

ATTACHMENT J
CORRESPONDENCE RECEIVED

NW Pasadena has some of the most beautiful affordable housing in the city that has served to not only house our residents, but to bring beauty and investment into the community.



The Mark on Ashtabula St. houses individuals dealing with severe mental health issues



The Fair Oaks Court was developed on a 1.76-acre site that had integrated both rehabilitated historic homes and new construction. The development consists of 44 total units from one-bedroom to four-bedroom units. The developer was Heritage Housing Partners.



Summit Grove Condos

Heritage Square North



Table 1 - Combined Results - R1 and R4 Prototype Analysis

Without Workforce

10% Very Low/5% Low/5% Moderate	Meets 10%?	Meets Base Case ROC?
No Incentives	NO	NO
<i>Expedited Processing + Parking</i>		
6 mo, 25-33% Reduction	YES	NO
<i>Density Bonus + Expedited Processing + Parking</i>		
10% Bonus, 6 mo, 25-33% Reduction	YES	YES
15% Bonus, 6 mo, 25-33% Reduction	YES	YES

5% Very Low/10% Low/5% Moderate	Meets 10%?	Meets Base Case ROC?
No Incentives	NO	NO
<i>Expedited Processing + Parking</i>		
6 mo, 25-33% Reduction	YES	NO
<i>Density Bonus + Expedited Processing + Parking</i>		
10% Bonus, 6 mo, 25-33% Reduction	YES	YES
15% Bonus, 6 mo, 25-33% Reduction	YES	YES

10% Very Low/10% Low/5% Moderate	Meets 10%?	Meets Base Case ROC?
No Incentives	NO	NO
<i>Expedited Processing + Parking</i>		
6 mo, 25-33% Reduction	NO	NO
<i>Density Bonus + Expedited Processing + Parking</i>		
10% Bonus, 6 mo, 25-33% Reduction	NO	NO
15% Bonus, 6 mo, 25-33% Reduction	YES	NO
20% Bonus, 6 mo, 25-33% Reduction	YES	YES

With Workforce

10% Very Low/5% Low/5% Moderate/ 5% Workforce B	Meets 10%?	Meets Base Case ROC?
No Incentives	NO	NO
<i>Expedited Processing + Parking</i>		
6 mo, 25-33% Reduction	NO	NO
<i>Density Bonus + Expedited Processing + Parking</i>		
10% Bonus, 6 mo, 25-33% Reduction	YES	YES
15% Bonus, 6 mo, 25-33% Reduction	YES	YES

5% Very Low/10% Low/5% Moderate/ 5% Workforce B	Meets 10%?	Meets Base Case ROC?
No Incentives	NO	NO
<i>Expedited Processing + Parking</i>		
6 mo, 25-33% Reduction	NO	NO
<i>Density Bonus + Expedited Processing + Parking</i>		
10% Bonus, 6 mo, 25-33% Reduction	YES	YES
15% Bonus, 6 mo, 25-33% Reduction	YES	YES

10% Very Low/10% Low/5% Moderate/ 5% Workforce B	Meets 10%?	Meets Base Case ROC?
No Incentives	NO	NO
<i>Expedited Processing + Parking</i>		
6 mo, 25-33% Reduction	NO	NO
<i>Density Bonus + Expedited Processing + Parking</i>		
10% Bonus, 6 mo, 25-33% Reduction	NO	NO
15% Bonus, 6 mo, 25-33% Reduction	NO	NO
20% Bonus, 6 mo, 25-33% Reduction	YES	YES

Key

Red = infeasible

Yellow = feasible with 10% ROC test, infeasible with Base Case ROC test

Green = feasible



Livable Pasadena

July 24, 2019

Planning Commission

c/o Patricia De La Torre, Recording Secretary
100 North Garfield Ave.
Pasadena, CA 91101

Re: Proposed Zoning Code Amendments - Inclusionary Housing Requirements and Concession Menu

Dear Planning Commission:

Livable Pasadena is a new coalition of neighborhood activists, urban planners, lawyers, preservationists and residents dedicated to helping find a community development balance in Pasadena, and to responding to the vision incorporated in the General Plan.

We are writing today to express our support for many of the Director of Planning and Community Development's proposals regarding amendments to Pasadena's inclusionary housing requirements. We have been alarmed at the direction of current development in Pasadena. Many of the recently proposed projects are inconsistent with our General Plan and do not preserve our historic resources, community character, and green spaces. We believe that many of the proposed amendments will put us back on a better course by putting a stop to overdevelopment while also increasing viable affordable housing options.

Specifically, in the proposed amendments, we support the proposed increases in maximum FAR and maximum height (12 feet over no more than 60% of the footprint). We also support the elimination of trade-downs and the proposed concession menu.

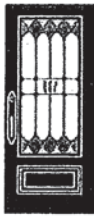
Finally, we support the setback reduction as drafted. It prevents setback reduction when the project will be located adjacent to historic resources or single-family zoning, or when it would encroach on protected trees. We feel, however, that setbacks are an important part of the community feel of Pasadena – we can breathe here. Our city, so far, is not built edge to edge like so many other cities in the surrounding communities. Moreover, these setback spaces are critical for the trees in Pasadena, and not only the trees protected by city ordinances. The green canopy in Pasadena is special, and something that makes our city so unique and wonderful. It is vital that we protect it.

Thank you,

Rick and Megan Feker
On behalf of Livable Pasadena



Livable Pasadena



Heritage
Housing
Partners

June 26, 2019

Mr. Michael Williamson and Members of the Planning Commission
c/o City of Pasadena
Hale Building
175 N. Garfield Avenue
Pasadena, CA 91109

RE: Inclusionary Housing Ordinance: Workforce Housing

Dear Mr. Williamson and Members of the Commission:

I am submitting this letter on behalf of Heritage Housing Partners regarding the Update of the Inclusionary Housing Requirements (Item #5 on tonight's Agenda). HHP has a couple of suggestions regarding Workforce Housing with respect to both the Inclusionary Ordinance & Regulations and the Residential Impact Fee.

Pasadena's Workforce & Inclusionary Ordinances: The City of Pasadena has a Workforce Housing Ordinance that defines "Workforce Income" as households earning between 121% — 180% of Area Median Income (AMI).

The City's Inclusionary Ordinance requires that all newly constructed dwelling units in residential development projects of ten or more units provide Inclusionary housing; the Ordinance further gives developers of such projects four options in how to meet their Inclusionary obligations. The Ordinance addresses three income categories, including Very Low-, Low-, and Moderate-Income. The "base" scenario for a rental project is that 10% of the total units be rented to Low-Income households and 5% rented to Moderate-Income households. For for-sale projects, the Ordinance's "base" scenario is that 15% of the total units be sold to Moderate-Income households. However, the Ordinance also establishes equivalencies between these three income categories, with one Very Low unit = 1.5 Low or 2.0 Mod units; and one Low unit = 1.5 Mod units.

HHP suggests that the City add a Workforce Income category to the Inclusionary Ordinance, but only for Workforce units up to 150% of AMI, and likewise create a unit equivalency; e.g., one Mod unit = 1.5 Workforce units up to 150% of AMI. In this example, one Very Low unit would equal 3 Workforce units up to 150%, and one Low unit would equal 2.25 Workforce units up to 150%. [The "value" of a workforce unit as compared to a Low or Mod unit is certainly up to interpretation, but HHP does think the City should recognize Workforce Income housing as a category in the Inclusionary Ordinance.]

