



**Tuesday, May 21**

**6:00 - 8:30 pm**

**Ingrid B. Lacy Middle School, 1427 Palmetto Avenue**

# Housekeeping Items

- Dinner
- Restrooms
- Emergency exits

# Welcome

# Bienvenidos

- Thank you for joining us today!
- Our partners

## CommonKnowledge



**PCRC**

PENINSULA CONFLICT RESOLUTION CENTER



**HOME  
FOR ALL**

SAN MATEO COUNTY

# Meeting Goals

- Bring the Pacifica community together to think about our shared future
- Increase understanding of ways to add housing in Pacifica
- Identify priorities, values, & principles to guide future planning efforts

# About Home For All

- A community collaborative addressing housing challenges in San Mateo County
  - Educating
  - Innovating
  - Convening



# Introduction and Welcome

## Table Introductions

- What is your name and how long have you lived and/or worked in Pacifica?



# Who is in the room?

# Agenda

- Goal: A Learning Meeting
- Listening Icebreaker
- Presentation: What We've Learned So Far
- Discussion #1
- Presentation: Community-identified Solutions
- Discussion #2
- Next Steps & Ways to Stay Involved



# Conversation Guidelines

- Speak from your own experience
- Listen to understand each other
- Respect differences; be curious
- Let everyone participate
- Your questions are valuable

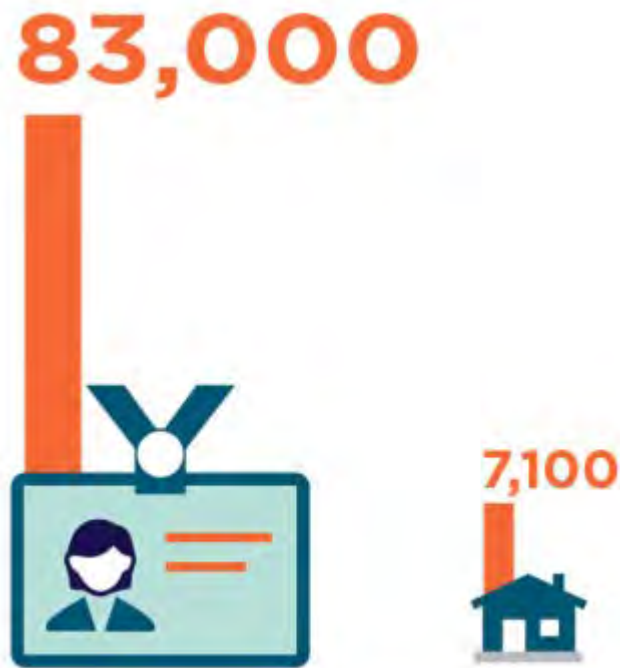
# Think/Pair/Share – Take :90 each

- With a partner...
  - Tell them about a time that you helped someone in our community or someone helped you.



# **ABOUT HOUSING IN PACIFICA**

# Jobs/Housing Gap

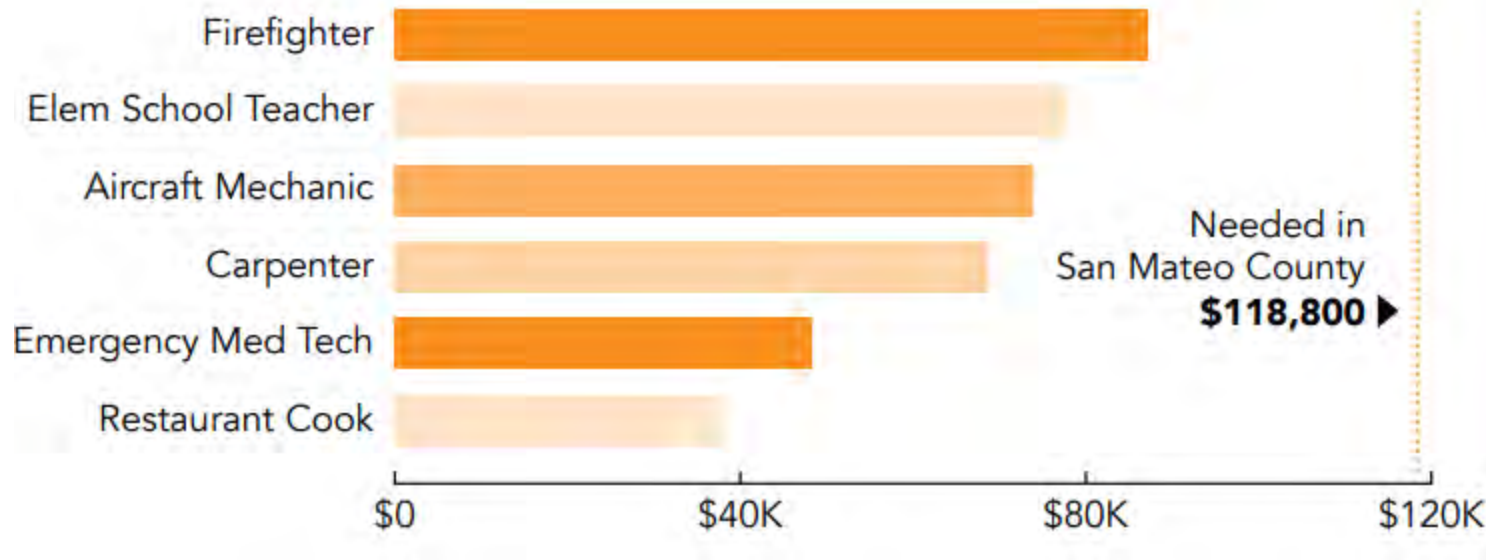


- Between 2010 and 2017, 83,000 new jobs were created in San Mateo County, while only 7,100 new housing units were built, a 12:1 ratio.

