

Let's talk housing!



Saturday, April 13

9:30 am - 12:00 pm

Pacifica Community Center, 540 Crespi Drive



Photo credit Dave Rauenbuehler



Community Conversation

April 13, 2019

Housekeeping Items

- Breakfast
- Parking pass
- Restrooms
- Emergency exit

Introduction and Welcome

- Thank you for joining us today!
- Our partners



CommonKnowledge

Meeting Goals

- Bring the Pacifica community together to think about our shared future
- Create shared understanding about the current housing situation
- Identify priorities, values, and principles to help guide future planning efforts

About Home For All

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



Introduction and Welcome

Table Introductions

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



Who is in the room?

Agenda

- Goal: A Learning Meeting
- Welcome and Introductions
- Housing and Our Community
- Discussion #1
- Housing Options to Consider
- Discussion #2
- Next Steps and how to stay involved

Conversation Guidelines

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

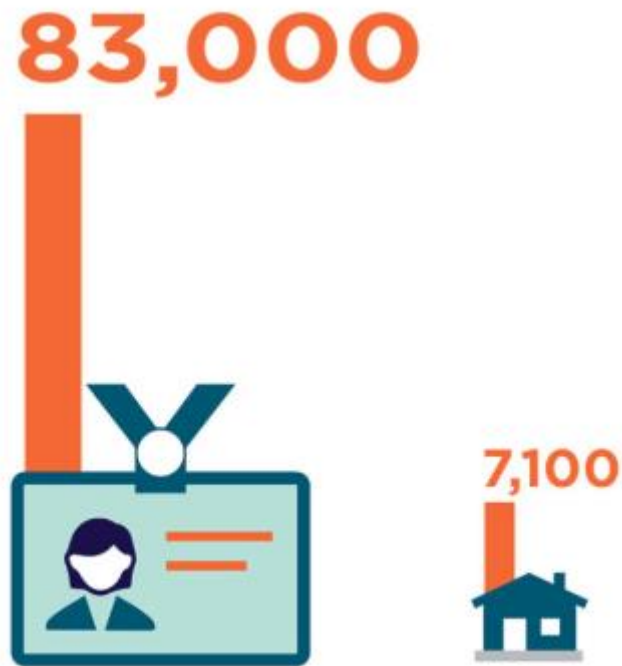
Think/Pair/Share – Take :90 each

- With a partner...
 - What brought you to this community conversation?
 - What do you hope to hear, learn or share?



Regional Context

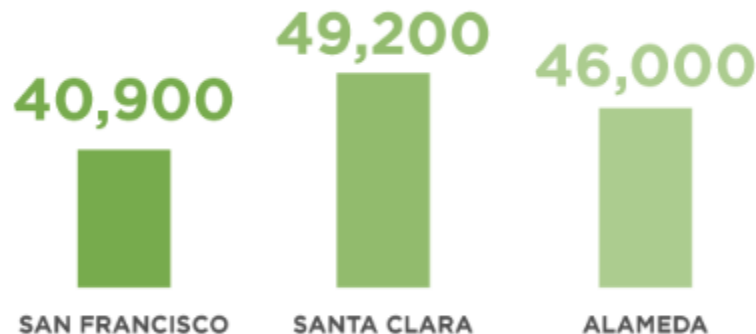
Jobs/Housing Gap



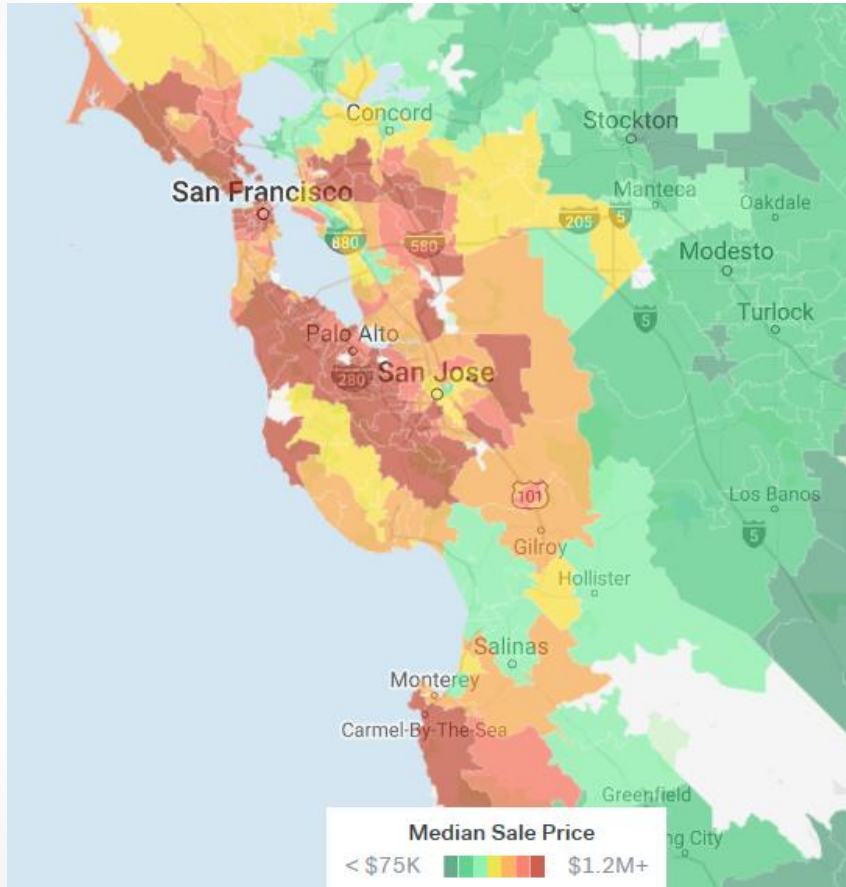
- Between 2010 and 2017, 83,000 new jobs were created in San Mateo County, while only 7,100 new housing units were built, a 12:1 ratio.

Housing Cost Consequences

- A majority of San Mateo County's 339,200 workers (63%) live outside the County
- Workers in San Mateo County who commute from neighboring counties:



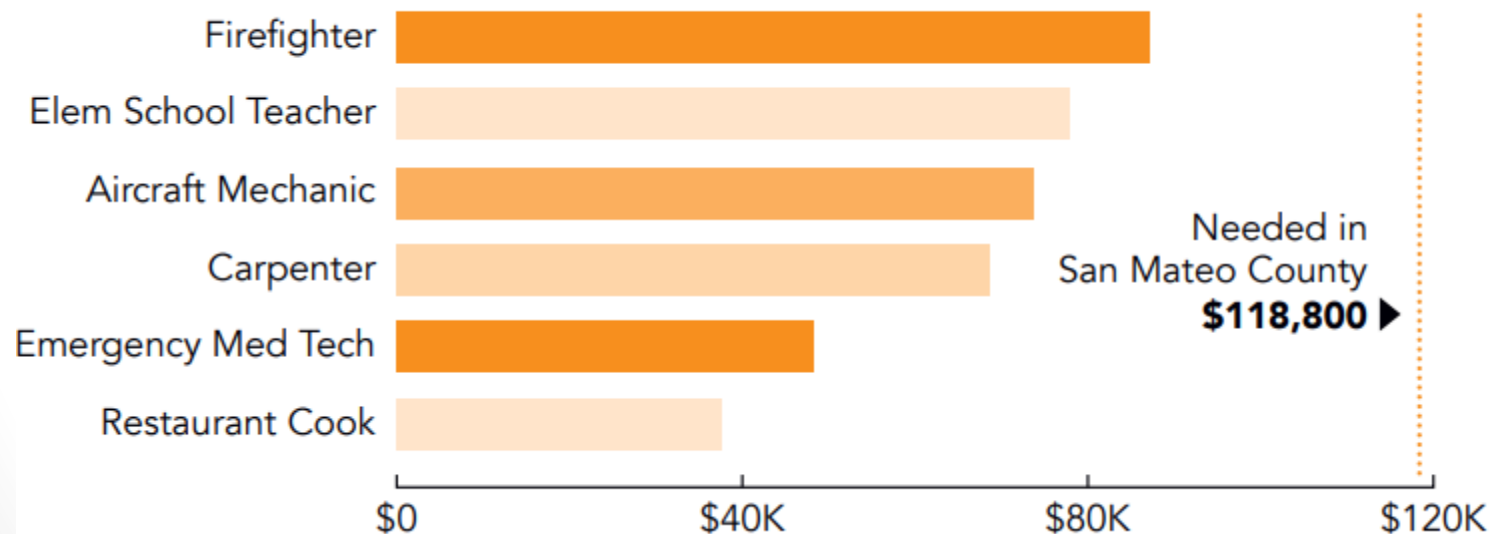
Housing Cost Consequences



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

Housing Out of Reach

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



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

Housing Cost Consequences

- In a 2018 poll, residents cited housing costs as the top problem facing the region, with 46% of respondents likely to leave the Bay Area in the next few years.

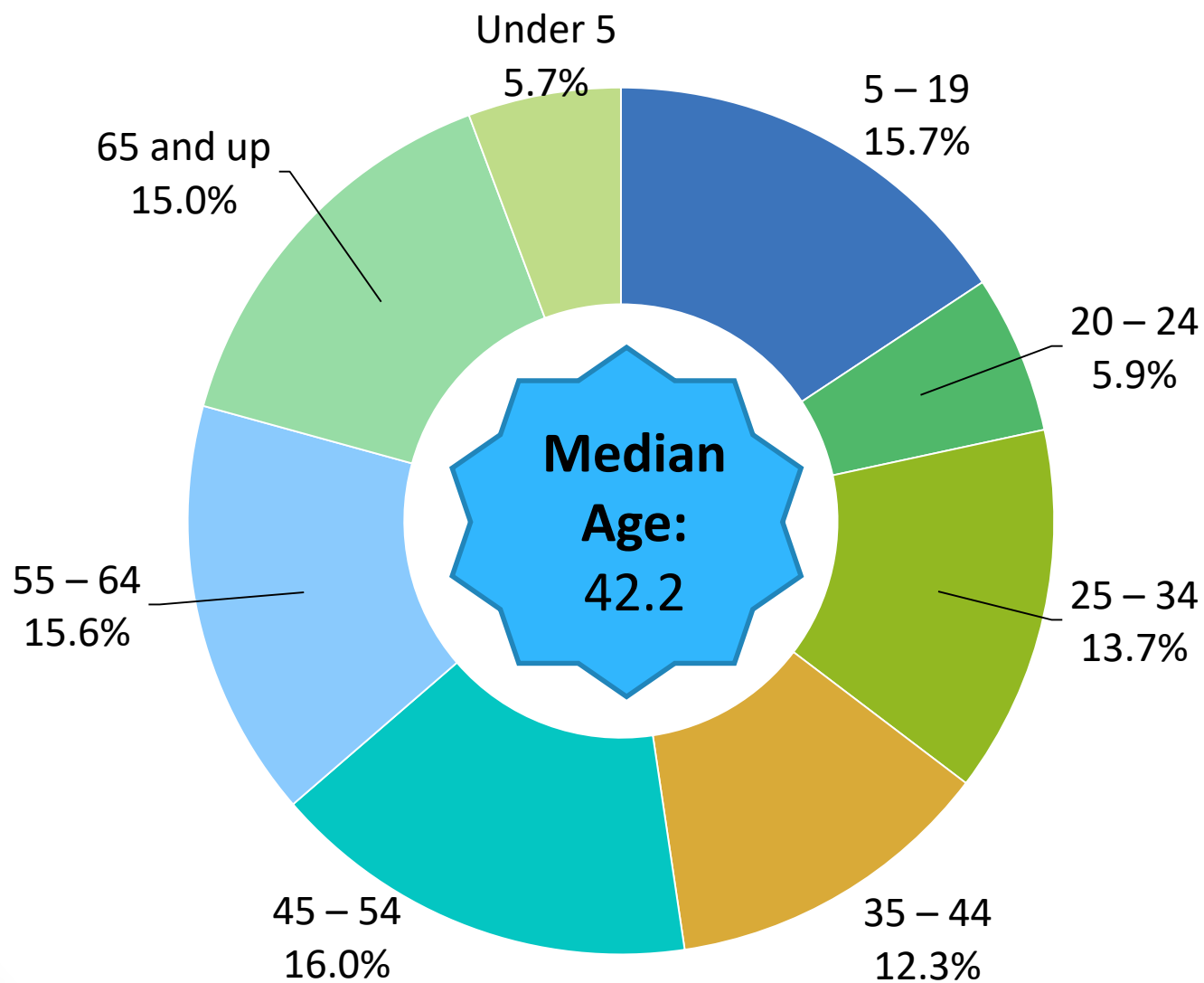


What We've Been Hearing...

- Many are afraid of losing the community character they value
 - Traffic, parking, open space
- Many are also afraid of losing the people they care about
 - Priced out, losing valued neighbors, children cannot afford to live here
- Many are skeptical that Pacifica can accommodate more housing for various reasons
 - Limited land, political will, neighbor concerns