Need for Workforce Housing: To put the Workforce housing category in perspective, data from the US Census Bureau and redfin.com for Pasadena through 2016 shows that the average price for a new condominium (built in 2010 or later) was over \$916,000, and the average price of a new single-family home in Pasadena was nearly \$1.6 million. The data also shows that about 28% of all Pasadena households are in the Workforce-income range. Using a Freddie Mac housing "calculator", the annual income required to afford the average condo is over \$168,000 (and the annual income to afford the average single-family home is over \$275,000). HHP's analysis shows that a "typical" 3-person Workforce household in Pasadena can afford \$474,000 for a 2-BR unit; a "typical" 4-person Workforce household in Pasadena can afford \$542,000 for a 3-BR unit; and a "typical" 5-person Workforce household in Pasadena can afford \$594,000 for a 4-BR unit. Obviously, for these households, there is a wide gap between what they can afford for housing vs. what the market is offering.

Letter re: Inclusionary Housing Ordinance & Workforce Housing

Page 2 of 2

June 26, 2019

The City's Inclusionary ordinance has been in effect since 2001. As the Commission knows, many developers who choose to build their Inclusionary units on-site "bargain down" the number of Inclusionary units (from Mod to Low to Very Low), minimizing their affordable units and maximizing their market units. This strategy has several consequences, one of which is that new housing units in Pasadena are either priced for the low end or the high end of the market, and there are few if any units being built for the middle of the market (i.e., Moderate and Workforce households).

As has been discussed at previous Commission meetings, one approach to address our City's (and State's) housing crisis is to encourage more housing production affordable to a broad spectrum of incomes. The concept of adding Workforce units to the Inclusionary ordinance is intended to incentivize the production of middle-income housing.

Elimination of Inclusionary Fees for Workforce Units: Currently, if a developer chooses to develop Workforce units on-site, since those units currently don't count toward meeting the Inclusionary obligation, the developer is required either to pay the Inclusionary In-Lieu Fee or otherwise fulfill their Inclusionary requirements through one of the other options. An important consequence of counting Workforce units toward a developer's Inclusionary obligation is relief from that requirement, thereby providing another incentive to developing on-site Workforce units.

Reduction in Residential Impact Fees for Workforce Units: Finally, HHP believes that the City should provide a major reduction in the Residential Impact Fee for Workforce housing. Under the City's existing Workforce Housing Ordinance, if a residential unit that is subject to a 15-year Workforce covenant is sold or rented to a Workforce-income household earning 121% — 150% of AMI, the developer of that unit gets a 50% rebate on the Residential Impact Fee for that unit. As an example, the FY2019 Residential Impact Fee for a 3-BR market-rate unit is \$25,800; if a developer rents or sells a unit to a household earning 121% — 150% of AMI, the savings is \$12,900. [Similarly, if a covenanted workforce unit is sold to a household earning 151% — 180% of AMI, the Impact Fee is reduced by 35% (e.g., \$9,030 savings for a 3-BR unit)].

By comparison, if a developer rents or sells a Low- or Mod-Income unit, the Impact Fee is \$992 per affordable unit, and if the affordable unit is part of a mixed income project, every market unit within the mixed income project get a 30% reduction of the Impact Fee (30% of \$25,800 = \$7,740 savings per unrestricted unit). Note that the Impact Fee savings (which is currently the only benefit in the Workforce ordinance) is only \$1,290 more than the savings for a market unit with the 30% reduction; this difference may not be enough to encourage a developer to choose developing Workforce vs. market units.

HHP's suggestion with respect to the Residential Impact Fee is to give a more generous reduction for Workforce units (a 75% reduction for Workforce units at 121% — 150% and a 50% reduction for units at 151% — 180%). For example, if the reduction was 75% of the Impact Fee for workforce units at 121% - 150%, the Impact Fee would be \$6,450 for a 3-BR unit, which is still 6.5 times the \$992 impact fee for a Low/Mod unit, but nonetheless a significant Impact Fee savings of \$19,350.

Thank you for your consideration.

Sincerely,



Charles E. Loveman, Jr.
Executive Director

c: David Reyes, Planning Department
Bill Huang, Housing Department



**Making
Housing &
Community
Happen**

Educating and Empowering

Congregations for Housing Justice

June 20, 2019

Jill Shook

Co-Founder; Executive Director Pasadena Planning Commission,
Pasadena

Anthony Manousos

Co-Founder; Peace activist
Pasadena

Robert Biard

Urban Planner; Chair
Los Angeles

Andre White

Affordable Housing Developer;
Treasurer
Pasadena

Margaret Lee

APU Social Work Professor;
Secretary
Pasadena

Jerome L. Garciano
Lawyer
Pasadena

Deborah Meyers
Pastor
Denver

We are the Greater Pasadena Affordable housing Group, which has been researching and advocating for workable solutions to the housing crisis for the past twenty years. Our inclusionary subcommittee is made up of authors, a city planner, a scientist, a JPL engineer, an ordained minister, several USC grads and representatives of churches: First UMC, All Saints, the Quakers, and Catholic congregations and African American churches. We also have those among our team from Monrovia and Alhambra, both looking to Pasadena for leadership as they seek to plan inclusionary housing in their communities.

We concluded that Pasadena's feasibility study as part of the process to update it's inclusionary policy, (which was made public on Monday, May 6) lacks courage, vision and sophistication. The staff is recommending to keep the percent of set aside units at 15%, the same level as it has been at since 2002. The conclusion of the report claims a higher percent is not feasible. Yet, the report itself suggests otherwise.

Phil Burns, the city planner on our team with the The Arroyo Group, recreated of the model in the AECOM study, using the same costs as the prototypes (land and construction cost, etc) to perform an analysis with bolder scenarios. (See attached analysis.) He found that both of the following two schemes are feasible with six months of expedited processing and modest parking reductions:

- 5% Very Low / 10% Low / 5% Moderate (20% total)
- 5% Extremely Low / 5% Very Low / 5% Low / 5% Moderate (20% total)

In fact, Westgate and Holly Street Apartments have increased their percent to 20%, even without city requiring them to do so.

The Arroyo Group also found the following is feasible with either a modest reduction in land cost or a 10% density bonus provision:

- 5% Extremely Low/5% Very Low/10% Low/5% Moderate (25% total)

Moving above 20% mandatory inclusionary set-aside units would not be unique to Pasadena. Using data from Grounded Solutions, 22 other cities have a

Office/Text: (626) 675 - 1316 Jill@makinghousinghappen.com 1628 Garfield ave. Pasadena , CA 91104

Donate: Online - <https://makinghousinghappen.wedid.it/>

Or

Send checks made out to "Social Good Fund" with "Making Housing and Community Happen"
in memo line to: Social Good Fund, PO Box 5473, Richmond, CA 94805-4021

mandatory minimum set-aside rate of 20% or higher in the entire jurisdiction, as of 2016. Six of those are above 25%. (See attached list.)

We strongly urge the city to include set-aside provisions for extremely low and very low income categories for reasons we state below. The AECOM report recommended not including either of these categories, and instead adding a workforce category, which starts at salaries of \$90,000 and above. We believe doing so unnecessarily shifts support away from those in our communities who need help the most.

Not all in the AECOM report is dismal. They did recommend that the city remove trade-downs (this is great news!) that they keep the in lieu fee (again great news!). Both are conclusions we support.

In light of repeated cuts since the '80s to subsidies needed to produce and preserve affordable housing, combined with the challenges to find sites and gain approvals, inclusionary housing has been a powerful tool for producing affordable units. There are more than 880 inclusionary housing programs in 25 states and the District of Columbia. In Pasadena alone we have produced 577 new affordable units embedded in luxury developments throughout the central part of the city. This is development at its finest—undoing exclusion by creating mixed income communities close to jobs and public transportation, which allows less car reliance.

