

March 21, 2023
Joint Study Session

Public Comments
Agenda Item 1 – Joint Study Session
Draft 2023-2031 Housing Element of the General Plan
Written Comments Received By 12pm on 03/21/2023



Joint Study Session
City Council & Planning Commission
Tuesday, March 21, 2023

From: Suzanne Moore [REDACTED]
Sent: Sunday, March 19, 2023 12:00 PM
To: Housing; _City Council; _Planning Commission Group
Cc: Suzanne Moore
Subject: Housing Element input

[CAUTION: External Email]

Thank you, city staff, Council, and Commissioners for this first draft of Pacifica's Housing Element. There are some wonderful and encouraging suggestions put forward. I appreciate the effort to educate us all about Pacifica's needs, advance our goals to meet the needs of special populations, and reach for housing equity.

Housing impacts every aspect of our community: our financial and economic stability, the health and wellbeing of community members, our environment, and even our ability to engage in important tasks like our Housing Element. Members of our community are in immediate need for housing stability and our draft substantiates that urgency. In addition, our report acknowledges our past failure to reduce displacement, preserve low-income housing, and build much-needed below market-rate housing. For these reasons, I want to advocate for urgent timelines and clear commitment to the following:

1. Goal - Anti-displacement w/ data demonstrating a third of Pacificans who are housing-cost burdened, rent increase of 69% since 2009, a constrained housing market, Pacifica an outlier compared to other communities for high rental costs, low vacancy rate, high numbers of housing for recreational use.
 - a. Ordinance for just cause for eviction with protection from no-fault eviction from day one of tenancy,
 - b. Substantial renovation ordinance, (HE - I- 11), move timeline to 2023-24, reimburse for 3 months of rent which more closely reflects the expense of an unplanned move,
 - c. Short term rental ordinance, timeline 2023-24, to protect existing housing stock
2. Goal - reduce homelessness since our data demonstrates an increase of unsheltered homeless living in cars and vans. Implement an agreement with San Mateo County and the Pacifica Resource Center to bring our Safe Parking Program to its intended level of functioning and create a pilot program of temporary transitional housing for our unsheltered. Plan - timeline before next winter
3. Goal - preservation and production of low-income housing w/ data demonstrating past failures to meet below market-rate housing goals, and our needs assessment identifying our disabled, elders, large families, women head of households at risk. Immediate 2023-24 timelines. Since some complexity may be involved in the processes, these all should be undertaken immediately to best assure time to follow through and assure utilization this RHNA 6 cycle.
 - a. Create a policy to prioritize low-income housing on public lands. Timeline - before the sale of public lands.
 - b. Create a Housing Action Fund to best participate with developers for housing preservation and nonprofit developers for low-income housing. Funding sources include a vacancy tax, in-lieu fees increased to \$750,000 per unit, sales of public lands.
 - c. Establish policies to collaborate with developers for housing preservation and nonprofits, with outreach every 6 months for potential projects.
 - d. Initiate Caltrans land decertification immediately
 - e. Create a policy to seamlessly utilize school property when opportunities arise.
4. Promote fair housing policies
Goal - reduce the racially concentrated areas of affluence identified in our housing draft, address the culturally disproportionate risk to Hispanics for housing insecurity, create new policy to more successfully meet goals for low-

income housing production

Implement - increase of inclusionary rate, create policy land entitlement as a means for nonprofit incentives, identify sites for rezoning for moderate income duplexes and triplexes. Plan -

a. immediately initiate the process for Nexus study and other steps necessary to increase the inclusionary rate for Council approval.

b. Create a policy for land entitlement before sales of City-owned land

c. Using existing public surveys, identify rezoning sites, and notify the public for feedback. Timeline 2023-24.

I truly appreciate the work that has been done on this Housing Element draft. Thank you.

--

Suzanne Moore



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From: Clif Lawrence [REDACTED]
Sent: Sunday, March 19, 2023 4:26 PM
To: clay@coastsidenewsgroup.com; Public Comment
Subject: Public Comment on Pacifica's Draft Housing Element vs Pacifica's Gentrification
Attachments: Pacifica Housing Element - plus .pdf

[CAUTION: External Email]

I set out to make a spreadsheet... building on the income definitions in the Housing Element.

First: I researched current Pacifica AMI (Average Median Income).

Answer: \$138,548

Second: I had to find a factor to apply to Income to find Maximum Mortgage.

Online I found that a one-million dollar mortgage would require an income between \$200,000 and \$225,000.

Using the 200k number, the multiplier factor is 3.008594359

Third: I needed to find a current cost per square foot.