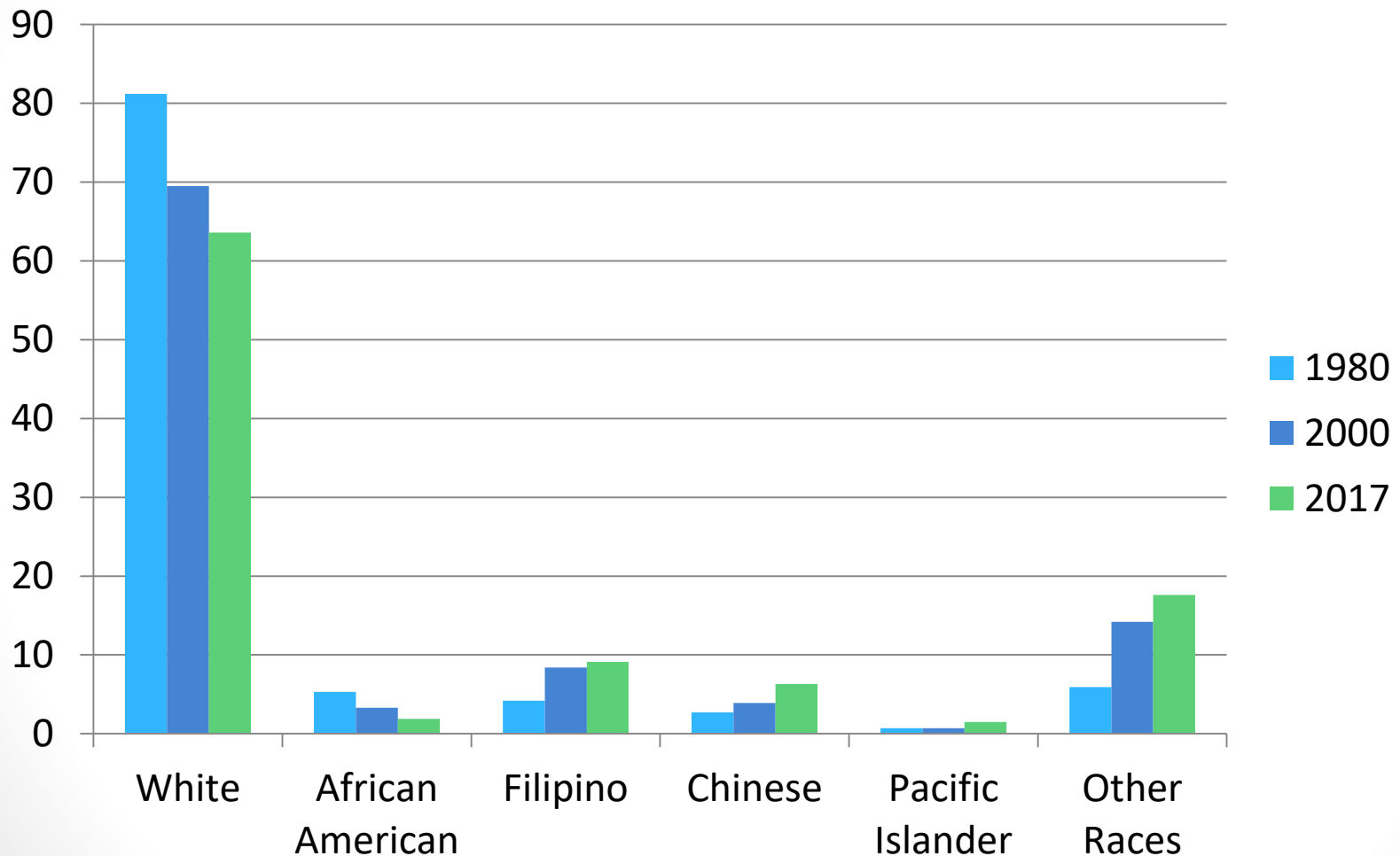
Who Are Pacificans?

Pacifica: Who lives here?

