What Comes After the Boom? Baby Boomers in Santa Maria, California
A Market Study for People's Self Help Housing

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Baby Boomers in Santa Maria, California
A Market Study for People's Self-Help Housing

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ABSTRACT

What Comes After the Boom?

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Elizabeth Brighton

This Master's Project is separated into two parts: the introduction and background informing an affordable senior housing market study, and a market study prepared for People's Self Help Housing (PSHH). The introduction begins by providing current and future trends for seniors at the national and state levels. This includes discussion of the "Baby Boomer" age cohort and their rapid growth and potential impact to the housing market. The introduction then describes challenges facing developers of affordable senior housing. These challenges include the type, location, and funding sources for future senior housing projects. All federal funding sources for affordable senior housing projects are then briefly presented and their applicability to the proposed project is explained. The introduction sets the stage for a market study created to determine the feasibility of an affordable senior housing project in the Santa Maria/Orcutt market area.

Keywords: affordable senior housing, market study

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Thank you for always making me feel good about myself and reassuring me that I was doing a “good” job. You helped me learn a valuable lesson that I can complete a “good” project without over-doing it and making myself sick from overworking. Thank you for your patience with me and your constant encouragement.

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CHAPTER 1. INTRODUCTION TO PROJECT

The People's Self Help Housing Corporation (PSHH) was formed in 1970 in San Luis Obispo to address the founders' concern about the lack of affordable housing available to low-income and special needs households. Since its formation, PSHH has provided homes for more than 5,000 low-income adults and children. PSHH is in the process of purchasing a property in the City of Santa Maria with which they intend to develop affordable senior housing units. PSHH is interested in learning more about the type of housing desired by the Baby Boomer population. As the first cohort of Boomers turned 65 in 2011, PSHH wants their development to meet current and future senior housing needs and wants. This project will provide PSHH with a market study for the Santa Maria area that analyzes demographic trends, market feasibility for affordable senior housing, project site feasibility, and the ability of the project to meet local regulations.

Approach to Project

The first step in approaching this project was to understand current senior housing trends at the national and state levels. At the national level, the following reports were read and analyzed: Reports from the U.S. Senate's Special Committee on Aging, the State of the Nation's Housing 2012 Report produced by the Joint Center for Housing Studies of Harvard University, and AARP and NAHB surveys. At the state level, California's Department of Housing and Community Development's State of Housing 2012 Report informed current and future senior trends. These sources offer data regarding demographic trends and future housing needs and relay the needs and wants of

Baby Boomers and how they will influence the housing market in the next decade. The findings in these sources set the scene in which local housing decisions are made.

After researching national and state trends, the next course of action for this project was to understand the state of federal funding for senior affordable housing. The U.S. Department of Housing and Urban Development (HUD) summarizes all federal funding opportunities on their website. Research performed in identifying the aforementioned national housing trends also identified national funding sources and their status. Discussions with countywide and local grantees of these funds lent to the discussion of availability of funding and the affect that cuts in federal funding have had on funds supporting affordable housing.

The 2010 Census and ESRI's Business Analyst Online (BAO) were utilized to collect project-specific demographic data included in the market study. As PSHH intends to pursue Low-Income Housing Tax Credit (LIHTC) financing, market study guidelines provided by the LIHTC committee informed the content of this market study. Existing income-restricted and market-rate senior housing developments were first identified then followed by a site visit and an interview with the Property Manager or Community Relations Director of the development. The list of interview questions were loosely derived from the categories listed in the rent matrix comparison provided by the LIHTC committee (SEE APPENDIX). Site specific challenges (listed in the paragraph below) were identified in speaking with PSHH staff and City of Santa Maria planning staff.

Description of Challenges

Funding challenges

Recent federal budget cuts have resulted in drastic cuts for many federally funded programs including the funding of affordable housing. Evidence of these cuts exists in the discontinuance of funding for new Section 202 awards and project-based Section 8 funds, decreased funds released for HOME and CDBG grants, and fewer tenant-based Section 8 vouchers (these funding sources are defined on pgs. 7-11). PSHH applied for 2012 HOME funds but did not receive any as the project was still in its preliminary stages without any planning approvals. Projects are more competitive and more likely to receive funding when closer to breaking ground.

Demand analysis

The demand analysis presented in the market study (see Appendix) does not result in a clear demand. The little or no vacancies in existing income-restricted senior housing in the market area and presence of wait lists indicate the presence of a need for more affordable senior housing options in the market area.

Site zoning and location challenges

While the proposed site is a couple of blocks from several senior-desired uses (senior center, parks, urgent care, pharmacy), the site is a half-mile from the closest transit stop. While a half-mile walk is defined as "walkable" in smart growth planning, a half-mile is out of walking range for many seniors. There is a dial-a-ride for seniors called SMOOTH, which takes seniors around town for a \$6 round trip fee. The proposed site is currently zoned R-1 (Single-Family Residential) and as such does not support the

proposed density. The proposed project would require re-zoning the parcel to R-3 (High-Density Residential) or possibly R-2 (Medium-Density Residential) if the proposed unit count were to be lowered. Initial conversations with City staff indicated concern with re-zoning a parcel to a multi-family designation when bordered by single-family residential due to density and traffic impacts, especially if PSHH decided to not pursue the project after a re-zone, thus opening the door to a market-rate multi-family housing development which may have greater impacts on surrounding uses than senior housing.

Conclusion

The proposed location at 624 E. Camino Colegio is one block from the Elwin Mussell Senior Center, a community garden, and Alice Trefts Park. The site is two blocks from the Marian Medical Urgent Care and other doctor's offices and pharmacies, and a half-mile from Trader Joe's and Costco grocery stores, the Santa Maria transit (SMAT) center, Hancock College, and Simas Park. The site is less than one-mile from Foods Co., Von's, and the public library. With all of these surrounding senior-desired uses within one mile, the proposed location is ideal for a senior housing development with one exception. While these uses are within a "walkable distance" according to popular New Urbanism standards, for many seniors, their health does not allow for them to take even a half mile walk. While the two SMAT stops a half mile from the proposed site could thus be out of reach for seniors, there are senior service organizations in Santa Maria that offer discounted or free rides to seniors. The survey of existing affordable senior housing revealed two projects with wait lists with at least 12 people on them and little to no vacancies for any of the units. Additionally, in the market area in 2010, more

than fifty-percent of seniors over the age of sixty-five were spending more than thirty-percent of their income on rent. It is likely that there may be some conversion from market-rate senior renters to income-restricted housing as well as senior homeowner conversion to income-restricted senior housing. With these three supporting factors, location, existing wait-lists, and conversion rates, demand appears to support the proposed additional supply of the proposed 39 units.

CHAPTER 2. INTRODUCTION TO PROBLEM

The “Baby Boomers,” “pig moving through the python,” “the bulge,” and are all monikers for the large age cohort of persons born between the years 1946 and 1964. In the State of California, the number of seniors 65 years of age and older is projected to double from 4.3 million in 2010 to 8.4 million in 2030 (HCD, 2012, p. 5). The cause of this shift in population includes people living increasingly longer lives and the Baby Boomer generation reaching senior-hood; the oldest group of Boomers turned 65 in 2011. Baby Boomers have drastically affected the housing market in each stage of their lives, and it is likely that senior-hood will be no different. The approximately 100% increase in California seniors is projected to cause an increased demand for all types of senior housing, including affordable housing. For the past thirty years, non-profit People’s Self Help Housing (PSHH) has been dedicated to meeting the housing needs of low-income families, seniors, and disabled persons. PSHH recently acquired a parcel in Santa Maria, California and wants to explore the possibility of creating senior housing at the site. This report will serve as guidance for People’s Self Help as they approach developing the site and other future affordable senior housing projects.

As the fastest growing city in Santa Barbara County, the City of Santa Maria recognizes in the City’s Housing Element the need for more affordable senior housing. The Housing Element states there are 445 existing income-restricted senior housing rental units within City limits. The Housing Element states that an estimated 4,694 owner-occupied units and 1,267 renter-occupied units are needed to serve the current senior population. In order to meet this current need and anticipate future need, it is

necessary to understand current and potential issues with the affordable senior housing stock. They are: the type of units in the current housing stock may not be compatible with the type of housing desired by Boomers; the type of location may not be the most appropriate for senior housing, and diminishing federal funding for affordable units.

Type of Housing

A 2009 study completed by real estate advisory firm Robert Charles Lesser and Company found that 75 percent of the retiring Baby Boomer cohort want to live in mixed-age and mixed-use developments in more urban areas with easy access to services (Logan, Kannan, & Siejka, 2009). Traditional funding sources do not allow senior housing to be mixed age. All federally assisted senior units are required to be restricted to persons 62 years of age and older. According to a 2010 survey of the oldest Baby Boomers (age 64 when surveyed) and the youngest Baby Boomers (age 50 when surveyed) by senior community developer Del Webb, 20% of the older Boomers preferred age-restricted housing while only 9% of the younger Boomers preferred age-restricted housing (Del Webb, 2010). HUD's HOPE VI program initiated a new type of affordable housing in which the typical public housing enclave model was abandoned in favor of mixed-income developments. Perhaps there will be demand for the same type of transition in senior housing, but the current funding structure and income-restrictions do not allow for such flexibility. A survey conducted by the National Association of Home Builders in 2000 identified Baby Boomers' most desired amenity when searching for a home to be walking or jogging trails in close proximity. The survey also found that the age cohort values the outdoors and open space including lakes and pools, as well as

clubhouses, exercise rooms, business centers, and public transportation (Salkin, 2003, p. 194).

Location of Housing

The aforementioned surveys found that Baby Boomers desire more centralized housing locations than the isolated senior housing developments of the past. As land in urban areas in California is increasingly more developed than suburban areas, the amount of land available for new construction in such locations will become scarcer. Affordable housing developers will need to look to rehabilitation of existing apartment buildings or the re-purposing of buildings such as hotels or closed schools to accommodate senior housing. The recent re-investment in transit-oriented developments by market-rate developers has raised the price tag of land in transit-rich neighborhoods. As this proves cost-prohibitive for affordable housing developers, affordable housing can easily be pushed further from needed access to transportation. Where cities have adopted inclusionary housing requirements, the push away from transit-rich areas may be lessened; the potential market demand for senior housing in such transit-rich locations may also lessen the impact. In a 2003 AARP study, Baby Boomers listed the following as necessary components of their neighborhood: feeling safe, living near a hospital or doctor, places of worship, shopping centers, grocery stores, and drug stores (Salkin, 2003, p. 183).

Funding Sources

With the continuing decrease in federal and state funding for affordable housing, it is important to note not only the current status of funding sources for affordable senior

housing projects but also the pressures on that funding from affordability contracts set to expire in the next decade. The future of affordable housing is threatened by the number of units at risk of conversion to market rate housing. A large percentage of project-based Section 8 housing developments were created in the 1970's with a forty-year contract of affordability (see p. 10, Section 8 defined). It is estimated that 68,000 of the federally subsidized affordable apartments in California are at-risk of conversion to market rate in the next five years, with an additional 74,000 becoming at risk in the next 15 years (HCD, 2012, p. 16). Federal, state, and local funding will need to be allocated to keep these affordable units affordable while also allocating funding for new construction for the increasing senior population. The diminishing amount of funding allocated for existing and future affordable senior housing developments presents a stumbling block for affordable housing developers. The following paragraphs briefly describe each of the possible funding sources of senior housing and their current status and applicability to the proposed project.

Section 202

The Section 202 program is the only federal funding source solely dedicated to housing very low-income elderly. Section 202 units are restricted to persons 62 and older with an income at or less than 50% of the average median income (AMI) for the County in which the project is located. This HUD program offers interest-free capital advances for projects by non-profit applicants. These advances do not require repayment as long as the housing development remains affordable to very-low income seniors for forty years. Section 202 funding also provides rent subsidies for projects intended to bridge

the gap between the HUD-approved operating cost for the project and the very low-income tenants' contribution towards rent (30% of their income). PSHH has created two projects in Santa Maria by leveraging Section 202 funding. Section 202 funding was established in 1959, and many of the 202 units existing today were built in the two decades following its establishment. As the developments were formed with 30 and 40 year affordability contracts, thousands of 202 units are currently at risk of conversion to market rate housing. Currently, the federal budget has allocated funds for renewing existing 202 contracts on a one-year basis until the first quarter of 2014. The 2013 budget does not include funding for any new Section 202 contracts (capital advances or rent subsidies). This presents a challenge for PSHH as no other federal funding source is earmarked solely for senior housing and this loss of funding creates more competition for other potential funding sources.

Section 221

Section 221(d) (3) provides mortgage insurance for mortgage loans that facilitate the development of multi-family rental housing for moderate-income families, the elderly, and disabled persons. The program allows for the financing of 100% of a long-term 40-year mortgage insurance policy, but the insured mortgage must be used to finance housing with at least five units in each building. This caveat does not meet the proposed development plan.