[Realtor.com](https://www.realtor.com) (3/19/2023) listed Pacifica's Median Listed Price Cost per Square Foot = \$853. [1,641 sf]

I decided to use a more friendly \$700/sf

Lastly, in the case of RENTERS, what rent levels would be affordable if rents were 1/3 of income.

The attached chart shows that the average Pacifica owner today could not afford to buy here. They would be fortunate to be able to rent here. To Buy a home with average square footage, would require a \$1.4m mortgage and a \$280k income.

Since most Planning Applications ask for residential areas of 2,000 sf and 3,000 sf, it is obvious they are not planned to meet local housing needs, but needs of those elsewhere in places like, Woodside, Hillsborough, Portola Valley and Atherton.

Also recall that residential development does not pay its way in municipal infrastructure and services. Unless this finance issue is solved, new development will ONLY cause an increase in the City's tax burden.

Thank you,

Clifford (Clif) Lawrence
West Fairmont, Pacifica

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RHNA 6th Cycle		Pacifica AMI = \$ 138,548.00	Household Incomes		Maximum Mortgages		Square Footage \$700/SF		33% monthly rent	
	Extremely LOW	Under 30% AMI		under \$ 41,564.40		\$125,050.42		179	under	\$1,154.57
538	Very LOW	30-50% AMI	\$ 41,564.40	to \$ 69,274.00	\$ 125,050.42	\$ 208,417.37	179	298	\$1,154.57	\$1,924.28
310	LOW	50-80% AMI	\$ 69,274.00	to \$ 110,838.40	\$ 208,417.37	\$ 333,467.79	298	476	\$1,924.28	\$3,078.84
291	Moderate	80-120% AMI	\$ 110,838.40	to \$ 166,257.60	\$ 333,467.79	\$ 500,201.68	476	715	\$3,078.84	\$4,618.27
753	Above Moderate	120% AMI PLUS	\$ 166,257.60	plus	\$ 500,201.68		715		\$4,618.27	plus
		online quotes	\$ 184,656.00		\$ 555,555.00	3.008594359	794			
		inferred	\$ 232,666.79		\$ 700,000.00		1000			
		online quotes	\$ 200,000.00	\$ 225,000.00	\$1,000,000.00	x4.444 - x5	1429			
		Realtor.com 3/19/2023 Average Listin	\$ 280,000.00		\$1,400,000.00		1641			

From: Clif Lawrence [REDACTED]
Sent: Sunday, March 19, 2023 5:12 PM
To: Public Comment
Subject: Public Comment - City Work Session - Draft Housing Element - "AFFORDABLE HOUSING"

[CAUTION: External Email]

The phrase/term "Affordable Housing" has no benefit except to developers who wish to obfuscate that the term has no relationship to INCOME.

If "Affordable" is defined as 80% of Market Rate ...
Clearly, 80% of a 2 million dollar home, does not make it "affordable".

It would be best if we stopped using the word.

Thank you,
Clifford (Clif) Lawrence
West Fairmont, Pacifica

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From: Clif Lawrence [REDACTED]
Sent: Monday, March 20, 2023 11:45 AM
To: info@bayareametro.gov
Cc: clay@coastsidenewsgroup.com; Public Comment
Subject: Pacifica Housing Element - Follow the Numbers - How can this be a solution?
Attachments: Pacifica Housing Element - plus.pdf

[CAUTION: External Email]

Hello. My name is Clifford (Clif) Lawrence, resident of Pacifica, CA.

In order to better understand your housing income definitions, I started a spreadsheet.

Please see the attached. This appears to say that those with incomes in these definitions, cannot purchase a residence with average space for a family. In fact, even those with moderate income would only be able to afford an ADU sized dwelling.

How can Pacifica meet your RHNA quota's, when lender rules, and contractor costs seem to make it impossible?

Thank you for your attention,

Clif Lawrence
[REDACTED]

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	Pacifica AMI =	\$ 138,548.00	
RHNA			House
6th Cycle			
	Extremely LOW	Under 30% AMI	
538	Very LOW	30-50% AMI	\$ 41,564.40
310	LOW	50-80% AMI	\$ 69,274.00
291	Moderate	80-120% AMI	\$ 110,838.40
753	Above Moderate	120% AMI PLUS	\$ 166,257.60
		online quotes	\$ 184,656.00
		inferred	\$ 232,666.79
		online quotes	\$ 200,000.00
		Realtor.com 3/19/2023 Average Listing	\$ 280,000.00

