

McMillan, Acquanette (Netta)

From: tsrutherford@pasadenanetwork.org>
Sent: Monday, July 13, 2026 9:31 AM
To: PublicComment-AutoResponse
Subject: Pass a new property transfer tax to fund affordable housing - agenda item 16

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Council Member,

To the Mayor and Members of the Pasadena City Council,

I urge you to place a property transfer tax dedicated to affordable housing and homelessness prevention on the ballot.

Pasadena urgently needs a stable source of funding for affordable housing. The City's Housing Element already commits Pasadena to considering a transfer tax, and the staff report estimates it could generate approximately \$26 million annually to support affordable housing, rental assistance, and homelessness prevention.

A progressive transfer tax can be designed to apply only to luxury home sales, ensuring that the vast majority of Pasadena homeowners and renters are not directly affected. With an average home price of about \$1.2 million, setting the starting point at \$2.5 or \$3 million would target only high-value property transactions.

Pasadena already faced a housing crisis, and the need for affordable housing has become even greater following the Eaton Fire, which displaced many residents in Pasadena and Altadena. The best way to address homelessness is to prevent it by keeping people housed.

I encourage the Council to give Pasadena voters the opportunity to decide whether to create a dedicated local funding source for affordable housing and homelessness prevention.

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McMillan, Acquanette (Netta)

From: Donna M Lee <noreply@adv.actionnetwork.org>
Sent: Monday, July 13, 2026 11:28 AM
To: PublicComment-AutoResponse
Subject: I support a transfer tax to fund affordable housing - agenda item 16

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Council Member,

Dear Mayor Gordo and Members of the Pasadena City Council,

I strongly support placing a Transfer Tax on the ballot as an additional source of revenue for our city. I also urge you to dedicate those funds to affordable housing, consistent with the Housing Element that the City submitted to the State of California.

While Pasadena has made significant progress in reducing homelessness, much more remains to be done, and expanding affordable housing is one of the most direct ways to address the problem. Affordable housing is especially important for seniors living on fixed incomes. Rent control helps, but annual Social Security increases often fail to keep pace with rising rents. Today, more than 51 percent of Pasadena renter households spend over the recommended 30 percent of their income on housing. Increasing the supply of affordable housing would help relieve that burden.

Transfer taxes have been successfully adopted in other California cities and apply only to the sale of high-value properties. They do not place an added burden on the average homeowner or on the '58 percent of Pasadena households that rent'. This is a practical way to generate revenue while making Pasadena a more livable city for everyone.

Thank you and sincerely,
Donna Lee

Donna M Lee

PASADENA, California 91106

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McMillan, Acquannette (Netta)

From: humaira afzal
Sent: Monday, July 13, 2026 12:27 PM
To: PublicComment-AutoResponse
Subject: Item 16 - Property Transfer Tax to Fund Affordable Housing

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Dear Mayor and City Council Members,

Addressing homelessness is one of City Council's top priorities. The best way to fight homelessness is to not let it happen in the first place. We will never effectively prevent, let alone end, homelessness without building substantially more affordable housing.

I encourage you to place a progressive property transfer tax on the ballot for November, with money raised to be allocated to fund affordable housing and homelessness prevention. As a reminder, the city's Housing Element specifically references a property transfer tax as a potential funding source for affordable housing. Unlike most other taxes, a property transfer tax that applies only to high value homes would only affect very wealthy homeowners and, unlike most other taxes, not put the burden on residents who are already struggling to pay for housing and other basic needs.

The median home price in Pasadena is about \$1.2 million; a property transfer tax would raise significant funds if it kicks in at homes selling at \$2.5 million or even \$3 million. In 2025 alone, over 90 homes sold for over \$3 million. There are currently over 30 homes on the market list for at least \$3 million. Increased property transfer taxes on the sales of these luxury and ultra-luxury could raise greatly needed funds for affordable housing and homelessness prevention services in Pasadena without adding to the tax burden of all but a very small number of city residents.

Sincerely,
Humaira
Pasadena District 7 Resident

Sent with Proton Mail secure email.

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1070 E. Green Street, Suite 100
Pasadena, CA 91106

PASADENA  FOOTHILLS
REALTORS®

RECEIVED

2026 JUL 13 AM 11:59 (626) 795-2455
government@pfar.org

CITY CLERK
CITY OF PASADENA

July 13, 2026

Honorable Mayor Victor Gordo
Honorable Members of the City Council
City of Pasadena
100 North Garfield Ave.
Pasadena, CA 91101

RE: Pasadena City Council for July 13, 2026 Agenda Item No. 16

Dear Mayor Gordo and Members of the City Council:

At its regular meeting for July 13, 2026, the Pasadena City Council is scheduled to consider various measures to increase revenues through various tax increases. While fiscal management is critical for the long-term success of a well-functioning public agency, we urge the City Council against burdensome tax increases as are under consideration by the Council.

