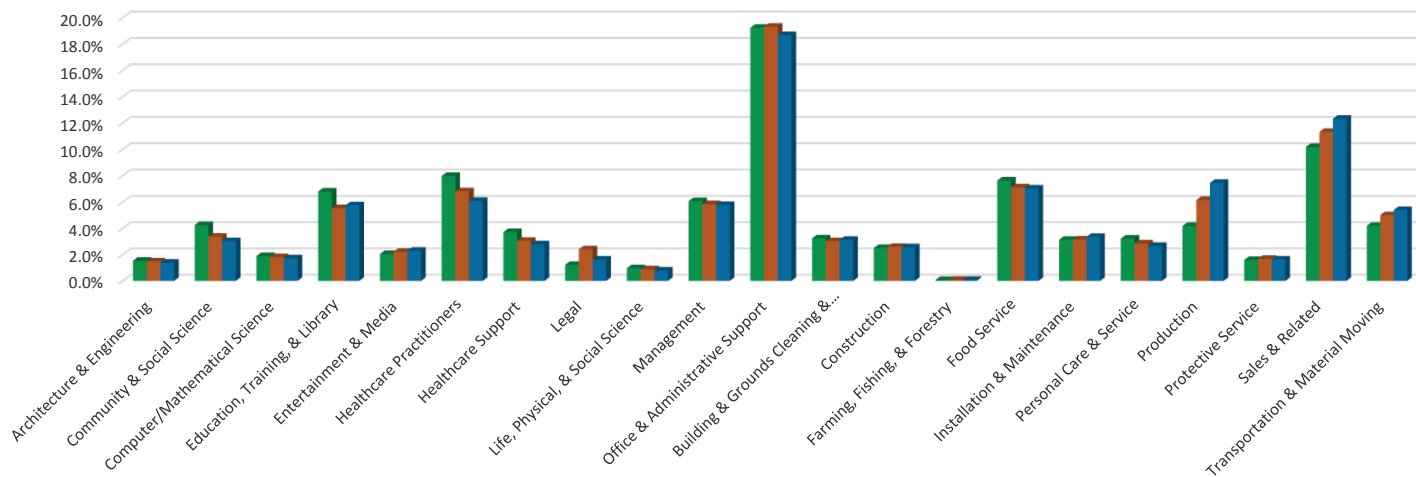
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	19,391	100%	271,174	100%	54,132	100%	810,456	100%	84,783	100%	1,375,468	100%
Accommodation & Food Services	1,236	6.4%	20,388	7.5%	3,245	6.0%	58,943	7.3%	5,270	6.2%	98,938	7.2%
Administration & Support Services	566	2.9%	9,658	3.6%	1,386	2.6%	28,571	3.5%	2,244	2.6%	54,030	3.9%
Agriculture, Forestry, Fishing, Hunting	37	0.2%	224	0.1%	106	0.2%	773	0.1%	161	0.2%	1,255	0.1%
Arts, Entertainment, & Recreation	445	2.3%	8,443	3.1%	1,153	2.1%	28,341	3.5%	1,860	2.2%	41,849	3.0%
Construction	700	3.6%	7,906	2.9%	1,911	3.5%	24,078	3.0%	3,031	3.6%	39,471	2.9%
Educational Services	587	3.0%	23,921	8.8%	1,328	2.5%	50,476	6.2%	2,078	2.5%	98,084	7.1%
Finance & Insurance	1,293	6.7%	15,295	5.6%	2,974	5.5%	38,377	4.7%	4,228	5.0%	53,047	3.9%
Health Care & Social Assistance	4,259	22.0%	65,165	24.0%	9,897	18.3%	157,463	19.4%	14,465	17.1%	235,040	17.1%
Information	395	2.0%	8,439	3.1%	1,084	2.0%	23,072	2.8%	1,913	2.3%	47,414	3.4%
Management of Companies & Enterprises	16	0.1%	550	0.2%	51	0.1%	2,809	0.3%	73	0.1%	4,177	0.3%
Manufacturing	573	3.0%	13,498	5.0%	2,548	4.7%	67,141	8.3%	4,584	5.4%	140,878	10.2%
Mining	5	0.0%	55	0.0%	14	0.0%	184	0.0%	25	0.0%	371	0.0%
Professional, Scientific, & Technical Services	2,370	12.2%	22,684	8.4%	6,616	12.2%	86,722	10.7%	9,270	10.9%	130,966	9.5%
Real Estate, Rental, Leasing	656	3.4%	4,355	1.6%	1,744	3.2%	12,552	1.5%	2,927	3.5%	25,733	1.9%
Retail Trade	2,416	12.5%	31,734	11.7%	8,566	15.8%	104,549	12.9%	14,118	16.7%	192,224	14.0%
Transportation & Storage	140	0.7%	2,826	1.0%	561	1.0%	13,455	1.7%	976	1.2%	24,195	1.8%
Utilities	19	0.1%	1,020	0.4%	59	0.1%	3,534	0.4%	99	0.1%	5,902	0.4%
Wholesale Trade	351	1.8%	2,472	0.9%	2,038	3.8%	15,325	1.9%	3,567	4.2%	31,716	2.3%
Other Services	3,327	17.2%	32,542	12.0%	8,851	16.4%	94,091	11.6%	13,894	16.4%	150,178	10.9%