Section 8- tenant based

There are two forms of Section 8 funding: tenant-based and project-based. The tenant-based or Housing Choice Voucher can be used at any private rental unit where the

landlord accepts Section 8 vouchers (not required by law to accept vouchers). The local public housing authority is the agency that releases the vouchers to landlords. The housing authority first determines a payment standard (generally the amount needed to rent a moderately-priced rental unit in the local housing market) and then calculates the voucher by either the payment standard rent amount minus 30% of the family's monthly adjusted income or the actual unit rent minus 30% of monthly adjusted income, whichever is less. These vouchers allow very-low income families, disabled persons, and the elderly to rent market-rate units in any place in the U.S. with a public housing authority. Federal budget cuts have resulted in a drop in the number of vouchers issued; early estimates state more than 100,000 families in the U.S. could lose housing voucher assistance this year (CBPP, 2013). Vouchers could give Baby Boomers the more desired urban location and flexibility, but landlords are not required to accept Section 8 vouchers and can refuse them outright. Many apartment complexes that accept Section 8 vouchers do not provide the type of assistance needed by seniors.

Section 8- project based

The second form of Section 8 assistance is project-based, meaning that rental assistance stays with the project rather than with the person. Project-based assistance makes up the difference between the tenant's contribution (30% of income) and the rent standard for the market area decided upon by HUD. The 2013 federal budget does not allocate funds for any new Section 8 project-based contracts, but has accounted for the renewing of expiring contracts for another year. Project-based Section 8 is yet another

former funding source for affordable housing that did not receive funding for new projects in the current fiscal year.

LIHTC- 9% and 4% tax credits

The Low-Income Housing Tax Credit (LIHTC) program has been a significant source of new multifamily housing since it was added to the Internal Revenue Code in 1987. Since 1987, more than 2 million units have been created with tax credits. The Internal Revenue Service (IRS) allocates housing tax credits to state housing finance agencies for them to award tax credits to developers of qualified affordable housing projects. The 4% tax credit is given in a non-competitive “as of right” credit to qualified low-income housing projects. The 9% tax credit is a competitive process in which credits are awarded to the projects serving the lowest income families and with the longest affordability time period. If awarded the credits, the developer can choose to claim the credits (the credits will be applied annually for ten years) or the developer can choose to sell those tax credits to an investor or syndication. The investors or syndicates will pay the developer an amount upfront, for example, \$100,000, to purchase tax credits that the investor will then collect annually for a total of say \$150,000. The affordable housing developer thus receives needed equity at the start of the project through the selling of credits. The equity from LIHTC typically covers about half of the development costs for affordable housing projects. Most developers combine the LIHTC with the source of funding discussed below, the HOME investment partnership program. PSHH hopes to receive low-income housing tax credits and has proposed 100% of the units to be

occupied by very low-income seniors and intends to manage it as affordable senior housing in perpetuity.

HOME investment partnership program

The HOME program is a block grant given to states, eligible large jurisdictions, and consortiums of smaller jurisdictions. The federal government allocates grants to each of these entities according to housing need and supply, and the presence of poverty or fiscal distress. In order for an entity to be eligible for the grant, the entity must have a five-year consolidated plan and an annual action plan indicating how the grant will be used. The grant provides flexible funding for a range of activities that better low-income housing options in communities; from direct subsidies to construction of new low-income projects. Santa Maria belongs to a consortium made up of unincorporated Santa Barbara County and the cities of Buellton, Carpinteria, Lompoc, Solvang, and Goleta. Both the County's 2010-2015 Consolidated Plan and Santa Maria's 2013-2014 Annual Action Plan would need to be amended to include the proposed project if it were eligible for a grant. The proposed project directly meets objectives put in place by the HOME Consortium which states:

“There is a serious need for new construction / acquisition / rehabilitation of rental housing for lower income households, including large households, small households and special needs households (including homeless, disabled, and elderly persons).” (Consolidated Plan, p. VIII-9).

The proposed project also meets the priority listed as number one in the City of Santa Maria's Annual Action Plan which reads:

“Address the housing, health care and service needs of the elderly, frail elderly, persons with mental, physical, and developmental disabilities, and persons with AIDS.”(Santa Maria AAP, p. 21)

Community Development Block Grants (CDBG)

This block grant program provides annual grants on a formula basis to cities that meet HUD's population eligibility requirements. Seventy-percent of the block grant funds must be used for activities that benefit low- and moderate-income persons. These activities include land acquisition, relocation, demolition, and rehabilitation of existing residential developments, construction of public improvements such as streets or sidewalks, and others. CDBG monies cannot be used to construct new housing units. In addition to the above HOME funds, PSHH could also apply for CDBG funding to aid in the cost of land acquisition or required public improvements.

CHAPTER 3. METHODOLOGY FOR THE PROJECT

As PSHH intends to pursue low income housing tax credits for the proposed project, the California Tax Credit Allocation Committee's market study guidelines were used as an outline for the enclosed market study. The following paragraphs detail the needed sections in the market study and how each was approached.

Description of Project

This proved to be a difficult step as PSHH is not quite to this level of specificity for the subject site. Currently, PSHH has requested a Lot Line Adjustment through the City of Santa Maria to create two parcels where one currently exists. The parcel at 624 E. Colegio Camino is currently an approximately five-acre lot comprised of Bethel Lutheran Church, a parking lot, and approximately two-and-a-half acres of vacant land to the rear of the church. The Lot Line Adjustment would create a second parcel comprised of the vacant two-and-a-half acres. PSHH has submitted a pre-application (see Appendix) to the City to determine the feasibility of a senior housing development in a parcel zoned R-1. For the purposes of the market study, an approximate number of units and unit square footages was created that reflects conceptual proposals from PSHH, but may change as the project progresses.

Identification of Market Area

The first step in conducting a market study is defining the market area. In speaking with representatives from PSHH, it became apparent that Orcutt (a census designated place outside of city limits) would somehow need to be included in the study as Orcutt has a greater percentage of seniors than the city proper and is seen as the "nice

southern portion of Santa Maria.” Orcutt also has several senior housing developments, both market rate and affordable, which were important to include as they affect the existing demand for senior housing in the Santa Maria area. ESRI’s Business Analyst Online (BAO) software was utilized to examine the demographics of the market area as the Credit Allocation Committee requires demographic projections to be from a reliable source.

Survey of Existing Senior Housing in Market Area

Per the Tax Credit Committee guidelines, a survey of existing low-income and market-rate housing is required. The survey was conducted by first reading the City of Santa Maria’s Housing Element to identify the senior projects recognized by the City. An online search then produced the needed market-rate housing developments included in the study. A walk-through of each housing development was conducted as well as an interview with each property manager to fill out the required boxes in the rent comparability matrix provided by the Committee (see Appendix).

Survey of Site and Surrounding Areas

First, mapping of surrounding assets was conducted to determine whether or not the site was appropriately located for senior housing (See Appendix A, Market Study). Google Streetview was

Figure 1. Surrounding Uses

first utilized to map existing assets, followed by site visits on foot. The proposed project site and surrounding neighborhood was then walked through and recorded with photographs.

The table below lists seven categories upon which market studies were evaluated to include as examples in the creation of the enclosed market study. Market studies were difficult to procure as consultants are careful to not release such reports into the public sphere without compensation. Two of the three reports listed were prepared for PSHH for affordable housing projects in the Central Coast. While these projects were not senior housing projects, they provided guidance in forming a report using the Tax Credit Committee guidelines and provided examples of what PSHH expects in a market study. The third study, a senior housing study in Oregon, provided an example of study completed only for senior housing. It provided valuable insight into the types of senior-specific data that require inclusion.

Table 1. Case-Study Matrix

MARKET STUDY CASE-STUDY MATRIX							
Report Title	Date of Report	California	LIHTC	Affordable Housing	Senior Housing	Local	Written for PSHH
Courtland Market Study-Arroyo Grande	Mar 12	X	X	X		X	X
Senior Housing Market Analysis-Cornelius, OR	Sept 12		X	X	X		
Santa Maria Los Adobes De Maria III Market Study	Aug 12	X	X	X		X	X

The following market study (Appendix A) was conducted to provide a snapshot of the current housing market in the Santa Maria-Orcutt Market Area and the project housing demand the approximate year that the proposed project will enter the market (2017). If PSHH chooses to pursue the senior housing project substantially as they have proposed (See Appendix B, Conceptual site plan), the project will require a zone change from R-1 to R-3. The following market study will provide PSHH with demographic data and surrounding services for the proposed project that will guide them as they continue to explore the feasibility of senior housing at the proposed site.

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APPENDICES

- A. Market Study
- B. Pre-application and preliminary site plans
- C. ESRI Demographics Report

WHAT COMES AFTER THE BOOM?

baby boomers in santa maria california
a market study for People's Self Help Housing

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I. EXECUTIVE SUMMARY AND CONCLUSIONS

A. Project and Site Description

The Bethel Street Senior Housing Project includes the new construction of thirty-nine senior apartment units, to be located at 624 E. Camino Colegio (APN 125-232-002) in Santa Maria, California, Santa Barbara County, Census tract 21.02.

The project consists of new construction of approximately thirty-six (36) one-bedroom units with approximately 600 square feet of living space and three (3) two-bedroom units with approximately 750 square feet of living space. One (1) two-bedroom unit will be designated for the on-site manager's residence. The proposed project will target senior households (>62 years of age) with extremely low and very low incomes (<50% of AMI) in the market area which includes Santa Maria city proper and the Orcutt area. The project sponsor is People's Self Help Housing (PSHH) and the architect for the conceptual phase of the project has been Rea and Luker Architects, Inc. PSHH intends to pursue 9-percent tax credits, HOME funds, and other local funds as funding sources for the income-restricted project.

The project will consist of approximately ten separate one-story cottage-style apartments with three to five units in each building. The Bethel project is located on an approximately 5-acre site that PSHH is currently working to split into two parcels. The proposed Lot Line Adjustment will create a parcel comprised of 2.6 acres of vacant land separate from the existing church structure at 624 E. Camino Colegio. The parcel is zoned R-1, Single Family Residential, and as such will require a zone change to allow for multi-family housing. PSHH has proposed the site be primarily accessed from Sierra Madre Avenue and has also proposed a possible secondary access-way through the church property to connect to Camino Colegio.

Existing vacant land at project site at 624 e. camino colegio

I. EXECUTIVE SUMMARY AND CONCLUSIONS

B. Market Area

Figure 1. Map of Market Area

Figure 2. Vicinity Map

Included in the market area for this study is the City of Santa Maria and Census Designated Place, Orcutt (Figure 1). The market area is in between two cities with high housing costs, Santa Barbara to the south, and San Luis Obispo to the north, shown in yellow in Figure 2 above. The population of Orcutt is approximately one-fourth that of the City of Santa Maria and is often identified as the “southern portion of Santa Maria” though it is not within the city limits.

C. Market Feasibility

With a penetration rate of 9% (recommended range is 2.9 to 9% for feasible project), the market penetration calculation did not present a pressing demand for affordable senior housing in the market area. However, there are several invisible factors that make the proposed project feasible in the market area. First, there are little to no vacancies in the comparative affordable senior developments. Second, the theoretical demand calculation did not factor in the percentage of seniors that may move into the area in the next several years and the percentage of senior homeowners converting to affordable housing developments was conservative at 5%. The demand analysis also does not take into account the number of seniors currently paying more than 30% of their income for rent (termed “housing burdened”), more than 50% of senior renter households in the market area fit this definition.

I. EXECUTIVE SUMMARY AND CONCLUSIONS

D. Site strengths/weaknesses

Strengths

1. Only two of the six existing affordable senior housing developments had any vacancies, and all of the developments had a wait list (the two with vacancies had wait lists for their studio apartments).
2. The project site is a block from the Elwin Mussel Senior Center, adjacent to an elementary school and a park, a block from Marian Medical Urgent Care and other doctor's offices, and three blocks from Hancock college, a local community college.
3. This is not an area of Santa Maria perceived as a "high crime area."

Weaknesses

1. Closest grocery stores are Trader Joes and COSTCO, a half-mile walk from the project site with no easy public transit option. The closest Santa Maria Area Transit (SMAT) bus stops are the Hancock College stop on S. Bradley (.6 miles away) and the Transit Center on Boone (.5 miles away).
2. Site requires planning approval of a zone change from R-1 to R-3 which City staff may or may not support as the site is bordered to the east and south by single family residential uses.
3. Access to the site is limited with only one entrance/exit off of E. Sierra Madre Avenue. Even with the proposed fire-truck turn around, City staff may not approve the development without another access point off of a street.

E. Rent Comparables

Table 1. Rent Comparison

Avg. rent	Avg. Adjusted Price Per SF	Proposed Highest Rents/Price Per SF	% Difference for Rent	Percent Difference for Price Per SF
\$497	\$1.16	\$350/\$0.61	30%	52%

The rent used for this comparison is the same used for the other two PSHH affordable senior developments with a rent maximum of 30% of residents' income. The proposed units have significantly lower rents than the existing affordable units. The rent for a one-bedroom is estimated to be \$350, thirty-percent less than that of the average existing affordable unit. The table below summarizes the number of existing income-restricted and market-rate rental units for seniors in the market area.

Table 2. Existing Units in Market Area

UNIT TYPE	RENT-RESTRICTED	MARKET	TOTAL
STUDIO	118 + 102 + 8 = 228	40 + 4 = 44	272
1 BR	121 + 18 + 26 + 18 + 40 = 223	0	223
2BR	0	28 + 33 = 61	61
TOTAL	451	105	556

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A. PROJECT AND SITE DESCRIPTION

1. PROJECT DESCRIPTION

The project will consist of new construction of approximately thirty-six (36) one-bedroom units with approximately 600 square feet of living space and three (3) two-bedroom units with approximately 750 square feet of living space. One unit will be designated for on-site management. The proposed project will target senior households (>62 years of age) with extremely low, very low, and low incomes (<60% of AMI) in the market area which includes Santa Maria city proper and the Orcutt area. The project sponsor is People's Self Help Housing (PSHH) and the architect for the conceptual phase of the project has been Rea and Luker Architects, Inc. PSHH intends to pursue 9-percent tax credits, the HOME grant, and other local funds as funding sources for the income-restricted project.