Two tax increases identified in the Staff Report for Agenda Item 16 are of particular concern: Parcel taxes and real property transfer taxes have particularly negative effect on utilization and transaction of local properties. They levy an unfair burden on homeowners. Attachment C of the staff report identifies real property transfer taxes and parcel taxes in that "tax is paid by residents and commercial property owners; can establish a relationship between the tax basis and the services." This statement is incorrect, based on these factors:

- Our real estate transaction data indicate that, historically, on average 2-5% of properties within any jurisdiction turn over each year. A real estate transfer tax relies on a remarkably small subset of property owners – those in the process of transfer title to the property – to carry a highly disproportionate burden for balancing the City's budget.

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- Parcel taxes and transfer taxes apply to property owners and not necessarily tenants. Under Pasadena Charter Sec. 1813, housing providers may pass through these tax liabilities as operating expenses. However, they must reapply every year for a new pass-through and thereby be annually subject to the risk of findings in a rental housing board hearing that are inconsistent with this provision. Furthermore, a limited and unreliable pass-through adds to the excessive burden of property owners having to bear disproportionate responsibility for balancing the City's budget.
- Parcel taxes and transfer taxes increase the overall cost of housing while adding time and risk to an already complicated sales transaction. This is an additional de facto burden on property buyers and sellers that ultimately affects all residents – homeowners and tenants.

These unsustainable tax hikes – amid ongoing concerns about the availability and affordability of homes in the community – exert undue pressure on the residential and business communities. It is these same communities where the City's revenue comes from. Any negative effects that drive businesses away or reduce the economic purchasing power of the City's residents could eliminate any benefit the City may realize from raising taxes.

On behalf of licensed real estate agents and brokers living and working in the City of Pasadena – and on behalf of the countless residents and business supported by real estate professionals – we urge the City Council not to proceed with burdensome taxes but rather look toward other measures for proper fiscal management with City resources that also supports the local community.

Sincerely,



Sarah Moore
2026 President

RECEIVED

2026 JUL 13 PM 12:49

I support the proposed real property transfer tax to help fund more affordable housing. I appreciate the work the council is doing to help folks struggling with having stable housing, and a way to help fund those efforts is through a real property transfer tax.

In addition, I ask that whatever is placed on the ballot have a solely dedicated funding allocation for fire department infrastructure and operational needs.

In 2018, Pasadena voters approved a sales tax measure – Measure I – to fund city services. The ballot measure stated: “Shall an ordinance be adopted to **maintain essential City of Pasadena services such as fire**, police, paramedics, emergency service/response times; **keep fire stations open**; improve neighborhood and school safety; repair streets/sidewalks; **address homelessness**; maintain after-school programs/senior services, and other general fund services, by establishing a $\frac{3}{4}\%$ sales tax providing approximately \$21,000,000 annually until ended by voters; requiring audits and all funds locally controlled?”¹

Yet here we are almost a decade later discussing funding Fire Dept. needs, keeping fire stations open, fixing fire station crumbling infrastructure. In the year after the worst natural disaster to hit Pasadena nonetheless. Furthermore, we have no accounting of how much of Measure I went to fund Fire Department needs. In addition to Measure I, there was an additional measure J designating 1/3 of Measure I funds to PUSD schools. Why can't something similar be set up for Fire department needs?

In contrast, the Police Department gets the lion's share of the city budget in comparison to other departments, in addition to being eligible for millions of dollars in grants and federal funding. While the police department is able to obtain grants for surveillance equipment in the form of asset forfeiture, UASI, anti-terrorism...but the same funding opportunities are not afforded to Fire.

Its time we step up our allocation of grants and other funding to align with the large scale devastating risks we face like earthquake and fires. In addition, with the city hosting more large scale events and an expanding (and aging) population, we need to work towards having the resources for tomorrow. I don't want to be back here in another decade hearing that the Fire Department need is retrofitting their fire stations...if we can do it for the Central Library, surely we can do it for the Fire Department.

I have concerns about the proposed parcel tax. It is estimated to be the highest potential annual revenue generator at about \$30 million annually. However, the burden would overwhelmingly fall on the shoulders of residential property at 67%. We must not forget the other city increases placed on the shoulders of residents when budgets are already strained. I also have concerns of the trickle down effect on renters.