Employment Profile

Site: Euclid Ave and Mission St
 Address: Euclid Ave and Mission St | San Marino CA
 Date Report Created: 10/31/2019

Occupations	10 Min Drive		15 Min Drive		20 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	161,233	59.5%	457,889	56.5%	740,679	53.8%
Architecture & Engineering	4,153	1.5%	12,006	1.5%	19,091	1.4%
Community & Social Science	11,518	4.2%	27,222	3.4%	41,605	3.0%
Computer/Mathematical Science	5,117	1.9%	14,679	1.8%	23,686	1.7%
Education, Training, & Library	18,456	6.8%	44,892	5.5%	79,202	5.8%
Entertainment & Media	5,539	2.0%	17,931	2.2%	31,532	2.3%
Healthcare Practitioners	21,655	8.0%	55,311	6.8%	83,772	6.1%
Healthcare Support	10,078	3.7%	24,756	3.1%	38,228	2.8%
Legal	3,311	1.2%	19,504	2.4%	22,350	1.6%
Life, Physical, & Social Science	2,635	1.0%	7,139	0.9%	10,947	0.8%
Management	16,472	6.1%	47,315	5.8%	79,483	5.8%
Office & Administrative Support	52,170	19.2%	156,600	19.3%	257,022	18.7%
Blue Collar	108,363	40.0%	348,323	43.0%	627,554	45.6%
Building & Grounds Cleaning & Maintenance	8,775	3.2%	24,513	3.0%	42,964	3.1%
Construction	6,789	2.5%	20,996	2.6%	35,189	2.6%
Farming, Fishing, & Forestry	195	0.1%	635	0.1%	1,136	0.1%
Food Service	20,728	7.6%	57,673	7.1%	96,707	7.0%
Installation & Maintenance	8,489	3.1%	25,561	3.2%	46,118	3.4%
Personal Care & Service	8,732	3.2%	23,100	2.9%	36,673	2.7%
Production	11,341	4.2%	49,890	6.2%	102,583	7.5%
Protective Service	4,320	1.6%	13,554	1.7%	22,367	1.6%
Sales & Related	27,639	10.2%	91,835	11.3%	169,581	12.3%
Transportation & Material Moving	11,356	4.2%	40,566	5.0%	74,236	5.4%
Military Services	1,577	0.6%	4,244	0.5%	7,235	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	271,174	810,456	1,375,468
2019 Q1	276,726	824,062	1,403,606
2018 Q4	275,100	820,498	1,397,492
2018 Q3	260,860	787,133	1,334,778
2018 Q2	275,335	817,824	1,395,036
2018 Q1	283,299	843,573	1,440,451
2017 Q4	285,695	849,717	1,451,723
2017 Q3	268,732	812,100	1,382,156
2017 Q2	282,415	839,897	1,436,588

Consumer Demand & Market Supply Assessment

Site: Euclid Ave and Mission St
 Address: Euclid Ave and Mission St | San Marino CA
 Date Report Created: 10/31/2019