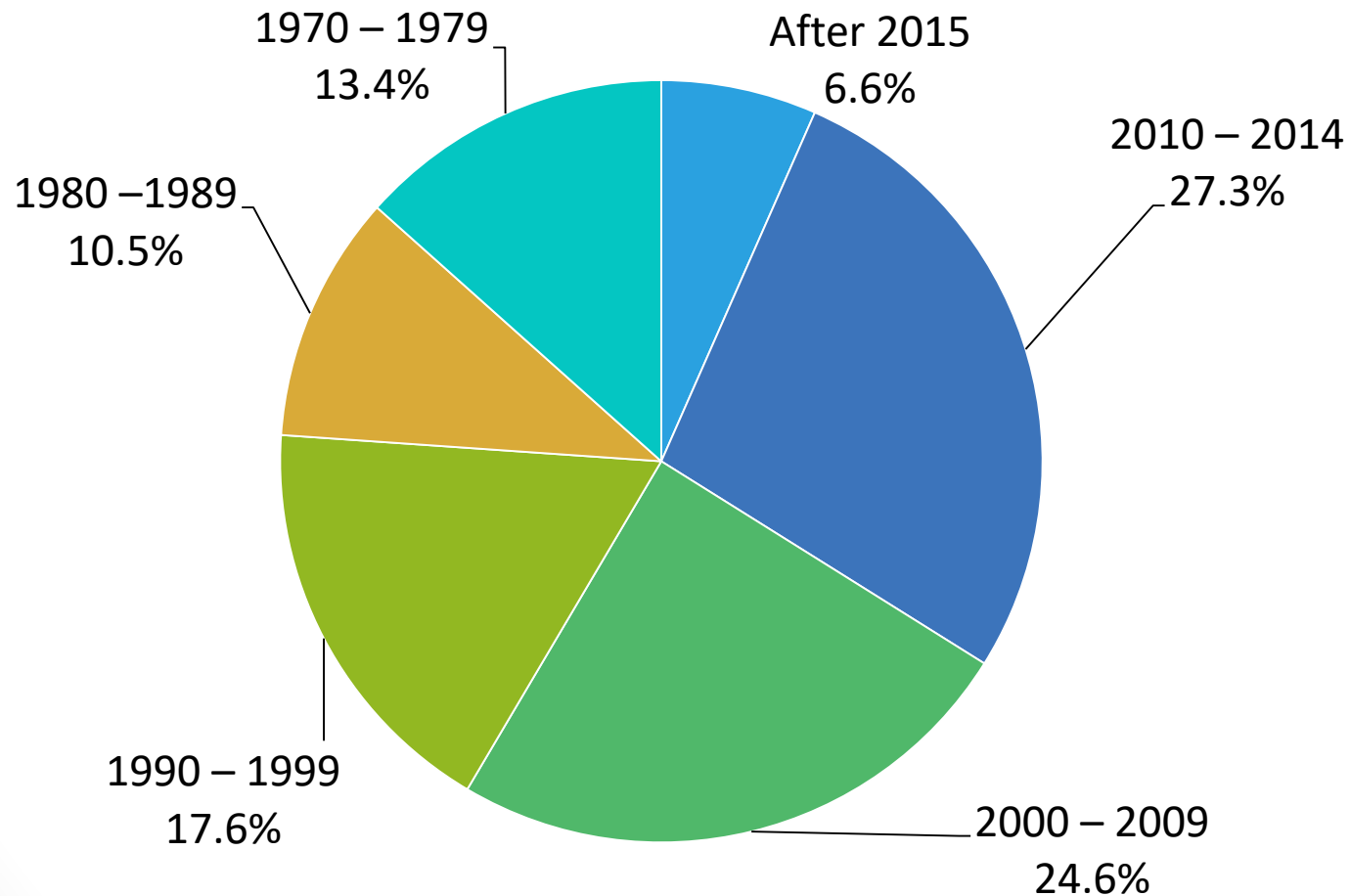


Source: American Fact Finder, 2017

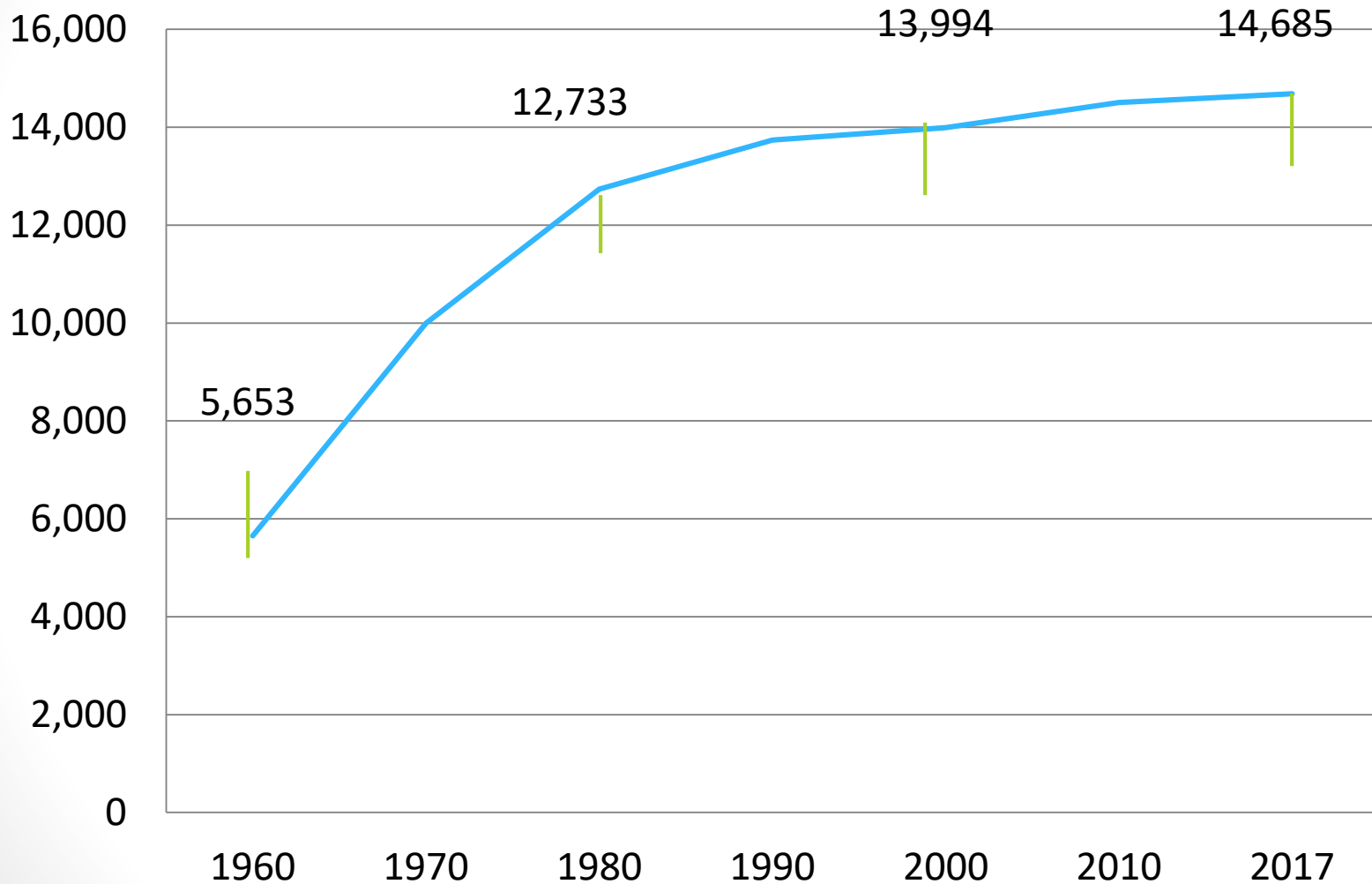
Community Diversity



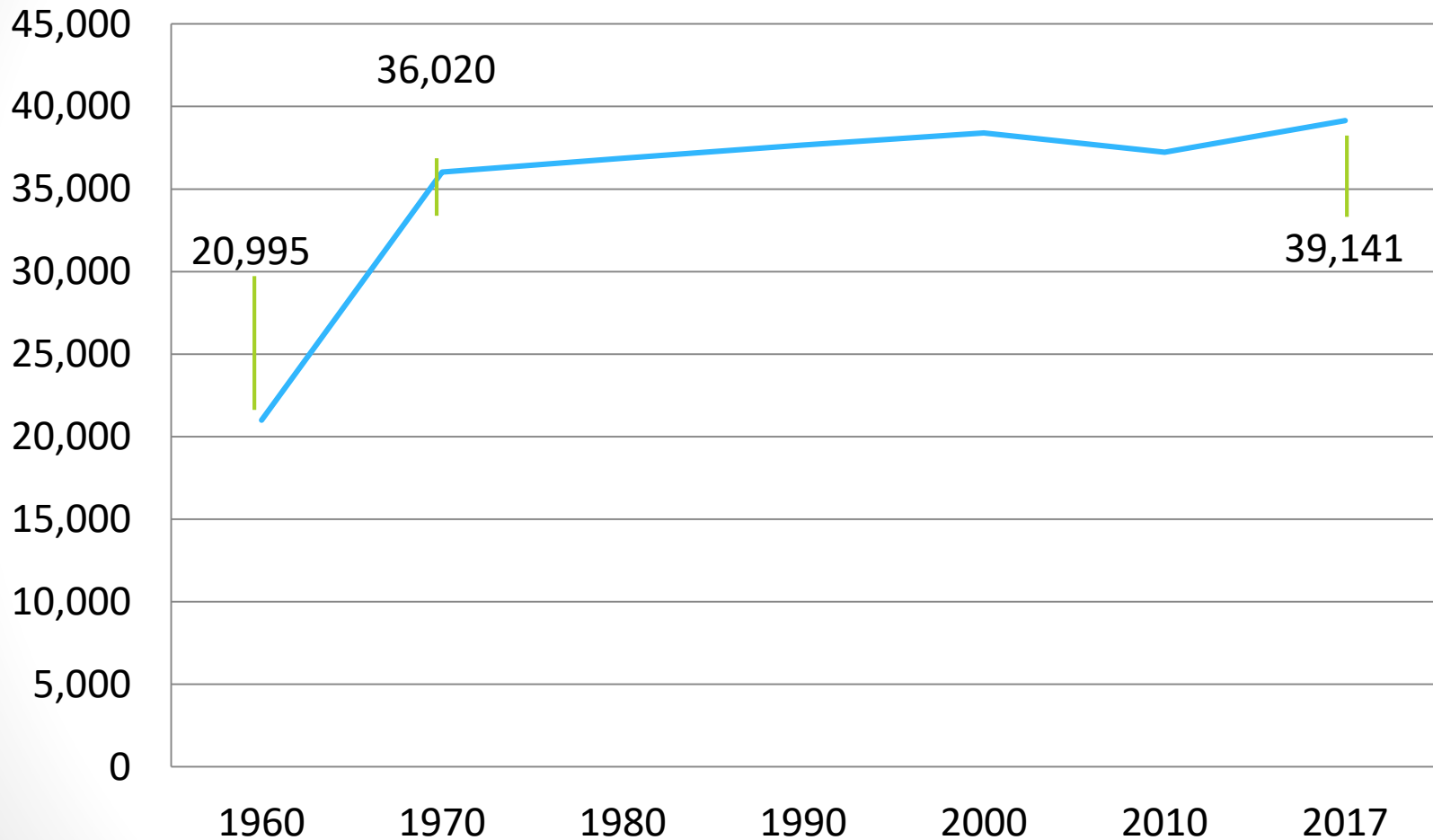
Year Household Moved In



Total Number of Homes

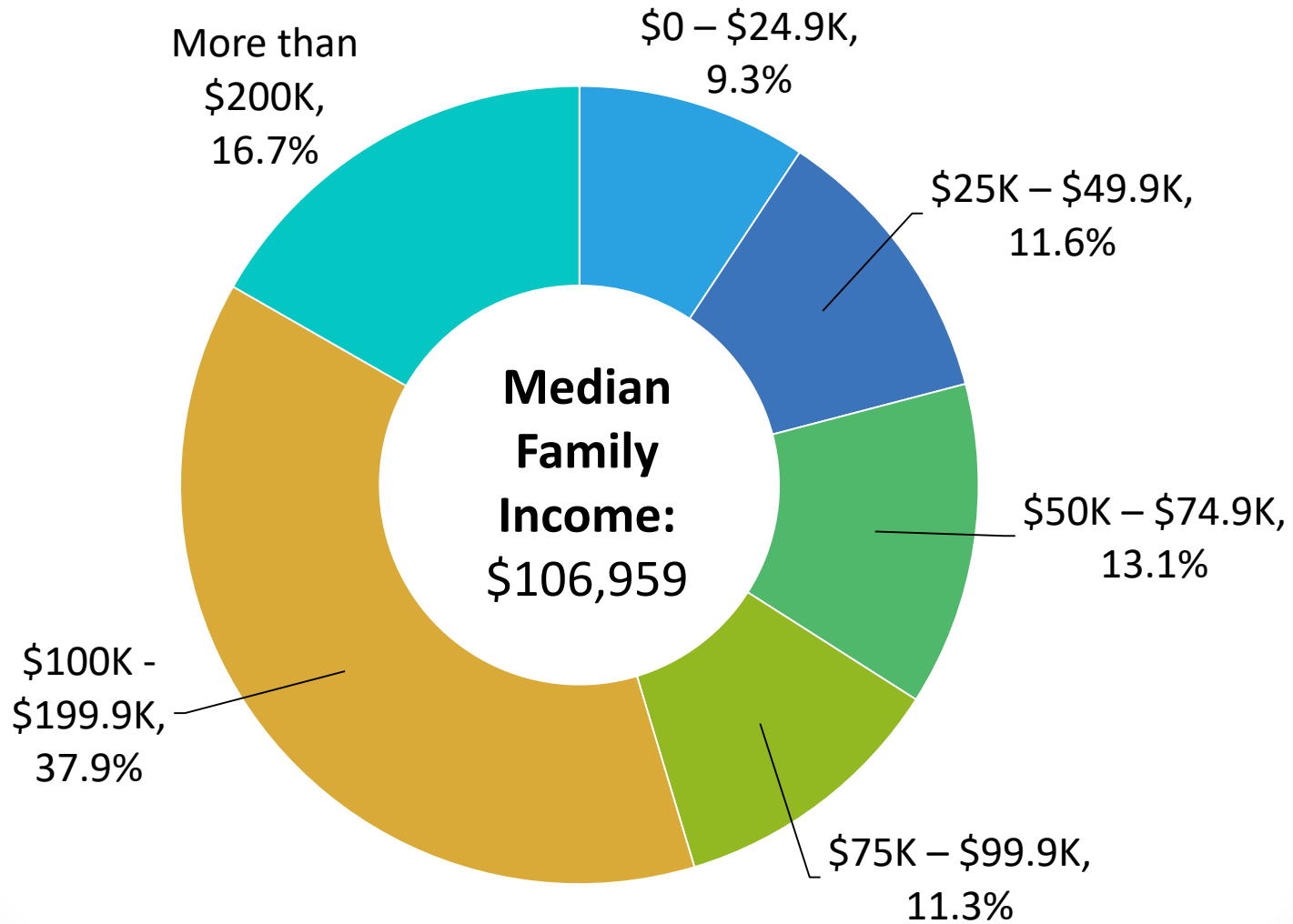


Population

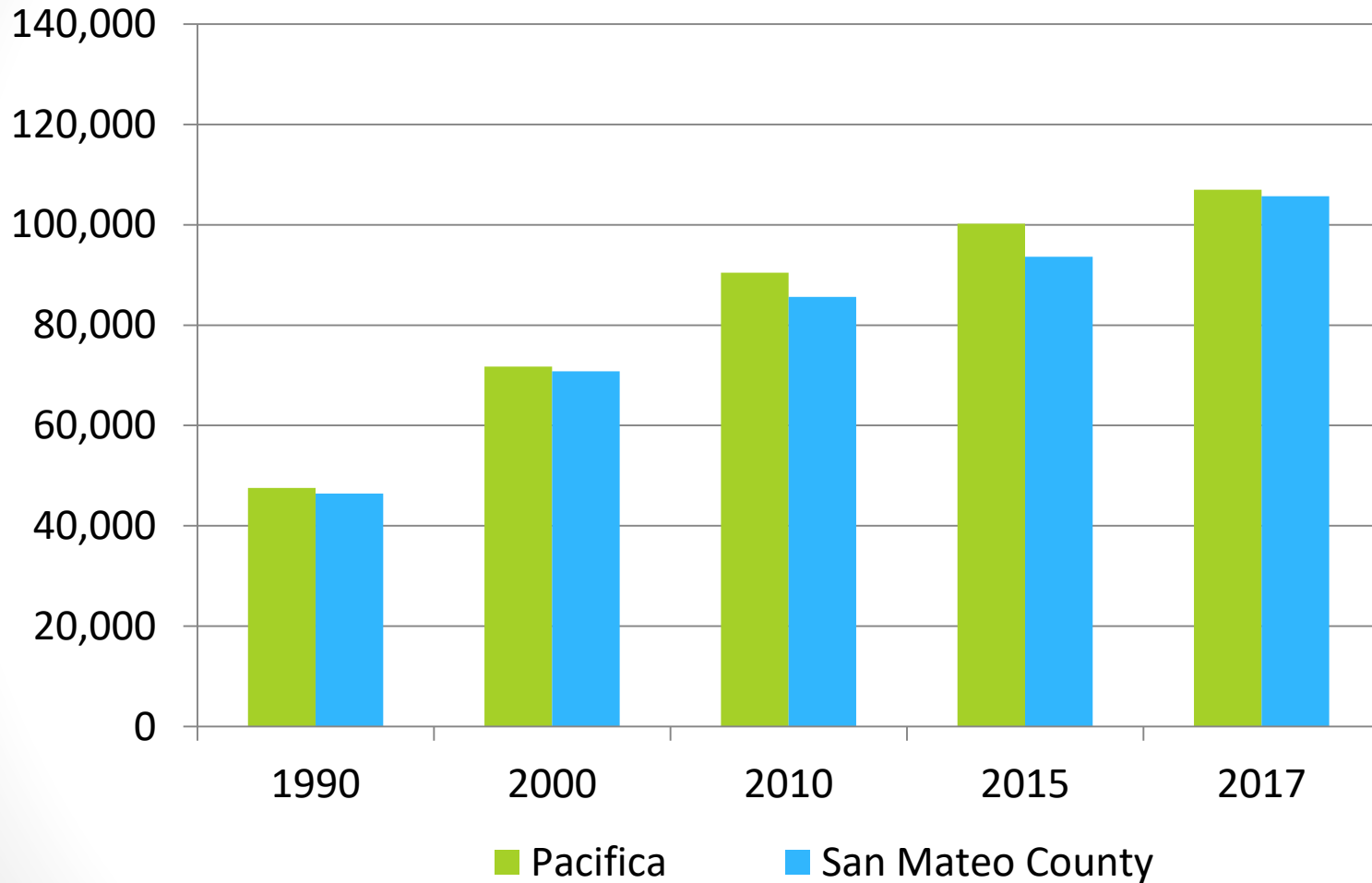


Source: American Fact Finder 2010, 2017; US Census 1960, 1970, 1980, 2000

Median Income

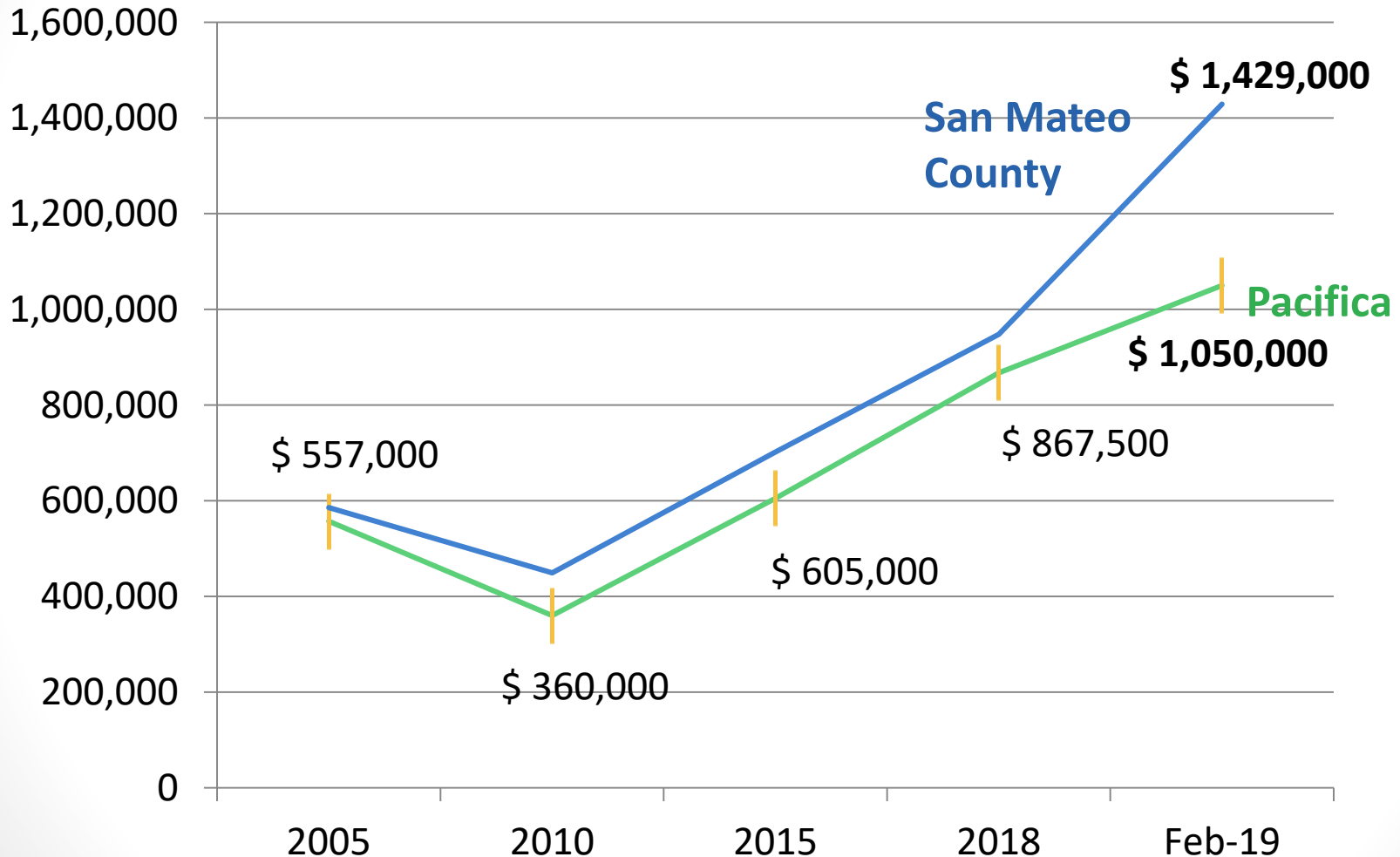


Income Trends



Source: American Fact Finder, 2010, 2015, 2017; US Census Data 1990, 2000