Source: San Mateo County Home for All

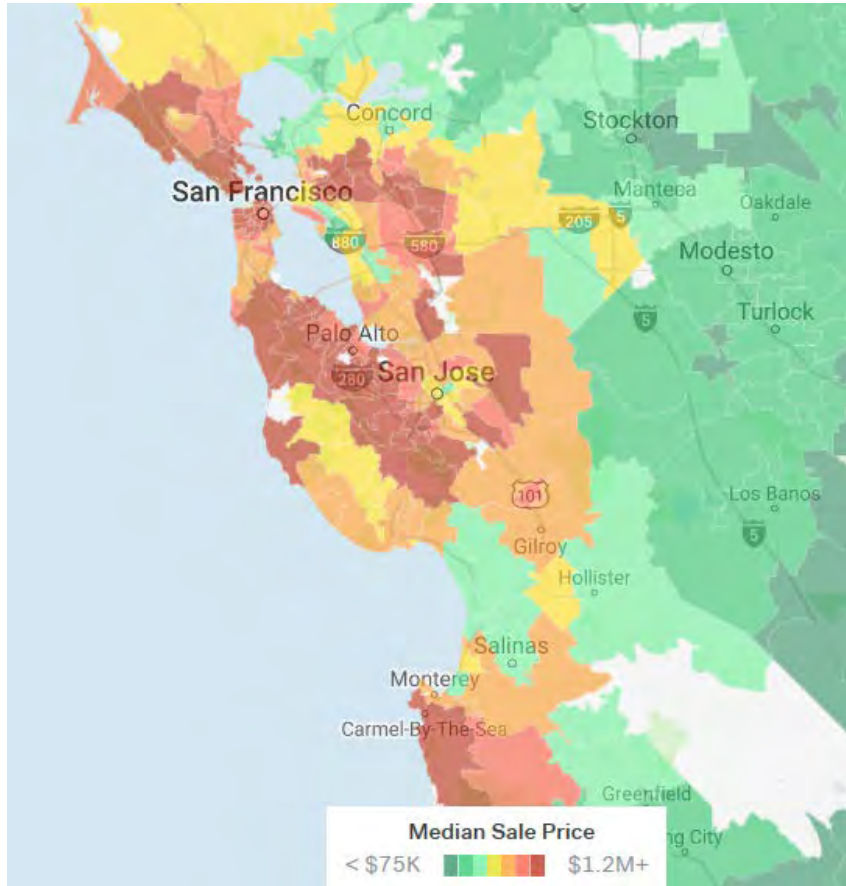
# Housing Out of Reach

- Typical Regional Salaries by career vs. salary need to afford an apartment in San Mateo County



Source: CA Employment Development Department Occupational Employment Survey, Survey of 2-BR apartments (San Mateo, San Francisco, Marin Census area, March 2018 via Moving San Mateo County Forward, June 2018)

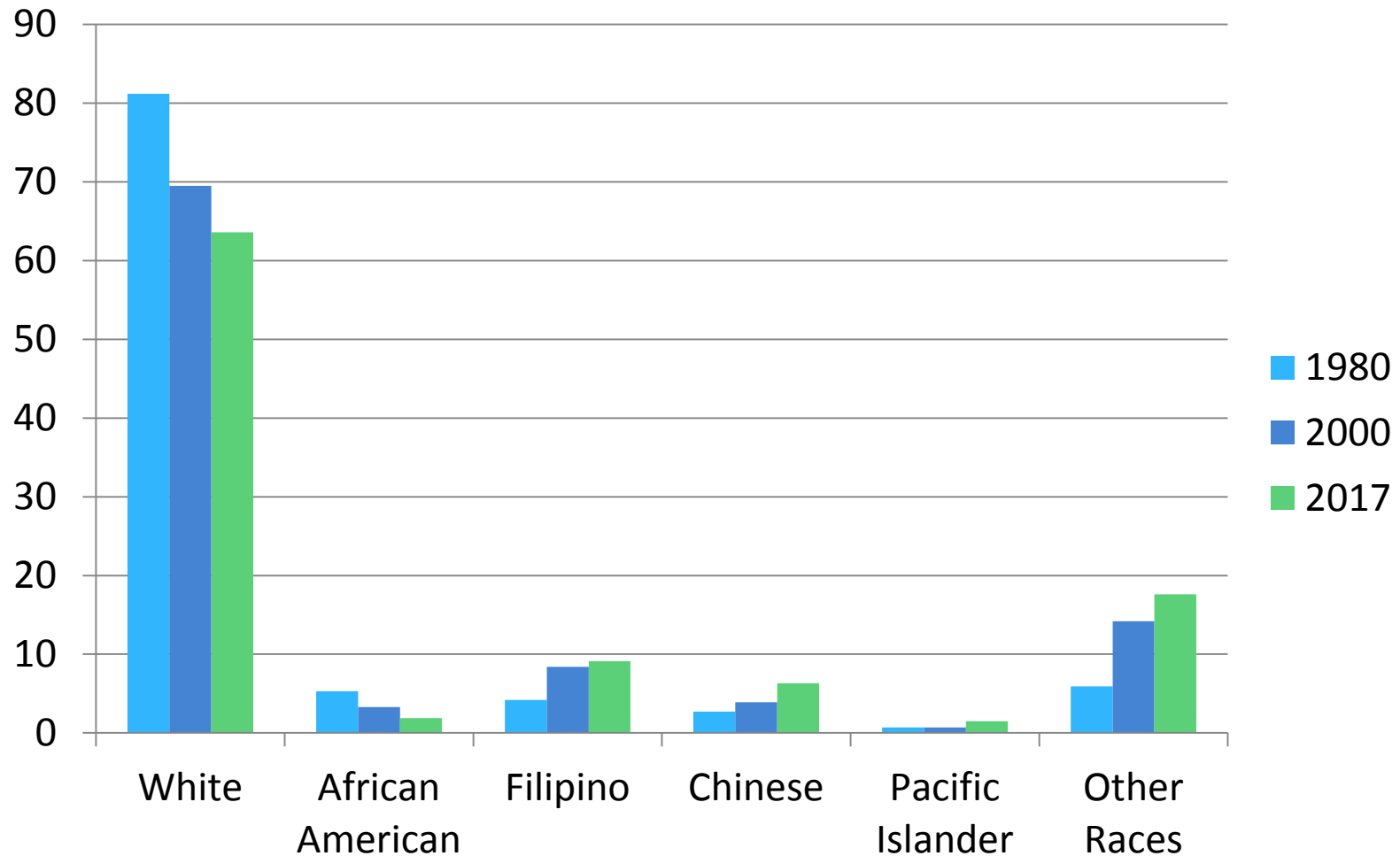
# Housing Cost Consequences



- As a consequence of the job-housing gap and the high cost of housing, San Mateo County has high rates of in- and out-commuting, producing long commutes and traffic congestion for residents and workers.