Hundreds of Pasadenans rallied from throughout the city in 2001 to pass this powerful policy. At that time, many pushed to have a 20% set-aside, but, fearing that 20% could possibly stop development, a gradual step up to 15% with 6% the first year was the final decision. Today, 19 years later, new developments in Pasadena have proliferated, breaking ground at a rapid clip. The fears of stopping development has not been realized.

For more than a year, our inclusionary team has been researching how to strengthen this policy to capture a higher percent of units to be affordable—the same goal as the City Council and City staff. While we appreciate the additional challenges that the City Council has presented in seeking to accomplish this goal—of trying to minimize the size of buildings, while also producing more units—we believe that the focus of this updated policy needs to be primarily on setting aside a higher percent of affordable units. We appreciate all the efforts of this rather impossible task given to the city staff—and applaud their creative efforts. Their proposal to create a local by-right list of incentives that may encourage some developers to forgo the higher density projects allowed by the SB 1818 is commendable. We offer the attached document that shows that even fewer parking spaces could well be considered in this list of local incentives.

Additionally, we recommend exploring options for expanding the inclusionary housing ordinance in a way that will spread affordable units throughout the city—also a stated goal of the city. Our suggestion is to lower the threshold from 10-unit complexes down to 8, and have developments of 2-7 units either provide a unit or pay a fee. Santa Monica and other cities have set the precedent for us.

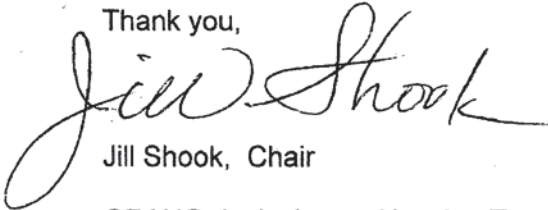
In regard to the In lieu fee—the fee paid by developers that choose not to include affordable units (which has created a \$26 million fund) we feel very proud of our how housing department has been able to leverage this money to produce and/or preserve 690 more units—many of which are extremely low income—some of which are appropriate for those experiencing homelessness or with section 8 vouchers. We believe this fee is essential and must be increased according to the city's nexus study so as to produce even more units at the lower

income ranges. Yet, to produce units with these in lieu fees, these funds alone are not adequate. They must be significantly leveraged, in addition to purchasing sites, gaining needed approvals and more, making this a lengthy and expensive process. Therefore, it is more efficient and makes more economic sense, to require percentages of these lower income units into each residential development—5% extremely low, and 5% very low.

Second to LA, Pasadena has the largest wealth gap in California. To serve a high-end population, we clearly need these lower income units close to Pasadena jobs in order to minimize traffic and adequality house our population. Those who run our dry cleaners, serve as aide to our students and run cash registers at all the stores where we shop all earn less than \$30,000 a year (an income level that is considered within the extremely low-income category).

We share Pasadena's mission to increase its sustainable inventory of affordable housing and inclusionary housing is a very powerful tool enabling us to reach that goal, helping wage earners of all levels to benefit from a home within the City of Pasadena. A bolder inclusionary policy would help Pasadena achieve this.

Thank you,



Jill Shook, Chair

GPAHG, Inclusionary Housing Team: Anthony Manousos, Adrienne N. Spires, Carol Daley, Milsap Connie, Daniel Orellana-Rogers, Ed Washatka, Eric Sunada, Jill Shook, John Tamkin, Kim Douglas, Lorynne Young, Philip Burns, Zac Lee Rigg

PS, we have a number of other important aspects of the inclusionary policy listed below that we will be sharing with you next Wed at the Planning Commission, but for how we hope that you will take the time to carefully study our research on the items outlined in this letter.

- Units for Families
- Offsite units built concurrently without exception
- Homeownership vs rental
- Monitoring of the units via Community Land Trust
- Over-concentration and processes for approvals
- Condo conversions

Additional Pro Forma Analysis Pasadena Inclusionary Zoning

June 19, 2019



Summary

At the request of the Greater Pasadena Affordable Housing Group (GPAHG), we performed pro forma analysis of additional inclusionary zoning set-aside scenarios and incentives, using a recreation of the pro forma model in the AECOM study attached to the May 8, 2019 staff report.

We analyzed development feasibility of the R1 and R4 prototypes under set-aside schemes more aggressive than the staff recommendation, combining incentives in a different way than analyzed in the study and analyzing the effect of potential decreases in land cost that may result from a strengthened inclusionary zoning ordinance, or other factors. No assumptions were changed from the AECOM model except for land cost where indicated. The R1 and R4 prototypes were chosen as representative of the nine prototypes examined by AECOM, as they represent a variety of densities, TOD sites, unit sizes and base case return on cost.

We find that both of the following two schemes are feasible with six months of expedited processing and modest parking reductions:

- 5% Very Low/10% Low/5% Moderate (20% total)
- 5% Extremely Low/5% Very Low/5% Low/5% Moderate (20% total)

We also find that stronger set-aside provisions are feasible with the above incentives and either a modest reduction in land cost or a 10% density bonus provision:

- 5% Extremely Low/5% Very Low/10% Low/5% Moderate (25% total)

Analysis – Pro Forma

Table 1 shows the results of pro forma analysis on the R1 prototype. Table 2 shows the results of pro forma analysis on the R4 prototype.

16 N MARENGO AVENUE

SUITE 405

PASADENA

CALIFORNIA

91101-1910

VOICE 626 795.9771

FAX 626 584.0519

**Table 1 - R1 Prototype Analysis
(48 du/ac Residential, 2 Bedroom)**

5% Very Low/10% Low/5% Moderate	Return on Cost
No Incentives	6.8%
Land Cost	
10% Reduction	9.2%
20% Reduction	11.8%
Expedited Processing + Parking	
6 mo only	7.5%
6 mo, 1.5 sp/du	12.8%

5% Extremely Low/5% Very Low/5% Low/5% Moderate	Return on Cost
No Incentives	5.7%
Land Cost	
10% Reduction	8.2%
20% Reduction	10.7%
Expedited Processing + Parking	
6 mo only	6.5%
6 mo, 1.5 sp/du	11.7%

5% Extremely Low/5% Very Low/10% Low/5% Moderate	Return on Cost
No Incentives	0.3%
Land Cost	
10% Reduction (\$77/sf)	2.6%
20% Reduction (\$69/sf)	5.0%
Expedited Processing + Parking	
6 mo. Less for entitlement	1.0%
6 mo. Less for Entitlement, 1.5 sp/du	5.9%
Land Cost + Expedited Processing + Parking	
10% Reduction, 6 mo, 1.5 sp/du	8.4%
20% Reduction, 6 mo, 1.5 sp/du	11.1%
Density Bonus + Expedited Processing + Parking	
10% Bonus, 6 mo, 1.5 sp/du	10.9%
15% Bonus, 6 mo, 1.5 sp/du	13.2%

**Table 2 - R4 Prototype Analysis
(87 du/ac, Central District, Studios & 1 Beds)**

5% Very Low/10% Low/5% Moderate	Return on Cost
No Incentives	6.8%
Land Cost	
10% Reduction (\$182/sf)	10.7%
20% Reduction (\$162/sf)	11.8%
Expedited Processing + Parking	
6 mo only	7.9%
6 mo, 1 sp/du	11.3%