Median Home Price



Housing Costs: Pacifica



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

\$ 5,263

Housing Types



Single Family
Homes
72.4%



Apartments &
Townhomes
25.2%



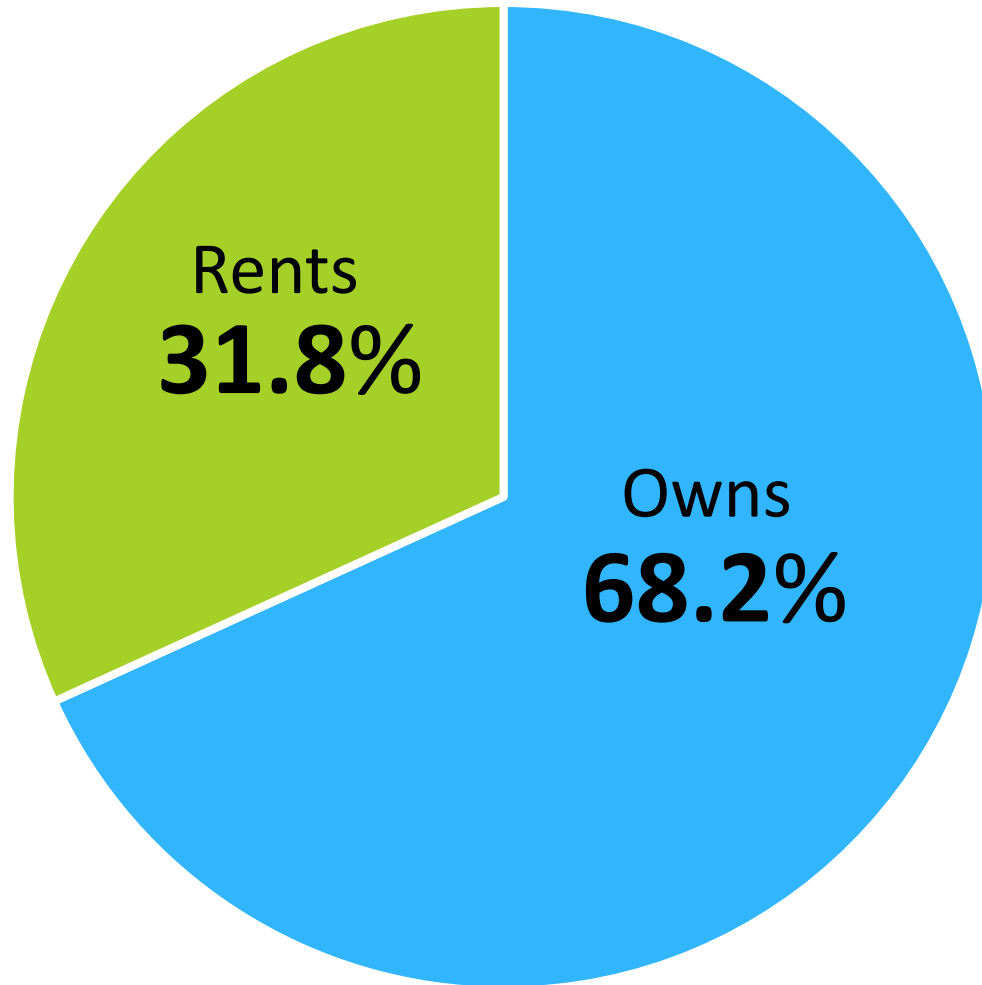
Duplexes
1.8%



Mobile
Homes
.07%

- **Vacancy Rate: 4.1%**

Renters & Owners



Source: American Fact Finder, 2017

Pacifica: Rental Costs

Median Rent
in Pacifica:

\$ 1,740
1 Bedroom

\$ 3,200
2 Bedroom

\$ 3,950
3 Bedrooms

\$ 5,295
4 Bedrooms

Median Rent

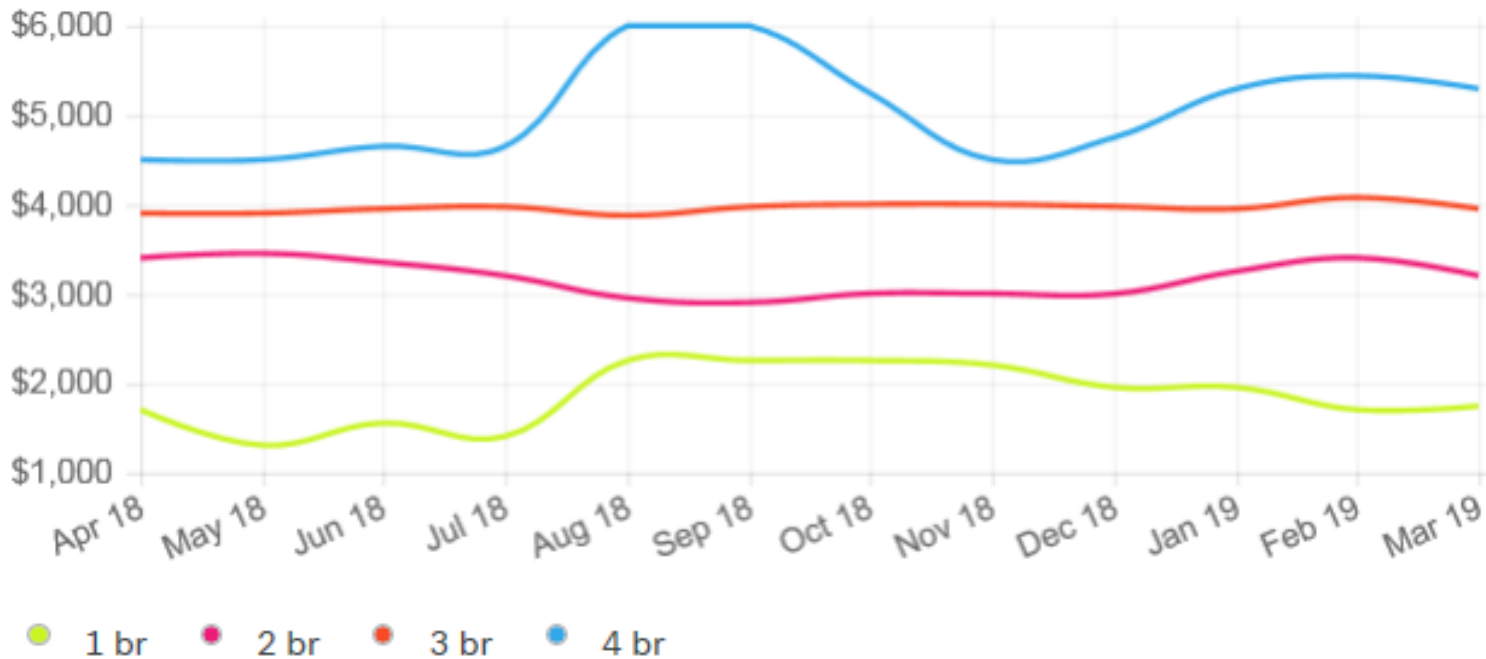


Table Discussion #1

