

## Jomsky, Mark

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**From:** Candace Seu <cswmseu@gmail.com>  
**Sent:** Sunday, August 18, 2019 2:09 PM  
**To:** Jomsky, Mark  
**Subject:** Support for Inclusionary Zoning (IZO) improvements

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

Dear Councilmembers,

I write in support of the Planning Commission's recommendations regarding Item 11 of tomorrow's Council Agenda, as well as GPAHG and POP Pasadena's further proposals, including the requests to:

- Amend the Inclusionary Zoning (IZO) policy to require a larger share (at least 20%, and in some cases 25%) of low income units in developments with 8 or more units.
- Eliminate trade-downs
- Increase the IZO in-lieu fee to an amount that makes actually building affordable housing units a more attractive choice
- Establish a Community Land Trust (CLT) as a mechanism for protecting affordable housing.

With respect to any comments on the Space Bank project, I respectfully submit that the relevant question for moving forward is not "yes or no?", but rather "How can we love our neighbors while being respectful stewards of the land?" Space Bank presents an opportunity to rehabilitate the site and gain affordable housing units, and I hope that your continued leadership will enable us to make real and significant gains on both fronts.

Thank you for your consideration.

Sincerely,

Candace Seu  
91101

San Gabriel Valley Oversight Group  
A 501(c)(3) Non-Profit, Public Benefit Corporation

CITIZEN

19 AUG 19 11:26 AM

August 18, 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 San Gabriel Valley Oversight Group is a non-profit 501(c)(3) social and environmental justice organization based in the western San Gabriel Valley since 2006. We have seen Pasadena as a beacon for the wider San Gabriel Valley in terms of its affordable and supportive housing policies, specifically its inclusionary zoning ordinance. Since the turn of this century, the thoughtful minds in the city, both in officialdom and the community, have put in the time and effort to truly make a difference in this area. No other city in the western SGV has shown the level of leadership in addressing the housing crisis. But we know all too well that it's not enough. Inequality continues to grow and with it the class and racial divisions that are undeniably linked. While there are many reasons for this, the hyper-commodification of housing is one of the major causes of the household scarcity driving this stratification. We are asking for the city of Pasadena to continue as the vanguard, setting the example for other cities to follow. Courage is contagious, and by strengthening its IZO Pasadena would help to inspire others to follow suit.

We have had the opportunity to follow the work of the Greater Pasadena Affordable Housing Group (GPAHG), and after a detailed quantitative review, have found that it provides extremely strong evidence for the following:

- an increase to 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;
- increase the inclusionary zoning in-lieu fee;
- 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 for your consideration. Know that your leadership will have multiplicative effects for the wider region. The crisis is far too serious for the parochialism of the past.

Sincerely,

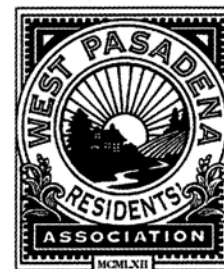


Eric Sunada  
Executive Director  
San Gabriel Valley Oversight Group  
(626) 589-0440  
[eric@sgvog.org](mailto:eric@sgvog.org)

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Item 11

CITY CLERK

19 AUG 19 11:26AM



August 16, 2019

Mayor Terry Tornek  
Members of the City Council  
City of Pasadena  
100 North Garfield Ave:  
Pasadena, CA 91101

Honorable Mayor Tornek and Councilmembers:

**RE: Public Hearing item #11: Zoning Code Amendments relating to Inclusionary Housing and Affordable Housing Concession Menu and Adjustments to Inclusionary In-lieu Fee Rates**

The West Pasadena Residents' Association appreciates the opportunity to comment and strongly supports the revision of 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).

This letter *supersedes* the letter Dated August 7, 2019 addressed to Mr. David Reyes. The letter of August 7 responded to the staff reports of May 8 and June 26, 2019, *and not the current one*. WPRA agrees in principle with the current Planning Staff report and its provisions, and endorses the adoption of the zoning code text amendment and the provisions recommended in the staff report, as follows:

- ♦ Support the revision of Pasadena's IHO to provide a viable alternative to the SDBL.
- ♦ Endorse the adoption of the Staff's version of a concessions "menu."
- ♦ Approve the Planning Staff recommendation of base-case inclusionary housing, and the "menu" alternatives as listed on page 6 of the staff report.
- ♦ Adopt the recommended enhancements for the provision of workforce housing, a long-overlooked and significant need.
- ♦ Endorse and enact the proposed "NO trade down" policy. To date, this regrettable IHO and SDBL provision has resulted in a negligible number of affordable units. Instead this practice has encouraged out-of-scale and out-of-context oversized structures with scant benefit for our City.
- ♦ Limit height increase to 12 feet beyond stated maximum allowed for the parcel(s), and over no more than 60% of the building footprint.

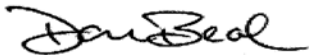
WEST PASADENA RESIDENTS' ASSOCIATION  
POST OFFICE BOX 50252 • PASADENA, CA 91115

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- ♦ Oppose reduction in setback requirements in areas adjacent to single-family zoning as well as adjacent to designated and eligible historic resources (*including National Register and Landmark districts, individually-designated historic resources, historic open areas, and cultural resources*).
- ♦ Require that each project meet the criteria for Pasadena's tree protection ordinance, with no exceptions allowed for mature tree removal on the perimeter of any given project.
- ♦ Require that a project provide a valid 'mixed-use' plan; not a token mixed-use gesture in order to circumvent the City of Gardens ordinance in order to benefit from the more generous mixed-use zoning provisions.

We also are optimistic that the current design review cycle will 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 will allow the incorporation of constructive recommendations by the Design Commission and Planning Staff that is likely to result in more compatible and contextual projects.

Thank you for your consideration of our recommendations.



Dan Beal  
President

cc: Steve Mermell, City Manager  
David Reyes, Director of Planning and Community Development  
Bill Huang, Director of Housing and Career Services  
Takako Suzuki, Council Field Representative, District 6  
Andre Sahakian, Senior Planner

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

Sonja K. Berndt  
1064 Rocton Dr.  
Pasadena, CA 91107

August 18, 2019

CITY CLERK

19 AUG 19 11:26AM

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

Dear Mayor Tornek and Members of the City Council:

I am writing to express my 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, I 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, I also ask the City Council to approve the following:

- ~~Decrease the inclusionary policy applied to residential developments with 10 or more units. The threshold should be decreased to 8 or more units and additionally developments of 3-7 units should 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. I appreciate your continued leadership of the city.