5% Extremely Low/5% Very Low/5% Low/5% Moderate	Return on Cost
No Incentives	5.4%
Land Cost	
10% Reduction (\$182/sf)	9.2%
20% Reduction (\$162/sf)	13.3%
Expedited Processing + Parking	
6 mo only	6.5%
6 mo, 1 sp/du	9.8%
Land Cost + Expedited Processing + Parking	
10% Reduction, 6 mo, 1 sp/du	13.8%
20% Reduction, 6 mo, 1 sp/du	18.1%
Density Bonus + Expedited Processing + Parking	
10% Bonus, 6 mo, 1 sp/du	12.8%
15% Bonus, 6 mo, 1 sp/du	14.3%

5% Extremely Low/5% Very Low/10% Low/5% Moderate	Return on Cost
No Incentives	1.2%
Land Cost	
10% Reduction (\$182/sf)	4.8%
20% Reduction (\$162/sf)	8.8%
Expedited Processing + Parking	
6 mo only	2.2%
6 mo, 1 sp/du	5.4%
Land Cost + Expedited Processing + Parking	
10% Reduction, 6 mo, 1 sp/du	9.3%
20% Reduction, 6 mo, 1 sp/du	13.4%
Density Bonus + Expedited Processing + Parking	
10% Bonus, 6 mo, 1 sp/du	9.1%
15% Bonus, 6 mo, 1 sp/du	10.9%

Analysis – Parking

As shown in Tables 1 and 2, the following parking ratios were assumed for development:

- Studio units: 1 space
- 1-bedroom units: 1 space
- 2-bedroom units: 1.5 spaces
- No guest parking

Table 3 shows that these parking ratios are in keeping with overall standards. Indeed, minimum parking requirements for residential development may be severely reduced or eliminated, provided that they are not located on or adjacent to blocks that allow unrestricted overnight parking and that overnight parking permits are not extended to residents of new buildings (as is currently in the City's TOD ordinance).

Table 3 - Parking Requirements Survey
Areas applicable to Pasadena

Jurisdiction/Plan/Zone	Year Approved	Example Area of Application	Minimum Parking			Citywide Standards			Maximum Parking			Description of zone
			Residential Studio per unit	% Diff from Pasadena	Residential 1-bedroom per unit	% Diff from Pasadena	Residential 2-bedroom per unit	% Diff from Pasadena	Residential Studio per unit	Residential 1-bedroom per unit	Residential 2-bedroom per unit	
Pasadena, General		North Fair Oaks	1.1	N/A	2.1	N/A	2.1	N/A	1.7	3.2	3.2	Citywide standards
City of Los Angeles, Citywide			1.0	-9%	1.5	-29%	2.0	-5%				
Santa Monica, Citywide			1.2	9%	1.7	-19%	2.2	5%				
Santa Monica, Affordable Housing, Glendale, Citywide		Adams Square	0.5	-55%	0.8	-64%	1.0	-52%				
			2.3	105%	2.3	7%	2.3	7%				
Downtown & Transit-Oriented Development Standards												
Pasadena, TOD	2008	Arroyo Parkway/ Del Mar	1.1	N/A	1.6	N/A	1.6	N/A	1.1	1.9	1.9	
City of Los Angeles Transit-Oriented Community Tier 3 (High)	2018	Within 1/2 mile of Highland Park station, Universal City station	0.5	-55%	0.5	-69%	0.5	-69%				Within 1/2 mile of any Metro Rail station
City of Los Angeles Transit-Oriented Community Tier 2 (Medium)	2018	Immediate vicinity of York/Figueroa in Highland Park, 750-1500 ft from Eagle Rock/Colorado	0.5	-55%	0.5	-69%	1.0	-38%				Within 750 ft of intersection of two regular bus lines, 750 - 1500 ft from the intersection of a regular bus line and a Rapid bus line, or 1500-2640 ft from the intersection of two Rapid bus lines
Santa Monica, Parking Overlay 1	2015	17th St Metro station area	1.1	0%	1.1	-31%	1.6	0%				Commercial corridors adjacent to Expo Line outside Downtown Santa Monica
Santa Monica, Parking Overlay 1 Affordable	2015	17th St Metro station area	0.5	-55%	0.5	-69%	1.0	-38%				Commercial corridors adjacent to Expo Line outside Downtown Santa Monica
Santa Monica, Downtown	2017	Downtown Santa Monica	0.0	-100%	0.0	-100%	0.0	-100%	0.6	0.6	1.1	All of Downtown Santa Monica, which is located within about 1/2 mile from Expo Line
Santa Monica, Downtown Affordable	2017	Downtown Santa Monica	0.0	-100%	0.0	-100%	0.0	-100%	0.3	0.3	0.5	All of Downtown Santa Monica, which is located within about 1/2 mile from Expo Line
City of Glendale, Downtown Specific Plan	2006	Downtown Glendale	1.1	0%	1.1	-31%	2.1	31%				Mixed Use zone allowing for 5-9 story development
Pasadena, Central District outside TOD	2005	South Lake	1.1	N/A	1.6	N/A	1.6	N/A	1.7	2.4	2.4	

Notes:
All minimum parking requirements here are based on assumptions of a typical development within these zones without additional incentives or shared parking reductions.
Residential standards are per unit, including guest parking.

IZO's with a minimum 20% requirement

Municipality	State	Minimum Number of Units in Project for Program to Apply (Rental)	Minimum Number of Units in Project for Program to Apply (Ownership)	Minimum Percentage of On-Site Housing Units that Must Be Affordable
Sonoma	CA	5	5	25
Boulder	CO	5	5	25
Ashland	OR	4	4	25
Bristol	RI	5	5	25
Hopkinton	RI			25
San Francisco	CA	10	10	25 (now 18?)
Avalon	CA	4	4	20
Berkeley	CA		5	20
Colma	CA	5	5	20
East Palo Alto	CA			20
Emeryville	CA		10	20
Fort Bragg	CA			20
Monterey	CA		6	20
San Mateo County	CA		5	20
Sonoma County	CA			20
South San Francisco	CA	4	4	20
Highland Park	IL	5	5	20
Manteo	NC		5	20
Barrington	RI	3	3	20
Exeter	RI	4	4	20
Jamestown	RI		5	20
West Hollywood	CA	2	2	20

Grounded Solutions Network. (2018). Inclusionary Housing Database. Retrieved from <https://gsn.maps.arcgis.com/apps/webappviewer/index.html?id=331f8a985a244e8fb6e6a2ad23731179>