Hold Incomes

Maximum Mortgages

Square Feet
\$700/

under \$ 41,564.40		\$125,050.42	
to \$ 69,274.00	\$ 125,050.42	\$ 208,417.37	179
to \$ 110,838.40	\$ 208,417.37	\$ 333,467.79	298
to \$ 166,257.60	\$ 333,467.79	\$ 500,201.68	476
plus	\$ 500,201.68		715
		factor	
	\$ 555,555.00	3.008594359	794
	\$ 700,000.00		1000
\$ 225,000.00	\$ 1,000,000.00	x4.444 - x5	1429
	\$ 1,400,000.00		1641

Mortgage
'SF

33% monthly rent

179	under	\$1,154.57
298	\$1,154.57	\$1,924.28
476	\$1,924.28	\$3,078.84
715	\$3,078.84	\$4,618.27
	\$4,618.27	plus

From: Coffey, Sarah
Sent: Tuesday, March 21, 2023 8:48 AM
To: Public Comment
Subject: FW: Draft Housing Element

From: Beckmeyer, Sue <sbeckmeyer@pacifica.gov>
Sent: Monday, March 20, 2023 5:48 PM
To: Housing <Housing@pacifica.gov>
Cc: Coffey, Sarah <scoffey@pacifica.gov>; Murdock, Christian <cmurdock@pacifica.gov>
Subject: Fw: Draft Housing Element

Please include John Keener's comments on the Housing Element for the record.
Thank you!
-- Sue B.

From: John Keener [REDACTED]
Sent: Sunday, March 19, 2023 4:57 PM
To: Beckmeyer, Sue <sbeckmeyer@pacifica.gov>
Subject: Draft Housing Element

[CAUTION: External Email]

Hi Sue,

I imagine you've gotten a lot of mail about the Housing Element - allow me to add one more piece to the pile!

I am most encouraged by the designation of City-owned properties for low income housing, on the sites of the old Sanchez school (#23), the Sanchez library (#24), and the Public Works Dept. corporation yard (#20) (Table 4, page 11). These sites do not require property acquisition, and could generate 282 low income units. However, no date is given for City Council evaluation (HE-I-1, #7). Rezoning of the old Sanchez school and the Sanchez library in particular, could be expedited to occur before January 2026 (HE-I-1, #1).

The city proposes an RFP to find a developer to work collaboratively by December 2027 on any other city-owned sites, with the goal of adoption (of what?) by December 2029. (HE-I-1, #7). It seems that this date could be moved up to 2023 or 2024.

Why is initiation of Caltrans decertification (of sites #18, 26, and 26) delayed until December 2024 (HE-I-1, #6)?

A "housing action fund" is laudable but the hiring of a consultant to study best practices in establishing such a

fund needs to be moved up from December 2027 to December 2023 (HE-I-5, #1). I support using in-lieu fees from waiving required BMR units, monies from sales of public lands, transfer fees on luxury properties, impact fees, and a residential vacancy tax, as well as Federal, State, and Regional monies to build a "housing action fund" (HE-I-5, #1).

A proposed increase in the Below Market Rate to require 20% affordable units , as well as allowing larger density bonuses for low or very low income units, is good, but will it really take until December 2028 just to commission a study of it (HE-I-6, #1)?

I support a just cause for eviction policy, but I didn't see it mentioned in this Housing Element. I also support having a building permit before eviction due to substantial renovation, but it seems that council could consider such an ordinance before June 2025 (HE-I-11, #6).

A theme emerges, why not do it sooner?

Best,
John Keener
Linda Mar, Pacifica

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From: Mark Hubbell [REDACTED]
Sent: Sunday, March 19, 2023 11:18 PM
To: Public Comment
Cc: clay@coastsidegroup.com
Subject: Public Comment - Affordable Housing Element - City Work Session

[CAUTION: External Email]

Housing Element Questions For City:

How are you defining “affordable housing”?

— What is your price “affordability” target for monthly apartment rent?* (Use current US dollars)

— What is your “affordable” price per square foot target for house purchase?* (Use current US dollars)

*Please do not answer by stating: “Below Market Rate” -- *below what market rate for who* is too amorphous to qualify as policy’.

What is your plan for connecting housing with employment opportunities?

— Have you considered that without employment opportunities, no housing is affordable for working people?

— Is there a plan to improve Pacifica’s access to mass transit?

— Are there State or Federal grants available to Pacifica for childcare to assist working parents in affording homes or apartments?

What tenant rights guarantees will Pacifica endorse to prevent unwarranted evictions?

Is it true that cities failing to comply with the state housing mandates are likely to be denied eligibility for infrastructure grants? What is the likelihood of this happening to Pacifica? Please explain in detail.

Thank you,

Mark Hubbell

Pacifica Resident (36 Years)

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