Sincerely,



Sonja K. Berndt

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CITY CLERK

19 AUG 19 11:25AM

August 19, 2019

**Mayor Tornek & Members of the City Council**

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

Dear Mayor Tornek, Councilmembers, and Mr. Reyes,

Protect Pasadena Trees appreciates and applauds the City's effort to update and revise the Inclusionary Housing Ordinance (IHO) and create an Affordable Housing Concession Menu (AHCM). Our organization has noticed an alarming pattern that has been trending, one which is jeopardizing Pasadena's historic tree canopy. The tree canopy within Pasadena's urban core is quickly dwindling. In too many cases it is related to the State Density Bonus Law (SDBL). Our tree ordinance alone is not strong enough to save even our most protected trees when a developer is given the massing and increased density with the state-mandated concessions.

In both the proposed projects at 253 South Los Robles and 127 North Madison, the developers are seeking to remove beautiful protected trees from their properties. They are making no effort to conserve these important trees, despite their ability to integrate them into the proposed developments. For example, the 100ft canary pine at 253 South Los Robles is the only remaining protected tree left on the block. Its removal does not conform with the very first guiding principle of our General Plan and should be prevented. Our General Plan provides that "(g)rowth will be targeted to serve community needs and enhance the quality of life...New development will build upon Pasadena's tradition of strong sense of place, great neighborhoods, gardens, plazas, parks, and trees. Removing our protected trees is in direct contradiction to this stated goal.

Over this past year, it has become clear that the Affordable Housing Concession Permits (AHCP) have caused havoc on our urban tree canopy. The developers have been pushing the development envelope as far as they are able and are destroying healthy trees, while leaving no room for in-ground plantings. After a AHCP is given to a proposed project, protected trees cannot be saved by giving further incentives to the developer with height or reduced garden requirements because the project is already out of the scope of the General Plan. The design commission is forced to decide between two evils: either remove important protected trees or go even bigger, which is contrary to our General Plan.

Unfortunately, too many times Goal 5 of our General Plan is being set aside to accommodate these new developments. Something must change. Policy 5.5 of our General Plan protects one of the most distinguishing and unique aspects of our city. Our green open spaces and our green tree canopy. The General Plan calls for continued protection and development of Civic Open Space, stating that the city must "(c)ontinue to protect the character of the Civic Center as defined by its landscaped open spaces and tree canopy. Locate and design new civic structures to respect this urban form, character, design and functionality." We cannot lose what makes Pasadena so special. It is our hope the updated AHCP will reflect and maintain this Policy.

We urge the City Council to take our tree canopy into consideration when reviewing upcoming proposed development projects, such as the ones at 253 South Los Robles and 127 North Madison. The City must hold developers accountable to our General Plan by requiring them to maintain our valuable tree canopy. We look to our city's

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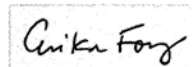
Item 11

leaders to protect its current residents from development that might hinder the livability of our city. Removing our trees will subject us to an increasing high urban heat index. Moreover, our city is quickly losing what differentiates us from other cities: mature trees. **We strongly believe that front, rear and side setbacks must be maintained in all developments to allow for the opportunity to retain and plant more trees. We also believe subterranean garages should not be going from lot line to lot line, destroying all trees on the property and those that sit between buildings.**

We must ensure that the city we pass down to our children isn't made of just parking lots and concrete developments. It is up to city staff and council to follow our General Plan and to protect us from development that contradicts this fundamental imperative. While we do have tree protections in place, it is clear they are not strong enough when developers are using the SDBL. It is our hope that the proposed Affordable Housing Concession Menu will help maintain the canopy we have left.

Now is the time for the city to take a stronger stance on maintaining our remaining mature trees in our urban center. We must continue to be a city that has strong urban forestry efforts, with dense vegetation and a beautiful urban canopy. Current and future Pasadena residents need us to band together and insist on stronger and more stringent protection of our urban canopy.

Thank you,

A handwritten signature in black ink that reads "Erika Foy". The signature is written in a cursive, flowing style and is contained within a thin black rectangular border.

Erika Foy  
Founder, Protect Pasadena Trees



August 19, 2019

Mayor Terry Tornek & Members of the City Council  
City of Pasadena  
100 North Garfield Avenue  
Pasadena, California 91101

RE: Zoning Code Amendments: Affordable Housing Concession Menu

Dear Mayor Tornek, Councilmembers and Mr. Reyes:

Pasadena Heritage appreciates the City's effort to study and revise the Inclusionary Housing Ordinance (IHO) and to establish an Affordable Housing Concession Menu. We generally support the staff recommendation for the Concession Menu, with the following comments. We believe that having this option available will incentivize developers to adopt these prescribed limits and rules in exchange for a more streamlined approval process.

Over the past year, we have seen many Affordable Housing Concession Permits used to build projects that are out-of-scale with Pasadena's unique city character and neighborhood contexts. While additional housing is needed and that Pasadena must be responsive to the need, the State Density Bonus Law (SDBL) has led to massive projects that dwarf existing neighborhoods. The projects we have seen are inconsistent with the principles and goals of the City's General Plan and Specific Plans, which were designed to ensure compatible development in Pasadena. We urge the council to continue to seek creative and responsible ways to provide for more housing while holding firm to the principles and policies of the General Plan. We believe that the Concession Menu approach will encourage more housing to be built but within reasonable boundaries that better conform to our General and Specific Plans

There has been a recent boom in residential construction citywide, and due to the City's current trade-down provisions, the Density Bonus projects we have seen offer very little in actual affordable housing. Developers are choosing to build fewer Very Low Income units and therefore avoiding Low and Moderate Income units that would be required by Pasadena's current IHO. According to the recent citywide Housing Element, in the years 2014-18, building permits were issued for only 38 Low and 45 Moderate Income Units, while 145 Very Low units were permitted. Meanwhile 2,100 permits were granted for units above moderate income. We strongly support the



elimination of trade-downs and believe it will lead to the creation of more affordable units across a broader spectrum, all of which are needed in Pasadena.

Furthermore, the sheer number of new units across the city is causing negative impacts across Pasadena. Historic resources are being encroached upon, modified, or even demolished to accommodate new development which is then often not contextual with existing neighborhood scale. Protected trees are being removed, reducing Pasadena's once lush tree canopy, which in turn exacerbates urban heat island effects, decreases air-quality, and reduces carbon capture. Our streets are clogged by traffic, reducing quality of life, negatively impacting air quality and increasing local travel times, making Pasadena less attractive, livable and healthy.