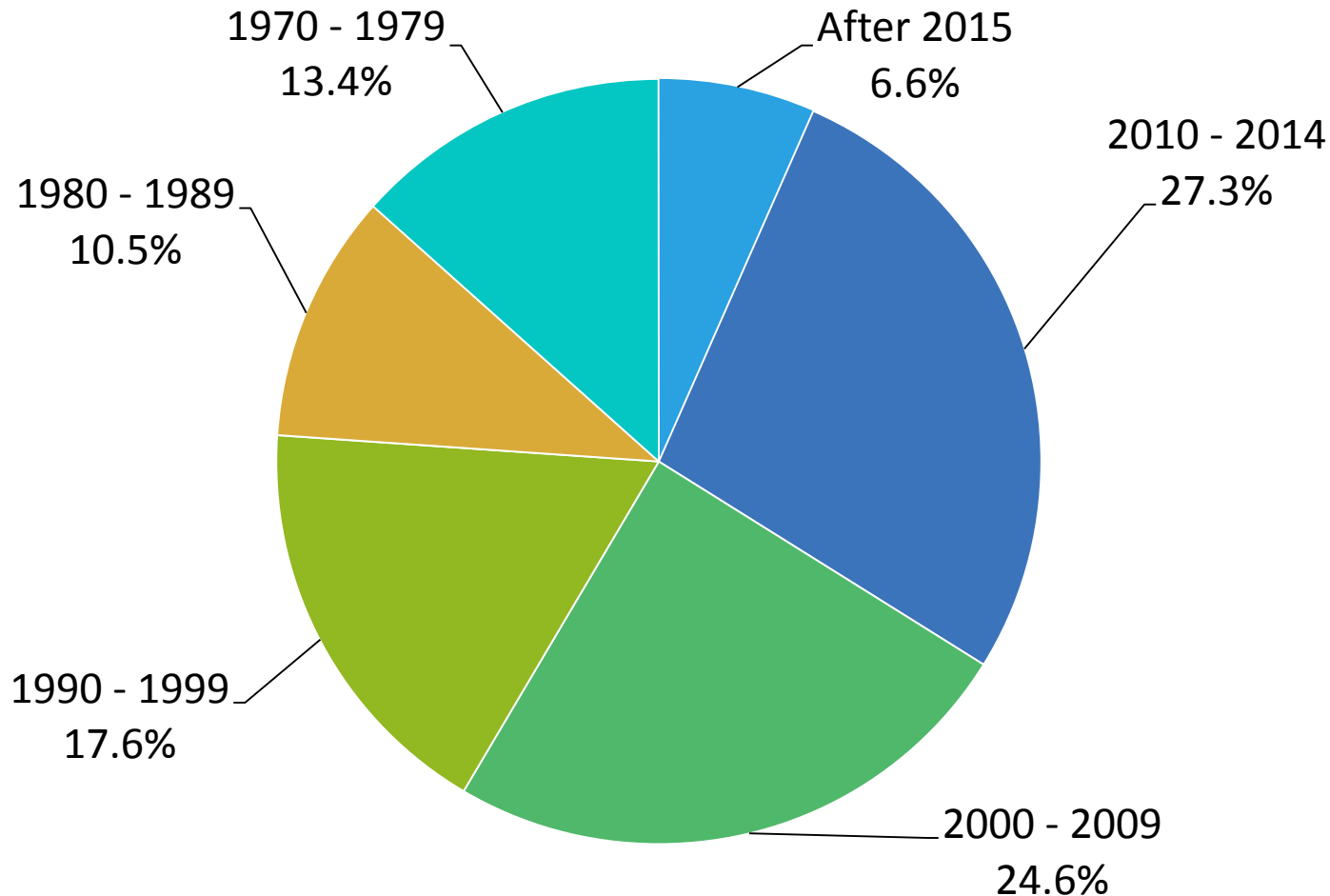
Source: Trulia Local

# Community Diversity



Source: American Fact Finder 2017; US Census 1980, 2000

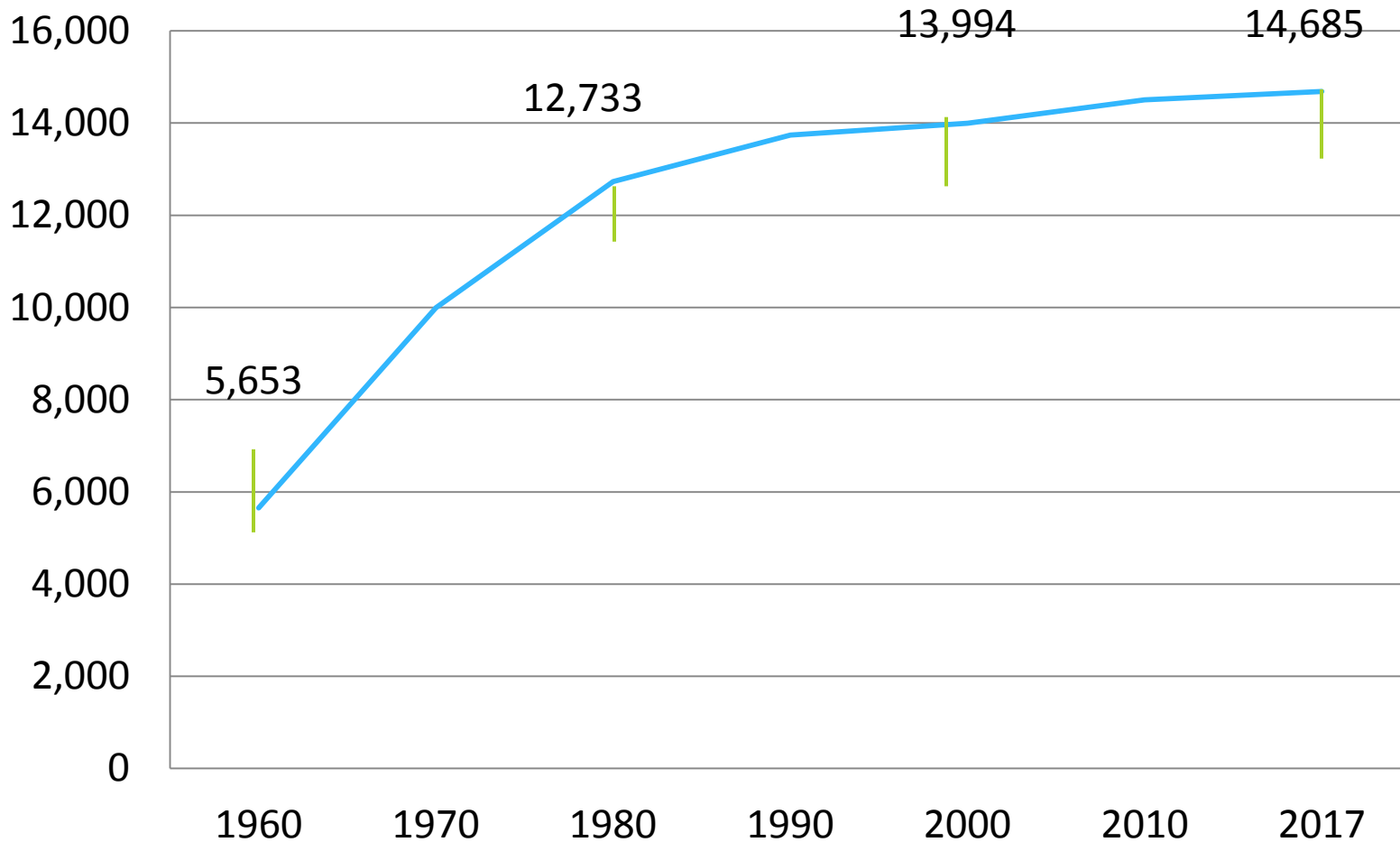
# Year Household Moved In



Source: American Fact Finder, 2017

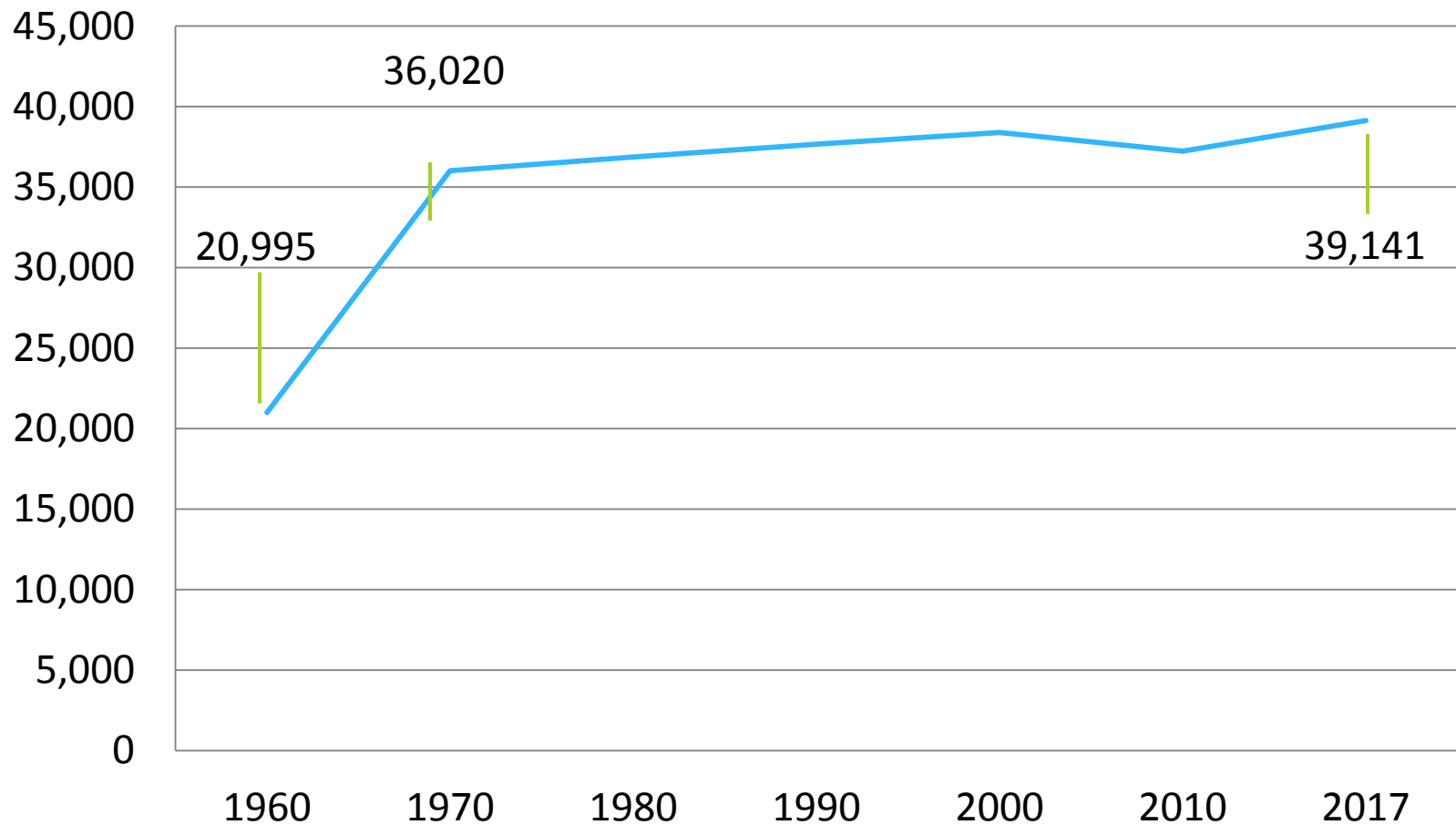


# Total Number of Homes



Source: American Fact Finder 2010, 2017; US Census 1960, 1970, 1980, 2000

# Population



Source: American Fact Finder 2010, 2017; US Census 1960, 1970, 1980, 2000

# Housing Costs: Pacifica



- **Median Home Price:**  
\$ 1,050,000
- **Down Payment at 20 %:**  
\$ 210,000
- **Property Tax at 1.2%**
- **Monthly Mortgage Payment at 4.16 %:**