Parking Requirements Survey
Areas applicable to Pasadena

Jurisdiction/Plan/Zone	Year Approved	Example Area of Application	Minimum Parking			Maximum Parking			Description of zone		
			Residential Studio per unit	% Difference from Pasadena	Residential 1-bedroom per unit	% Difference from Pasadena	Residential 2-bedroom per unit	% Difference from Pasadena		Residential 1-bedroom per unit	Residential 2-bedroom per unit
Pasadena, General		North Fair Oaks	1.1	N/A	2.1	N/A	2.1	1.7	3.2	3.2 Citywide standards	
Los Angeles, Citywide			1.0	-9%	1.5	-29%	2.0	-5%			
Santa Monica, Affordable Housing, Citywide			1.2	9%	1.7	-19%	2.2	5%			
Glendale, Citywide		Adams Square	0.5	-55%	0.8	-64%	1.0	-52%			
			2.3	105%	2.3	7%	2.3	7%			
Downtown & Transit-Oriented Development Standards											
Pasadena, TOD	2008	Arroyo Parkway/ Del Mar	1.1	N/A	1.6	N/A	1.6	N/A	1.1	1.9	1.9
City of Los Angeles Transit-Oriented Community Tier 3 (High)	2018	Within 1/2 mile of Highland Park station, Universal City station	0.5	-55%	0.5	-69%	0.5	-69%			Within 1/2 mile of any Metro Rail station
City of Los Angeles Transit-Oriented Community Tier 2 (Medium)	2018	Immediate vicinity of York/Figueroa in Highland Park, 750-1500 ft from Eagle Rock/Colorado	0.5	-55%	0.5	-69%	1.0	-38%			Within 750 ft of intersection of two regular bus lines, 750 - 1500 ft from the intersection of a regular bus line and a Rapid bus line, or 1500-2640 ft from the intersection of two Rapid bus lines
Santa Monica, Parking Overlay 1	2015	17th St Metro station area	1.1	0%	1.1	-31%	1.6	0%			Commercial corridors adjacent to Expo Line outside Downtown Santa Monica
Santa Monica, Parking Overlay 1 Affordable	2015	17th St Metro station area	0.5	-55%	0.5	-69%	1.0	-38%			Commercial corridors adjacent to Expo Line outside Downtown Santa Monica
Santa Monica, Downtown Affordable	2017	Downtown Santa Monica	0.0	-100%	0.0	-100%	0.0	-100%	0.6	0.6	All of Downtown Santa Monica, which is located within about 1/2 mile from Expo Line
City of Glendale, Downtown Specific Plan	2017	Downtown Santa Monica	0.0	-100%	0.0	-100%	0.0	-100%	0.3	0.3	All of Downtown Santa Monica, which is located within about 1/2 mile from Expo Line
Pasadena, Central District outside TOD	2006	Downtown Glendale	1.1	0%	1.1	-31%	2.1	31%			Mixed Use zone allowing for 5-9 story development
	2005	South Lake	1.1	N/A	1.6	N/A	1.6	N/A	1.7	2.4	2.4

Notes:
All minimum parking requirements here are based on assumptions of a typical development within these zones without additional incentives or shared parking reductions. Residential standards are per unit, including guest parking.



August 7, 2019

Mr. David Reyes
Director of Planning and Community Development
City of Pasadena
175 N. Garfield Street
Pasadena, CA 91101

Dear Mr. Reyes,

RE: Zoning Code Amendments to Update Inclusionary Housing
Requirements and Establish an Affordable Housing
Concession Menu

The West Pasadena Residents' Association appreciates the opportunity to comment and applauds efforts by your Department to revise Pasadena's Inclusionary Housing Ordinance (IHO) to encourage developers to choose to use the city's IHO alternative rather than the State Density Bonus Law (SDBL).

After carefully reviewing the staff reports submitted by your Department to the Planning Commission on May 8 and June 24, 2019, attending the hearings, studying the ramifications of the current Pasadena IHO and the SDBL, and evaluating the feedback our organization has received from residents and stakeholders over the past few years, WPRA agrees in principle with the Planning Staff reports and proposals, and encourages the adoption of the staff recommendations and urges Planning to recommend to the City Council to :

- ♦ Support the revision of Pasadena's IHO to provide a viable alternative to the SDBL.
- ♦ Endorse the adoption of a concessions "menu."
- ♦ Approve the Planning Staff recommendation—as presented at the May and June Planning Commission meetings—of 15% base case, and the first six "menu" alternatives listed in the staff report. We believe alternatives 7 and 8 to be overly-ambitious.
- ♦ Adopt the recommended two-tier (150% and 180% of median income) workforce housing recommendation.
- ♦ Endorse and enact a "NO trade downs" policy. To date, this regrettable SDBL provision has resulted in a negligible number of affordable units. Instead this practice has encouraged out-of-scale and out-of-context behemoth structures with scant benefit to the city.

WEST PASADENA RESIDENTS' ASSOCIATION
POST OFFICE BOX 50252 • PASADENA, CA 91115

- ♦ Limit increases allowed to base zoning floor area ratio (FAR) to a maximum overage of 0.50, and enforce adherence to this maximum.
- ♦ Limit maximum height to 12 feet beyond stated maximum allowed for the parcel(s), and over no more than 60% of the building footprint.
- ♦ Oppose reduction in setback requirements in areas adjacent to single-family zoning, and adjacent to any form of designated and eligible historic resources (including National Register and Landmark districts, individual historic resources, historic open areas, etc.).
- ♦ Require that each project meet criteria for the tree protection ordinance, and no exceptions be accepted for tree removal.
- ♦ Require that a project provide a valid 'mixed-use' plan; and not token mixed-use gesture in order to circumvent the City of Gardens ordinance and benefit from the more generous mixed-use zoning provisions.

We also are optimistic that the current design review cycle may be altered to set design parameters prior to the granting of entitlements, so that a project is not submitted to design review after the footprint and envelope have been set with finality, as is the current practice. This change would allow the incorporation of constructive recommendations by the Design Commission and Planning Staff that would result in more compatible and contextual projects.

Thank you for your consideration of our recommendations.

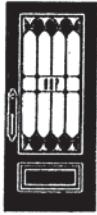


Dan Beal
President

Mic Hansen
Mic Hansen
Chair, Land Use and Planning

cc: Steve Madison, Councilmember, District 6
Takako Suzuki, Council Field Representative, District 6
Sue Mossman, Executive Director, Pasadena Heritage
Andrew Salimian, Preservation Director, Pasadena Heritage
Nina Chomsky, President, Linda Vista Annandale Association
John Latta, President, Madison Heights Neighborhood Association

The WPRA is an all-volunteer organization dedicated to maintaining and enhancing the quality of life in southwest Pasadena. We represent 7,000 households, including 1,000 paid members.



Heritage
Housing
Partners

August 12, 2019

Mayor Tornek and Members of the City Council
c/o City of Pasadena
Planning & Community Development Department
Planning Division, Community Planning Section
175 N. Garfield Avenue
Pasadena, CA 91101

RE: Inclusionary Housing Ordinance: Workforce Housing

Dear Mayor Tornek and Members of the City Council:

I am submitting this letter on behalf of Heritage Housing Partners regarding the Update of the Inclusionary Housing Requirements. HHP has a couple of suggestions regarding Workforce Housing with respect to both the Inclusionary Ordinance & Regulations and associated development impact fees.

Pasadena's Workforce & Inclusionary Ordinances: The City of Pasadena has a Workforce Housing Ordinance that defines "Workforce Income" as households earning between 121% — 180% of Area Median Income (AMI).

The City's Inclusionary Ordinance requires that all newly constructed dwelling units in residential development projects of ten or more units provide Inclusionary housing; the Ordinance further gives developers of such projects four options in how to meet their Inclusionary obligations. The Ordinance addresses three income categories, including Very Low-, Low-, and Moderate-Income. Currently, the Ordinance also establishes equivalencies between these three income categories, with one Very Low unit = 1.5 Low or 2.0 Mod units; and one Low unit = 1.5 Mod units.

HHP suggests that the City add a Workforce Income category to the Inclusionary Ordinance, but only for Workforce units up to 150% of AMI, and likewise create a unit equivalency; e.g., one Mod unit = 1.5 Workforce units up to 150% of AMI. In this example, one Very Low unit would equal 3.00 Workforce units up to 150%, and one Low unit would equal 2.25 Workforce units up to 150%.

If the Council is considering increasing the Inclusionary percentage above 15%, HHP believes that such an increase should be done by adding Workforce units to the Ordinance's existing affordability mix.

