Appendix B

INTERVIEW SUMMARY

Key Interviews

Interviews with businesses and agencies involved with housing development in King City contributed information on key issues regarding the constraints and opportunities for future housing development in the community.

Several key agencies were contacted to provide input on housing issues in King City:

- John Buttgereit, Buttgereit-Pettitt & Davis Agency
- Larry Cerutti, King City Development Company
- Scott Brennan, President of the King City Chamber of Commerce /publisher of the King City Rustler
- John Prader, Director of Real Estate Development at the Community Housing Improvement Systems and Planning Association (CHISPA).

Although not part of the survey, additional input on housing and employment growth was provided by:

- Walter Beck, Mee Memorial Hospital
- Paulette Bumbalough, Hartnell College

Almost all of the respondents indicate that lack of suitable and available land remains the greatest challenge for the future development in the City. The primary findings from the interviews are as follows:

- There is a lack of affordable rental housing in the City, particular among larger apartment units. There has not been any new multi-family housing built in over a decade in King City and this has affected many lower income households. Competition for apartments has contributed to the City’s extremely low rental vacancy rate, and in some instances has lead to an increase on housing related problems such as overcrowding and overpayment.

- Most moderate and upper income households would prefer to own a single-family home. There is not much demand for higher-end rental housing, or other types of home ownership units such as condominiums or duplexes. The city needs to provide move-up housing and first time homebuyer opportunities for these households.

- Most job growth in King City will continue to be comprised of agricultural, professional services, and retail/wholesale occupations. These occupations typically provide income in the moderate and lower income categories. It is important to continue to provide housing for all income levels in the community.
Land availability and constraints surrounding land development continue to present the greatest challenge for developing housing in the community. Offering incentives such as reduced fees, density bonuses, leveraging City funds to defray costs or offering a first time home buyers programs are tools that the City could use to facilitate housing development.

The City has experienced several new employment opportunities within the City including the renovation and expansion of Mee Memorial Hospital and Hartnell College. Because of this, there has been some growth of upper income jobs such as physicians and college instructors that earn more than $50,000 per year. However, the number of the higher paying jobs associated with the new employment centers is rather limited, more of the new jobs created will be in the moderate income ($30,000 to $49,000 per year) category. While most of the upper income residents have little difficulty in finding and affording a larger home in King City, moderate income employees are finding it a challenge to locate a moderately priced (under $400,000) starter home within the community. Because of this, some employees are commuting long distances to King City from other communities such as Salinas.