**\$ 5,263**

# Pacifica: Rental Costs

**Median Rent  
in Pacifica:**

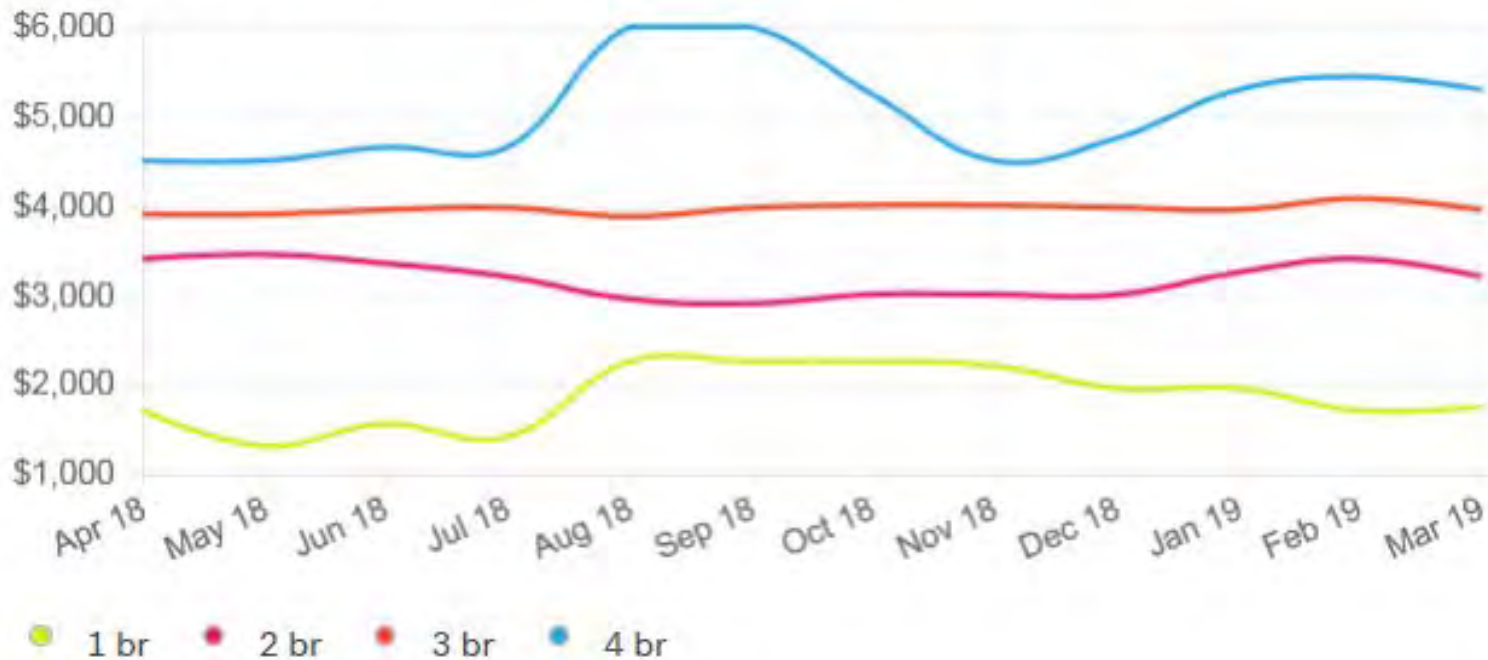
**\$ 1,740  
1 Bedroom**

**\$ 3,200  
2 Bedroom**

**\$ 3,950  
3 Bedrooms**

**\$ 5,295  
4 Bedrooms**

## Median Rent



Source: Trulia

# **APRIL 13 COMMUNITY MEETING**

# April 13 Community Meeting





# April 13 Community Meeting

- Broad community participation
- Online survey questions prior to meeting
- Provided helpful feedback on a range of housing experiences, hopes, and concerns



# What We've Learned So Far...

*"I am losing the ability to continue to live in the community I grew up in with the people I grew up with. I want to stay but I can't."*

*"We pay more than 50% of net income for rent and probably can't hold on much longer."*

*"My children can't afford to stay here."*



# What We've Learned So Far...

- Personal experiences



# What We've Learned So Far...



# What We've Learned So Far...

- Transportation
  - Traffic
  - Parking
- Increased vibrancy
  - Walkability
  - Arts
  - Activities





# What We've Learned So Far...

- Pacifica's Values & Hopes
  - Small town feel
  - Coastal environment
  - Open space
  - Walkability
  - Diversity
  - Housing for all incomes and ages



# Learn More

- Full meeting summary, table notes, and slide presentation available on the *Pacifica Connects* page



April 13, 2019

## Community Connects Around the Topic of Housing

The community of Pacifica has indicated interest in the issue of housing for several years. Reflecting the community's interest, the City Council's 2019 priorities include supporting housing affordability and security. In addition, the City is beginning the process of updating its General Plan, Local Coastal Program and developing a new Sharp Park Specific Plan. To support these efforts, local leaders in Pacifica have been actively engaged with *Home for All*, a county-wide collaborative of local governments, schools, businesses and nonprofit organizations addressing housing challenges in San Mateo County by convening the community, sharing information and promoting innovation.

The City of Pacifica applied for and was awarded a grant by *Home for All* to explore new approaches to community engagement on the topic of housing. The goal is to reach a broad cross-section of Pacifica, including people who may not normally attend City meetings. The City reached out to teachers, small business owners, faith communities, and others to hear their concerns about housing and invite them to a community conversation. The outreach also included an [online survey](https://tinyurl.com/yysxnh93)<sup>1</sup> which asked community members to reflect on their experiences with housing.