1. How does the issue of housing affect you and the people you know in Pacifica?
2. As we think about Pacifica's future, what kind of community do you want to live in?
Why is that important to you?
 - What hopes do you have?
 - What concerns are coming up for you?

What makes Pacifica special?

- Small town feel
- Community character
- Coastal environment
- Open space
- Proximity to job centers



What makes housing availability so challenging?

- Small town feel
- Community character



Residents afraid of loss, sensitive to change

- Coastal environment
- Open space



Limited land

- Proximity to job centers



Pressure on housing prices from highly-paid workers

City Goals & Initiatives

Goals for Fiscal Year 2018-2019

- *“A Healthy and Compassionate Community”*
includes addressing affordable housing and mental health services, investigating strategies related to homelessness, and supporting youth services.

Projects/Initiatives include:

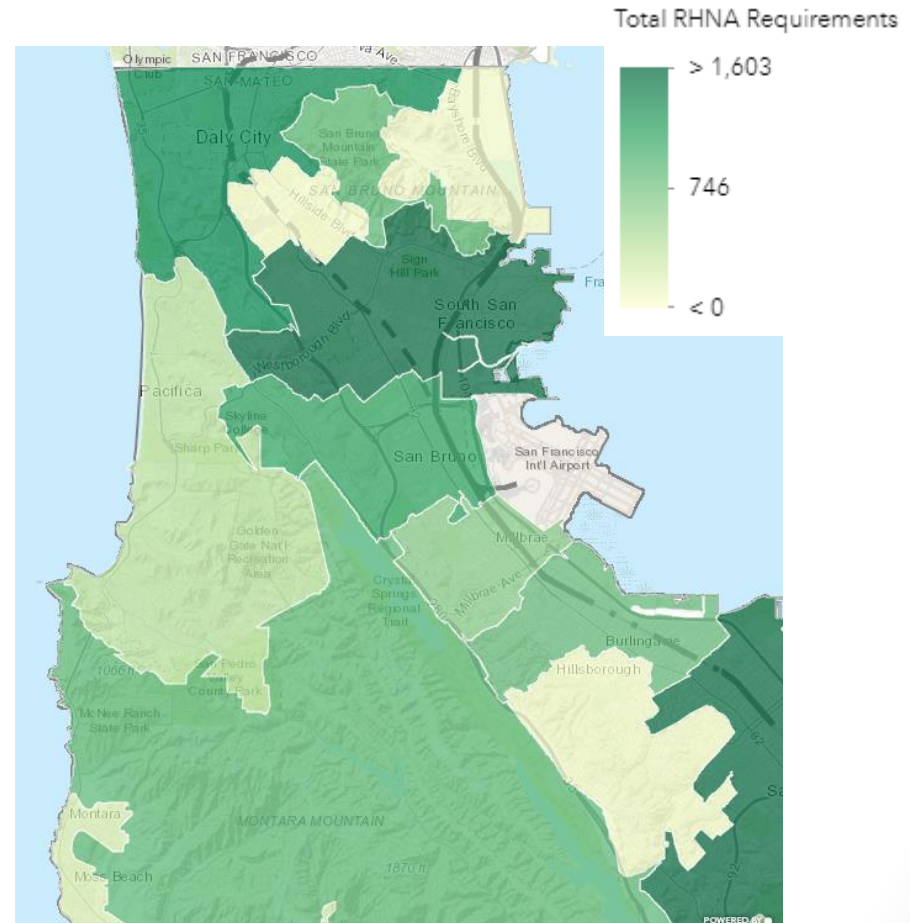
- Implement housing element actions and explore ways the City can support affordable housing initiatives