Need for Workforce Housing: To put the Workforce housing category in perspective, data from the US Census Bureau and redfin.com for Pasadena through 2016 shows that the average price for a new condominium (built in 2010 or later) was over \$916,000, and the average price of a new single-family home in Pasadena was nearly \$1.6 million. The data also shows that about 28% of all Pasadena households are in the Workforce-income range. Using a Freddie Mac housing "calculator", the annual income required to afford the average condo is over \$168,000 (and the annual income to afford the average single-family home is over \$275,000). HHP's analysis shows that a "typical" 3-person Workforce household in Pasadena can afford \$474,000 for a 2-BR unit; a "typical" 4-person Workforce household in Pasadena can afford \$542,000 for a 3-BR unit. Obviously, for these households, there is a wide gap between what they can afford for housing vs. what the market is offering.

The City's Inclusionary ordinance has been in effect since 2001. As the Council knows, many developers who choose to build their Inclusionary units on-site "bargain down" the number of Inclusionary units (from Mod to Low to Very Low), minimizing their affordable units and maximizing their market units. This strategy has several consequences, one of which is that new housing units in Pasadena are either priced for the low

Letter re: Inclusionary Housing Ordinance & Workforce Housing
Page 2 of 2
August 12, 2019

end or the high end of the market, and there are few if any units being built for the middle of the market (i.e., Moderate and Workforce households).

One strategy to address our City's (and State's) housing crisis is to encourage more housing production affordable to a broad spectrum of incomes. The concept of adding Workforce units to the Inclusionary ordinance would incentivize the production of middle-income housing (especially if, by adding Workforce as an Inclusionary category, it brought with it the savings of development fees as discussed below).

Elimination of Inclusionary and TRIP Fees for Workforce Units: Currently, if a developer chooses to develop Workforce units on-site, since those units currently don't count toward meeting the Inclusionary obligation, the developer is required either to pay the Inclusionary In-Lieu Fee or otherwise fulfill their Inclusionary requirements through one of the other options. An important consequence of counting Workforce units toward a developer's Inclusionary obligation is relief from this requirement, thereby providing another incentive to developing on-site Workforce units.

The same is true for Traffic Reduction & Transportation Improvement (TRIP) Fees. The 2019-2020 TRIP fee is \$3,662.53 per unit. This fee is waived for affordable (i.e., VLow, Low, & Mod) units, but not for Workforce units. Including Workforce units in the Inclusionary Ordinance would presumably provide a TRIP fee waiver for Workforce units.

Reduction in Residential Impact Fees for Workforce Units: Finally, HHP believes that the City should provide a major reduction in the Residential Impact Fee for Workforce housing. Under the City's existing Workforce Housing Ordinance, if a residential unit that is subject to a 15-year Workforce covenant is sold or rented to a Workforce-income household earning 121% — 150% of AMI, the developer of that unit gets a 50% rebate on the Residential Impact Fee for that unit. As an example, the FY2019-20 Residential Impact Fee for a 3-BR market-rate unit is \$26,447; if a developer rents or sells a unit to a household earning 121% — 150% of AMI, the savings is \$13,224. Similarly, if a covenanted workforce unit is sold to a household earning 151% — 180% of AMI, the Impact Fee is reduced by 35% (e.g., \$9,256 savings for a 3-BR unit).

By comparison, if a developer rents or sells a Low- or Mod-Income unit, the Impact Fee is \$1,017 per affordable unit, and if the affordable unit is part of a mixed income project, every market unit within the mixed income project get a 30% reduction of the Impact Fee (30% of \$26,447 = \$7,934 savings per market unit). Note that the Impact Fee savings for Workforce units (which is currently the only benefit in the Workforce Ordinance) is only \$5,290 more than the savings for a market unit with the 30% reduction; this difference may not be enough to encourage a developer to choose developing Workforce vs. market units.

HHP's suggestion with respect to the Residential Impact Fee is to give a more generous reduction for Workforce units (a 75% reduction for Workforce units at 121% — 150% and a 50% reduction for units at 151% — 180%). For example, if the reduction was 75% of the Impact Fee for workforce units at 121% - 150%, the Impact Fee savings would be \$19,835 for a 3-BR unit.

Thank you for your consideration.

Sincerely,


Charles E. Loveman, Jr.
Executive Director

c: David Reyes, Planning Department
Bill Huang, Housing Department

Reese, Latasha

From: Jomsky, Mark
Sent: Tuesday, August 13, 2019 1:07 AM
To: Reese, Latasha
Subject: Fwd: housing

Sent from my iPhone

Begin forwarded message:

From: Peter Hartgens <pch.knowledge@icloud.com>
Date: August 12, 2019 at 1:34:14 PM MDT
To: mjomsky@cityofpasadena.net
Subject: housing

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you know the content is safe.

Honorable Mayor and city council members Greetings to you in the name of hope for more inclusionary housing. And thank you for the efforts that you have made so far in this area it is much appreciated. Perfection in any area remains always a goal and not an actuality. So let us push further on in realizing these goals in providing fair and decent housing for those most in need in Pasadena. Therefore please use the YWCA building for those most in need and not for more commercial development that does not help the poor. You have had many suggestions some of which you have responded to from the housing groups most concerned with this issue. Please do continue to make these proposals a reality. Doing so is a way to be well remembered in history as a Humane and progressive government.

Thank you for consideration of the above and have a blessed day and year.

Sincerely,
Peter C Hartgens OFM, MSW

Sent from my iPad

19 AUG 15 01:38PM

CITY CLERK



Livable Pasadena

August 13, 2019

Mayor Tornek, City Council, Planning Department
c/o Mark Jomsky
City Clerk
100 North Garfield Ave.
Pasadena, CA 91101

Re: Proposed Zoning Code Amendments - Inclusionary Housing Requirements and Concession Menu
Dear Mayor Tornek and City Council members:

We are writing today to express our support for many of the Director of Planning and Community Development's proposals regarding amendments to Pasadena's inclusionary housing requirements. We have been alarmed at the direction of current development in Pasadena. Many of the recently proposed projects are inconsistent with our General Plan and do not preserve our historic resources, community character, and green spaces. We believe that many of the proposed amendments will put us back on a better course by putting a stop to overdevelopment while also increasing viable affordable housing options.

Specifically, in the proposed amendments, we support the proposed increases in maximum FAR and maximum height (12 feet over no more than 60% of the footprint). We also support the elimination of trade-downs and the proposed concession menu.

Finally, we support the setback reduction as drafted. It prevents setback reduction when the project will be located adjacent to historic resources or single-family zoning, or when it would encroach on protected trees. We feel, however, that setbacks are an important part of the community feel of Pasadena – we can breathe here. Our city, so far, is not built edge to edge like so many other cities in the surrounding communities.

Moreover, these setback spaces are critical for the trees in Pasadena, and not only the trees protected by city ordinances. The green canopy in Pasadena is special, and something that makes our city so unique and wonderful. It is vital that we protect it. Taking down our city trees will only increase urban heat (with an increase of concrete and lack of shade) and will negatively impact the Pasadena citizens. Unfortunately, many mature and healthy trees in our community have been lost to development. The developments that do not take into account our green canopy, and instead clear trees away for more building space, are altering the character of Pasadena. It is our hope that these new rules, as proposed, will serve to protect our remaining green spaces.

Thank you,

Rick and Megan Foker
On behalf of Livable Pasadena



Livable Pasadena



M A D I S O N H E I G H T S

686 South Arroyo Parkway Suite 199 Pasadena, CA 91105 www.mhnapasadena.org

August 13, 2019

Mayor Terry Tornek
Members of the City Council
Mr. David Reyes, Director of Planning and Community Development
City of Pasadena

19 AUG 15 01:38PM
CITY CLERK

Dear Mr. Reyes,

The Madison Heights Neighborhood Association appreciates the opportunity to comment on the Zoning Code Amendment to update the Inclusionary Housing Ordinance (IHO), which we hope will establish an Affordable Housing Concession Menu for our city. We believe this amendment will help create future development that will respect Pasadena's architectural environment and produce projects more in line with our General Plan.