Many of the Concessions Menu recommendations by staff will help to address these concerns.

Our specific suggestions on the Concessions Menu are thus:

**Height Bonus-** A 12' height bonus above current standards over no more than 60% of the footprint is acceptable. This allows for an additional story, on ACHP projects, but with that story set back in some manner. This can allow for a new project to be more contextual with adjacent buildings. Concerns over light and air can be mitigated by this setback as well.

**FAR Bonus-** An FAR bonus of 0.50 is appropriate given the underlying allowable FAR across the city. With many properties zoned at 1.5-2.0 base FAR, this represents a substantial increase in floor space to support additional affordable housing. To fill the City's need for affordable and moderately priced residential units, it is important to remember that construction should be built *denser* and not just *bigger*. Awarding exceedingly generous FAR bonuses contributes to the construction of more high-end housing rather than encouraging a mix of housing.

**Rear Setbacks-** We fully support that rear and side setback reductions would not apply to projects including or adjacent to single-family and historic resources. By maintaining existing setbacks, important buffer zones between historic properties and new construction are safeguarded and there is more opportunity to retain or plant more trees as well.

**Elimination of Loading Requirements-** We feel that this option could be explored more, or amended in the near future depending on how transportation may change. Existing loading requirements can indeed be too prescriptive, and we support a more flexible approach to meeting essential loading and delivery needs.

**Reduction of Parking Requirements-** Mandated parking requirements very often have made building envelopes more massive or have encouraged parking structures

underground that are too large and kill trees in the process. We would support a reasonable reduction in parking spaces to make new construction more compatible. Underground parking that extends under rear and side-yard setbacks should be prohibited so as to allow for tree retention and new tree planting. All parking requirements and options should be carefully considered (shared parking, tandem spaces for residential, reduced guest parking where possible, etc.).

**Inclusionary Housing Mix-** While it is outside Pasadena Heritage's charge to comment on what income level mix is appropriate, we do support a mix that would address a variety of income levels. Consideration should first be given to what Density Bonus a developer would be entitled to by the adopted IHO. One possible way of incentivizing the choice of the Concession Menu would be the inclusion of a certain percentage of workforce housing units, which are not included in the RHNA or SDBL, but would help middle income Pasadenans.

Thank you for considering our comments, and concerns.

Sincerely yours,



Susan N. Mossman  
*Executive Director*



Andrew Salimian  
*Preservation Director*

cc: David Reyes, City of Pasadena Planning Director

CITY CLERK

19 AUG 19 11:26AM

August 16, 2019

Mayor Terry Tornek  
Members of the City Council  
City of Pasadena

**Council Item 11 - August 19 2019: ZONING CODE AMENDMENTS RELATING TO INCLUSIONARY HOUSING AND AFFORDABLE HOUSING CONCESSION MENU AND ADJUSTMENTS TO INCLUSIONARY IN-LIEU FEE RATES**

Dear Mayor Tornek and Councilmembers:

The Linda Vista-Annandale Association, the Madison Heights Neighborhood Association, the West Pasadena Residents' Association and Pasadena Heritage appreciate the thoughtful crafting of proposals to update the Inclusionary Housing Ordinance and devise a viable "concessions menu." This initiative is critical to the City and has the potential to materially benefit the production of affordable housing while avoiding the degradation of our cityscape from non-contextual and oversized new construction.

While our four organizations do not make the exact same recommendations, we strongly endorse the following principles:

- Without a viable local alternative, development will follow the State Density Bonus Law (SDBL) resulting in excessive, out of scale and out of context development.
- Pasadena's requirements can and should provide developers with viable and appealing alternatives to the inflexible and over-reaching SDBL and a faster, more efficient process.
- A critical part this effort should be a carefully crafted "Concessions Menu". Most of the alternatives presented by the Planning and Community Development staff are suitable.
- "Trade down" provisions should be eliminated. They have provided little affordable housing while allowing developers to "game" the SDBL.
- Increases to floor area ratio and maximum height should be limited.
- Reduced setbacks next to residential and historic/cultural areas and exceptions to the tree protection ordinance should not be allowed.
- Design parameters should be set prior to granting entitlements so that discretionary design review may be effectively utilized.

We believe it is critical to view the IHO modifications and the concessions menu as a flexible and ongoing effort. It is possible that the initial implementation will not provide sufficiently

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attractive alternatives, in which case staff and the Planning Commission should recommend appropriate changes for Council approval as soon as possible.

Thank you for your consideration of our recommendations and concerns.

Respectfully,

*Nina Chomsky*

Nina Chomsky, President  
Linda Vista-Annandale Association

*John Latta*

John Latta, President  
Madison Heights Neighborhood Association

*Dan Beal*

Dan Beal, President  
West Pasadena Residents' Association

*Susan N. Mossman*

Susan N. Mossman, Executive Director  
Pasadena Heritage

c: Steve Mermell, City Manager  
David Reyes, Director of Planning and Community Development  
Bill Huang, Director of Housing  
Andre Sahakian, Senior Planner

19 AUG 19 11:31AM

CITY CLERK

August 18, 2019

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

Dear Mayor Tornek and Members of the City Council

I am writing to express my support for the Planning Commissions recommended reforms to Pasadena's Inclusionary Housing Ordinance (IHO).

I do not live in Pasadena but I am an affordable housing advocate, and as a result, I have been following Pasadena housing policy and the process leading up to these proposed reforms very closely. My home city, San Gabriel, and our neighbor, Alhambra, are both currently considering implementing IHOs. More than once I have brought to the attention of these city leaders the great work the City of Pasadena has done on the IHO front.

The currently proposed reforms will greatly strengthen Pasadena's IHO and stand as an example to other cities in the region of what is possible if they lead with courage to address the State's worst housing crisis in a generation. The proposed reforms will help many good people who are struggling to maintain or secure a roof over their heads whilst living a productive and dignified life.

Therefore, I humbly ask that you Mr. Mayor and fellow Councilmembers support the Planning Commissions recommended reforms to the City's Inclusionary Housing Ordinance.