Demographics

Population
 5-Year Population estimate
 Population Households
 Group Quarters Population
 Households
 5-Year Households estimate
 WorkPlace Establishments
 Workplace Employees
 Median Household Income

	10 Min Drive	15 Min Drive	20 Min Drive
Population	686,022	1,703,642	2,999,863
5-Year Population estimate	712,135	1,788,203	3,138,334
Population Households	677,081	1,668,912	2,942,971
Group Quarters Population	8,942	34,730	56,892
Households	234,600	571,533	974,362
5-Year Households estimate	243,914	604,566	1,025,614
WorkPlace Establishments	19,391	54,132	84,783
Workplace Employees	271,174	810,456	1,375,468
Median Household Income	\$66,887	\$59,214	\$54,281

By Establishments

Other Motor Vehicle Dealers
 Lawn/Garden Equipment/Supplies Stores
 Vending Machine Operators (Non-Store)
 Beer/Wine/Liquor Stores
 Automotive Parts/Accessories/Tire
 Building Material/Supplies Dealers
 Other General Merchandise Stores
 Jewelry/Luggage/Leather Goods
 Electronics/Appliance
 Department Stores
 Shoe Stores
 Furniture Stores
 Clothing Stores
 Electronic Shopping/Mail Order Houses
 Bar/Drinking Places (Alcoholic Beverages)
 Office Supplies/Stationary/Gift
 Sporting Goods/Hobby/Musical Instrument
 Direct Selling Establishments
 Health/Personal Care Stores
 Home Furnishing Stores
 Automotive Dealers
 Specialty Food Stores
 Special Food Services
 Grocery Stores
 Used Merchandise Stores
 Limited-Service Eating Places
 Full-Service Restaurants
 Florists/Misc. Store Retailers
 Other Misc. Store Retailers
 Gasoline Stations
 Book/Periodical/Music Stores