The need for an Affordable Housing Concession Menu is substantiated by projects we are currently seeing that do not fit within our General Plan, such as 253 South Los Robles. Oversized and generic projects like this and others will be more commonplace, and will further degrade what makes Pasadena so architecturally unique and inviting, if we do not put some measures in place to prevent aesthetically controversial developments next to our historic neighborhoods. We are also concerned that if an Affordable Housing Concession Menu, as presented by the Planning Department, is not supported, we will see an unprecedented number of impacts on our historic neighborhoods, which are protected by our 2015 General Plan.

Residents living within MHNA are in a difficult position because we understand the need for development and want to support well-conceived projects, yet many of the massive projects we are currently seeing are lacking in proper neighborhood context and overwhelming our historic landmarks and single-family neighborhoods, just feet from our association boundaries. The proposed 540 South Lake project is another example.

We are also seriously concerned about the removal of mature, protected trees, both at and along the edges of such developments with the type of massing currently being considered. We want to see developers respect what is unique about our city and work within our vital tree protection ordinance, rather than destroy protected trees. These trees have immense aesthetic value and important environmental, health, and cooling impacts that cannot be recovered by newer, smaller, and less plentiful trees. We cannot destroy Pasadena's "urban forest."

As MHNA creates a more engaged community through social media and town hall meetings, our goal as residents is to work together with the City Council and local businesses to support projects that present a balance. Those of us living within MHNA are especially concerned because our neighborhood is in such close proximity to high-density developments and businesses planned for the Central District, South Lake Ave, South Fair Oaks, and Arroyo Parkway. As the MHNA bylaws state, it is the duty of our board to oversee city government when Madison Heights and adjacent neighborhoods are threatened by civic planning decisions, including excessive development and zoning changes. It has come to our attention that the number of developments using the State Density Bonus may pose a threat to livability, safety, noise pollution, etc. within the Madison Heights neighborhood's access roads, and we are very concerned about the future of our city streets and historic neighborhoods. We fully support the revision of Pasadena's IHO to provide a valuable alternative to the State Density Bonus.

Thank you for your consideration,

John Latta President, MHNA

19 AUG 15 01:38PM

CITY CLERK

August 6, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

Dear Mayor Tornek and Members of the City Council:

We are writing in order to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance to preserve a measure of income diversity within our community.

The affordable housing crisis has been affecting our congregation. Our church includes people of many different economic situations, including some who are experiencing homelessness in need of permanent homes. In recent years, we have lost families with children and retirees from our church due to the extreme housing costs in our City. We find that it is difficult to retain young families who see no way to advance in the local housing market.

In the Old Testament, God commanded farmers who grew crops on the land to always leave a portion of those crops unharvested so that they could be gleaned by the poor. The inclusionary policy serves a similar moral purpose. Property owners have enjoyed windfall profits as land was up zoned in the central city, and single-family homeowners have seen property values rise when the city limits density, decreasing the supply of housing. We therefore think it only fair, and biblical, that a portion of the benefits created through land use controls be reserved for the city's very low-, low- and moderate-income families. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlord to increase rents, which have doubled in the past ten years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a ten-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation and bring equity. It is time to make a bold change to help address the severe shortage of affordable homes.

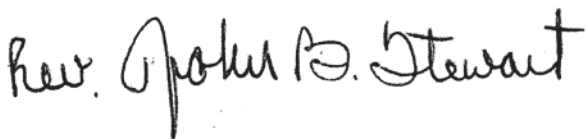
GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group, (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasible to increase the affordable housing set aside to 20% and to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

- o Increase the inclusionary set-aside to 20% of units for very low-, low- and moderate-income families;
- o Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- o Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- o Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following: Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the City.

Sincerely,



August 6, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

19 AUG 15 01:08PM

CITY CLERK

Dear Mayor Tornek and Members of the City Council:

We are writing in order to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance to preserve a measure of income diversity within our community.

The affordable housing crisis has been affecting our congregation. Our church includes people of many different economic situations, including some who are experiencing homelessness in need of permanent homes. In recent years, we have lost families with children and retirees from our church due to the extreme housing costs in our City. We find that it is difficult to retain young families who see no way to advance in the local housing market.

In the Old Testament, God commanded farmers who grew crops on the land to always leave a portion of those crops unharvested so that they could be gleaned by the poor. The inclusionary policy serves a similar moral purpose. Property owners have enjoyed windfall profits as land was up zoned in the central city, and single-family homeowners have seen property values rise when the city limits density, decreasing the supply of housing. We therefore think it only fair, and biblical, that a portion of the benefits created through land use controls be reserved for the city's very low-, low- and moderate-income families. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlord to increase rents, which have doubled in the past ten years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a ten-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation and bring equity. It is time to make a bold change to help address the severe shortage of affordable homes.

GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group, (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasibly to increase the affordable housing set aside to 20% and to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

- o Increase the inclusionary set-aside to 20% of units for very low-, low- and moderate-income families;
- o Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- o Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- o Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following: Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the City.

Sincerely,



19 AUG 15 04:39PM

CITY CLERK

August 9, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

Dear Mayor Tornek and Members of the City Council:

We are writing to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance.

The inclusionary policy has been a boon to the city since 2001. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlords to increase rents, which have doubled in the past 10 years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a 10-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation, and bring a broader spectrum of housing opportunity. It is time to make a bold change to help address the severe shortage of affordable homes.

GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasible to increase the affordable housing set aside to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

- Increase the inclusionary set-aside to 20% of units for very low-, low-, and moderate-income families;
- Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following:

- Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.
- Placing all inclusionary housing in a Community Land Trust to monitor the units and ensure they remain affordable in perpetuity.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the city.

Sincerely,

Berlinda Brown

BBrown 679 Zanga St
Pasadena 91107

19 AUG 15 04:39PM

CITY CLERK

August 9, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

Dear Mayor Tornek and Members of the City Council:

We are writing to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance.

The inclusionary policy has been a boon to the city since 2001. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlords to increase rents, which have doubled in the past 10 years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a 10-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation, and bring a broader spectrum of housing opportunity. It is time to make a bold change to help address the severe shortage of affordable homes.

GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasible to increase the affordable housing set aside to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

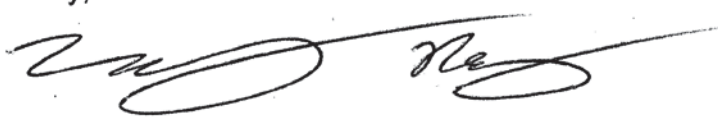
- Increase the inclusionary set-aside to 20% of units for very low-, low-, and moderate-income families;
- Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following:

- Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.
- Placing all inclusionary housing in a Community Land Trust to monitor the units and ensure they remain affordable in perpetuity.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the city.

Sincerely,



EMANUEL NATERA

1410 EL SERENO #1
PASADENA CA 91103

August 9, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

19 AUG 15 01:39PM

CITY CLERK

Dear Mayor Tornek and Members of the City Council:

We are writing to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance.

The inclusionary policy has been a boon to the city since 2001. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlords to increase rents, which have doubled in the past 10 years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a 10-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation, and bring a broader spectrum of housing opportunity. It is time to make a bold change to help address the severe shortage of affordable homes.

GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasible to increase the affordable housing set aside to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

- Increase the inclusionary set-aside to 20% of units for very low-, low-, and moderate-income families;
- Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following:

- Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.
- Placing all inclusionary housing in a Community Land Trust to monitor the units and ensure they remain affordable in perpetuity.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the city.