The project will consist of approximately ten separate one-story cottage-style apartments with three to five units in each building (SEE APPENDIX, SITE PLANS). Proposed site amenities include a community building with manager's office, library, computer room, and laundry room. Other proposed project amenities include storage units, patios, a playground, and a gazebo. Proposed unit amenities will likely include blinds, carpet, storage and coat closets, and a kitchenette. PSHH is currently in the conceptual design phase, and as such, has not proposed specific floor plan arrangements.

Table 3. Proposed Development Plan

BEDROOM/ BATH TYPE	# OF UNITS	PROPOSED RENT	UNIT SQUARE FOOTAGE	% OF AREA MEDIAN INCOME
1 BR/ 1 BA	4	\$418	575	<30%
1 BR/ 1 BA	10	\$672	575	<45%
1 BR/ 1 BA	13	\$746	575	<50%
1 BR/ 1 BA	10	\$896	575	<60%
2 BR/ 1 BA	2	\$896	750	<50%

Exception: One two-bedroom unit is reserved for on-site manager unit and has been removed from the unit count

2. PROJECT SITE

The Bethel project is located on an approximately 5 acre site for which PSHH has requested an entitlement from the City of Santa Maria that will split the parcel into two parcels. The proposed Lot Line Adjustment will create a parcel comprised of 2.6 acres of vacant land separate from the existing church structure at 624 E. Camino Colegio. The parcel is zoned R-1, Single Family Residential, and as such will require a zone change to allow for multi-family housing. PSHH has proposed the site be primarily accessed from Sierra Madre Avenue and has also proposed a possible secondary access-way through the church property to connect to Camino Colegio.

The site is flat with a line of pine trees running through the middle of the site as shown in the aerial view (see p. 12). The site is generally rectangular in shape, and is located directly adjacent to Bethel Lutheran Church.

Adjacent zoning includes Single Family Residential, Open Space, and Public Facilities to the north, Single-Family Residential to the south and east, and Public Facilities to the west. The proposed project site is marked with a star in the zoning map below (Figure 3).

Figure 3. Zoning Map

A. PROJECT AND SITE DESCRIPTION

3. AMENITIES IN THE VICINITY

Medical: Marian Medical Urgent Care and other various doctor's offices are located on E. Stowell Road approximately .3 miles from the site.

Grocery: The site is located approximately one half-mile from Trader Joe's and Costco grocery stores at 1303 S. Bradley Road.

Recreation: The project site is less than .3 miles from Alice Trefts Park, a community garden at the Elwin Mussel Senior Center on Oakwood Drive, and Hancock College.

Library: The Santa Maria Public Library is located at 420 S. Broadway, less than one mile from the project site.

Pharmacy: Hometown Pharmacy is located at 1414 S. Miller, less than .5 miles from the project site.

Figure 4. Surrounding Assets Map

A. PROJECT AND SITE DESCRIPTION

The site is flat with a line of pine trees running through the middle of the site as shown in the aerial view below. The site is currently not connected to any road, but the most logical access road is Sierra Madre Avenue. The site could connect to Camino Colegio via an access easement through the church's parking lot or in the grass area to the west of the church structure; PSHH has requested evaluation of the possibility of such an easement. Assuming the Lot Line Adjustment is approved as requested, the site is 2.6 acres and is located directly adjacent to Bethel Lutheran Church.

4. PHOTOGRAPHS OF SITE

Aerial of site: the trees at the south end of the site have since been removed as they were diseased.

View of site looking south from the Bethel Lutheran parking lot

A. PROJECT AND SITE DESCRIPTION

View from southern end of site, looking north

View of western portion of site, with the site's existing pine trees in the foreground and Miller Elementary School's playground in the background

A. PROJECT AND SITE DESCRIPTION

View of eastern boundary of site, existing single family residential

Another view of the southern portion of the site with the stand of pines in the center of the site

B. MARKET AREA

Figure 5. Map of Santa Barbara County, MSA

Figure 6. Map of Market Area

Figure 7. Map of Census Tracts

The primary market area includes the City of Santa Maria and the census designated place (CDP) to the south, Orcutt. The market area exists within the larger geographic area of Santa Barbara County, MSA: Santa Barbara-Santa Maria-Goleta. The secondary market is unnecessary to demonstrate demand because Santa Maria is surrounded by agricultural land and the next closest community is Nipomo which is more affordable than Santa Maria or Orcutt. As it is more affordable, it is unlikely that seniors from the Nipomo community would look for housing southward.

The market area for the study includes the Orcutt area because it has a higher percentage of seniors (18%) than Santa Maria (9%). It is likely that seniors searching for affordable housing in the bedroom community of Santa Maria would extend their search to the south. With no clear demarcation between the two communities, it is feasible that a potential resident could not realize that Orcutt was not simply the southern portion of the city limits. Orcutt also includes comparable senior developments, both market rate and low-income restricted.

The primary market area includes the census tracts shown in Figure 7. The city limits of Santa Maria are shown in orange and the bounds of Orcutt are shown in purple.

B. MARKET AREA

Table 4. Santa Maria 2012 Crime Stats

CITY OF SANTA MARIA 2012 CRIME STATISTICS	
Criminal Homicide	2
Forcible Rape	21
Robbery	143
Aggravated Assault	529
Burglary	714
Larceny/Theft	1318
Motor Vehicle Theft	399
Arson	8
TOTAL	3134

City of Santa Maria Police Department

Table 5. Santa Barbara 2012 Crime Stats.

CITY OF SANTA BARBARA 2012 CRIME STATISTICS	
Criminal Homicide	0
Forcible Rape	44
Robbery	100
Aggravated Assault	279
Burglary	574
Larceny/Theft	2469
Motor Vehicle Theft	155
Arson	10
TOTAL	3631

City of Santa Barbara Police Department

1. PERCEPTIONS OF CRIME

The above tables list the crime statistics for the City of Santa Maria (2010 population of 99,553) and the City of Santa Barbara (2010 population of 88,410), the two largest cities in Santa Barbara County. The instances of crime in Santa Maria were greater than those in Santa Barbara in the following categories with the following percentages: homicides (200%), robberies (143%), aggravated assaults (190%), burglaries (124%), and motor vehicle thefts (257%).

A popular “livability score” website indicates that Santa Maria has a violent crime rate 106% higher than the California average. The website also states that Santa Maria is safer than only 6.3% of all other cities in the country (areavibes.com). A more general internet search using the keywords “Is Santa Maria Safe?” yields forum discussions regarding the “safe” and “unsafe” areas of Santa Maria according to current and former residents. The general direction of the forums defines the northern and western Santa Maria as the “bad” parts of town and southern Santa Maria and Orcutt as the “good” parts of town.

C. POPULATION, HOUSEHOLD, AND INCOME TRENDS

1. POPULATION TRENDS

According to the 2010 Census, the population of the proposed Market Area is 128,458 persons. The projected growth trends for the market area match the projected growth rate for the county of Santa Barbara, a two-percent growth rate from 2012 to 2017. The market area accounts for a third of the projected change in the county's population from 2012 to 2017.

Table 6. Population Growth Trends 2010-2017

POPULATION GROWTH TRENDS				
Year	Population	Change in Pop.	% Change	Simple Annual % Change
Market Area				
2010	128,458			
2012	128,575	117	0.09%	0.05%
2017	131,136	2,561	1.99%	0.40%
City of Santa Maria				
2010	99,553			
2012	99,544	(9)	-0.01%	0%
2017	101,276	1,732	1.74%	0.35%
Santa Barbara County				
2010	423,895			
2012	423,800	-95	-0.02%	-0.01%
2017	431,555	7,755	1.83%	0.37%

Census 2010; ESRI 2013

POPULATION BY AGE GROUP

According to the 2010 Census, nine-percent of the City of Santa Maria's population is over the age of sixty-five. The market area has a slightly larger percentage of eleven-percent as Orcutt (included in the market area) has a greater percentage of seniors than the city proper at 20% of Orcutt's population. In the market area, the over 65 population is projected to grow at a rate 2.74%

$$((17,261-14,483)/14,483)/7 = .0274$$

Table 7. Population by Age in Market Area

MARKET AREA- POPULATION BY AGE						
Age Cohort	2010		2012		2017	
	Population	% of Pop.	Population	% of Pop.	Population	% of Pop.
0-14	31,697	25%	31,488	24%	32,264	25%
15-19	11,033	9%	10,524	8%	10,227	8%
20-24	10,071	8%	10,275	8%	9,466	7%
25-34	18,937	15%	19,275	15%	19,822	15%
35-44	15,706	12%	15,322	12%	15,395	12%
45-54	15,378	12%	14,945	12%	14,180	11%
55-64	11,153	9%	11,694	9%	12,520	10%
65-74	6,929	5%	7,384	6%	9,048	7%
75-84	5,169	4%	5,141	4%	5,483	4%
85+	2,385	2%	2,528	2%	2,730	2%
TOTAL	128,458	100%	128,576	100%	131,135	100%
Under 65	113,975	89%	113,523	88%	113,874	87%
Over 65	14,483	11%	15,053	12%	17,261	13%

Census 2010; ESRI 2013

C. POPULATION, HOUSEHOLD, AND INCOME TRENDS

Table 8. Population by Age in City of Santa Maria

CITY OF SANTA MARIA- POPULATION BY AGE						
Age Cohort	2010		2012		2017	
	Population	% of Pop.	Population	% of Pop.	Population	% of Pop.
0-14	26,180	26%	25,955	26%	26,589	26%
15-19	8,700	9%	8,207	8%	7,973	8%
20-24	8,592	9%	8,761	9%	8,066	8%
25-34	16,211	16%	16,480	17%	16,944	17%
35-44	12,275	12%	11,941	12%	12,029	12%
45-54	10,713	11%	10,369	10%	9,836	10%
55-64	7,491	8%	7,870	8%	8,435	8%
65-74	4,484	5%	4,858	5%	5,945	6%
75-84	3,299	3%	3,366	3%	3,585	4%
85+	1,608	2%	1,737	2%	1,875	2%
TOTAL	99,553	100%	99,544	100%	101,277	100%
Under 65	90,162	91%	89,583	90%	89,872	89%
Over 65	9,391	9%	9,961	10%	11,405	11%

Census 2010; ESRI 2013

Table 9. Population by Age in Orcutt, CDP

ORCUTT, CDP- POPULATION BY AGE						
Age Cohort	2010		2012		2017	
	Population	% of Pop.	Population	% of Pop.	Population	% of Pop.
0-14	5,517	19%	5,533	19%	5,675	19%
15-19	2,333	8%	2,317	8%	2,254	8%
20-24	1,479	5%	1,514	5%	1,400	5%
25-34	2,726	9%	2,795	10%	2,878	10%
35-44	3,431	12%	3,381	12%	3,366	11%
45-54	4,665	16%	4,576	16%	4,344	15%
55-64	3,662	13%	3,824	13%	4,085	14%
65-74	2,445	8%	2,526	9%	3,103	10%
75-84	1,870	6%	1,775	6%	1,898	6%
85+	777	3%	791	3%	855	3%
TOTAL	28,905	100%	29,032	100%	29,858	100%
Under 65	23,813	82%	23,940	82%	24,002	80%
Over 65	5,092	18%	5,092	18%	5,856	20%

Census 2010; ESRI 2013

C. POPULATION, HOUSEHOLD, AND INCOME TRENDS

2. HOUSEHOLD TRENDS

The total number of households in the market area is projected to increase at approximately the same rate (one-percent) as the county for an approximate 37,962 households by 2017. The number of households in the City of Santa Maria is also projected to grow but with a smaller percentage of .54% increase in number of households. The City's Housing Element discusses unique housing realities in Santa Maria; the City states that the common household definition of a family of four does not address the very common practice of nuclear families joining with extended family to afford one residence in Santa Maria. These non-traditional homes may account for the lesser rate at which household growth for Santa Maria is projected than that of Orcutt and the surrounding county.

Table 10. Household Projections

TOTAL HOUSEHOLDS				
Year	Number	Change in # of Households	% Change	Simple Annual % Change
Market Area				
2010	37,539			
2012	37,590	51	0.14%	0.07%
2017	37,962	372	1.0%	0.20%
City of Santa Maria				
2010	26,908			
2012	26,860	(48)	-0.18%	-0.09%
2017	27,005	145	0.54%	0.11%
Santa Barbara County				
2010	142,104			
2012	142,412	308	0.22%	0.11%
2017	143,990	1,578	1.11%	0.22%

Census 2010; ESRI 2013

C. POPULATION, HOUSEHOLD, AND INCOME TRENDS

Household by tenure

Approximately 32-percent or 7,080 owner-occupied housing units within the market area are occupied by persons over the age of 65. 12-percent of renter-occupied units are occupied by persons over the age of 65. These percentages are consistent with the ratio of tenure by age for the county. The City of Santa Maria has a slightly lower percentage of elderly home-owners while Orcutt has a slightly higher percentage of elderly home-owners than the county percentages.