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Other Motor Vehicle Dealers	\$141,497,896	\$37,282,065	(\$104,215,831)	-74%	\$340,401,046	\$121,133,304	(\$219,267,742)	-64%	\$592,970,281	\$242,052,593	(\$350,917,688)	-59%
Lawn/Garden Equipment/Supplies Stores	\$81,526,143	\$30,071,202	(\$51,454,941)	-63%	\$197,671,332	\$68,695,304	(\$128,976,028)	-65%	\$345,496,969	\$147,626,013	(\$197,870,956)	-57%
Vending Machine Operators (Non-Store)	\$76,211,129	\$32,232,490	(\$43,978,639)	-58%	\$186,841,274	\$234,035,908	\$47,194,634	25%	\$326,892,595	\$362,965,869	\$36,073,274	11%
Beer/Wine/Liquor Stores	\$105,418,950	\$56,926,059	(\$48,492,890)	-46%	\$255,715,958	\$207,493,848	(\$48,222,110)	-19%	\$446,446,215	\$421,284,054	(\$25,162,161)	-6%
Automotive Parts/Accessories/Tire	\$194,630,563	\$105,486,032	(\$89,144,531)	-46%	\$475,395,499	\$351,680,330	(\$123,715,169)	-26%	\$836,991,562	\$763,317,618	(\$73,673,944)	-9%
Building Material/Supplies Dealers	\$697,067,235	\$380,252,206	(\$316,815,028)	-45%	\$1,695,856,300	\$1,450,741,695	(\$245,114,605)	-14%	\$2,974,184,613	\$2,787,664,296	(\$186,520,317)	-6%
Other General Merchandise Stores	\$1,299,635,828	\$730,149,613	(\$569,486,216)	-44%	\$3,168,982,941	\$2,513,560,962	(\$655,421,979)	-21%	\$5,554,136,855	\$4,838,891,330	(\$715,245,525)	-13%
Jewelry/Luggage/Leather Goods	\$76,572,198	\$51,682,540	(\$24,889,658)	-33%	\$185,415,380	\$488,076,793	\$302,661,413	163%	\$324,188,794	\$581,656,048	\$257,467,254	79%
Electronics/Appliance	\$223,055,591	\$161,284,580	(\$61,771,011)	-28%	\$570,709,671	\$434,193,262	(\$136,516,409)	-24%	\$987,964,776	\$870,848,441	(\$117,116,335)	-12%
Department Stores	\$300,282,447	\$223,465,714	(\$76,816,734)	-26%	\$729,206,718	\$875,840,168	\$146,633,450	20%	\$1,276,164,004	\$1,615,069,429	\$338,905,425	27%
Shoe Stores	\$76,184,630	\$57,030,952	(\$19,153,678)	-25%	\$183,101,109	\$253,234,692	\$70,133,583	38%	\$318,638,989	\$397,700,809	\$79,061,820	25%
Furniture Stores	\$135,524,890	\$102,503,410	(\$33,021,480)	-24%	\$326,651,971	\$304,898,579	(\$21,753,392)	-7%	\$569,373,689	\$754,157,296	\$184,783,607	32%
Clothing Stores	\$558,097,162	\$454,703,165	(\$103,393,997)	-19%	\$1,349,457,482	\$2,160,601,436	\$811,143,954	60%	\$2,357,249,738	\$5,376,342,010	\$3,019,092,272	128%
Electronic Shopping/Mail Order Houses	\$1,757,447,877	\$1,453,421,013	(\$304,026,864)	-17%	\$4,360,862,139	\$3,113,005,311	(\$1,247,856,828)	-29%	\$7,614,648,584	\$4,335,248,177	(\$3,279,400,407)	-43%
Bar/Drinking Places (Alcoholic Beverages)	\$41,092,209	\$36,024,229	(\$5,067,980)	-12%	\$114,580,010	\$118,108,869	\$3,528,859	3%	\$195,788,146	\$236,951,989	\$41,163,843	21%