Sincerely,

Sean McMorris  
401 E. Live Oak Street #8  
San Gabriel, CA 91776

## Jomsky, Mark

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**From:** Jeff C <tongva4802@gmail.com>  
**Sent:** Monday, August 19, 2019 11:43 AM  
**To:** Jomsky, Mark  
**Subject:** 8/19/19 Council Agenda item 11

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

Dear Mark,

If not sure if you all are still collecting correspondence for the council agenda tonight, but if you are, please add my e-mail to the list of correspondence for #11 on the agenda tonight. Please reach out if you have any questions.

Thanks very much,  
Jeff Cyrulewski

Dear Mayor and Councilmembers,

I'm a Pasadena resident, and I'm writing you about part of item 11 on the agenda tonight (the proposed zoning code amendments) and specifically, the affordable housing menu options. During the Our Pasadena specific plan process, there's been a lot of concern about building heights and densities, with a number of participants looking to take advantage of the opportunity - through the specific plan crafting process - to lower building height limits and overall sizes of developments. The first two options on the menu specifically - allowing 12 more feet of building height and a higher FAR - unfortunately are not consistent with what a lot of residents are saying they want at those meetings. Those two options I would suggest taking off the table for now and asking city staff to recraft them. The other options I know have support through the correspondence that's already been submitted, and I think would be ones that residents who have attended the Our Pasadena meetings would also support.

Thank you,  
Jeff Cyrulewski

19 AUG 19 01:23PM

CITY CLERK

August 10, 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 key revisions to the City's Inclusionary Housing Ordinance.

This is a time when all who are awake recognize our housing affordability catastrophe. We call on this council to listen well, examine & bring to a swift vote important elements of an ordinance that has not been significantly revised since its inception in 2001. Inclusionary Housing (IH) is one of the most effective tools in mitigating wage stagnation coupled with obscene rent increases. It is time to create housing stock in this city to accommodate the broad spectrum of housing required to prevent more displacement. It is time to bring about bold change to address the severe shortage of very low and low income homes.

As you know Phil Burns, principle planner for the Arroyo Group (Old Pasadena, the Civic Center and the Playhouse District) has demonstrated the feasibility of increasing affordable housing set aside to 25% with the planning staff's recommended concessions. We support approval of the Planning Commission's recommendations of the following:

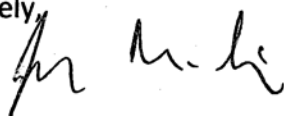
- Increase the inclusionary set-aside to 20% of units for very low- and low income families **only**.
- Offer concessions from a pre-approved menu in exchange for affordable housing of 25% or more.
- Eliminate "trade-downs" so affordable units get built.
- Increase the inclusionary zoning in-lieu fee by **6-8 times**.

Along with GPAHG, we are also recommending:

- Lower the threshold from 10 or more units to developments of 3-7 units.
- We strongly advocate Pasadena following City of Irvine's lead by placing all Inclusionary Housing in a Community Land Trust to monitor and ensure all IH remain affordable into perpetuity.

Thank you for your intentional consideration. We are watching for real leadership on behalf of all who bring valued diversity and service to this city.

Sincerely,



Jeffrey Levison  
335 Cherry Dr  
Pasadena, CA 91105

19 AUG 19 01:23PM

CITY CLERK

August 10, 2019

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

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Thank you for your intentional consideration. We are watching for real leadership on behalf of all who bring valued diversity and service to this city.

Sincerely,

*Elizabeth Lanski*  
ELIZABETH LANSKI  
376 WALLIS ST  
PASADENA CA 91106

08/19/2019  
Item 11



CITY CLERK

19 AUG 19 04:23PM

August 13, 2019

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

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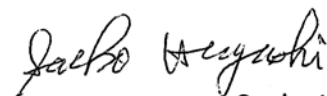
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Thank you for your intentional consideration. We are watching for real leadership on behalf of all who bring valued diversity and service to this city.

Sincerely,



Saeko Hayashi

75 W. Walnut St. #519  
Pasadena, CA 91103

19 AUG 19 01:23PM

CITY CLERK

August 10, 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 key revisions to the City's Inclusionary Housing Ordinance.

This is a time when all who are awake recognize our housing affordability catastrophe. We call on this council to listen well, examine & bring to a swift vote important elements of an ordinance that has not been significantly revised since its inception in 2001. Inclusionary Housing (IH) is one of the most effective tools in mitigating wage stagnation coupled with obscene rent increases. It is time to create housing stock in this city to accommodate the broad spectrum of housing required to prevent more displacement. It is time to bring about bold change to address the severe shortage of very low and low income homes.

As you know Phil Burns, principle planner for the Arroyo Group (Old Pasadena, the Civic Center and the Playhouse District) has demonstrated the feasibility of increasing affordable housing set aside to 25% with the planning staff's recommended concessions. We support approval of the Planning Commission's recommendations of the following:

- Increase the inclusionary set-aside to 20% of units for very low- and low income families **only**.
- Offer concessions from a pre-approved menu in exchange for affordable housing of 25% or more.
- Eliminate "trade-downs" so affordable units get built.
- Increase the inclusionary zoning in-lieu fee by **6-8 times**.

Along with GPAHG, we are also recommending:

- Lower the threshold from 10 or more units to developments of 3-7 units.
- We strongly advocate Pasadena following City of Irvine's lead by placing all Inclusionary Housing in a Community Land Trust to monitor and ensure all IH remain affordable into perpetuity.

Thank you for your intentional consideration. We are watching for real leadership on behalf of all who bring valued diversity and service to this city.

Sincerely, *Melinda Rice, 1023 Emerson St Pasadena CA 91106*  
*Anastacia M-Z Stewart, Member 1st Congregational Church, Pas.*  
*SANDRA BIEHLER - member of Pasadena church - (First Congregational)*  
*Bettie M. Jeel - Member FCC Pasadena*  
*Kim Story - member of 1st Congregational Church Pasadena*  
*Barbara Bongor - Treasurer of 1st Congregational Church of Pasadena*  
*Roberta & Ron White - FCC Pasadena & Pasadena Residents*

*934 E. HOWARD:  
Pas. 9110*

## Jomsky, Mark

---

**From:** Margarita Zuniga <margaritazuba13@icloud.com>  
**Sent:** Monday, August 19, 2019 2:53 PM  
**To:** Jomsky, Mark  
**Cc:** interfaithquaker@aol.com  
**Subject:** How I feel about Homeless

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

Hola, me llamo Margarita Zuniga de Galindo y tengo viviendo en pasadena por 30 años, el motivo de este mensaje es para dar a **conocer mi apoyo a la campaña para Hoteles Housing**, me duele mi corazón cuando veo a familias dormir en el parking de una Iglesia o en cualquier otro lugar no seguro para los niños, he visto personas de la tercera edad perder sus casas y vivir en su carro, en concreto no se me hace justo que hagan un hotel habiendo tantos en la Ciudad de Pasadena, y que no se preocupen por las personas que sufren, una comunidad sana, unida, bonita, y feliz es lo que necesitamos los que vivimos en Pasadena, por favor les pido sean misericordiosos y ayuden a esta gente que sufre. Gracias.