The general ratio for all housing units (non-elderly and elderly) for owner and renter occupied housing units for the proposed market area is projected to substantially remain at its 2010 ratio—roughly 59% owner and 41% renter. The housing tenure in the City of Santa Maria is more evenly split at roughly 50% owner, 50% renter from 2010 to 2017 (Table 12, Housing Tenure Projections).

Table 11. Housing by Tenure and Age

HOUSING UNITS BY TENURE AND AGE			
Occupied Housing Units	Age	2010	
		Number	% of TOTAL
Market Area			
Owner	Non-Elderly (< 65)	15,117	68%
	Elderly (> 65)	7,080	32%
TOTAL OWNER-OCCUPIED UNITS			22,197
Renter	Non-Elderly (< 65)	13,431	88%
	Elderly (> 65)	1,911	12%
TOTAL RENTER-OCCUPIED UNITS			15,342
City of Santa Maria			
Owner	Non-Elderly (< 65)	9,825	71%
	Elderly (> 65)	4,068	29%
TOTAL OWNER-OCCUPIED UNITS		13,893	
Renter	Non-Elderly (< 65)	11,436	88%
	Elderly (> 65)	1,579	12%
TOTAL RENTER-OCCUPIED UNITS		13,015	
Orcutt, Census designated place			
Owner	Non-Elderly (< 65)	5,292	64%
	Elderly (> 65)	3,012	36%
TOTAL OWNER-OCCUPIED UNITS		8,304	
Renter	Non-Elderly (< 65)	1,995	86%
	Elderly (> 65)	332	14%
TOTAL RENTER-OCCUPIED UNITS		2,327	
Santa Barbara County			
Owner	Non-Elderly (< 65)	48,741	65%
	Elderly (> 65)	26,086	35%
TOTAL OWNER-OCCUPIED UNITS		74,827	
Renter	Non-Elderly (< 65)	58,277	87%
	Elderly (> 65)	9,000	13%
TOTAL RENTER-OCCUPIED UNITS		67,277	

Census 2010; ESRI 2013

C. POPULATION, HOUSEHOLD, AND INCOME TRENDS

Table 12. Housing Tenure Projections

HOUSING TENURE PROJECTIONS						
Occupied Housing Units	2010		2012		2017	
	Number	% of TOTAL	Number	% of TOTAL	Number	% of TOTAL
Market Area						
Owner	22,197	59%	21,699	58%	22,392	59%
Renter	15,342	41%	15,891	42%	15,570	41%
TOTAL	37,539	100%	37,590	100%	37,962	100%
City of Santa Maria						
Owner	13,893	52%	13,464	50%	13,895	51%
Renter	13,015	48%	13,396	50%	13,110	49%
TOTAL	26,908	100%	26,860	100%	27,005	100%
Santa Barbara County						
Owner	74,827	53%	72,994	51%	75,208	52%
Renter	67,277	47%	69,418	49%	68,782	48%
TOTAL	142,104	100%	142,412	100%	143,990	100%

Census 2010; ESRI 2013

Average Household Size

The average household size for the county and Orcutt is slightly greater than the nationwide average of 2.58. Santa Maria and the market area, however, have higher average household sizes. The aforementioned unique housing reality in Santa Maria (nuclear and extended families joining together under one roof) is reflected in these statistics. The pertinent question for this market study is, do seniors stay with these large familial units or do they transition to senior housing developments? The market demand analysis presented later in this study accounts for conversion of a percentage of these seniors to senior housing.

Table 13. Average Household Size

Average Household Size		
Place	2012	2017
Market Area	3.39	3.42
Santa Maria	3.67	3.72
Orcutt	2.68	2.7
County	2.85	2.87

Census 2010; ESRI 2013

Renter households

The two rental household sizes that comprise the largest percentages of the occupied rental units in the market area are occupied by one person (20%) and by more than six people (21%). The 2009-2011 ACS Survey data as summarized in Table 15 shows that persons over 65 occupy approximately 26% of the one-person household units in the Market Area. The total number of appropriately sized elderly households is 1,421 households.

Table 14. Renter Occupied Household Sizes

RENTER-OCCUPIED HOUSEHOLD SIZE	MARKET AREA	
	2010	
	Number	% of Total
1 Person	3,077	20%
2 Person	2,626	17%
3 Person	2,277	15%
4 Person	2,368	15%
5 Person	1,832	12%
6+ Person	3,162	21%
TOTAL	15,342	100%

Census 2010; ESRI 2013

Table 15. Senior household size

> 65 RENTER OCCUPIED HOUSEHOLD SIZE	MARKET AREA-2009-2011		
	Number of >65 households	Total renter households with same unit size	% of total renter households with same unit size
1 Person	874	3,400	26%
2 Person	547	12,774	4%
TOTAL	1421	16,174	9%

Table B25116: Tenure by Household Size; 2009-2011 ACS

Table 16. Number of appropriately sized renter senior households

Number of 1 & 2 person renter households (>65)	All other renter households (>65)	% of Appropriately-sized Households
1421	1911	74%

C. POPULATION, HOUSEHOLD, AND INCOME TRENDS

Table 17. Income of Seniors in Market Area

MARKET AREA				
Income Range of persons > 65	2012		2017	
	Number	% of Total	Number	% of Total
<\$15,000	2,184	14%	2,395	14%
\$15,000-\$24,999	2,477	16%	2,342	14%
\$25,000-\$34,999	2,344	15%	2,125	13%
\$35,000-\$49,999	2,563	17%	2,605	16%
\$50,000-\$74,999	3,125	21%	3,531	21%
\$75,000-\$99,999	1,183	8%	1,916	11%
\$100,000-\$149,999	879	6%	1,246	7%
\$150,000-\$199,999	253	2%	392	2%
\$200,000+	175	1%	236	1%
TOTAL	15,183	100%	16,788	100%

Census 2010; ESRI 2013

The number of low-income persons 65 years old and over is projected to remain the same or slightly drop by the year 2017. Approximately 57% of seniors in the market area spend more than 30-percent of their income on rent.

While this report often states “low-income seniors”, the income groups eligible for the proposed project are extremely-low income (35% AMI) to low-income (60% AMI) as shown in Table 19 below.

Table 18. Housing Burdened Seniors

HOUSING BURDENED RENTERS IN MARKET AREA		
Householder 65 years and over % of income spent on rent	Number	% of Total
Less than 20.0 percent	302	18%
20.0 to 24.9 percent	141	8%
25.0 to 29.9 percent	183	11%
30.0 to 34.9 percent	180	11%
35.0 percent or more	777	46%
Not computed	124	7%
TOTAL	1707	100%

Census 2010

Table 19. Santa Barbara County Area Median Income

SANTA BARBARA COUNTY AMI	
HOUSEHOLD SIZE	EXTREMELY-LOW INCOME (<30% AMI)
1	\$16,750
2	\$19,150
VERY-LOW INCOME (50%)	
1	\$27,900
2	\$31,850
LOW INCOME (60% AMI)	
1	\$33,480
2	\$38,220

County of Santa Barbara

D. MARKET DEMAND AND PENETRATION

A. Demand from existing renter households:

1. Number of existing senior (>65 households) in market area: 8,911
2. Number of senior renters in market area: $8,911 \times 21.25\% = 1,911$
3. Number of appropriately sized renter households (1 and 2 person): 1,421
4. Number of income-qualified renter households: $1,421 \times 50\% = 710.5$
*50% includes all seniors with incomes <60% AMI
5. Turnover rate: $710.5 \times 10\% = 71.05$
*Turnover rate based on feedback from property managers in housing survey, see p. 25
6. Estimated annual demand from existing rental households: $710.5 - 71.05 = 639.45$

B. Demand from new households:

1. Number of new, additional renter households by 2017: $228 \times .12 = 27.36$ over 65 households (The twelve percent was derived from ESRI data for 2010 elderly renter households and kept at a constant rate)
2. Estimated annual growth (2010-2017): $27.36/7 = 4$ households
3. Number of appropriately sized households: $4 \times .74 = 3$
4. Number of income-qualified renter households (2017): $3 \times 48\% = 1$
5. Estimated annual demand from new households: 1

C. Demand from existing senior home-owners

1. Number of existing senior households: 7,080
2. Number of one-and-two-person senior households: 2291
3. Number of income-qualified household: $2291 \times 50\% = 1145.5$
4. Conversion rate (estimated potential rate of senior homeowners that move into affordable rental units in a year): $1145.5 \times 5\% =$
5. Estimated annual demand from existing senior homeowner households: 57

D. Total Theoretical Demand: Existing $639.45 + 1 + 57 = 697.45$

E. Penetration Estimate

Proposed Units + Pending Units + Vacant Competitive Units)/Theoretical Demand
 $38 + 0 + 8/697.45 = 6.6\%$

E. COMPETITIVE RENTAL MARKET

1.

NAME	Rancho Gardens	DATE	May 8, 2013
ADDRESS	1414 N. Broadway	TOTAL UNITS	118
CITY	Santa Maria	CONDITION	Fair
MANAGER	Martha Marfori	YEAR BUILT	Ren. in 2000
TELEPHONE	805-349-8722	BLDG. STYLE	one & two-story

- Property was formerly the Turtle Inn and was renovated and converted to senior housing in 2000
- Income and Age Restricted- >62 and <50% AMI
- Rent includes all utilities plus cable and monthly activities

BR/BA	# UNITS	BASE RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
STUDIO-1 BA	118	\$675	230-400	\$1.69-\$2.94	0

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator	X	Community Room	X	Business Center		Electricity	
Central AC	X	Stove/Oven	X	Swimming Pool		Car Wash Area		Heat (G or E)	
Blinds	X	Dishwasher		Spa/Jacuzzi		Gated Security		Hot Water	
Carpet	X	Garbage Disposal		Exercise Room		Security Patrol		Cooking (G or E)	
Ceiling Fan		Microwave		Picnic Area	X	Security Camera		TV (C or S)	
Skylight		Washer/Dryer		Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet		Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport		Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio	X	Garage		Laundry Room	X				
Balcony		Parking Garage		Computer Room					

E. COMPETITIVE RENTAL MARKET

2.

NAME	Union Plaza Senior Apartments	DATE	May 8, 2013
ADDRESS	120 N. Broadway	TOTAL UNITS	121
CITY	Santa Maria	CONDITION	Fair
MANAGER	Terry Krelle	YEAR BUILT	1975
TELEPHONE	805-922-5226	BLDG. STYLE	seven-story

- Section 8-project based property with income and age limits: >62 and <50% AMI
- Rent is 30% of income
- The property manager stated that rent paid by residents varies from \$25 to \$400 but stated \$250 would be a good average base rent.

BR/BA	# UNITS	BASE RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
1 BR- 1 BA	121	\$250	550	\$0.75	0

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator	X	Community Room	X	Business Center		Electricity	x
Central AC		Stove/Oven	X	Swimming Pool		Car Wash Area		Heat (G or E)	E
Blinds	X	Dishwasher		Spa/Jacuzzi		Gated Security		Hot Water	E
Carpet	X	Garbage Disposal	X	Exercise Room		Security Patrol		Cooking (G or E)	E
Ceiling Fan		Microwave		Picnic Area	X	Security Camera		TV (C or S)	C
Skylight		Washer/Dryer		Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet		Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport	X	Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio		Garage		Laundry Room	X				
Balcony	X	Parking Garage		Computer Room					

E. COMPETITIVE RENTAL MARKET

3.

NAME	Vandenberg Senior Residence	DATE	May 8, 2013
ADDRESS	1316 S. Broadway	TOTAL UNITS	120
CITY	Santa Maria	CONDITION	Good
MANAGER	Bill Graham	YEAR BUILT	ren. 1990s
TELEPHONE	805-925-6373	BLDG. STYLE	three-story

- Income and age-restricted units: >55 years of age and less than 60% of the AMI for Santa Barbara County
- 15 of the studios include patios and an increased rent- none are available
- Former hotel renovated in the early 1990's. The residence appears to be in good condition.

BR/BA	# UNITS	BASE RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
STUDIO-1 BA	102	575	350	\$1.64	3
1 BR- 1 BA	18	780	700	\$1.11	5

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator	X	Community Room	X	Business Center		Electricity	X
Central AC		Stove/Oven	X	Swimming Pool	X	Car Wash Area		Heat (G or E)	E
Blinds	X	Dishwasher		Spa/Jacuzzi	X	Gated Security		Hot Water	E
Carpet	X	Garbage Disposal	X	Exercise Room	X	Security Patrol		Cooking (G or E)	E
Ceiling Fan		Microwave	X	Picnic Area	X	Security Camera		TV (C or S)	C
Skylight		Washer/Dryer		Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet		Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport	X	Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio		Garage		Laundry Room	X				
Balcony		Parking Garage		Computer Room					

E. COMPETITIVE RENTAL MARKET

4.