Office Supplies/Stationary/Gift	\$63,717,881	\$57,748,256	(\$5,969,625)	-9%	\$156,970,290	\$202,647,550	\$45,677,260	29%	\$273,299,483	\$342,756,813	\$69,457,330	25%
Sporting Goods/Hobby/Musical Instrument	\$136,261,985	\$127,010,745	(\$9,251,240)	-7%	\$329,462,814	\$379,311,104	\$49,848,290	15%	\$575,626,338	\$712,631,384	\$137,005,046	24%
Direct Selling Establishments	\$61,726,042	\$58,877,001	(\$2,849,041)	-5%	\$150,845,723	\$164,490,163	\$13,644,440	9%	\$264,614,887	\$261,371,844	(\$3,243,043)	-1%
Health/Personal Care Stores	\$676,563,664	\$646,024,834	(\$30,538,830)	-5%	\$1,653,227,445	\$2,040,831,188	\$387,603,743	23%	\$2,908,734,711	\$3,655,828,889	\$747,094,178	26%
Home Furnishing Stores	\$125,505,395	\$129,270,551	\$3,765,156	3%	\$304,609,755	\$302,622,826	(\$1,986,929)	-1%	\$533,386,616	\$657,047,683	\$123,661,067	23%
Automotive Dealers	\$2,243,091,306	\$2,325,768,719	\$82,677,413	4%	\$5,394,471,569	\$5,104,513,741	(\$289,957,828)	-5%	\$9,407,058,507	\$8,130,147,875	(\$1,276,910,632)	-14%
Specialty Food Stores	\$74,014,467	\$80,135,722	\$6,121,254	8%	\$180,509,543	\$264,427,394	\$83,917,851	46%	\$316,356,185	\$462,424,418	\$146,068,233	46%
Special Food Services	\$132,141,864	\$144,413,752	\$12,271,889	9%	\$340,714,479	\$468,443,412	\$127,728,933	37%	\$586,891,958	\$809,491,187	\$222,599,229	38%
Grocery Stores	\$1,254,301,467	\$1,386,170,009	\$131,868,542	11%	\$3,057,670,791	\$3,692,094,349	\$634,423,558	21%	\$5,359,245,213	\$6,459,956,644	\$1,100,711,431	21%
Used Merchandise Stores	\$41,855,589	\$47,602,451	\$5,746,862	14%	\$101,253,440	\$114,516,093	\$13,262,653	13%	\$176,718,991	\$201,019,189	\$24,300,198	14%
Limited-Service Eating Places	\$633,006,043	\$725,167,800	\$92,161,757	15%	\$1,631,255,356	\$1,848,306,876	\$217,051,520	13%	\$2,810,254,307	\$3,162,544,131	\$352,289,824	13%
Full-Service Restaurants	\$649,067,657	\$775,635,886	\$126,568,229	20%	\$1,728,404,265	\$1,954,694,541	\$226,290,276	13%	\$2,967,202,503	\$3,157,566,945	\$190,364,442	6%
Florists/Misc. Store Retailers	\$17,183,531	\$21,297,853	\$4,114,322	24%	\$41,684,753	\$64,282,463	\$22,597,710	54%	\$72,873,707	\$134,449,944	\$61,576,237	84%
Other Misc. Store Retailers	\$178,776,304	\$239,348,387	\$60,572,083	34%	\$431,885,191	\$716,808,738	\$284,923,547	66%	\$753,626,600	\$1,288,592,717	\$534,966,117	71%
Gasoline Stations	\$916,843,784	\$1,256,506,877	\$339,663,093	37%	\$2,228,326,483	\$3,824,422,369	\$1,596,095,886	72%	\$3,908,770,255	\$5,938,378,693	\$2,029,608,438	52%
Book/Periodical/Music Stores	\$39,267,375	\$54,792,212	\$15,524,837	40%	\$95,942,360	\$141,097,461	\$45,155,101	47%	\$168,327,878	\$203,258,804	\$34,930,926	21%
Consumer Demand/Market Supply Index	\$13,007,569,103	\$11,988,286,325	109		\$31,968,083,087	\$33,978,810,729	94		\$55,804,123,949	\$59,309,243,132	94	