The first community conversation was held on the morning of Saturday, April 13 at the Pacifica Community Center with the goals of developing shared understanding about how the current housing situation affects the community and identifying priorities, values and principles that can guide the City's upcoming planning efforts.

Over 100 people attended. Of those, 85 community members were participants in the facilitated dialogue, including longtime residents, business owners, and people who work in Pacifica but do not live in the city, representing a range of life stages and experiences. Members of the Pacifica City Council, Pacifica Planning Commission, Jefferson Union High School District Board of Trustees, and County Supervisor Don Horsley attended as listeners. Participants expressed appreciation for the mix of people, while also hoping to have an even more diverse mix in the future. After a welcome by Mayor Sue Vaterlaus and Planning Director Tina Wehrmeister, the meeting format alternated between two short presentations by Pacifica Senior Planner Christian Murdock and table discussions supported by trained facilitators.



<sup>1</sup> <https://tinyurl.com/yysxnh93>

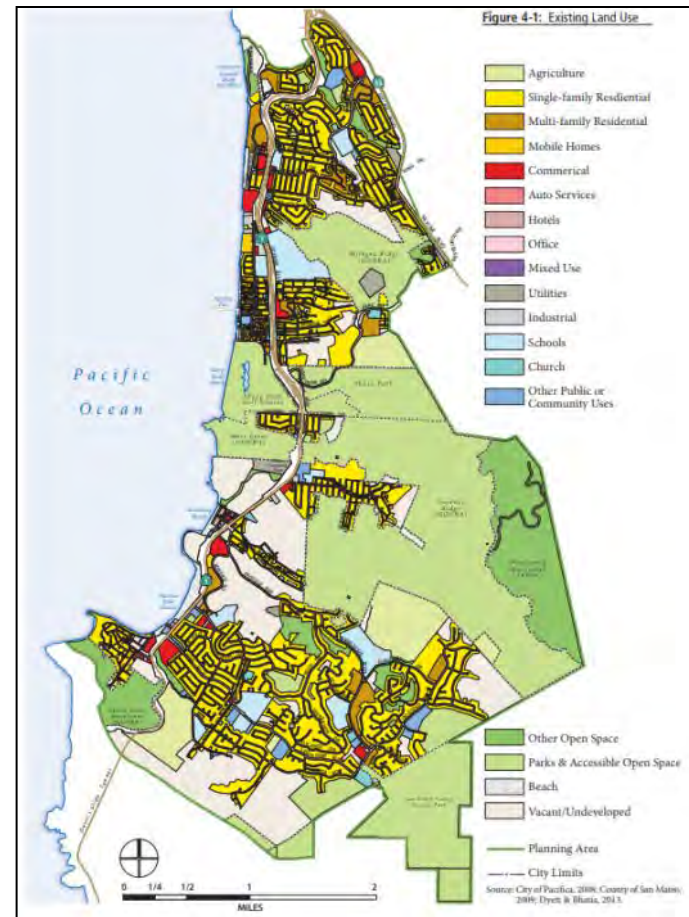
# Table Discussion #1

1. How do the themes from prior community input match your own housing experiences in Pacifica and your hopes for our community's future?
2. As our community works together to address our housing needs, what values and principles are most important to you?

# **COMMUNITY-IDENTIFIED HOUSING SOLUTIONS**

# City's Role in Housing

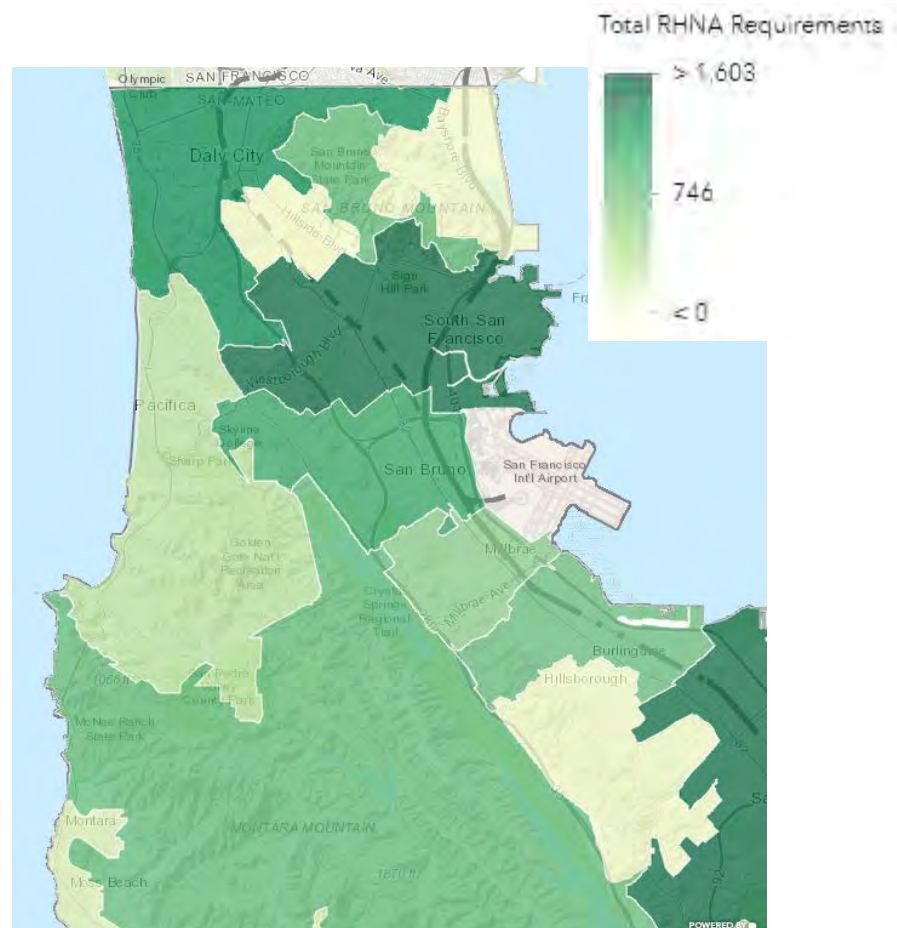
- **Planning for future land use**
  - General Plan
  - Local Coastal Program
  - 20+ year time horizon
- **Standards for development**
  - Zoning