NAME	Valentine Court I	DATE	May 8, 2013
ADDRESS	280 Newlove Drive	TOTAL UNITS	34
CITY	Santa Maria	CONDITION	Good
MANAGER	Chris Morrison	YEAR BUILT	1990
TELEPHONE	805-925-6373	BLDG. STYLE	one-story

- Income and age-restricted units:
Age 62 and over
- Rent is 30% of resident's income
- An average rent has been presented here based on 30% of the low income category (<50% AMI)
- 14 persons on wait list for Valentine Court I and II (typically 12-15 is a year wait)

BR/BA	# UNITS	BASE RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
STUDIO-1 BA	8	\$350	415	\$0.84	0
1 BR- 1 BA	26	\$350	540	\$0.65	0

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator	X	Community Room	X	Business Center		Electricity	X
Central AC		Stove/Oven	X	Swimming Pool		Car Wash Area		Heat (G or E)	E
Blinds	X	Dishwasher		Spa/Jacuzzi		Gated Security		Hot Water	E
Carpet	X	Garbage Disposal	X	Exercise Room		Security Patrol		Cooking (G or E)	E
Ceiling Fan		Microwave		Picnic Area	X	Security Camera	X	TV (C or S)	C
Skylight		Washer/Dryer		Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet	X	Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport		Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio		Garage		Laundry Room	X				
Balcony		Parking Garage		Computer Room					

E. COMPETITIVE RENTAL MARKET

5.

NAME	Valentine Court II	DATE	May 8, 2013
ADDRESS	1760 S McClelland St.	TOTAL UNITS	18
CITY	Santa Maria	CONDITION	Good
MANAGER	Chris Morrison	YEAR BUILT	1999
TELEPHONE	805-925-6373	BLDG. STYLE	two-story

- Income and age-restricted units: Age 62 and over
- Rent is 30% of resident's income
- An average rent has been presented here based on 30% of the low income category (<50% AMI)
- 14 persons on wait list for Valentine Court I and II (typically 12-15 is a year wait)

BR/BA	# UNITS	BASE RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
1 BR- 1 BA	18	\$350	600	\$0.58	0

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator	X	Community Room	X	Business Center		Electricity	X
Central AC		Stove/Oven	X	Swimming Pool		Car Wash Area		Heat (G or E)	E
Blinds	X	Dishwasher		Spa/Jacuzzi		Gated Security		Hot Water	E
Carpet	X	Garbage Disposal	X	Exercise Room		Security Patrol		Cooking (G or E)	E
Ceiling Fan		Microwave		Picnic Area	X	Security Camera	X	TV (C or S)	C
Skylight		Washer/Dryer		Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet	X	Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport		Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio		Garage		Laundry Room	X				
Balcony		Parking Garage		Computer Room					

E. COMPETITIVE RENTAL MARKET

6.

NAME	Oak Knolls Haven	DATE	May 8, 2013
ADDRESS	4845 S. Bradley Rd.	TOTAL UNITS	40
CITY	Orcutt	CONDITION	Good
MANAGER	Celia Reyes	YEAR BUILT	1983
TELEPHONE	805-934-2027	BLDG. STYLE	two-story

- Located south of city limits in Orcutt
- HUD Section 202 property
- Income and Age Restricted- >62 and <50% AMI
- 6 miles away from subject property

BR/BA	# UNITS	BASE RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
1 BR-1 BA	40	\$650	450	\$1.44	0

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator	X	Community Room	X	Business Center		Electricity	X
Central AC	X	Stove/Oven	X	Swimming Pool		Car Wash Area		Heat (G or E)	E
Blinds	X	Dishwasher	X	Spa/Jacuzzi		Gated Security		Hot Water	E
Carpet	X	Garbage Disposal	X	Exercise Room		Security Patrol		Cooking (G or E)	E
Ceiling Fan	X	Microwave		Picnic Area	X	Security Camera		TV (C or S)	C
Skylight		Washer/Dryer		Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet		Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport		Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio		Garage		Laundry Room	X				
Balcony		Parking Garage		Computer Room	X				

E. COMPETITIVE RENTAL MARKET

7.

NAME	Santa Maria Terrace Living	DATE	May 8, 2013
ADDRESS	1405 E. Main Street	TOTAL UNITS	40 (unassisted)
CITY	Santa Maria	CONDITION	Good
MANAGER	Crystal Lawrence	YEAR BUILT	1978
TELEPHONE	805-925-8713	BLDG. STYLE	four-story

- Former hotel built in 1978, and operated as market-rate independent and assisted senior housing since 2000
- Offers a high number of services to residents including all meals, shuttle rides to appointments, and weekly activities
- The number of units listed reflects the approximate number of independent living units; all others are assisted.

BR/BA	# UNITS	RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
STUDIO-1 BA	40	\$2,400	282	\$8.51	60% (total)

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator		Community Room	X	Business Center		Electricity	
Central AC	X	Stove/Oven		Swimming Pool		Car Wash Area		Heat (G or E)	
Blinds	X	Dishwasher		Spa/Jacuzzi		Gated Security		Hot Water	
Carpet	X	Garbage Disposal		Exercise Room		Security Patrol		Cooking (G or E)	
Ceiling Fan		Microwave		Picnic Area		Security Camera		TV (C or S)	
Skylight		Washer/Dryer		Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet		Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport	X	Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio		Garage		Laundry Room	X				
Balcony	X	Parking Garage		Computer Room					

E. COMPETITIVE RENTAL MARKET

8.

NAME	Hummel Village	DATE	May 8, 2013
ADDRESS	4468 Hummel Dr. Ste 101	TOTAL UNITS	32
CITY	Orcutt	CONDITION	Good
MANAGER	Ginny Blough	YEAR BUILT	2004
TELEPHONE	805-937-6204	BLDG. STYLE	one-story cottage

- Age restricted: >55
- Rent includes all utilities, weekly housekeeping, weekly activities, and cable and internet
- Six guest rooms provided for over-night guests
- Waiting list for studios

BR/BA	# UNITS	RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
STUDIO- 1 BA	4	\$1000	475	\$2.11	0
2 BR- 1 or 2 BA	28	\$1725	700-900	\$1.92-\$2.46	6

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator	X	Community Room	X	Business Center		Electricity	
Central AC		Stove/Oven	X	Swimming Pool		Car Wash Area		Heat (G or E)	
Blinds	X	Dishwasher	X	Spa/Jacuzzi		Gated Security	X	Hot Water	
Carpet	X	Garbage Disposal		Exercise Room		Security Patrol		Cooking (G or E)	
Ceiling Fan		Microwave	X	Picnic Area	X	Security Camera		TV (C or S)	
Skylight		Washer/Dryer	X	Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet		Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport		Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio	X	Garage	X	Laundry Room					
Balcony		Parking Garage		Computer Room	X				

E. COMPETITIVE RENTAL MARKET

9. NAME	Merril Gardens	DATE	May 8, 2013
ADDRESS	1220 Suey Road	TOTAL UNITS	33 cottages
CITY	Santa Maria	CONDITION	Good
MANAGER	Kim Adams	YEAR BUILT	2000
TELEPHONE	805-310-4102	BLDG. STYLE	one-story

- The 33 cottages are 2 BR-2BA duplexes with a shared garage and laundry.
- The property also houses 182 assisted living units
- All utilities are included in rent except for telephone. Rent also includes one meal a day at the development's dining hall.

BR/BA	# UNITS	RENT	SQ. FOOTAGE	RENT/S.F.	VACANT
2 BR-2 BA	33	\$3200	1200	\$2.67	0

UNIT AMENITIES				PROJECT AMENITIES				TENANT PAYS	
Central Heat	X	Refrigerator	X	Community Room	X	Business Center		Electricity	
Central AC	X	Stove/Oven	X	Swimming Pool	X	Car Wash Area		Heat (G or E)	
Blinds	X	Dishwasher	X	Spa/Jacuzzi	X	Gated Security	X	Hot Water	
Carpet	X	Garbage Disposal		Exercise Room		Security Patrol		Cooking (G or E)	
Ceiling Fan		Microwave	X	Picnic Area	X	Security Camera		TV (C or S)	
Skylight		Washer/Dryer	X	Playground				Water	
Storage Closet	X	W/D Hook-ups		Tennis Court				Sewer	
Coat Closet	X	Surface Parking	X	Basketball Court				Trash	
Walk-In Closet		Carport		Volleyball Court					
Fireplace		Underground Parking		On-site Manager	X				
Patio	X	Garage	X	Laundry Room	X				
Balcony		Parking Garage		Computer Room					

E. COMPETITIVE RENTAL MARKET

MAP OF LOCATION OF RENT COMPARABLES AND PROXIMITY TO SITE

There are three low-income senior housing developments within one mile of the proposed site. Two more low-income developments and one market-rate development are located within two miles of the site. The two housing developments shown several miles south of the site are in the CDP, Orcutt. They are Oak Knolls Haven, Section 202 housing, and Hummel Village, a market-rate cottage-style development.

Figure 8. Existing senior housing developments

E. COMPETITIVE RENTAL MARKET

MAP OF PENDING SANTA MARIA SENIOR HOUSING DEVELOPMENT PROJECTS

Santa Maria Senior Village has been proposed at 450/460 W. Stowell Road, shown below with the number one. The developers of the project received approval of a Planned Development Overlay in 2008 for a sixty-unit market-rate project for seniors 55+. Santa Maria City Staff indicated the developer has received time extensions for the project and is waiting for the market to recover before proceeding with the development. Pending site two was originally approved as a 21-unit 55+ senior project in 2006. The property changed hands and the new owner is now working to convert the project from senior to all-ages due to the developer's market research that a 65+ project would not succeed. Site number three is a mixed-use project called the Lakeview Promenade, a lifestyle center. The mixed-use center would include 78 senior market-rate units. The developer is currently requesting a time extension from the City to extend the project's approvals. These units were not added as "pending units" to the demand estimate calculation because the proposed units are market-rate, not income-restricted.

Figure 9. Pending senior housing developments

E. COMPETITIVE RENTAL MARKET

Table 20. Rent Matrix of Low-Income Senior Units in Market Area

RENT MATRIX OF LOW-INCOME COMPARABLE SITES								
Subject Property	Bethel Street	Valentine Court I	Valentine Court II	Vandenberg Senior Residence	Union Plaza	Oak Knolls Haven Apts.	Rancho Gardens	
Date of Market Study:	624 E Camino Colegio	280 Newlove Drive	1760 S. McClelland	1316 S. Broadway	120 N. Broadway	4845 S. Bradley Rd.	1414 N. Broadway	
1-Jun-13	Santa Maria	Santa Maria	Santa Maria	Santa Maria	Santa Maria	Orcutt	Santa Maria	
Prepared By: Liz Brighton, MCRP		805-925-6373	805-925-6373	805-922-6631	805-922-5226	805-934-2027	805-349-8722	
	Use Subject's Highest Rent							Totals & Weighted Averages
	Characteristic	Char	Char	Char	Char	Char	Char	
("M"arket, "L"ow Income)	L	L	L	L	L	L	L	
Distance in Miles from Subject		1.10	0.40	0.80	1.40	6.00	2.20	
Number of Units		26	18	120	121	40	118	444
Vacancy Rate		0%	0%	0%	0%	6%	0%	
Waiting List ("Y"es or "N"o)		Y	Y	Y	Y	Y	N	
Turnover Rate		10%	10%	10%	10%	10%	10%	
Unit Size in SF	575	540	600	350	550	450	320	427.25225
Aggregate Size in SF		14040	10800	42000	67100	18000	37760	189,700
Base Rent	\$896	\$400	\$350	\$575	\$250	\$650	\$675	\$502
Aggregate Rent		\$10,400	\$7,200	\$69,000	\$30,500	\$26,000	\$79,650	\$222,750
Value Ratio (\$/SF)	\$1.56	\$0.74	\$0.67	\$1.64	\$0.45	\$1.44	\$2.11	\$1.17
# of stories	1	1	2	3	7	1	1	
Elevator ("Y"es or "N"o)	N	N	Y	Y	Y	N	N	
# of Bedrooms	1	1	1	1	1	1	1	
# of Bathrooms	1	1	1	1	1	1	1	
Unit Size Adjustment								
Rent Concessions								
Age (built or renovated)		1990	1999	mid 90's-ren.	1975	1983	2000-ren.	
Utilities Paid by Tenant								
Electricity	x	x	x	x	x	x	x	
Heat ("G"as or "E"lectric)	e	e	e	e	e	e	e	
Hot Water (G or E)	e	e	e	e	e	e	e	
Cooking (G or E)	e	e	e	e	e	e	e	
TV ("C"able or "S"atellite)	c	c	c	c	c	c	c	
Water								
Sewer								
Trash								
Unit Amenities								
Central Heat/Cool	H	H	H	x	H	x	x	
Blinds	x	x	x	x	x	x	x	
Carpet	x	x	x	x	x	x	x	
Ceiling Fan								
Skylight								

E. COMPETITIVE RENTAL MARKET

Storage Closet				x	x	x	x	
Coat Closet	x	x	x			x		
Walk-In Closet								
Fireplace								
Patio/Balcony				15/120	x		x	
Appliances								
Refrigerator	x	x	x	x	x	x	x	
Stove/Oven	x	x	x	x	x	x	x	
Dishwasher								