Sincerely,



COLIN BOBART
1788 N. Maranga
Pasadena CA 91103

August 6, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

19 AUG 15 01:33PM

CITY CLERK

Dear Mayor Tornek and Members of the City Council:

We are writing in order to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance to preserve a measure of income diversity within our community.

The affordable housing crisis has been affecting our congregation. Our church includes people of many different economic situations, including some who are experiencing homelessness in need of permanent homes. In recent years, we have lost families with children and retirees from our church due to the extreme housing costs in our City. We find that it is difficult to retain young families who see no way to advance in the local housing market.

In the Old Testament, God commanded farmers who grew crops on the land to always leave a portion of those crops unharvested so that they could be gleaned by the poor. The inclusionary policy serves a similar moral purpose. Property owners have enjoyed windfall profits as land was up zoned in the central city, and single-family homeowners have seen property values rise when the city limits density, decreasing the supply of housing. We therefore think it only fair, and biblical, that a portion of the benefits created through land use controls be reserved for the city's very low-, low- and moderate-income families. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlord to increase rents, which have doubled in the past ten years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a ten-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation and bring equity. It is time to make a bold change to help address the severe shortage of affordable homes.

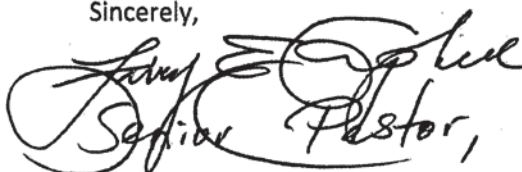
GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group, (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasibly to increase the affordable housing set aside to 20% and to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

- o Increase the inclusionary set-aside to 20% of units for very low-, low- and moderate-income families;
- o Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- o Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- o Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following: Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the City.

Sincerely,

 Senior Pastor, FAME, Pasadena

August 6, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

13 AUG 15 01:29PM

CITY CLERK

Dear Mayor Tornek and Members of the City Council:

We are writing in order to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance to preserve a measure of income diversity within our community.

The affordable housing crisis has been affecting our congregation. Our church includes people of many different economic situations, including some who are experiencing homelessness in need of permanent homes. In recent years, we have lost families with children and retirees from our church due to the extreme housing costs in our City. We find that it is difficult to retain young families who see no way to advance in the local housing market.

In the Old Testament, God commanded farmers who grew crops on the land to always leave a portion of those crops unharvested so that they could be gleaned by the poor. The inclusionary policy serves a similar moral purpose. Property owners have enjoyed windfall profits as land was up zoned in the central city, and single-family homeowners have seen property values rise when the city limits density, decreasing the supply of housing. We therefore think it only fair, and biblical, that a portion of the benefits created through land use controls be reserved for the city's very low-, low- and moderate-income families. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlord to increase rents, which have doubled in the past ten years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a ten-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation and bring equity. It is time to make a bold change to help address the severe shortage of affordable homes.

GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group, (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasibly to increase the affordable housing set aside to 20% and to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

- Increase the inclusionary set-aside to 20% of units for very low-, low- and moderate-income families;
- Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following: Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the City.

Sincerely,

George Van Alstine
Alfa Lena Baptist Church

August 6, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

19 AUG 15 01:39PM

CITY CLERK

Dear Mayor Tornek and Members of the City Council:

We are writing in order to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance to preserve a measure of income diversity within our community.

The affordable housing crisis has been affecting our congregation. Our church includes people of many different economic situations, including some who are experiencing homelessness in need of permanent homes. In recent years, we have lost families with children and retirees from our church due to the extreme housing costs in our City. We find that it is difficult to retain young families who see no way to advance in the local housing market.

In the Old Testament, God commanded farmers who grew crops on the land to always leave a portion of those crops unharvested so that they could be gleaned by the poor. The inclusionary policy serves a similar moral purpose. Property owners have enjoyed windfall profits as land was up zoned in the central city, and single-family homeowners have seen property values rise when the city limits density, decreasing the supply of housing. We therefore think it only fair, and biblical, that a portion of the benefits created through land use controls be reserved for the city's very low-, low- and moderate-income families. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlord to increase rents, which have doubled in the past ten years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a ten-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation and bring equity. It is time to make a bold change to help address the severe shortage of affordable homes.

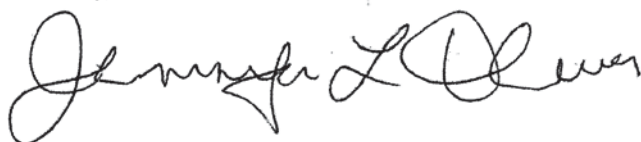
GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group, (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasibly to increase the affordable housing set aside to 20% and to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

- o Increase the inclusionary set-aside to 20% of units for very low-, low- and moderate-income families;
- o Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- o Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- o Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following: Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the City.

Sincerely,



August 6, 2019

City Council, City of Pasadena
100 Garfield Ave.
Pasadena, CA 91101

19 AUG 15 04:39PM

CITY CLERK

Dear Mayor Tornek and Members of the City Council:

We are writing in order to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance to preserve a measure of income diversity within our community.

The affordable housing crisis has been affecting our congregation. Our church includes people of many different economic situations, including some who are experiencing homelessness in need of permanent homes. In recent years, we have lost families with children and retirees from our church due to the extreme housing costs in our City. We find that it is difficult to retain young families who see no way to advance in the local housing market.

In the Old Testament, God commanded farmers who grew crops on the land to always leave a portion of those crops unharvested so that they could be gleaned by the poor. The inclusionary policy serves a similar moral purpose. Property owners have enjoyed windfall profits as land was up zoned in the central city, and single-family homeowners have seen property values rise when the city limits density, decreasing the supply of housing. We therefore think it only fair, and biblical, that a portion of the benefits created through land use controls be reserved for the city's very low-, low- and moderate-income families. Property owners, especially those of us who have lived here for some time, have financially benefited from the city's zoning policies. But for those who are renting, the city's housing policies have not been good news. Higher property values have put pressure on landlord to increase rents, which have doubled in the past ten years, while wages have not. Pasadena has prided itself on diversity, yet 24% of African Americans have been displaced over a ten-year period. Inclusionary zoning seeks to undue exclusion, reverse segregation and bring equity. It is time to make a bold change to help address the severe shortage of affordable homes.

GPAHG has conducted a careful analysis with the help of Phil Burns, principle planner for the Arroyo Group, (which planned Old Pasadena, the Civic Center and the Playhouse district). This study used the same numbers and prototypes as the city's feasibility study, showing it is entirely feasibly to increase the affordable housing set aside to 20% and to 25% with the Planning staff's recommended menu of concessions, leaving a very fair return for developers. Therefore, we ask the City Council to approve the Planning Commission's recommendation to strengthen the City's inclusionary zoning ordinance in the following ways:

- o Increase the inclusionary set-aside to 20% of units for very low-, low- and moderate-income families;
- o Offer concessions from a pre-approved menu in exchange for additional affordable housing up to 25% or more;
- o Eliminate "trade-downs" which reduce the overall quantity of affordable units; and
- o Increase the inclusionary zoning in-lieu fee.

In addition to what the Planning Commission recommended, we are also recommending the following: Presently the inclusionary policy applies to residential developments with 10 or more units. We are asking to lower the threshold to 8 or more units and additionally that developments of 3-7 units also include an affordable unit or pay a fee.

Thank you very much for your attention to this letter. We appreciate your continued leadership of the City.

Sincerely,