¹ [https://ballotpedia.org/Pasadena,_California,_Measure_I,_Sales_Tax_\(November_2018\)](https://ballotpedia.org/Pasadena,_California,_Measure_I,_Sales_Tax_(November_2018))

16. General Fund Revenue

The increase demands placed on the city are somewhat in part due to increase of tourism and the ever-growing large scale events in the city. The costs should be spread across residents as well as visitors. For example, part of the TOT goes back to business marketing efforts, business aesthetics and contracting with companies for "intelligence" like foot traffic data.

I had hoped the discussions about **vacancy taxes** would be further along. Perhaps we could have avoided having the vacant St. Lukes building be used by the federal government for "Military Training" in the neighborhood devastated by the fires. Vacant properties bring a host of other issues, and could be better used for other means.

Yadi

Pasadena City Council Meeting

July 13, 2026

16. General Fund Revenue

McMillan, Acquanette (Netta)

From: Christine Reeder
Sent: Monday, July 13, 2026 1:08 PM
To: PublicComment-AutoResponse
Subject: July 13 City Council discussion on new taxes

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Hello Pasadena City Council Members,

It appears that the City of Pasadena does not manage their budget very well and needs to ask the residents to bear new taxes to balance the budget. Pasadena Water and Power is now increasing rates by 22% in 3 stages and your discussion today will consider a parcel tax. Pasadena residents are now paying a library special property tax, Central Library Earthquake 195 million bond tax, 2 PUSD taxes, increased parking rates and at today's meeting you are considering 5 new taxes. The parcel tax will make current residents consider moving out of Pasadena and is a huge hardship for normal residents. When will you consider the middle income and lower residents of Pasadena? You need to examine how the city budget is being currently spent before adding new taxes. Looking forward to your discussions and thought process to see if reasonable and sound thinking.

Thank you. A 50 year resident of Pasadena.

Sent from my iPhone

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McMillan, Acquanette (Netta)

From: [REDACTED]
Sent: Monday, July 13, 2026 1:31 PM
To: PublicComment-AutoResponse
Subject: Item 16: transfer tax

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Dear Mayor and City Council members,

I am glad that Pasadena is looking into measures to enhance city revenue during this difficult time. When Culver City went through a budget crisis five years ago, the City Council decided to put a transfer tax on the ballot. The revenue went into the General Fund, but a percentage was set aside for affordable housing. We talked with city officials about this transfer tax, and I suggest that you direct staff to do the same. We learned that the transfer tax has significantly impacted Culver City's revenue. In its first year, it generated \$17 million, exceeding initial projections by about \$15 million, [according to Culver City Crossroads](#). While revenue for the 2023-2024 fiscal year was lower than initially anticipated, coming in around \$7.4 million, it still contributed a substantial amount to the city's finances. Culver City's population is 40,000, which much smaller than Pasadena's, so we could expect to raise considerably more funds if we had a similar transfer tax.

As a person of faith, I urge you to prioritize the needs of our unhoused residents for supportive housing and a year-round shelter--something that this Council supports. A year-round shelter doesn't work for many unhoused people, such as women and the mentally ill, but congregate shelters can help to get some people off the street and into a place where services can be provided. It will require not only start-up funds but also ongoing case management to ensure that residents are given the support they need to become permanently housed. Trinity Lutheran's safe parking program and All Saint's Safe Haven program have helped dozens of unhoused people to be permanently housed because they have contracted with Friends In Deed and Union Station to provide case management and housing navigators. These services are essential to the success of a year-round shelter. Additionally, I urge you to set aside funds for incentivize developers to build more permanent supportive housing. As long as over 500 people are unhoused and over 300 living on our streets in Pasadena, we have a moral responsibility to provide funding to house what the late Councilmember John Kennedy liked to call "the least of these," referencing Matthew 25 ("Whatever you do for the least of these my brothers and sisters, you do for Me.") Councilmember Cole has argued convincingly that we could effectively end homelessness in our city. Let's make sure we provide funding to make this happen.

Anthony Manousos
District 1
Co-founder of Making Housing and Community Happen

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McMillan, Acquanette (Netta)

From: Jill Shook
Sent: Monday, July 13, 2026 1:31 PM
To: PublicComment-AutoResponse
Subject: RE: Comment for July 13 #16 transfer tax.