Garbage Disposal	x	x	x	x	x	x			
Microwave				x			x		
Washer/Dryer									
Washer/Dryer Hook-ups									
Parking/Transportation									
Surface Parking	x	x	x	x	x	x	x		
Carport				x					
Underground Parking									
Detached Garage									
Attached Garage						x			
Tuck-under Garage									
Parking Garage									
Project Amenities									
Community Room	x	x	x	x	x	x	x		
Swimming Pool				x					
Spa/Jacuzzi				x					
Exercise Room				x					
Picnic Area	x	x	x		x	x	x		
Tot Lot/Playground									
Tennis Court									
Basketball Court									
Volleyball Court									
On Site Manager	x	x	x	x	x	x	x		
Laundry Room	x	x	x	x	x	x	x		
Computer Room									
Business Center									
Car Wash Area									
Security									
Gated						x			
Courtesy Patrol									
Surveillance Camera		x	x					Avg.	Differential
Adjusted Rent	\$896	\$400	\$400	\$575	\$250	\$650	\$675	\$502	78.60%
Aggregate Adjusted Rent		\$10,400	\$7,200	\$69,000	\$32,250	\$26,000	\$79,650	\$222,750	
Adjusted Value Ratio (\$/SF)	\$1.56	\$0.74	\$0.67	\$1.64	\$0.45	\$1.44	\$2.11	\$1.17	32.71%
Adjusted Rent/Base Rent		100%	100%	100%	100%	100%	100%		

E. COMPETITIVE RENTAL MARKET

Table 21. Rent Matrix of Market-Rate Senior Units in Market Area

	Bethel Street	Merrill Gardens	Santa Maria Terrace	Hummel Village		
Date of Market Study:	624 E. Colegio Camino	1220 Suey Road	1405 E. Main St.	4468 Hummel Drive		
(Date)	Santa Maria	Santa Maria	Santa Maria	Orcutt, CDP		
Prepared By: Liz Brighton, MCRP	Use Subject's Highest Rent	805-310-4102	805-925-8713	805-937-2021		
("M"arket, "L"ow Income)	L	M	M	M	Totals & Weighted Averages	Differential
Distance in Miles from Subject		2.70	2.00	6.00		
Number of Units		33	40 (unassisted)	32	105	
Vacancy Rate		0%	40%	0%		
Waiting List ("Y"es or "N"o)		Y	N	Y		
Turnover Rate		0%	0%	0%		
Unit Size in SF	575	1200	282	700	697.9047619	
Aggregate Size in SF		39600	11280	22400	73,280	
Base Rent	\$896	\$3,200	\$2,400	\$1,500	\$2,377	-62.31%
Aggregate Rent		\$105,600	\$96,000	\$48,000	\$249,600	
Value Ratio (\$/SF)	\$1.56	\$2.67	\$8.51	\$2.14	\$3.41	-54.25%
# of stories		1	4	1		
Elevator ("Y"es or "N"o)		N	Y	N		
# of Bedrooms		2	1	1 and 2		
# of Bathrooms		2	1	1		
Unit Size Adjustment						
Rent Concessions						
Age (built or last renovated)			1978-built	2004		
Utilities Paid by Tenant			x			
Electricity						
Heat ("G"as or "E"lectric)						
Hot Water (G or E)						
Cooking (G or E)						
TV ("C"able or "S"atellite)						
Water						
Sewer						
Trash						
Unit Amenities						
Central Heat/Cool		x	x	H		
Blinds		x	x	x		
Carpet		x	x	x		
Ceiling Fan				x		
Skylight						
Storage Closet		x	x	x		
Coat Closet		x				
Walk-In Closet						
Fireplace						

E. COMPETITIVE RENTAL MARKET

Patio/Balcony				x		
Appliances						
Refrigerator		x				
Stove/Oven		x		x		
Dishwasher		x				
Garbage Disposal						
Microwave		x		x		
Washer/Dryer		x				
Washer/Dryer Hook-ups						
Parking/Transportation						
Surface Parking		x	x			
Carport			x			
Underground Parking						
Detached Garage						
Attached Garage		x		x		
Tuck-under Garage						
Parking Garage						
Project Amenities						
Community Room		x	x	x		
Swimming Pool		x				
Spa/Jacuzzi		x				
Exercise Room						
Picnic Area		x		x		
Tot Lot/Playground						
Tennis Court						
Basketball Court						
Volleyball Court						
On Site Manager		x	x	x		
Laundry Room		x	x	x		
Computer Room				x		
Business Center						
Car Wash Area						
Security						
Gated		x		x		
Courtesy Patrol						
Surveillance Camera						
Adjusted Rent	\$896	\$3,200	\$2,400	\$1,500	\$2,377	-62.31%
Aggregate Adjusted Rent		\$105,600	\$96,000	\$48,000	\$249,600	
Adjusted Value Ratio (\$/SF)	\$1.56	\$2.67	\$8.51	\$2.14	\$3.41	-54.25%
*Adjusted Rent/Base Rent		100%	100%	100%		

Scheme D - One Story Cottages With Access Thru Church Parking

Unit Count

36 (1) Bedroom Units (approx 575 s.f. ea.)

3 (2) Bedroom Units (approx 750 s.f. ea.)

39 Units Total

Parking Count - 55 spaces

Bethel Street Senior Housing Feasibility

People's Self Help Housing

5.15.13

1" = 40'

444 Higuera Street Suite 201
San Luis Obispo Ca. 93401
phone: 805.541.6294 fax: 805.541.2739
www.realarchitectsinc.com

Scheme E - One Story Cottages No Access Thru Church Parking

(E) BUDG.

Unit Count
 36 (1) Bedroom Units (approx 575 s.f. ea.)
 3 (2) Bedroom Units (approx 750 s.f. ea.)
 39 Units Total

Parking Count - 53 spaces

Bethel Street Senior Housing Feasibility
 People's Self Help Housing 5.15.13 1" = 40'

444 Higuera Street Suite 201
 San Luis Obispo Ca. 93401
 phone: 805.541.6294 fax: 805.541.2739
 www.realarchitectsinc.com

Census 2010 Summary Profile

2 Cities and Towns (Places)_1
 Santa Maria city, CA (0669196) et al.
 Geographies: 2 Places

	2000	2010	2000-2010 Annual Rate
Population	106,694	128,458	1.87%
Households	32,696	37,539	1.39%
Housing Units	33,630	39,427	1.60%
Population by Race			
Total		128,458	100.0%
Population Reporting One Race		122,125	95.1%
White		79,660	62.0%
Black		2,050	1.6%
American Indian		2,165	1.7%
Asian		6,183	4.8%
Pacific Islander		220	0.2%
Some Other Race		31,847	24.8%
Population Reporting Two or More Races		6,333	4.9%
Total Hispanic Population		76,984	59.9%
Population by Sex			
Male		64,483	50.2%
Female		63,975	49.8%
Population by Age			
Total		128,458	100.0%
Age 0 - 4		11,390	8.9%
Age 5 - 9		10,337	8.0%
Age 10 - 14		9,970	7.8%
Age 15 - 19		11,033	8.6%
Age 20 - 24		10,071	7.8%
Age 25 - 29		10,094	7.9%
Age 30 - 34		8,843	6.9%
Age 35 - 39		8,046	6.3%
Age 40 - 44		7,660	6.0%
Age 45 - 49		7,941	6.2%
Age 50 - 54		7,437	5.8%
Age 55 - 59		6,166	4.8%
Age 60 - 64		4,987	3.9%
Age 65 - 69		3,692	2.9%
Age 70 - 74		3,237	2.5%
Age 75 - 79		2,740	2.1%
Age 80 - 84		2,429	1.9%
Age 85+		2,385	1.9%
Age 18+		90,122	70.2%
Age 65+		14,483	11.3%
Median Age by Sex and Race/Hispanic Origin			
Total Population		30.8	
Male		29.5	
Female		32.2	
White Alone		35.3	
Black Alone		32.5	
American Indian Alone		26.8	
Asian Alone		40.6	
Pacific Islander Alone		31.8	
Some Other Race Alone		24.1	
Two or More Races		22.2	
Hispanic Population		24.4	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

2 Cities and Towns (Places)_1
 Santa Maria city, CA (0669196) et al.
 Geographies: 2 Places

Households by Type

Total	37,539	100.0%
Households with 1 Person	7,358	19.6%
Households with 2+ People	30,181	80.4%
Family Households	28,362	75.6%
Husband-wife Families	20,888	55.6%
With Own Children	10,714	28.5%
Other Family (No Spouse Present)	7,474	19.9%
With Own Children	3,980	10.6%
Nonfamily Households	1,819	4.8%
All Households with Children	16,861	44.9%
Multigenerational Households	3,084	8.2%
Unmarried Partner Households	2,418	6.4%
Male-female	2,171	5.8%
Same-sex	247	0.7%
Average Household Size	3.39	

Family Households by Size

Total	28,362	100.0%
2 People	8,566	30.2%
3 People	5,168	18.2%
4 People	5,431	19.1%
5 People	3,761	13.3%
6 People	2,075	7.3%
7+ People	3,361	11.9%
Average Family Size	3.80	

Nonfamily Households by Size

Total	9,177	100.0%
1 Person	7,358	80.2%
2 People	1,330	14.5%
3 People	265	2.9%
4 People	108	1.2%
5 People	46	0.5%
6 People	28	0.3%
7+ People	42	0.5%
Average Nonfamily Size	1.31	

Population by Relationship and Household Type

Total	128,458	100.0%
In Households	127,338	99.1%
In Family Households	115,328	89.8%
Householder	28,362	22.1%
Spouse	20,888	16.3%
Child	46,444	36.2%
Other relative	12,223	9.5%
Nonrelative	7,411	5.8%
In Nonfamily Households	12,010	9.3%
In Group Quarters	1,120	0.9%
Institutionalized Population	446	0.3%
Noninstitutionalized Population	674	0.5%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Census 2010 Summary Profile

2 Cities and Towns (Places)_1
Santa Maria city, CA (0669196) et al.
Geographies: 2 Places

Family Households by Age of Householder

Total	28,362	100.0%
Householder Age 15 - 44	12,701	44.8%
Householder Age 45 - 54	6,372	22.5%
Householder Age 55 - 64	4,343	15.3%
Householder Age 65 - 74	2,562	9.0%
Householder Age 75+	2,384	8.4%

Nonfamily Households by Age of Householder

Total	9,177	100.0%
Householder Age 15 - 44	2,094	22.8%
Householder Age 45 - 54	1,372	15.0%
Householder Age 55 - 64	1,666	18.2%
Householder Age 65 - 74	1,498	16.3%
Householder Age 75+	2,547	27.8%

Households by Race of Householder

Total	37,539	100.0%
Householder is White Alone	26,470	70.5%
Householder is Black Alone	715	1.9%
Householder is American Indian Alone	549	1.5%
Householder is Asian Alone	1,814	4.8%
Householder is Pacific Islander Alone	67	0.2%
Householder is Some Other Race Alone	6,485	17.3%
Householder is Two or More Races	1,439	3.8%
Households with Hispanic Householder	16,344	43.5%

Husband-wife Families by Race of Householder

Total	20,888	100.0%
Householder is White Alone	14,278	68.4%
Householder is Black Alone	310	1.5%
Householder is American Indian Alone	320	1.5%
Householder is Asian Alone	1,132	5.4%
Householder is Pacific Islander Alone	38	0.2%
Householder is Some Other Race Alone	4,050	19.4%
Householder is Two or More Races	760	3.6%
Husband-wife Families with Hispanic Householder	10,091	48.3%

Other Families (No Spouse) by Race of Householder

Total	7,474	100.0%
Householder is White Alone	4,684	62.7%
Householder is Black Alone	189	2.5%
Householder is American Indian Alone	133	1.8%
Householder is Asian Alone	297	4.0%
Householder is Pacific Islander Alone	11	0.1%
Householder is Some Other Race Alone	1,762	23.6%
Householder is Two or More Races	398	5.3%
Other Families with Hispanic Householder	4,274	57.2%

Nonfamily Households by Race of Householder

Total	9,177	100.0%
Householder is White Alone	7,508	81.8%
Householder is Black Alone	216	2.4%
Householder is American Indian Alone	96	1.0%
Householder is Asian Alone	385	4.2%
Householder is Pacific Islander Alone	18	0.2%
Householder is Some Other Race Alone	673	7.3%
Householder is Two or More Races	281	3.1%
Nonfamily Households with Hispanic Householder	1,979	21.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Census 2010 Summary Profile

2 Cities and Towns (Places)_1
Santa Maria city, CA (0669196) et al.
Geographies: 2 Places

Total Housing Units by Occupancy

Total	39,427	100.0%
Occupied Housing Units	37,539	95.2%
Vacant Housing Units		
For Rent	631	1.6%
Rented, not Occupied	39	0.1%
For Sale Only	434	1.1%
Sold, not Occupied	90	0.2%
For Seasonal/Recreational/Occasional Use	144	0.4%
For Migrant Workers	2	0.0%
Other Vacant	548	1.4%
Total Vacancy Rate	4.8%	

Households by Tenure and Mortgage Status

Total	37,539	100.0%
Owner Occupied	22,197	59.1%
Owned with a Mortgage/Loan	16,518	44.0%
Owned Free and Clear	5,679	15.1%
Average Household Size	3.09	
Renter Occupied	15,342	40.9%
Average Household Size	3.83	

Owner-occupied Housing Units by Race of Householder

Total	22,197	100.0%
Householder is White Alone	17,162	77.3%
Householder is Black Alone	309	1.4%
Householder is American Indian Alone	224	1.0%
Householder is Asian Alone	1,251	5.6%
Householder is Pacific Islander Alone	36	0.2%
Householder is Some Other Race Alone	2,564	11.6%
Householder is Two or More Races	651	2.9%
Owner-occupied Housing Units with Hispanic Householder	7,214	32.5%