# Regional Housing Need Allocation (RHNA)

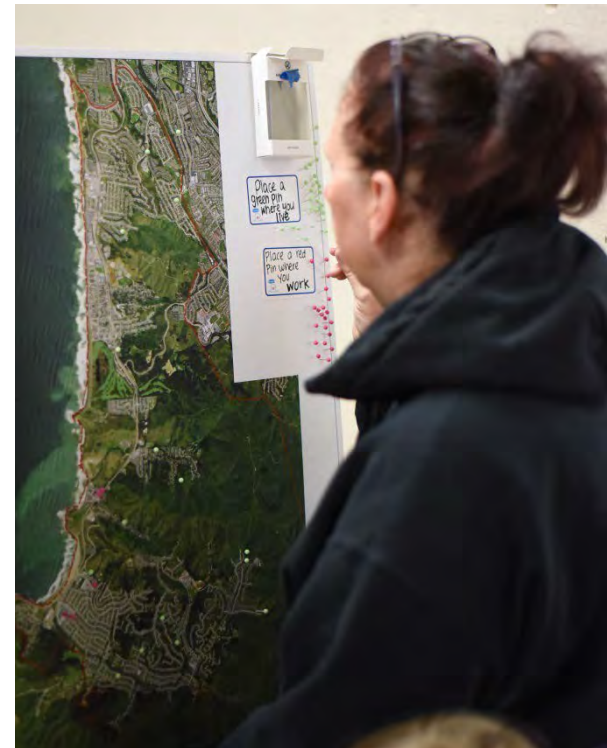
- State requires planning for housing at all income levels.
- Pacifica's requirement for 2015-2023 is 413 units.
- As of 2018, Pacifica only approved 44 units.



Source: San Mateo County Home for All

# Community's Role in Housing

- Input into the City's planning processes
- Guidance on specific housing policies and projects
- Support to decision makers to approve housing policies & projects
- Help build, operate and/or share housing



# Options with Community Interest

## Today

- Mixed-use development
- In-fill development
- Workforce housing
- Affordable housing & senior housing
- Accessory Dwelling Units (ADUs)
- Home sharing

## Handout

- Tiny homes
- Co-housing
- Duplex/Triplex/Fourplex

# Housing Types



Single Family  
Homes  
**72.4%**



Apartments &  
Townhomes  
**25.2%**



Duplexes  
**1.8%**

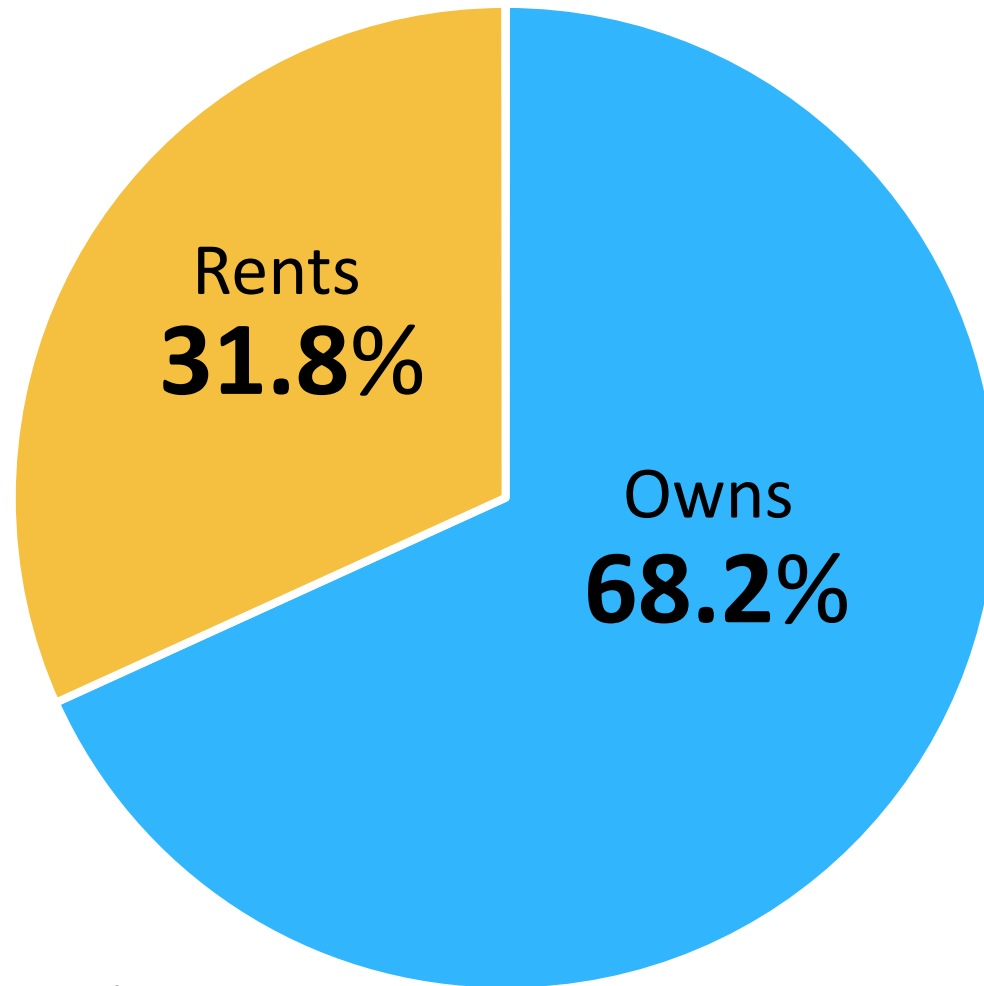


Mobile  
Homes  
**.07%**

**Vacancy Rate: 4.1%**

Source: American Fact Finder, 2017

# Renters & Owners



Source: American Fact Finder, 2017

# RV Housing/Homelessness

- City Manager forming a community-based Task Force
- Study the issues of people living in RVs and homelessness
- Will propose solutions to City Council
- Application and interview process to be announced soon