Margarita Zuniga de Galindo

## Jomsky, Mark

---

**From:** Mermell, Steve  
**Sent:** Monday, August 19, 2019 2:29 PM  
**To:** Jomsky, Mark  
**Subject:** FW: BIA-LAV ACTION ALERT

Mark, please see correspondence related to item 11 tonight.



Steve Mermell  
City Manager – 626.744.6936  
 **PASADENA**  
CITIZEN SERVICE CENTER 626.744.7311

---

**From:** M. Balian <Mbalian@msbconstructors.com>  
**Sent:** Monday, August 19, 2019 2:16 PM  
**To:** Mermell, Steve <smermell@cityofpasadena.net>  
**Cc:** Reyes, David <davidreyes@cityofpasadena.net>  
**Subject:** RE: BIA-LAV ACTION ALERT

Absolutely! I have sold over the years few Very Low income units to qualified and worthy members of our community. These are real people like you and me and anyone else in Pasadena.

About a couple of years ago when I heard few comments that very low income units don't sell I made a special effort to contact Habitat for Humanity of San Gabriel Chapter and was able to have them forge an alliance with our own Housing Department to carefully advertise, qualify and select potential homebuyers. HFH went as far as committing to provide 100% financing and at 0% rate long term loans to all those that qualify for very low income housing units. This is truly unprecedented. Furthermore they have agreed to stand behind those loans and owners. One such lucky individual was Tina Salcedo who has worked for PCC for a very long time and could have never in her wildest dream, as she has stated in her email to me, which if you care I can share with all, believed that she can actually own a unit in one of my projects in Pasadena and in District 6 to be blunt.

Pasadena as you may already know is being characterized as a City for the privileged and a community that is no longer affordable. And now to discriminate against the few that are deserving and worthy of ownership of such few units will totally push away those citizens in a discriminatory way by pressuring a handful of developers that are willing to take the beating

and build these few homes to make it possible for those residents to ever own a unit in our lovely City.

By raising the inclusionary fees could help produce more affordable units in Pasadena, but to exclude one group against another is dangerous and is morally wrong!

I hope the Council members will understand the implications and the importance of being all inclusive and continue helping developers to build affordable units of all kinds and to all sectors of our community and without discrimination. We as a City now have the HFH on our side to help us with this task and moral obligation.

We need to seize this opportunity and moment!

Thanks  
Mike

---

**From:** Mermell, Steve <[smermell@cityofpasadena.net](mailto:smermell@cityofpasadena.net)>  
**Sent:** Monday, August 19, 2019 1:24 PM  
**To:** M. Balian <[Mbalian@msbconstructors.com](mailto:Mbalian@msbconstructors.com)>  
**Cc:** Reyes, David <[davidreyes@cityofpasadena.net](mailto:davidreyes@cityofpasadena.net)>  
**Subject:** RE: BIA-LAV ACTION ALERT

Mike, thanks for sharing your thoughts. Would you like me to have the City Clerk pass along your comments to the Council for this evening's discussion?



Steve Mermell  
City Manager – 626.744.6936  
 **PASADENA**  
CITIZEN SERVICE CENTER 626.744.7311

---

**From:** M. Balian <[Mbalian@msbconstructors.com](mailto:Mbalian@msbconstructors.com)>  
**Sent:** Monday, August 19, 2019 12:57 PM  
**To:** Mermell, Steve <[smermell@cityofpasadena.net](mailto:smermell@cityofpasadena.net)>  
**Cc:** Reyes, David <[davidreyes@cityofpasadena.net](mailto:davidreyes@cityofpasadena.net)>  
**Subject:** FW: BIA-LAV ACTION ALERT

---

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

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Hello Steve: It seems that the City may be “discriminating” against the very low income residents by making it very difficult if not impossible for developers to build Very Low Income housing on site via the State Law. Recently I sold one such unit to a worthy and qualified

candidate, Tine Salcedo over at my West Grove project in District 6. Furthermore Habitat for Humanity is offering zero interest, 100% financing to all such qualified candidates.

If Very Low income units were not allowed or encouraged to be built, then Tina who works at PCC would have never been able to own a unit in her life as she claims. There are a whole lot more of people out in Pasadena that deserve to be homeowners and can only buy very low income units.

Thanks  
Mike Balian

---

**From:** BIA-LAV <[dcoronado@bialav.org](mailto:dcoronado@bialav.org)>  
**Sent:** Monday, August 19, 2019 12:18 PM  
**To:** M. Balian <[Mbalian@msbconstructors.com](mailto:Mbalian@msbconstructors.com)>  
**Subject:** BIA-LAV ACTION ALERT



# ActionALERT

BUILDING INDUSTRY CALL-TO-ACTION

## **TAKE ACTION: OPPOSE INCLUSIONARY ZONING INCREASE IN PASADENA**

The Pasadena City Council will be voting on an ordinance that will negatively adjust the current Inclusionary Zoning Ordinance. The City wants to increase their Inclusionary Zoning provision from 15% to 20%, remove their buy-down incentive option for very-low inclusionary units, and dramatically increase their in-lieu fee.

**This ordinance will be heard TONIGHT, Monday, August 19, 2019. Join BIA-LAV in opposing the ordinance and voicing your concerns at today's hearing.** For more information, please contact BIA-LAV Director of Government Affairs, Diana Coronado.

### **HEARING INFORMATION**

**Date:** Monday - August 19, 2019

### **Document Links**

• [City Agenda](#)

**Time:** 7:00 PM

• **Staff Report**

**Location:** Pasadena City Hall  
(100 North Garfield Avenue, Room  
S249, Pasadena, CA 91101)



BIALAV | 350 South Bixel Street, Suite 100, Los Angeles, CA 90017

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**Making Housing & Community Happen**

Educating and Empowering  
Congregations for Housing Justice

August 13, 2019

19 AUG 19 04:57PM

CITY CLERK

Dear Mayor Tornek and Members of the City Council:

We, the members of the Greater Pasadena Affordable Housing Group (GPAHG), are writing in order to express our support for strengthening the City of Pasadena's inclusionary zoning ordinance. Our team made up of urban planners, scientists, authors, and a racially diverse mix of caring residents, has been studying best practices in inclusionary policies across the US. We have met with local developers and many local players to vet our ideas. Now we want your feedback.