Renter-occupied Housing Units by Race of Householder

Total	15,342	100.0%
Householder is White Alone	9,308	60.7%
Householder is Black Alone	406	2.6%
Householder is American Indian Alone	325	2.1%
Householder is Asian Alone	563	3.7%
Householder is Pacific Islander Alone	31	0.2%
Householder is Some Other Race Alone	3,921	25.6%
Householder is Two or More Races	788	5.1%
Renter-occupied Housing Units with Hispanic Householder	9,130	59.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.99
Householder is Black Alone	2.96
Householder is American Indian Alone	4.17
Householder is Asian Alone	3.36
Householder is Pacific Islander Alone	2.96
Householder is Some Other Race Alone	4.90
Householder is Two or More Races	3.98
Householder is Hispanic	4.59

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Age 50+ Profile

2 Cities and Towns (Places)_1
Santa Maria city, CA (0669196) et al.
Geographies: 2 Places

Demographic Summary			2012-2017		2012-2017	
	Census 2010	2012	2017	Change	Annual Rate	
Total Population	128,458	128,575	131,136	2,561	0.40%	
Population 50+	33,073	34,179	36,802	2,623	1.49%	
Median Age	30.8	31.0	31.7	0.7	0.45%	
Households	37,539	37,590	37,962	372	0.20%	
% Householders 55+	40.0%	41.3%	44.2%	2.9	1.37%	
Owner/Renter Ratio	1.4	1.4	1.4	0.0	0.00%	
Median Home Value	-	\$251,225	\$260,277	\$9,052	0.71%	
Average Home Value	-	\$257,709	\$281,019	\$23,310	1.75%	
Median Household Income	-	\$47,135	\$53,341	\$6,206	2.50%	
Median Household Income for Householder 55+	-	\$45,568	\$52,281	\$6,712	2.79%	
Population by Age and Sex						
Male Population	Census 2010		2012		2017	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	15,249	100.0%	15,825	100.0%	17,087	100.0%
50-54	3,669	24.1%	3,673	23.2%	3,476	20.3%
55-59	3,019	19.8%	3,156	19.9%	3,344	19.6%
60-64	2,441	16.0%	2,577	16.3%	2,797	16.4%
65-69	1,658	10.9%	1,790	11.3%	2,193	12.8%
70-74	1,416	9.3%	1,493	9.4%	1,842	10.8%
75-79	1,202	7.9%	1,222	7.7%	1,389	8.1%
80-84	1,018	6.7%	1,014	6.4%	1,035	6.1%
85+	826	5.4%	900	5.7%	1,011	5.9%
Female Population	Census 2010		2012		2017	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	17,824	100.0%	18,354	100.0%	19,715	100.0%
50-54	3,768	21.1%	3,759	20.5%	3,545	18.0%
55-59	3,147	17.7%	3,265	17.8%	3,449	17.5%
60-64	2,546	14.3%	2,696	14.7%	2,930	14.9%
65-69	2,034	11.4%	2,179	11.9%	2,665	13.5%
70-74	1,821	10.2%	1,922	10.5%	2,348	11.9%
75-79	1,538	8.6%	1,529	8.3%	1,710	8.7%
80-84	1,411	7.9%	1,376	7.5%	1,349	6.8%
85+	1,559	8.7%	1,628	8.9%	1,719	8.7%
Total Population	Census 2010		2012		2017	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	33,073	25.7%	34,179	26.6%	36,802	28.1%
50-54	7,437	5.8%	7,432	5.8%	7,021	5.4%
55-59	6,166	4.8%	6,421	5.0%	6,793	5.2%
60-64	4,987	3.9%	5,273	4.1%	5,727	4.4%
65-69	3,692	2.9%	3,969	3.1%	4,858	3.7%
70-74	3,237	2.5%	3,415	2.7%	4,190	3.2%
75-79	2,740	2.1%	2,751	2.1%	3,099	2.4%
80-84	2,429	1.9%	2,390	1.9%	2,384	1.8%
85+	2,385	1.9%	2,528	2.0%	2,730	2.1%
65+	14,483	11.3%	15,053	11.7%	17,261	13.2%
75+	7,554	5.9%	7,669	6.0%	8,213	6.3%

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

May 30, 2013

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Age 50+ Profile

2 Cities and Towns (Places)_1
 Santa Maria city, CA (0669196) et al.
 Geographies: 2 Places

2012 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	6,258	100%	4,297	100%	4,983	100%	15,538	100%
<\$15,000	644	10.3%	438	10.2%	807	16.2%	1,889	12.2%
\$15,000-\$24,999	548	8.8%	435	10.1%	971	19.5%	1,954	12.6%
\$25,000-\$34,999	559	8.9%	622	14.5%	762	15.3%	1,943	12.5%
\$35,000-\$49,999	1,012	16.2%	778	18.1%	790	15.9%	2,580	16.6%
\$50,000-\$74,999	1,317	21.0%	1,151	26.8%	848	17.0%	3,316	21.3%
\$75,000-\$99,999	703	11.2%	351	8.2%	436	8.7%	1,490	9.6%
\$100,000-\$149,999	962	15.4%	306	7.1%	289	5.8%	1,557	10.0%
\$150,000-\$199,999	332	5.3%	126	2.9%	47	0.9%	505	3.3%
\$200,000+	181	2.9%	90	2.1%	33	0.7%	304	2.0%
Median HH Income	\$54,974		\$46,832		\$34,158		\$45,568	
Average HH Income	\$72,051		\$58,948		\$45,573		\$59,936	

2017 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	6,508	100%	5,097	100%	5,172	100%	16,777	100%
<\$15,000	641	9.8%	516	10.1%	840	16.2%	1,997	11.9%
\$15,000-\$24,999	416	6.4%	443	8.7%	883	17.1%	1,742	10.4%
\$25,000-\$34,999	434	6.7%	597	11.7%	649	12.5%	1,680	10.0%
\$35,000-\$49,999	907	13.9%	818	16.0%	760	14.7%	2,485	14.8%
\$50,000-\$74,999	1,309	20.1%	1,340	26.3%	898	17.4%	3,547	21.1%
\$75,000-\$99,999	970	14.9%	603	11.8%	657	12.7%	2,230	13.3%
\$100,000-\$149,999	1,170	18.0%	453	8.9%	379	7.3%	2,002	11.9%
\$150,000-\$199,999	437	6.7%	199	3.9%	68	1.3%	704	4.2%
\$200,000+	224	3.4%	128	2.5%	38	0.7%	390	2.3%
Median HH Income	\$64,006		\$52,022		\$38,279		\$52,281	
Average HH Income	\$82,327		\$66,691		\$50,800		\$67,858	

Data Note: Income is reported for July 1, 2012 and represents annual income for the preceding year, expressed in current (2011) dollars, including an adjustment for inflation. Income is reported for July 1, 2017 and represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Age 50+ Profile

2 Cities and Towns (Places)_1
Santa Maria city, CA (0669196) et al.
Geographies: 2 Places

2012 Population 50+ by Race	Number	Percent	% Pop
Total	34,181	100.0%	26.6%
White Alone	26,352	77.1%	33.2%
Black Alone	506	1.5%	25.3%
American Indian Alone	405	1.2%	18.5%
Asian Alone	2,235	6.5%	37.3%
Pacific Islander Alone	52	0.2%	24.3%
Some Other Race Alone	3,725	10.9%	11.5%
Two or More Races	906	2.7%	14.2%
Hispanic Origin (Any Race)	11,041	32.3%	14.1%

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	15,000	100.0%	40.0%
Family Households	9,289	61.9%	24.7%
Householder Age 55-64	4,343	29.0%	11.6%
Householder Age 65-74	2,562	17.1%	6.8%
Householder Age 75-84	1,785	11.9%	4.8%
Householder Age 85+	599	4.0%	1.6%
Nonfamily Households	5,711	38.1%	15.2%
Householder Age 55-64	1,666	11.1%	4.4%
Householder Age 65-74	1,498	10.0%	4.0%
Householder Age 75-84	1,570	10.5%	4.2%
Householder Age 85+	977	6.5%	2.6%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	15,000	100.0%	40.0%
Owner Occupied Housing Units	11,493	76.6%	30.6%
Householder Age 55-64	4,413	29.4%	11.8%
Householder Age 65-74	3,219	21.5%	8.6%
Householder Age 75-84	2,703	18.0%	7.2%
Householder Age 85+	1,158	7.7%	3.1%
Renter Occupied Housing Units	3,507	23.4%	9.3%
Householder Age 55-64	1,596	10.6%	4.3%
Householder Age 65-74	841	5.6%	2.2%
Householder Age 75-84	652	4.3%	1.7%
Householder Age 85+	418	2.8%	1.1%

Data Note: A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

May 30, 2013

Made with Esri Business Analyst

Demographic and Income Profile

2 Cities and Towns (Places)_1
Santa Maria city, CA (0669196) et al.
Geographies: 2 Places

Summary	Census 2010		2012		2017	
Population	128,458		128,575		131,136	
Households	37,539		37,590		37,962	
Families	28,362		28,213		28,695	
Average Household Size	3.39		3.39		3.42	
Owner Occupied Housing Units	22,197		21,699		22,392	
Renter Occupied Housing Units	15,342		15,891		15,570	
Median Age	30.8		31.0		31.7	
Trends: 2012 - 2017 Annual Rate	Area		State		National	
Population	0.40%		0.00%		0.68%	
Households	0.20%		0.00%		0.74%	
Families	0.34%		0.00%		0.72%	
Owner HHs	0.63%		0.00%		0.91%	
Median Household Income	2.50%		0.00%		2.55%	
Households by Income	2012		2017			
	Number	Percent	Number	Percent		
<\$15,000	4,573	12.2%	4,510	11.9%		
\$15,000 - \$24,999	4,375	11.6%	3,624	9.5%		
\$25,000 - \$34,999	4,436	11.8%	3,519	9.3%		
\$35,000 - \$49,999	6,330	16.8%	5,731	15.1%		
\$50,000 - \$74,999	8,180	21.8%	8,175	21.5%		
\$75,000 - \$99,999	3,797	10.1%	5,231	13.8%		
\$100,000 - \$149,999	3,985	10.6%	4,758	12.5%		
\$150,000 - \$199,999	1,227	3.3%	1,586	4.2%		
\$200,000+	686	1.8%	827	2.2%		
Median Household Income	\$47,135		\$53,341			
Average Household Income	\$60,710		\$68,452			
Per Capita Income	\$18,039		\$20,111			
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,390	8.9%	11,357	8.8%	11,618	8.9%
5 - 9	10,337	8.0%	10,297	8.0%	10,493	8.0%
10 - 14	9,970	7.8%	9,834	7.6%	10,153	7.7%
15 - 19	11,033	8.6%	10,524	8.2%	10,227	7.8%
20 - 24	10,071	7.8%	10,275	8.0%	9,466	7.2%
25 - 34	18,937	14.7%	19,275	15.0%	19,822	15.1%
35 - 44	15,706	12.2%	15,322	11.9%	15,395	11.7%
45 - 54	15,378	12.0%	14,945	11.6%	14,180	10.8%
55 - 64	11,153	8.7%	11,694	9.1%	12,520	9.5%
65 - 74	6,929	5.4%	7,384	5.7%	9,048	6.9%
75 - 84	5,169	4.0%	5,141	4.0%	5,483	4.2%
85+	2,385	1.9%	2,528	2.0%	2,730	2.1%
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	79,660	62.0%	79,348	61.7%	80,104	61.1%
Black Alone	2,050	1.6%	1,999	1.6%	1,953	1.5%
American Indian Alone	2,165	1.7%	2,189	1.7%	2,265	1.7%
Asian Alone	6,183	4.8%	5,984	4.7%	5,898	4.5%
Pacific Islander Alone	220	0.2%	214	0.2%	208	0.2%
Some Other Race Alone	31,847	24.8%	32,474	25.3%	34,216	26.1%
Two or More Races	6,333	4.9%	6,367	5.0%	6,493	5.0%
Hispanic Origin (Any Race)	76,984	59.9%	78,511	61.1%	83,517	63.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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Trends 2012-2017

Population by Age

2012 Household Income

2012 Population by Race

2012 Percent Hispanic Origin: 61.1%

Market Profile

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Santa Maria city, CA (066...

