Prohousing Pomona Programs: Demonstrating Statewide Leadership While Meeting Local Goals

City Managers Conference
February 3, 2021

About Pomona
City of Pomona

Pomona is a charter city located in Los Angeles County, California and is roughly 32.6 miles via I-10W from the city of Los Angeles.

Community Profile

- Population: 152,209
- Households: 39,097
- Median age: 32
- Median household income: $60,598
- Poverty rate: 12.6%
- Homeownership: 52.7%
- Cost burdened homeowners: 35.0%
- Cost burdened renters: 62.6%
- Overcrowding: 3.77 persons per household

Source: SCAG, ACS 2015-2019 5-year estimates, Calif. Dept. of Finance
The Pomona Community

Household Sizes Comparisons

- 1-person household: Los Angeles County 25.70%, Pomona 28.10%
- 2-person household: Los Angeles County 28.10%, Pomona 23%
- 3-person household: Los Angeles County 16.10%, Pomona 16.90%
- 4-or-more person household: Los Angeles County 16.90%, Pomona 17.60%

Overcrowding Comparisons

- Los Angeles County: 6.6%
- Chino: 4.7%
- Diamond Bar: 2.1%
- Ontario: 8.6%
- Pomona: 10.4%

Source: American Community Survey 5-Year Estimates, 2019

Housing Units by Type

- 7.4% Townhomes
- 19.1% Multiunit
- 60.2% Single Unit
- 8.5% Duplex/Triplex
- 4.8% Mobile Homes

Dates: SCAG (May 2019); Local Profile: Report Profile of the City of Pomona; Photos: Zillow.com
Housing & City Organization

Three Pillars of Housing Development

**Development Services**
- Anita D. Gutierrez
  - Director
  - Planning Division
    - General Plan/Housing Element/Zoning Code
  - Building & Safety
    - Building Permits
    - Building Valuation
  - Code Compliance
    - Property Maintenance
    - Abatement

**Neighborhood Services**
- Benita DeFrank
  - Director
  - Housing Authority
    - Section & Vouchers
    - Homeless Services
    - Housing Successor Agency
  - Housing Services
    - Homebuyer Assistance
    - Housing Rehabilitation
    - Emergency Repair Grants
    - Housing Development

**Economic Development**
- Kirk Pelser
  - Deputy City Manager
  - Redevelopment Successor Agency
    - Managing Parcel Owned by City
  - Vehicle Parking District
    - City-Owned Parking Lots
    - VPC Commission
Prohousing Pomona

Pomona’s 6th Cycle RHNA

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Units</th>
<th>Max Affordable Rent (Family of Four)</th>
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</thead>
<tbody>
<tr>
<td>Very Low Income</td>
<td>2,799</td>
<td>$1,400</td>
</tr>
<tr>
<td>Low Income</td>
<td>1,339</td>
<td>$2,250</td>
</tr>
<tr>
<td>Moderate Income</td>
<td>1,510</td>
<td>$2,325</td>
</tr>
<tr>
<td>Above Moderate Income</td>
<td>4,810</td>
<td>N/A</td>
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</tbody>
</table>

10,558 units total (about 1,320 per year)
Prohousing + Housing Element

- City is seeking Pro-Housing Designation
- Current Pro-Housing Efforts include:
  - Adopted Inclusionary Ordinance
    - Applies to developments with 3 or more units
  - Partnering with non-profit developers on 100% affordable housing projects on vacant/surplus land
  - Adopted Emergency Shelter Overlay
  - Hope for Home – Shelter
- The Housing Element is the City’s opportunity to evaluate pro-housing polices for update or modification

Prohousing Pomona - 10 actions steps

1. Establish financial incentives for housing, including a housing trust fund.
2. Improve development standards to reduce barriers to on-site housing production.
3. Allow residential land uses by-right.
4. Maximize zoning density for residential units.
5. Streamline the production of accessory dwelling units and duplexes.
6. Improve permit processes to reduce time and cost for housing construction.
7. Establish objective design standards and pre-approved site plans for housing permits.
8. Establish development standards for affordability, choice, and equity, including inclusionary housing.
9. Develop a Housing Element with policies that are pro-housing and anti-racist.
10. Engage the public, including advocacy groups and State, County, and local partners, early and often
Displacement Risk and Renter Vulnerability

- Housing discrimination based on race and disability.
- Housing Choice vouchers rejected by landlords.
- Residents may face more barriers to securing mortgages than other communities.
- City has 2 census tracts of racial or ethnic concentrations of poverty (R/ECAPs).
- Environmental health and quality is low.
- Residents have a moderate to low level of access to opportunity.
Housing Programs Leading the Way

Inclusionary Housing Ordinance

- February 2021 - Pomona City Council established new inclusionary housing policy
- Requires market-rate projects to include affordable units in new developments

Single unit: 7% moderate income
Rental apartments: 13% moderate income
Condos and townhomes: 11% moderate income
San Gabriel Valley Regional Housing Trust Fund

• Established in Feb. 2020
• Pomona along with 20 other cities
• Addressing housing and homelessness planning needs for the region
• Access to funding for affordable housing

Pomona Projects Funded:
1. The Jamboree project, 57 affordable units (2020)
2. The Cesar Chavez project, 125 affordable units (2021)
3. The National Core project, 74 affordable units (approved, awaiting funding 2022)

Other Noteworthy Programs

• Accessory Dwelling Unit Permit Streamlining
• Guaranteed Income Pilot Project
• Comprehensive Zoning Code Update
• SB 330 Overlay
• Complete Streets Ordinance
• Community Land Trust
• Housing Leadership Academy
Thank you

www.pomonaca.gov/prohousing

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