The City of Pasadena made a courageous decision in 2001 to embrace a new inclusionary housing model. 15% of all new housing was to be set aside as affordable. Pasadena's bravery and foresight have been rewarded in the two decades since: The inclusionary policy has produced 577 affordable units, and 690 additional affordable units have been either produced or preserved by leveraging \$26 million of in-lieu fees. This unmistakable benefit to the affordability and equality of the city has come without curtailing development, which continues at a brisk pace.

Last year, City Council directed the Planning Department to investigate strengthening the inclusionary zoning ordinance.

On July 24, 2019, the Planning Commission voted to strengthen the inclusionary zoning ordinance by:

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

We applaud and support each of these measures.

The city's own research, done by AECOM, reveals that it is feasible for developers to set aside at least 20% of all new housing as affordable. Our own analysis of AECOM's data, done by city planner Phil Burns of the Arroyo Group, shows that with incentives (such as easing parking requirements, expedited processing, or a small density bonus) even higher set-aside amounts are easily feasible without cutting into developer profit margins. We recommend the Planning staff's pre-set menu of incentives, each with an attached bump in set-

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

08/19/2019

Item 11

Ill Shook  
Co-Founder; Executive Director  
Pasadena  
Anthony Manousos  
Co-Founder; Peace activist  
Pasadena  
Robert Biard  
Urban Planner; Chair  
Los Angeles  
Andre White  
Affordable Housing Developer;  
reasurer  
Pasadena  
Margaret Lee  
PU Social Work Professor;  
ecretary  
Pasadena  
Rome L. Garciano  
awyer  
Pasadena  
Eborah Meyers  
astor  
enver



aside percentages for affordable housing, up to and even past 25% should the developer so chose more incentives.

We agree with the Housing Department, the Planning Department and Planning Commission that it is time to end trade downs so that we get more affordable units. Pasadena currently allows developers that include very low-income units to "trade down"—i.e. include only 11% of the units as affordable—to defray the cost. Required percentages of units in each category (5% very low, 5% low, 10% moderate) will help to eliminate this quirk and ensure a more even spread of affordable housing across income levels.

We warmly welcome the Planning Department's recommendation to increase the in-lieu fees by the increase recommended by the Housing Departments nexus study. The fee has been so low it incentivizes some developers to pay a fee instead of including affordable units. We need to encourage units to be built on site, but we also still need the fee option because it's the only local pot of money the housing department can use for leveraging dollars—which at times has been leveraged up to 4 or more times. Most developers since 2001 have included affordable units, but to assure that they continue to do so, we are recommending that if a developer chooses to pay a fee, that they be permitted to use the fee option for half of the units; the rest must be built on site. This is presently allowed in existing ordinance, but not required.

With only a few exceptions, off site units have been allowed in Northwest Pasadena due to the overconcentration clause in the inclusionary policy—the idea being that NW is a low-income community and affordable housing should not be concentrated in this area. We feel that the "overconcentration" policy is obsolete. With the average home selling for \$800,000, and more than 24% of African Americans being displaced within ten years, N.W. Pasadena has become gentrified and needs affordable housing just as much as anywhere else in the city. We recommend dismissing the current overconcentration policy and allow building of off site affordable in NW Pasadena.

We have two additional recommendations to add to what the Planning Commission proposed.

First, the inclusionary policy is currently applied only to buildings with 10 or more units. We recommend lowering the inclusionary threshold from 10 units or more to 8 units or more. Additionally, to capture even more affordable units, developments of 3-7 units could be required to provide a unit or pay a fee. This will spread affordable units throughout the community—a stated goal of the city. Santa Monica, West Hollywood, and other cities have set the precedent for us.

Second, we strongly encourage the city to establish a Community Land Trust to oversee the inclusionary units. The city wisely requires that all the inclusionary rental units be affordable in perpetuity, so they will never go market rate, but for-sale inclusionary units can be sold at market rate after 45 years. The city has the first right of refusal to purchase for-sale units, which provides a level of protection. But these units can also be

sold at market rate, causing the city to lose that affordable unit. Our solution is to place all the inclusionary units into a community land trust (CLT). There are about 250 CLTs across the United States. Today the city of Irvine places all their affordable units into a CLT so that they can be monitored by the CLT and preserve their affordability and subsidy in perpetuity. This model would allow Pasadena or private owners to place their properties in the CLT to make them and/or keep them affordable.

For two decades, Pasadena's inclusionary policy has been an effective tool for providing housing to the residents of the city, at no cost to the city or taxpayers. We look forward to its next incarnation, with increased inclusionary unit set-asides, eliminated trade-downs, a beefed-up in-lieu fee, and applying to a greater range of income levels.

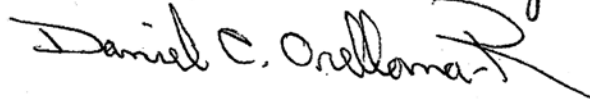
Thank you for your commitment to keeping Pasadena affordable and welcoming to all.

Signed,

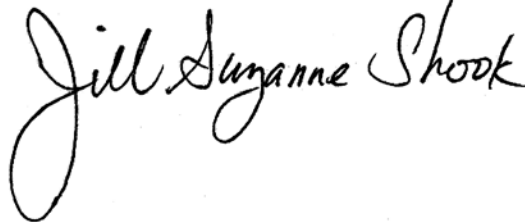
GPAHG



Rev. Connie Dullea



Daniel C. Orellana

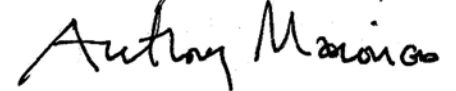


Jill Suzanne Shook



Edward J. Weskatke

Pasadena's Organization  
for Progress - POPA



Anthony Mancino

August 9, 2019

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

19 AUG 19 04:53PM

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,

*Joe Pardee*  
JOE PARDEE

2295 E COLORADO BLVD #104

PASADENA, CA 91105

08/19/2019  
Item 11

August 9, 2019

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

19 AUG 19 04:59PM

CITY CLERK

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

Sincerely,

*Sally Beer*  
599 Eldora Rd, Pasadena  
91104

08/19/2019

Item 11

19 AUG 19 04:53PM  
CITY CLERK

August 9, 2019

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

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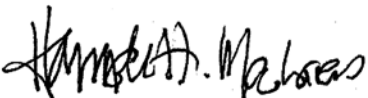
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Thank you very much for your attention to this letter. We appreciate your continued leadership of the city.