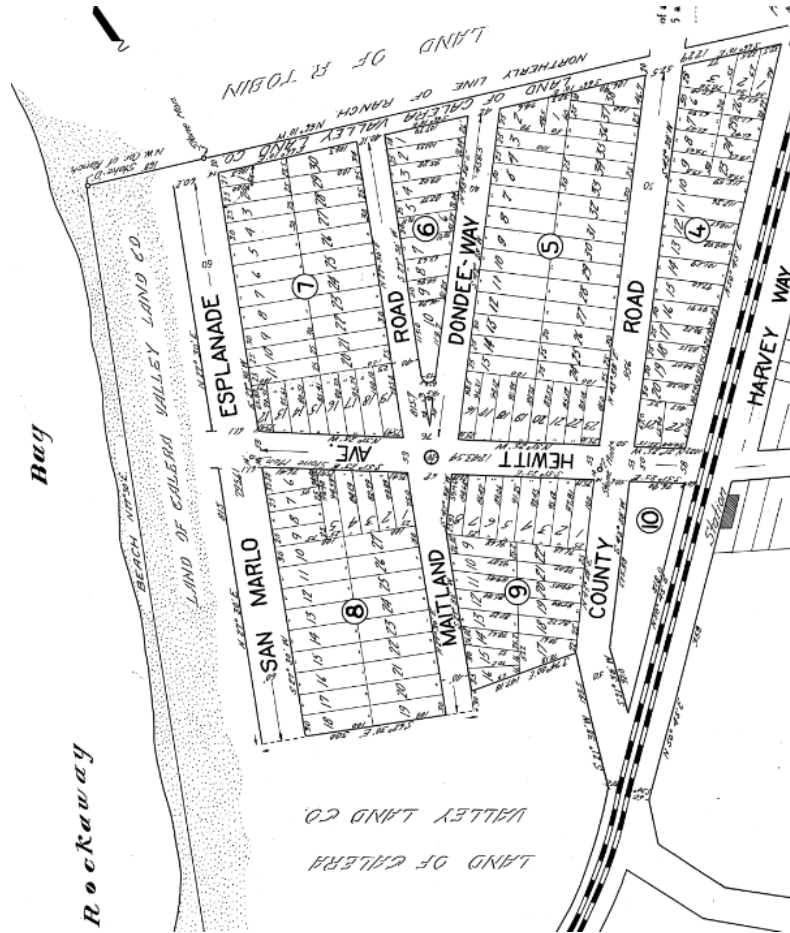




# Mixed-use Development



# Mixed-use Development





# In-fill Development

- Identify and assess development potential of existing vacant or underutilized parcels



Can result in:

- Mixed-use development
- Reconfiguring existing land area

# In-fill Development



# In-fill Development





# In-fill Development



# Workforce Housing

- Employer-constructed and operated housing for employees
- Educational institutions leading the way in San Mateo County



# Workforce Housing





# Affordable Housing

- Two typical variations:
  - “Inclusionary” as part of a market rate development
  - 100% affordable as part of an intentionally affordable development
- Includes “preservation”



# Affordable Housing

- Half Moon Village in Half Moon Bay





# Accessory Dwelling Units (ADUs)



- A second unit built on a site with an existing single-family residence
- Only requires a building permit in most parts of Pacifica



# Accessory Dwelling Units (ADUs)



- May be attached or detached
- May range from 150-1,200 sq. ft.



# Home Sharing

- Matching owners with extra bedrooms in their homes with renters needing housing
- Traditional rental arrangement or reduced rent in exchange for household duties
- Various providers, listed on *National Shared Housing Resource Center* website



HIP Housing staff available to answer questions after meeting

# Table Discussion #2

1. Which of these housing options seem like a good fit for Pacifica's desired future?
  - What concerns or questions do you have?
2. When thinking about where new housing could be located, what community resources should we consider?
3. How could the City make it easier for individual residents to take action on housing?

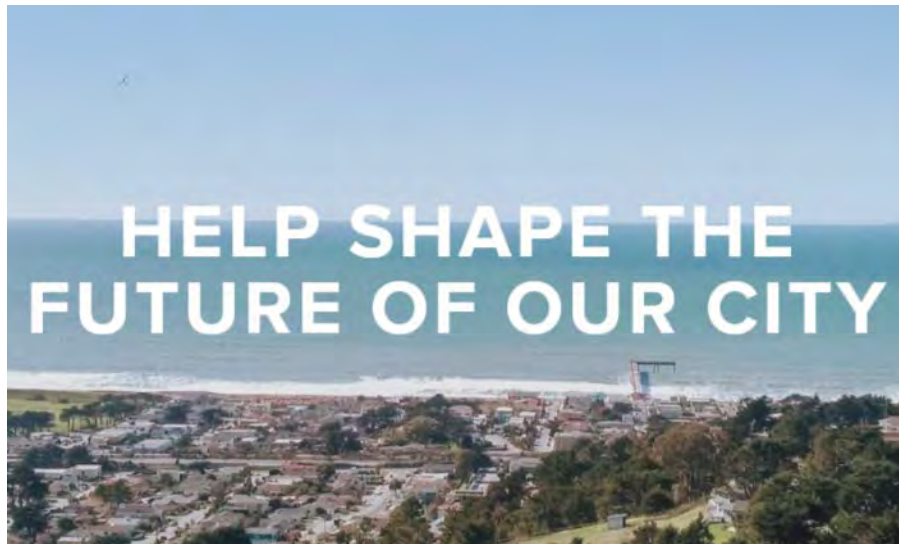
# Next Steps

- Sign-up for HIP housing
- Grab ADU information
- Join the City mailing list
- Share what you learned with others



# Next Steps

- Stay engaged in the planning process at [planpacifica.org](http://planpacifica.org)



- Attend an upcoming planning meeting



# Next Steps

- Please complete your feedback forms!



# Thank you for coming today!

Please visit:  
[cityofpacificac.org/PacificaConnects](http://cityofpacificac.org/PacificaConnects)  
and  
[planpacificac.org](http://planpacificac.org)

Questions?  
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