Consumer Demand & Market Supply Assessment

Site: Euclid Ave and Mission St
Address: Euclid Ave and Mission St | San Marino CA
Date Report Created: 10/31/2019

By Major Product Lines	10 Min Drive				15 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Dimensional Lumber/Other Building Materials	\$281,348,735	\$162,061,640	(\$119,287,095)	-42%	\$684,208,021	\$614,207,754	(\$70,000,267)	-10%	\$1,199,967,404	\$1,180,391,422	(\$19,575,982)	-2%
Paints/Sundries/Wallpaper/Wall Coverings	\$50,896,174	\$29,682,915	(\$21,213,259)	-42%	\$124,164,281	\$112,518,984	(\$11,645,297)	-9%	\$218,435,934	\$216,178,188	(\$2,257,746)	-1%
Hardware/Tools/Plumbing/Electrical Supplies	\$194,847,261	\$121,644,073	(\$73,203,189)	-38%	\$476,619,553	\$432,058,612	(\$44,560,941)	-9%	\$839,099,222	\$812,711,466	(\$26,387,756)	-3%
Pets/Pet Foods/Pet Supplies	\$118,062,477	\$77,050,398	(\$41,012,079)	-35%	\$281,373,582	\$230,889,291	(\$50,484,291)	-18%	\$486,565,322	\$415,303,454	(\$71,261,868)	-15%
Lawn/Garden/Farm Equipment/Supplies	\$207,295,790	\$139,681,749	(\$67,614,041)	-33%	\$503,426,581	\$402,191,392	(\$101,235,189)	-20%	\$880,763,252	\$753,246,951	(\$127,516,301)	-14%
Furniture/Sleep/Outdoor/Patio Furniture	\$349,824,289	\$236,125,771	(\$113,698,518)	-33%	\$842,985,434	\$657,145,584	(\$185,839,850)	-22%	\$1,469,356,667	\$1,350,230,256	(\$119,126,411)	-8%
Automotive Tires/Tubes/Batteries/Parts	\$388,711,259	\$270,353,569	(\$118,357,690)	-30%	\$950,663,457	\$714,484,909	(\$236,178,548)	-25%	\$1,675,559,684	\$1,313,425,800	(\$362,133,884)	-22%
Footwear, including Accessories	\$188,251,893	\$133,285,546	(\$54,966,347)	-29%	\$452,250,844	\$519,635,544	\$67,384,700	15%	\$786,854,500	\$969,804,378	\$182,949,878	23%
Jewelry (including Watches)	\$115,214,796	\$83,064,198	(\$32,150,598)	-28%	\$279,179,003	\$534,515,975	\$255,336,972	91%	\$488,468,452	\$737,646,375	\$249,177,923	51%
Womens/Juniors/Misses Wear	\$485,663,745	\$360,012,681	(\$125,651,063)	-26%	\$1,175,701,067	\$1,449,465,195	\$273,764,128	23%	\$2,055,285,511	\$3,289,779,034	\$1,234,493,523	60%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$1,512,283,640	\$1,193,004,835	(\$319,278,804)	-21%	\$3,697,898,912	\$3,396,810,643	(\$301,088,269)	-8%	\$6,509,983,927	\$5,831,480,271	(\$678,503,656)	-10%
Floor/Floor Coverings	\$99,371,471	\$78,989,048	(\$20,382,423)	-21%	\$243,307,873	\$218,953,993	(\$24,353,880)	-10%	\$428,807,572	\$442,801,363	\$13,993,791	3%
Major Household Appliances	\$48,736,337	\$39,130,639	(\$9,605,699)	-20%	\$115,366,811	\$121,177,333	\$5,810,522	5%	\$197,997,286	\$231,621,871	\$33,624,585	17%
Automotive Lubricants (incl Oil, Greases)	\$48,736,337	\$39,130,639	(\$9,605,699)	-20%	\$115,366,811	\$121,177,333	\$5,810,522	5%	\$197,997,286	\$231,621,871	\$33,624,585	17%
Mens Wear	\$186,757,861	\$157,595,386	(\$29,162,475)	-16%	\$449,431,388	\$609,742,849	\$160,311,461	36%	\$782,112,927	\$1,335,206,602	\$553,093,675	71%
Packaged Liquor/Wine/Beer	\$230,515,949	\$195,277,216	(\$35,238,733)	-15%	\$556,363,275	\$590,820,690	\$34,457,415	6%	\$970,156,568	\$1,072,960,241	\$102,803,673	11%
Groceries/Other Food Items (Off Premises)	\$1,955,936,251	\$1,671,652,731	(\$284,283,520)	-15%	\$4,763,455,574	\$4,947,205,836	\$183,750,262	4%	\$8,352,422,201	\$8,753,849,089	\$401,426,888	5%
Kitchenware/Home Furnishings	\$154,123,380	\$137,363,946	(\$16,759,433)	-11%	\$373,906,312	\$391,928,752	\$18,022,440	5%	\$654,454,343	\$744,195,932	\$89,741,589	14%
Computer Hardware/Software/Supplies	\$307,904,017	\$278,713,127	(\$29,190,889)	-9%	\$878,083,625	\$638,816,748	(\$239,266,877)	-27%	\$1,501,847,800	\$984,926,995	(\$516,920,805)	-34%
Retailer Services	\$387,685,297	\$351,098,290	(\$36,587,007)	-9%	\$929,166,481	\$870,549,721	(\$58,616,760)	-6%	\$1,609,915,129	\$1,468,839,760	(\$141,075,369)	-9%