Sincerely, 

August 9, 2019

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

19 AUG 19 04:53PM

CITY CLERK

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

Sincerely,

*Fathleen A. Torres*  
1724 Bridger Road  
Pasadena 91104

08/19/2019  
Item 11

August 9, 2019

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

19 AUG 19 04:59PM

CITY CLERK

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

Sincerely,



975 E. UNION ST # 208  
Pasadena, CA 91106

August 9, 2019

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

19 AUG 19 04:59PM

CITY CLERK

Dear Mayor Tornek and Members of the City Council:

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- 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,

*Mindy Kittay*  
Mindy Kittay

599 Edvard Rd  
Pasadena, CA 91104



August 9, 2019

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

19 AUG 19 04:59PM

CITY CLERK

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Sincerely,



Susan Basmajian  
777 Old Mill Rd  
Pasadena 91108

08/19/2019  
Item 11

August 9, 2019

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

19 AUG 19 04:58PM

CITY CLERK

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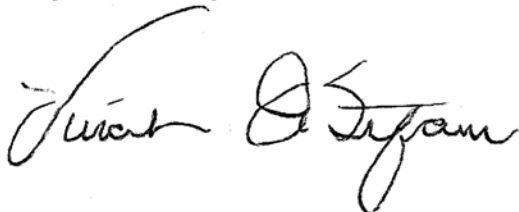
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Sincerely,



5801 N. SIERRA MAREE BLDG.  
PASADENA CA 91107  
VINCENT DE STEFANO

08/19/2019  
Item 11

August 9, 2019

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

19 AUG 19 04:50PM

CITY CLERK

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Sincerely,

MAJOR WILLIAMS  
456 E. ORANGE GROVE BLVD.  
PASADENA, CA. 91104

08/19/2019  
Item 11



August 9, 2019

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

19 AUG 19 04:58PM  
CITY CLERK

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Sincerely,

*Ms. Julie Romero + Rahdal Romero*  
*943 N. Wilson Ave Pasadena 91104*

08/19/2019  
Item 11

19 AUG 19 04:58PM  
CITY CLERK

August 9, 2019

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

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Sincerely,

*Mrs. Petite Morrison*  
478 Ellis St. Pasadena, CA 91105

08/19/2019  
Item 11

August 9, 2019

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

19 AUG 19 04:58PM

CITY CLERK

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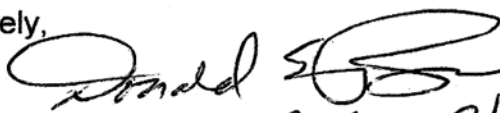
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Sincerely,

  
1000 E Colif Blvd unit 107  
Pasadena, CA 91106

08/19/2019  
Item 11



## NAACP PASADENA BRANCH

595 Lincoln Avenue, Suite 103 • Pasadena, CA 91103-3336 • (626) 793-1293

19 AUG 19 04:58PM

CITY CLERK

August 19, 2019

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

Dear Mayor Tornek and Members of the City Council:

I am writing to express the support of Pasadena NAACP 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.

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08/19/2019  
Item 11

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

Sincerely,

A handwritten signature in cursive script that reads "Allen Edson". The signature is written in black ink and is positioned above the printed name.

Allen Edson

President



**Jomsky, Mark**

---

**From:** Topher Mathers <tophermathers@gmail.com>  
**Sent:** Monday, August 19, 2019 5:10 PM  
**To:** Gordo, Victor; De La Cuba, Vannia  
**Cc:** Jomsky, Mark  
**Subject:** Inclusionary Zoning Ordinance

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

Dear Councilmember Gordo and Vania,

I'd like to share with you my support regarding the Planning Commission's recommendation that council amend the city's ordinance for a 25% inclusionary housing component for new housing construction.

I believe it's time for the city to update the ordinance to reflect current need for affordable housing. I believe this would be a fantastic step in the right direction to begin addressing this serious issue.

Sincerely,  
Topher Mathers



Los Angeles/Ventura Chapter

19 AUG 19 05:16PM

CITY CLERK

**EXECUTIVE COMMITTEE**

- Derek Leavitt, *Modative, Inc.*  
President
- Barry Altshuler, *Equity Residential*  
Vice President
- Neils Cotter, *Carmel Partners*  
Vice President
- Derek Fraychineaud, *CIM Group*  
Vice President
- Larry Hoffman, *Fassberg Contracting Corporation*  
Vice President
- Ken Kahan, *California Landmark*  
Vice President
- Dave Little, *Pardee Homes*  
Vice President
- Greg McWilliams, *FivePoint*  
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- Monica Mejia, *LINC Housing*  
Vice President
- Frank Su, *Toll Brothers*  
Vice President
- Tom Warren, *Holland Partners*  
Vice President
- Henrik Nazarian, *D & D Engineering, Inc.*  
Secretary, Treasurer
- Kevin Harbison, *Shea Homes*  
Immediate Past-President

August 19, 2019

Office of the Mayor and City Council  
Pasadena City Hall  
100 North Garfield Avenue, Room S228  
Pasadena, CA 91101-7215

**Re: ZONING CODE AMENDMENTS RELATING TO INCLUSIONARY HOUSING AND AFFORDABLE CONCESSION MENU AND ADJUSTMENTS TO INCLUSIONARY IN-LIEU FEE RATES**

Honorable Mayor and City Council,

The Los Angeles/Ventura Chapter of the Building Industry Association of Southern California, Inc. (BIA) represents more than 1,000 companies employing over 100,000 people all affiliated with housing production.

We are very concerned that your proposed inclusionary zoning code amendment and change to the inclusionary zoning in-lieu fee rates will reduce housing production in the City. This would be a significant change of the City's General Plan and in violation of the City's Regional Housing Needs Assessment allocations, as well as intentionally violating the Housing Accountability Act.