The City's Role in Housing

- **Planning, Zoning, and Land Use**
 - General Plan and Local Coastal Program
 - Planning for responsible future land use
- **Setting Conditions for Housing Development**
 - Developments of 8 or more units must include 15% below market rate units
- **Accessory Dwelling Units**
 - Create additional housing units on sites with existing single-family residences

Regional Housing Need Assessment (RHNA) Housing Requirements

- CA law requires every city to plan for its community's existing and projected housing needs at all income levels.
- Pacifica's requirement for 2015-2023 is 413 units.
- As of 2018, Pacifica provided 44 units.



Solutions other communities have used

GOVERNMENT, NONPROFITS, AND DEVELOPERS

- Inclusionary zoning
- Affordable housing funds
- Density bonus ordinances
- Mixed-use housing
- Employee housing
- Tenant protections
- Building near transit

INDIVIDUAL OPTIONS

- Preserve existing affordable housing
- Shared housing
- Accessory dwelling units (ADUs)



Existing City Programs/Policies

Inclusionary Zoning Ordinance

- Developments of 8 or more units must include 15% affordable units

Density Bonus Ordinance

- Encourages the building of affordable or rental housing units

Accessory Dwelling Units

- Create small homes on sites with existing single-family residences

Affordable Housing Funds

- Fees charged on developments of 8 or more units
- City's Inclusionary Housing Fund
- Pacifica has \$278,000 as of June 2018.



Accessory Dwelling Units (ADUs)

- Small homes that share a lot with a single-family home
- Commonly called a “granny flat” or “in-law unit”
- Pacifica updated its ordinance to make construction easier
- 8 permitted in 2018



Examples of Other Solutions

Support for Renters and Homeowners

- Providing money and support to home owners for rehabilitation and safety improvements



Creative Land Use (Infill Opportunities)

- Lands zoned but not used for housing
- Redeveloping underutilized sites
- Retrofitting or expanding existing homes or buildings
- Small lots in existing neighborhoods
- Other creative solutions

Shared Housing

- HIP Housing matches people who have space in their home with people needing an affordable place to live

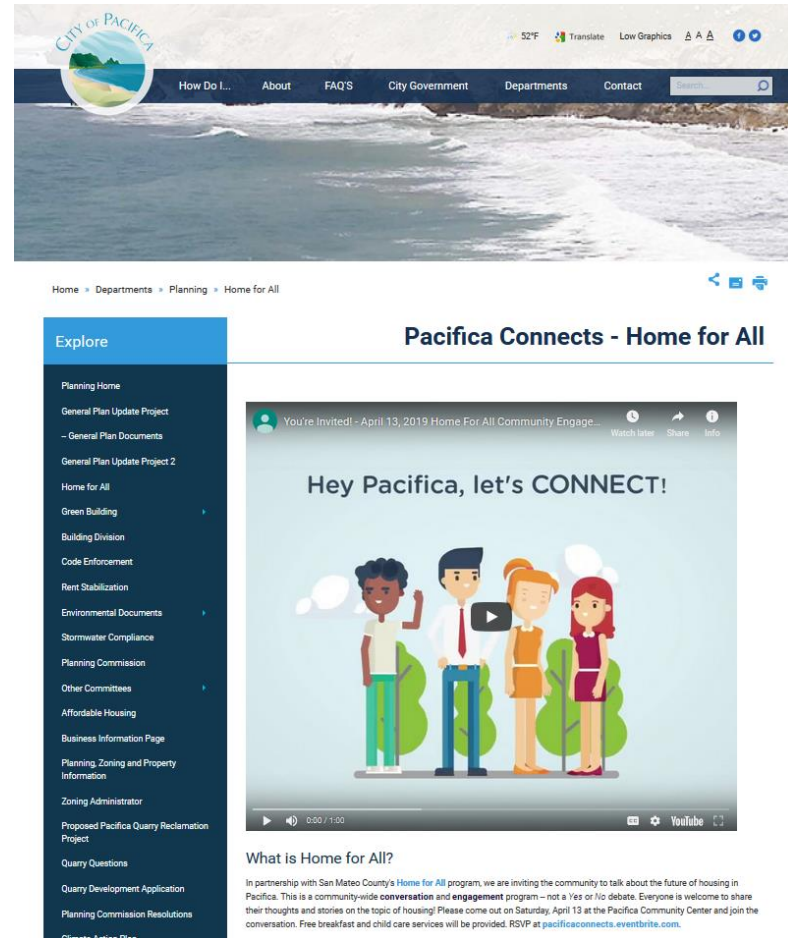


Table Discussion #2

1. Which of these housing options seems promising based on our community's needs?
 - Are any concerns coming up for you?
2. How else can our community work together to address our housing needs?

Next Steps

- Get on the list to receive a summary of today's meeting
- Pass along the meeting report
- Visit the City's housing conversation webpage
- Share what you learned with others



The screenshot shows the City of Pacifica website. The top navigation bar includes links for 'How Do I...', 'About', 'FAQ'S', 'City Government', 'Departments', and 'Contact'. The main content area features a video player with the title 'Pacifica Connects - Home for All'. The video thumbnail displays the text 'Hey Pacifica, let's CONNECT!' and shows four diverse people standing together. Below the video, the text reads 'What is Home for All?' and provides details about the community engagement event on Saturday, April 13, 2019, at the Pacifica Community Center. The event is a community-wide conversation and engagement program, not a 'Yes or No' debate. It includes free breakfast and child care services. The website also has a sidebar menu with various city services and documents listed.

www.cityofpacifica.org/pacificacnects

Save the Date

May 21, 2019
Tuesday Evening
6:00-8:30 PM

Thank you for coming today!

Please visit:

www.CityofPacifica.org/PacificaConnects

Questions?

Contact Christian Murdock, Senior Planner

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