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Dear Pasadena City Council,

Shortly after Bill Huang begin working for the City of Pasadena in 2009, there was a requirement that we have several workshops a year- one of those early workshops focused on local funding dedicated funding sources for affordable housing— we discussed transfer tax, linkage fees and more. He was a strong proponent of transfer taxes as we are as an organization. We met early on with ULA as they were planning the transfer tax and have followed it closely with the ups and downs, but overall it has been very successful with \$552.8 million raised in 2025, and after admin fees, 70% for affordable housing.

Additionally, as we have watched the Police budget grow by 10 million a year recently, during which crime has decreased, I can't help but remember how several of passed Police chief had made it clear that affordable housing is one of the best deterrents for crime. And it would certainly prevent many calls to police regarding homelessness. We the mindset of ending homelessness, or at least a functional zero model like Redondo Beach.

But we can't build that without the housing and the needed funding for it, especially considering federal cuts. A local funding source is essential and transfer tax should be put on the ballot by the city council as soon as possible with a very high percentage of the funding going toward affordable housing, especially for those experiencing homelessness.

Sincerely, Jill Shook, with Making Housing and Community Happen [Makinghousinghappen.org](https://makinghousinghappen.org)

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McMillan, Acquanette (Netta)

From: Ethan Haleblan <noreply@adv.actionnetwork.org>
Sent: Monday, July 13, 2026 2:06 PM
To: PublicComment-AutoResponse
Subject: Transfer Tax for Affordable Housing - Agenda Item 16

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Council Member,

To the Mayor and Members of the Pasadena City Council,

I have lived in Pasadena for all my life. I strongly support the establishment of a transfer tax to fund the development of affordable housing, not just as a general funding source. Such a tax has already been explored as a funding source for affordable housing in Pasadena's Housing Element. Other similar transfer taxes have seen success in Culver City and LA City, the latter of which has raised \$1.3 billion over 3 years.

If the transfer tax is implemented incrementally, it would only affect owners of ultra luxury properties, not average homeowners and renters (which make up the bulk of residents in Pasadena). As the cost of living continues to rise, coupled with the devastation caused by the Eaton Fire, affordable housing is needed now more than ever. For these reasons, I support a transfer tax as a method of funding affordable housing

Sincerely,
-Ethan Haleblan

Ethan Haleblan

Pasadena, California 91107

07/13/2026
Item 16

McMillan, Acquanette (Netta)

From: Lisa Haleblan <noreply@adv.actionnetwork.org>
Sent: Monday, July 13, 2026 2:15 PM
To: PublicComment-AutoResponse
Subject: our city needs a new property transfer tax to fund affordable housing - agenda item 16

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Council Member,

To the Mayor and Members of the Pasadena City Council,

I have been a resident and property owner in Pasadena for over 25 years. The need for affordable housing has never been more urgent, especially after the Eaton fire. Even as a landlord, we see the need for more housing that the average person can afford. If we were to start over, my family would not be able to afford a home here and I worry that my children will not be able to raise their families here as well.

Therefore, I strongly encourage you to place a property transfer tax dedicated to affordable housing and homelessness prevention on the ballot.

Pasadena urgently needs a stable source of funding for affordable housing. A transfer tax on highly valued properties is a reasonable solution to an ever increasing societal problem.

I encourage the Council to give Pasadena voters the opportunity to decide whether to create a dedicated local funding source for affordable housing and homelessness prevention.

Thank you,

Lisa Haleblan,

Pasadena homeowner and landlord

Lisa Haleblan

Pasadena , California 91107

McMillan, Acquanette (Netta)

From: Herag Haleblian <noreply@adv.actionnetwork.org>
Sent: Monday, July 13, 2026 2:19 PM
To: PublicComment-AutoResponse
Subject: YES to a transfer tax to fund affordable housing - agenda item 16

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Council Member,

Dear Mayor Gordo and Members of the Pasadena City Council,

I strongly support putting a Transfer Tax on the ballot as an additional source of revenue for our city. Further, I would urge you to designate this money to be used for Affordable Housing, as you proposed in the Housing Element that was submitted to the State of California.

While Pasadena has made great strides in reducing homelessness, much more remains to be done, and increasing affordable housing directly addresses this issue. Affordable housing is especially crucial to seniors, who are on fixed incomes. Rent control is helpful, but the annual increase in Social Security does not always cover the increase in rent. More than 51 percent of renter households currently pay over the recommended 30 percent of their income on rent. Affordable housing relieves this burden.

