

# Memorandum

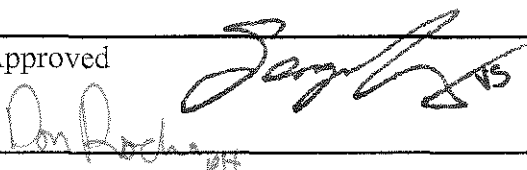
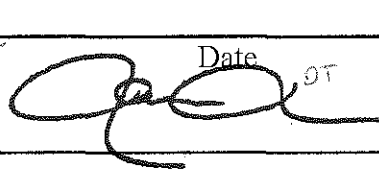
**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Councilmembers Jimenez,  
Peralez, and Rocha

**SUBJECT:** SEE BELOW

**DATE:** March 9, 2018

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Approved  Date  03/09/2018

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**Analysis of Proposed General Plan Land Use Overlay Amendments for Mobile Home Parks and Review of Recommendations from The Law Foundation of Silicon Valley Regarding Protection of Mobile Home Park Residents.**

## RECOMMENDATION

1. Accept staff recommendations (a) and (c) from the staff memorandum dated March 2, 2018.
2. Direct staff to proceed with Alternative 1b, as described on page 9, with the following amendments:
  - a. Initiate a General Plan land use amendment on the Westwinds Mobile Home Park in District 4 and the Mountain Springs Mobile Home Park in District 7. These two mobile home park sites are currently designated as Urban Residential and are most at risk of redevelopment.
  - b. Initiate CEQA review on all mobile home parks to pave the way for future General Plan land use amendments.
3. Direct staff to identify funding for General Plan land use amendments on the remaining San Jose mobile home park sites in the 2018 budget cycle.

## BACKGROUND

We need to begin protecting our affordable housing stock with the same vigor we protect our threatened employment lands. In the midst of a housing crisis, our City cannot bear to lose any of its mobile home parks. We are all fully aware of the looming risk of displacement for approximately 35,000 mobile park residents, the largest number of mobile home households in any city in California. Furthermore, displaced residents would very likely have no comparable housing available to them in San Jose or Santa Clara County. This data undoubtedly presents a sense of urgency that requires our Council to act immediately.

Our City has prioritized the protection of mobile home parks and residents since 2014. We reaffirmed our commitment to this endeavor on October 17, 2017, through the priority setting

process, ranking Mobile Home Conversions as number three on our Council priority list. We instructed staff to “[r]eview and potentially amend the Mobile Home Conversion Ordinance to address the protection of health, safety and welfare of mobile home park residents, including any needed General Plan amendments.”

Given that the Council direction specifically included consideration of “any needed General Plan amendments,” we do not believe that it is necessary to bring this item back to priority setting.

According to the Council Initiated Priorities Update, dated February 27, 2018, mobile home protections have been delayed due to staff focusing on other housing items and the Evergreen Initiative. Once staff is no longer burdened with Opt-in and with the Evergreen initiative 9212 report completed, staff should have sufficient time and resources to begin working on this item as previously instructed.

We adamantly oppose the notion of this item being brought back for a third time to priority setting. Further delays will only exacerbate our housing crisis and create uncertainty for residents. On March 1, 2016, the City Council approved a temporary moratorium to prevent submittal of applications for the conversion or closure of mobile home parks. This protection expired last August, and we still have not accomplished our goal of permanently protecting mobile home parks. The cost of these recommended actions are minimal compared to the impact that park closures will have on our City’s low-income and vulnerable families and seniors. By creating a land use designation that is exclusively reserved for mobile home parks, we make it clear that mobile home parks and residents are part of our City’s future.

COUNCIL PRIORITY SETTING RESULTS 10/23/17

**Attachment  
Final Ranked Council Priority List**

Based on the Council voting exercise, the following 27 items were selected as Council Priorities, and are presented in ranked order with those getting the highest number of votes listed first. Progress will be tracked on all items on the Priority List.

<b>Rank</b>	<b>Policy/Ordinance Name Description</b>	<b>Votes 10/17/17</b>
1	<b>Update the City's Rental Rights and Referrals Program</b> Explore modifications to strengthen the City's rent control ordinance (rent registry, notices of rent increase, banking); and the creation of ordinances to address retaliatory evictions, income discrimination, major capital improvement pass-through, displacement and relocation (Ellis).	*Carried over from previous Priority Setting process.
2	<b>Local Hiring/Local Business/Apprentice Utilization Program</b> Create policies encouraging the hiring of local workers and contracting of local and small businesses, using the City of Sunnyvale's recently approved program as a model.	*
3	<b>Mobile Home Conversions</b> Review and potentially amend the Mobile Home Conversion Ordinance to address the protection of health, safety and welfare of mobile home park residents, including any needed General Plan amendments.	*
4	<b>Housing Rehabilitation Program (Homeless Veterans Vouchers)</b> Develop a program using the Low and Moderate Income Housing Asset Fund in the City's Affordable Housing Investment Plan to establish a housing rehabilitation program incentivizing landlords to participate in housing voucher or coupon programs for homeless veterans.	*
5	<b>Disadvantaged Business Enterprises</b> Explore expanding existing DBE program beyond Airport to other City departments and contracts.	*
6	<b>Electronic Billboards</b> Options for public and private property that will allow electronic digital off-site advertising signs or billboard installations.	*
7	<b>Downtown and/or Citywide Parks Operations and Maintenance Financing District</b> To study and make recommendations to the City Council for a long term financing district for parks operations and maintenance. The study will look at citywide and downtown as options.	*
8	<b>Development of a Soft-Story Retrofit Program</b> Explore developing a program to incentivize the seismic retrofit of multifamily soft-story buildings. An incentive program may motivate owners to retrofit inadequate structures that pose a safety risk to over 24,000 San Jose residents who live in the approximately 1,093 "soft-story" buildings.	*

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
3	<p><b>Mobile Home Conversions</b></p> <p>Review and potentially amend the Mobile Home Conversion Ordinance to address the protection of health, safety and welfare of mobile home park residents, including any needed General Plan amendments.</p>	<p>PBCE</p> <p>Lead Staff: Jared Hart</p> <p>Support: City Attorney's Office/Housing</p>	Kim Walesh	<p>The City Council adopted a New Mobile Home Park Conversion Policy (February 23, 2016), Zoning Code amendments (February 23, 2016 and May 16, 2017) and General Plan text amendments (May 16, 2017) to further the protection of mobile home parks. In response to Council direction on May 16, 2017, staff prepared analysis of proposed general plan land use overlay amendments for mobile home parks and review of recommendations from the Law Foundation of Silicon Valley regarding protection of mobile home park residents. Additionally, staff has completed analysis and options for the Opt-In alternative.</p> <p>While staff analysis has been completed, taking the item to Council has been delayed as other Housing items were the priority (Apartment Rent Ordinance, Bridge Communities) and PBCE staff was focused on the Evergreen Initiative.</p> <p>Project Completion: 75%</p>	To Council in March 13, 2018.

COUNCIL INITIATED PRIORITIES UPDATE

2/27/18