Population Summary

2000 Total Population	106,694
2010 Total Population	128,458
2012 Total Population	128,575
2012 Group Quarters	1,118
2017 Total Population	131,136
2012-2017 Annual Rate	0.40%

Household Summary

2000 Households	32,696
2000 Average Household Size	3.19
2010 Households	37,539
2010 Average Household Size	3.39
2012 Households	37,590
2012 Average Household Size	3.39
2017 Households	37,962
2017 Average Household Size	3.42
2012-2017 Annual Rate	0.20%
2010 Families	28,362
2010 Average Family Size	3.80
2012 Families	28,213
2012 Average Family Size	3.80
2017 Families	28,695
2017 Average Family Size	3.84
2012-2017 Annual Rate	0.34%

Housing Unit Summary

2000 Housing Units	33,630
Owner Occupied Housing Units	62.8%
Renter Occupied Housing Units	34.4%
Vacant Housing Units	2.8%
2010 Housing Units	39,427
Owner Occupied Housing Units	56.3%
Renter Occupied Housing Units	38.9%
Vacant Housing Units	4.8%
2012 Housing Units	39,714
Owner Occupied Housing Units	54.6%
Renter Occupied Housing Units	40.0%
Vacant Housing Units	5.3%
2017 Housing Units	40,344
Owner Occupied Housing Units	55.5%
Renter Occupied Housing Units	38.6%
Vacant Housing Units	5.9%

Median Household Income

2012	\$47,135
2017	\$53,341

Median Home Value

2012	\$251,225
2017	\$260,277

Per Capita Income

2012	\$18,039
2017	\$20,111

Median Age

2010	30.8
2012	31.0
2017	31.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

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2012 Households by Income

Household Income Base	37,589
<\$15,000	12.2%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	3.3%
\$200,000+	1.8%

Average Household Income \$60,710

2017 Households by Income

Household Income Base	37,961
<\$15,000	11.9%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	4.2%
\$200,000+	2.2%

Average Household Income \$68,452

2012 Owner Occupied Housing Units by Value

Total	21,695
<\$50,000	2.8%
\$50,000 - \$99,999	11.7%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	10.3%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	19.1%
\$300,000 - \$399,999	20.9%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.2%

Average Home Value \$257,709

2017 Owner Occupied Housing Units by Value

Total	22,387
<\$50,000	2.2%
\$50,000 - \$99,999	8.2%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	11.7%
\$200,000 - \$249,999	19.5%
\$250,000 - \$299,999	16.5%
\$300,000 - \$399,999	20.8%
\$400,000 - \$499,999	10.5%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.2%

Average Home Value \$281,019

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

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Santa Maria city, CA (066...

2010 Population by Age

Total	128,458
0 - 4	8.9%
5 - 9	8.0%
10 - 14	7.8%
15 - 24	16.4%
25 - 34	14.7%
35 - 44	12.2%
45 - 54	12.0%
55 - 64	8.7%
65 - 74	5.4%
75 - 84	4.0%
85 +	1.9%
18 +	70.2%

2012 Population by Age

Total	128,576
0 - 4	8.8%
5 - 9	8.0%
10 - 14	7.6%
15 - 24	16.2%
25 - 34	15.0%
35 - 44	11.9%
45 - 54	11.6%
55 - 64	9.1%
65 - 74	5.7%
75 - 84	4.0%
85 +	2.0%
18 +	70.6%

2017 Population by Age

Total	131,135
0 - 4	8.9%
5 - 9	8.0%
10 - 14	7.7%
15 - 24	15.0%
25 - 34	15.1%
35 - 44	11.7%
45 - 54	10.8%
55 - 64	9.5%
65 - 74	6.9%
75 - 84	4.2%
85 +	2.1%
18 +	70.7%

2010 Population by Sex

Males	64,483
Females	63,975

2012 Population by Sex

Males	64,658
Females	63,918

2017 Population by Sex

Males	65,884
Females	65,251

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

2 Cities and Towns (Places)_1
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Geographies: 2 Places

Santa Maria city, CA (066...

2010 Population by Race/Ethnicity

Total	128,458
White Alone	62.0%
Black Alone	1.6%
American Indian Alone	1.7%
Asian Alone	4.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	24.8%
Two or More Races	4.9%
Hispanic Origin	59.9%
Diversity Index	79.9

2012 Population by Race/Ethnicity

Total	128,575
White Alone	61.7%
Black Alone	1.6%
American Indian Alone	1.7%
Asian Alone	4.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	25.3%
Two or More Races	5.0%
Hispanic Origin	61.1%
Diversity Index	79.9

2017 Population by Race/Ethnicity

Total	131,137
White Alone	61.1%
Black Alone	1.5%
American Indian Alone	1.7%
Asian Alone	4.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	26.1%
Two or More Races	5.0%
Hispanic Origin	63.7%
Diversity Index	79.8

2010 Population by Relationship and Household Type

Total	128,458
In Households	99.1%
In Family Households	89.8%
Householder	22.1%
Spouse	16.3%
Child	36.2%
Other relative	9.5%
Nonrelative	5.8%
In Nonfamily Households	9.3%
In Group Quarters	0.9%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

2 Cities and Towns (Places)_1
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2010 Households by Type

Total	37,539
Households with 1 Person	19.6%
Households with 2+ People	80.4%
Family Households	75.6%
Husband-wife Families	55.6%
With Related Children	31.2%
Other Family (No Spouse Present)	19.9%
Other Family with Male Householder	6.3%
With Related Children	4.0%
Other Family with Female Householder	13.6%
With Related Children	9.1%
Nonfamily Households	4.8%

All Households with Children	44.9%
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Multigenerational Households	8.2%
Unmarried Partner Households	6.4%
Male-female	5.8%
Same-sex	0.7%

2010 Households by Size

Total	37,539
1 Person Household	19.6%
2 Person Household	26.4%
3 Person Household	14.5%
4 Person Household	14.8%
5 Person Household	10.1%
6 Person Household	5.6%
7 + Person Household	9.1%

2010 Households by Tenure and Mortgage Status

Total	37,539
Owner Occupied	59.1%
Owned with a Mortgage/Loan	44.0%
Owned Free and Clear	15.1%
Renter Occupied	40.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Housing Profile

2 Cities and Towns (Places)_1
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Population		Households	
2010 Total Population	128,458	2012 Median Household Income	\$47,135
2012 Total Population	128,575	2017 Median Household Income	\$53,341
2017 Total Population	131,136	2012-2017 Annual Rate	2.50%
2012-2017 Annual Rate	0.40%		

Housing Units by Occupancy Status and Tenure	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	39,427	100.0%	39,714	100.0%	40,344	100.0%
Occupied	37,539	95.2%	37,590	94.7%	37,962	94.1%
Owner	22,197	56.3%	21,699	54.6%	22,392	55.5%
Renter	15,342	38.9%	15,891	40.0%	15,570	38.6%
Vacant	1,888	4.8%	2,124	5.3%	2,382	5.9%

Owner Occupied Housing Units by Value	2012		2017	
	Number	Percent	Number	Percent
Total	21,695	100.0%	22,387	100.0%
<\$50,000	617	2.8%	487	2.2%
\$50,000-\$99,999	2,536	11.7%	1,829	8.2%
\$100,000-\$149,999	1,531	7.1%	1,135	5.1%
\$150,000-\$199,999	2,225	10.3%	2,628	11.7%
\$200,000-\$249,999	3,837	17.7%	4,355	19.5%
\$250,000-\$299,999	4,143	19.1%	3,695	16.5%
\$300,000-\$399,999	4,528	20.9%	4,658	20.8%
\$400,000-\$499,999	1,444	6.7%	2,340	10.5%
\$500,000-\$749,999	699	3.2%	1,042	4.7%
\$750,000-\$999,999	102	0.5%	168	0.8%
\$1,000,000+	33	0.2%	50	0.2%
Median Value	\$251,225		\$260,277	
Average Value	\$257,709		\$281,019	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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Housing Profile

2 Cities and Towns (Places)_1
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Geographies: 2 Places

Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	22,197	100.0%
Owned with a Mortgage/Loan	16,518	74.4%
Owned Free and Clear	5,679	25.6%

Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	1,888	100.0%
For Rent	631	33.4%
Rented- Not Occupied	39	2.1%
For Sale Only	434	23.0%
Sold - Not Occupied	90	4.8%
Seasonal/Recreational/Occasional Use	144	7.6%
For Migrant Workers	2	0.1%
Other Vacant	548	29.0%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	37,539	22,197	59.1%
15-24	1,406	249	17.7%
25-34	6,247	2,007	32.1%
35-44	7,142	3,502	49.0%
45-54	7,744	4,946	63.9%
55-64	6,009	4,413	73.4%
65-74	4,060	3,219	79.3%
75-84	3,355	2,703	80.6%
85+	1,576	1,158	73.5%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	37,539	22,197	59.1%
White Alone	26,470	17,162	64.8%
Black/African American	715	309	43.2%
American Indian/Alaska	549	224	40.8%
Asian Alone	1,814	1,251	69.0%
Pacific Islander Alone	67	36	53.7%
Other Race Alone	6,485	2,564	39.5%
Two or More Races	1,439	651	45.2%
Hispanic Origin	16,344	7,214	44.1%

Census 2010 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	37,539	22,197	59.1%
1-Person	7,358	4,281	58.2%
2-Person	9,896	7,270	73.5%
3-Person	5,433	3,156	58.1%
4-Person	5,539	3,171	57.2%
5-Person	3,807	1,975	51.9%
6-Person	2,103	983	46.7%
7+ Person	3,403	1,361	40.0%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Household Income Profile

2 Cities and Towns (Places)_1
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Geographies: 2 Places

Summary	2012	2017	2012-2017 Change	2012-2017 Annual Rate
Population	128,575	131,136	2,561	0.40%
Households	37,590	37,962	372	0.20%
Median Age	31.0	31.7	0.7	0.45%
Average Household Size	3.39	3.42	0.03	0.18%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
Household	37,589	100%	37,961	100%
<\$15,000	4,573	12.2%	4,510	11.9%
\$15,000-\$24,999	4,375	11.6%	3,624	9.5%
\$25,000-\$34,999	4,436	11.8%	3,519	9.3%
\$35,000-\$49,999	6,330	16.8%	5,731	15.1%
\$50,000-\$74,999	8,180	21.8%	8,175	21.5%
\$75,000-\$99,999	3,797	10.1%	5,231	13.8%
\$100,000-\$149,999	3,985	10.6%	4,758	12.5%
\$150,000-\$199,999	1,227	3.3%	1,586	4.2%
\$200,000+	686	1.8%	827	2.2%
Median Household Income	\$47,135		\$53,341	
Average Household Income	\$60,710		\$68,452	
Per Capita Income	\$18,039		\$20,111	

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.

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Household Income Profile

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2012 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	1,345	6,313	6,914	7,478	6,258	4,297	4,983
<\$15,000	340	857	725	762	644	438	807
\$15,000-\$24,999	201	850	704	668	548	435	971
\$25,000-\$34,999	186	812	797	698	559	622	762
\$35,000-\$49,999	288	1,261	1,148	1,051	1,012	778	790
\$50,000-\$74,999	214	1,376	1,540	1,735	1,317	1,151	848
\$75,000-\$99,999	55	576	783	892	703	351	436
\$100,000-\$149,999	49	455	837	1,087	962	306	289
\$150,000-\$199,999	9	83	259	370	332	126	47
\$200,000+	3	43	121	215	181	90	33
Median HH Income	\$31,415	\$41,172	\$50,850	\$55,786	\$54,974	\$46,832	\$34,158
Average HH Income	\$38,067	\$51,015	\$63,987	\$71,553	\$72,051	\$58,948	\$45,573
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	25.3%	13.6%	10.5%	10.2%	10.3%	10.2%	16.2%
\$15,000-\$24,999	14.9%	13.5%	10.2%	8.9%	8.8%	10.1%	19.5%
\$25,000-\$34,999	13.8%	12.9%	11.5%	9.3%	8.9%	14.5%	15.3%
\$35,000-\$49,999	21.4%	20.0%	16.6%	14.1%	16.2%	18.1%	15.9%
\$50,000-\$74,999	15.9%	21.8%	22.3%	23.2%	21.0%	26.8%	17.0%
\$75,000-\$99,999	4.1%	9.1%	11.3%	11.9%	11.2%	8.2%	8.7%
\$100,000-\$149,999	3.6%	7.2%	12.1%	14.5%	15.4%	7.1%	5.8%
\$150,000-\$199,999	0.7%	1.3%	3.7%	4.9%	5.3%	2.9%	0.9%
\$200,000+	0.2%	0.7%	1.8%	2.9%	2.9%	2.1%	0.7%

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.

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Household Income Profile

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2017 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	1,208	6,328	6,751	6,897	6,508	5,097	5,172
<\$15,000	313	858	666	677	641	516	840
\$15,000-\$24,999	171	724	505	484	416	443	883
\$25,000-\$34,999	140	646	571	483	434	597	649
\$35,000-\$49,999	249	1,163	993	842	907	818	760
\$50,000-\$74,999	204	1,406	1,478	1,537	1,309	1,340	898
\$75,000-\$99,999	70	810	1,046	1,075	970	603	657
\$100,000-\$149,999	49	561	997	1,149	1,170	453	379
\$150,000-\$199,999	9	109	338	426	437	199	68
\$200,000+	3	51	157	224	224	128	38
Median HH Income	\$33,202	\$46,174	\$58,296	\$63,118	\$64,006	\$52,022	\$38,279
Average HH Income	\$39,951	\$56,358	\$74,019	\$80,536	\$82,327	\$66,691	\$50,800
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	25.9%	13.6%	9.9%	9.8%	9.8%	10.1%	16.2%
\$15,000-\$24,999	14.2%	11.4%	7.5%	7.0%	6.4%	8.7%	17.1%
\$25,000-\$34,999	11.6%	10.2%	8.5%	7.0%	6.7%	11.7%	12.5%
\$35,000-\$49,999	20.6%	18.4%	14.7%	12.2%	13.9%	16.0%	14.7%
\$50,000-\$74,999	16.9%	22.2%	21.9%	22.3%	20.1%	26.3%	17.4%
\$75,000-\$99,999	5.8%	12.8%	15.5%	15.6%	14.9%	11.8%	12.7%
\$100,000-\$149,999	4.1%	8.9%	14.8%	16.7%	18.0%	8.9%	7.3%
\$150,000-\$199,999	0.7%	1.7%	5.0%	6.2%	6.7%	3.9%	1.3%
\$200,000+	0.2%	0.8%	2.3%	3.2%	3.4%	2.5%	0.7%

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.

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