Transfer taxes, as used in other California cities, affects only the owners of luxury housing, and thus does not burden the average homeowner nor the 58 percent of households that are renters. This would be a great way to make Pasadena a more liveable city.

I am a landlord and own property in Pasadena. I'm concerned about providing affordable housing to our next generation.

Herag Haleblian

Pasadena, California 91107

McMillan, Acquanette (Netta)

From: Juju Lelliott <noreply@adv.actionnetwork.org>
Sent: Monday, July 13, 2026 3:48 PM
To: PublicComment-AutoResponse
Subject: Item 16 - I support a Property Transfer Tax on Luxury homes to fund affordable housing

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Council Member,

Dear Mayor Gordo and Pasadena City Council,

This is an earnest and original statement, not what has been described as "one-click politics."

Thank you for holding this session to address a widening deficit and consider new sources of revenue during a time of increased need and economic uncertainty.

Engaged residents want this body to explore viable, pragmatic ways of addressing affordable housing, homelessness, and quality of life for both housed and unhoused people living in Pasadena. We support a multi-layered strategy that includes a luxury transfer tax, or "mansion tax" allowing a proportionately small investment from our wealthiest neighbors to support the growing populations vulnerable to economic crisis and housing insecurity.

The City Council is not being asked to approve such a measure, simply to ensure that it is eligible to be on the ballot this Fall, and that the public has the opportunity to engage in comprehensive and nuanced discussions before casting their votes.

This statement was drafted without the use of pre-written statements or AI.

Thank you,
Dr. Juju Lelliott

Juju Lelliott

Pasadena , California 91104

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Item 16

McMillan, Acquanette (Netta)

From: Donna Sider <noreply@adv.actionnetwork.org>
Sent: Monday, July 13, 2026 4:01 PM
To: PublicComment-AutoResponse
Subject: Transfer tax designated ONLY to Affordable Housing

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Council Member,

Mayor Gordo and Members of the Pasadena City Council,

This council made a commitment to the Housing Element and told the State that Transfer Tax revenue would be used to build Affordable Housing in Pasadena. We are raising our voices to remind you of that commitment. As my council member Rick Cole has said, we need local sources of funding to pay for priority spending in this city. Transfer tax is needed for specific underfunded areas.

Much more remains to be done to reduce homelessness and increasing affordable housing directly addresses this issue. Affordable housing is especially crucial to seniors, who are on fixed incomes. Rent control is helpful, but the annual increase in Social Security does not always cover the increase in rent. More than 51 percent of renter households currently pay over the recommended 30 percent of their income on rent. Affordable housing relieves this burden.

Transfer taxes, as used in other California cities, affects only the owners of luxury housing, and thus does not burden the average homeowner nor the 58 percent of households that are renters. Transfer taxes need to support housing to make Pasadena a more liveable city.

Donna Sider

Pasadena, California 91106-1309

From: p brown
Sent: Monday, July 13, 2026 4:37 PM
To: PublicComment-AutoResponse
Subject: Comment on City Council Meeting 7/13 - Agenda Item 16 - No to Sales Tax, Yes to Property Transfer Tax / Other New Revenue Sources

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Dear Hon. Mayor Gordo and Council Members:

1. **No to additional sales tax.** Sales taxes are regressive. Also, LA County voters just approved - barely -- Measure ER.

2. **Yes to a progressive property transfer tax**, preferably one dedicated to affordable housing and homelessness prevention - and for bringing our fire stations up to code.

The City's Housing Element already commits Pasadena to considering a transfer tax, and the staff report estimates it could generate approximately \$26 million annually to support affordable housing, rental assistance, and homelessness prevention.

A progressive transfer tax can be designed to apply only to luxury home sales, ensuring that the vast majority of Pasadena homeowners and renters are not directly affected.

With an average home price of about \$1.2 million, setting the starting point at \$2.5 or \$3 million would target only high-value property transactions. That seems fair.

3. **Find new revenue sources.** I have argued previously in public comments to the Council for Pasadena to install red light cameras to enhance street safety - and seek legislation to allow the City to install speed cameras, for the same reason. While the primary reason is safety, the record from other jurisdictions indicate that these cameras will also raise revenue.

Also, **it's time to consider seriously naming rights for the iconic Rose Bowl.** It's irresponsible to reject naming rights.

4. **Find savings.** Council Members Lyon and Cole have made a strong pitches to look seriously for savings. For example, **consolidating city office space. Or combining commissions** - do we really need separate planning, design, and historic preservation commissions - could we combine them?

Thank you.

P.A. Brown (Mr.)
District 6