All Other Merchandise	\$502,483,648	\$456,882,145	(\$45,601,503)	-9%	\$1,214,894,545	\$1,278,502,285	\$63,607,740	5%	\$2,119,272,141	\$2,159,967,217	\$40,695,076	2%
Soaps/Detergents/Household Cleaners	\$61,926,761	\$58,243,670	(\$3,683,091)	-6%	\$150,631,287	\$181,696,504	\$31,065,217	21%	\$263,790,786	\$332,741,700	\$68,950,914	26%
Paper/Related Products	\$54,270,542	\$51,117,153	(\$3,153,389)	-6%	\$132,770,786	\$160,809,727	\$28,038,941	21%	\$233,507,930	\$295,044,385	\$61,536,455	26%
Childrens Wear/Infants/Toddlers Clothing	\$78,679,136	\$76,193,646	(\$2,485,490)	-3%	\$190,664,406	\$308,509,895	\$117,845,489	62%	\$333,956,631	\$690,879,757	\$356,923,126	107%
Small Electric Appliances	\$27,434,638	\$26,675,757	(\$758,881)	-3%	\$66,422,801	\$72,150,809	\$5,728,008	9%	\$116,201,865	\$125,067,104	\$8,865,239	8%
Alcoholic Drinks Served at the Establishment	\$304,354,188	\$300,351,856	(\$4,002,332)	-1%	\$855,169,573	\$785,652,053	(\$69,517,520)	-8%	\$1,460,106,795	\$1,315,969,930	(\$144,136,865)	-10%
Optical Goods (incl Eyeglasses, Sunglasses)	\$27,296,344	\$27,331,037	\$34,693	0%	\$66,226,277	\$87,538,362	\$21,312,085	32%	\$115,983,813	\$161,068,956	\$45,085,143	39%
Autos/Cars/Vans/Trucks/Motorcycles	\$1,971,017,605	\$1,986,773,958	\$15,756,353	1%	\$4,735,804,329	\$4,381,249,503	(\$354,554,826)	-7%	\$8,257,392,521	\$7,003,005,946	(\$1,254,386,575)	-15%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$112,992,563	\$114,303,224	\$1,310,661	1%	\$273,054,941	\$314,175,047	\$41,120,106	15%	\$477,022,852	\$547,981,051	\$70,958,199	15%
Audio Equipment/Musical Instruments	\$73,358,446	\$74,357,546	\$999,099	1%	\$178,409,264	\$187,570,746	\$9,161,482	5%	\$312,965,311	\$313,372,352	\$407,041	0%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$58,284,122	\$60,625,988	\$2,341,866	4%	\$139,334,667	\$170,930,273	\$31,595,606	23%	\$241,143,947	\$320,408,954	\$79,265,007	33%
Cigars/Cigarettes/Tobacco/Accessories	\$148,294,077	\$155,716,347	\$7,422,270	5%	\$367,669,492	\$478,384,751	\$110,715,259	30%	\$653,921,095	\$830,157,587	\$176,236,492	27%
Televisions/VCR/Video Cameras/DVD etc	\$83,225,011	\$88,789,568	\$5,564,557	7%	\$202,466,870	\$242,971,145	\$40,504,275	20%	\$355,721,237	\$435,736,842	\$80,015,605	22%
Photographic Equipment/Supplies	\$13,970,676	\$14,905,496	\$934,820	7%	\$33,779,006	\$40,536,413	\$6,757,407	20%	\$59,004,842	\$73,645,161	\$14,640,319	25%
Sewing/Knitting Materials/Supplies	\$5,461,859	\$5,947,764	\$485,905	9%	\$13,099,594	\$17,578,439	\$4,478,845	34%	\$22,818,262	\$32,471,774	\$9,653,512	42%
Toys/Hobby Goods/Games	\$64,179,001	\$69,926,823	\$5,747,823	9%	\$156,099,832	\$204,193,390	\$48,093,558	31%	\$274,044,961	\$365,658,766	\$91,613,805	33%
Meats/Nonalcoholic Beverages	\$1,218,914,006	\$1,425,207,439	\$206,293,434	17%	\$3,137,483,826	\$3,756,430,696	\$618,946,870	20%	\$5,405,416,235	\$6,315,161,629	\$909,745,394	17%
Books/Periodicals	\$53,055,660	\$66,581,769	\$13,526,109	25%	\$129,288,779	\$166,702,740	\$37,413,961	29%	\$227,456,978	\$248,217,893	\$20,760,915	9%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$23,832,736	\$31,909,871	\$8,077,135	34%	\$58,585,849	\$90,815,193	\$32,229,344	55%	\$103,133,601	\$145,305,643	\$42,172,042	41%
Automotive Fuels	\$839,124,300	\$1,161,808,115	\$322,683,815	38%	\$2,034,748,451	\$3,546,770,639	\$1,512,022,188	74%	\$3,567,941,736	\$5,597,164,308	\$2,029,222,572	57%

Consumer Demand & Market Supply Assessment

Site: Euclid Ave and Mission St
Address: Euclid Ave and Mission St | San Marino CA
Date Report Created: 10/31/2019

10 Min Drive

15 Min Drive

20 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area