We respectfully request that the City: 1) analyze and fully disclose the impacts of the proposed actions to housing production in the City; and 2) complete the legally required analysis and public comment process required by the California Environmental Quality Act (CEQA), including preparation of and Environmental Impact Report (EIR), prior to voting on the proposed actions. Below we have outlined these and other outstanding concerns:

**General Plan**

No matter how the proposed adjustments are framed, they appear to be aimed at reducing housing production in the City, thus undercutting the City's General Plan. The June 19, 2019 AECOM Study showed that a 20% inclusionary requirement is infeasible for all project types. The City's proposal recommends potentially providing up to two concessions

**BOARD OF DIRECTORS**

- Rocco Cordola, *Gothic Landscape*
- Donna Deutchman, *Homes 4 Families*
- George Dickerson, *All Promotions Etc.*
- Richard Dunbar, *Oakridge Landscape, Inc.*
- Tommy Eckes, *Richmond American Homes*
- Joseph Fillippelli, *Wells Fargo*
- Mike Frasco, *Bio Clean Environmental Services*
- Amy Freilich, *Armbruster Goldsmith & Delvac LLP*
- Laurel Gillette, *KTGY Architecture + Planning, Inc.*
- Ellen Golla, *DB Companies*
- Peter Gutierrez, *Latham & Watkins*
- Andy Henderson, *The Henderson Law Firm*
- Marc Huffman, *Brookfield Residential*
- Krysti Irving, *Landscape Development, Inc.*
- Karl Mallick, *David Evans & Associates*
- Bill McReynolds, *Warrington Group*
- Greg Medeiros, *Tejon Ranch Company*
- Monica Mejia, *LINC Housing*
- Eileen Merino, *CDS Insurance*
- Greg McWilliams, *Five Point*
- Brian Murtaugh, *Loan Depot*
- John Musella, *The Musella Group*
- Rogelio Navar, *Fifteen Group*
- Adam Ochs, *Reylenn*
- Scott Ouellette, *Williams Homes*
- Erik Pfahler, *Borstein Enterprises*
- Harriet Rapista, *Comstock Homes*
- Darrell Simien, *Habitat for Humanity of Greater LA*
- Sara Soudani, *Commonwealth Title Insurance*
- Harriet Rapista, *Comstock Homes*
- Alyssa Trebil, *DuctTesters, Inc.*
- Brett Trebil, *Watt Communities*
- Rich Villaseñor, *KB Home*
- Christine Villegas, *Chelsea Investment Corp*
- Rick White, *Larrabure Framing*

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Item 11



Los Angeles/Ventura Chapter

to offset this infeasibility. However, the AECOM Study does not directly study the feasibility of this approach or conclude that it changes the infeasibility conclusion.

The complete exemption from CEQA as proposed by the staff report is unlawful and unsupported by substantial evidence in the record. According to the City commissioned AECOM Study, it is likely that the policies would result in the reduction of both the number and nature of dwelling units within the City. The contemplated reduction in development intensity would reduce the number of households that may be accommodated within the City through residential and mixed-use projects that have been proposed and that may be proposed, including projects that include affordable housing units that would be restricted to lower income households. Failing to allow housing production in compliance with the existing General Plan and state laws would result in more people driving greater distances to find housing they can afford to rent or buy, resulting in significant adverse traffic, air quality, and greenhouse gas impacts that must be addressed in an EIR. These physical impacts to the environment will directly and disproportionately affect residents of the City located closest to already congested highways and high-volume roadways.

Also notable, the feasibility analysis makes no mention of an implementation timeline. If the City were to adopt a mandated inclusionary zoning policy and implement it immediately, this drastic change would negatively affect the market. Any policy that is adopted should be done so gradually, as a phased-in approach, over several years. This would ensure that there are no disruptions to the current building progress. A robust grandfather clause for projects in the pipeline should also be included in the policy recommendations. Homebuilders who have invested in the City before a serious change in land value occurred, through an unforeseen City imposed policy, should not be subject to an ordinance that would so drastically affect their ability to produce housing.

### **Missing Middle**

Hundreds of thousands of hard-working families and individuals cannot afford to live where they work and are facing a housing cost burden, defined as paying more than 30% or more of their income on housing. As an example, most Los Angeles area teachers are faced with this cost burden, earning between \$50,000 - \$54,000 – above 80% Average Median Income (AMI) which is the highest threshold to qualify for below market-rate housing. They are then left to compete against other households with more financial resources for the scarce market-rate units that are still up for grabs. These middle-income families and individuals do not qualify for assistance, yet do not make enough money to live unburdened.

Any rise in housing construction costs, such as this increased inclusionary policy, pushes working families and individuals further from housing affordability and exacerbates the “missing middle” housing gap. Costs, like inclusionary zoning expenses, continue to rise making housing too expensive to build and still deliver a product that’s affordable to middle-income earners. Homebuilders are now either building subsidized housing or luxury housing, resulting in the production of zero moderate



Los Angeles/Ventura Chapter

income housing units. Applying a potentially unworkable change in the current inclusionary zoning policy will likely make the housing shortage worse, not better.

Additionally, the continued application of the inclusionary ordinance to for-sale housing is not financially feasible for homebuilders. A 2016 Study by Capitol Matrix found that a potential 15% inclusionary zoning mandate on for-sale housing would require an average increase of \$67,000 thousand dollars per market priced unit. The costs to make for-sale housing financially feasible is added in to the market rate units in order for builders to get the return on their investment needed for the financing of the project. This perpetuates and adds to the missing middle housing gap for those making just above moderate income. To make matters more challenging, the suggested incentives that could be offered by governing bodies would also be difficult to accommodate for for-sale homes due to the lack of offsets that could make a substantial financial impact to this type of non-multifamily or non-infill project. The City of Glendale recognized these concerns and drafted their recently adopted inclusionary ordinance to exclude for-sale housing.

#### **Conclusion**

We encourage you to delay your vote and reconsider how expanding inclusionary requirements will affect the production of affordable units within your City. Additional inclusionary housing mandates could stifle housing production, leading to not only less housing, but also less affordable housing – the opposite of what an inclusionary policy seeks to accomplish. There is ample opportunity to make this policy a functional, meaningful tool to address affordable housing by implementing the input contributed by stakeholders who are providing and building housing.

Should you have any questions please contact, BIA-LAV Director of Government Affairs, Diana Coronado, at (213) 797-5965 or at [dcoronado@bialav.org](mailto:dcoronado@bialav.org).

Sincerely,

Tim Piasky  
Chief Executive Officer  
BIA-Los Angeles/Ventura

CC:

Ben Metcalf, California Department of Housing and Community Development