



# Welcome Home

CREATING A MORE AFFORDABLE FUTURE



*Welcome Home: Creating a More Affordable Future*

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# A Virtual Community Conversation About Housing In Pacific Grove

September 9, 2020 | 6 pm – 7:30 pm

Zoom Meeting

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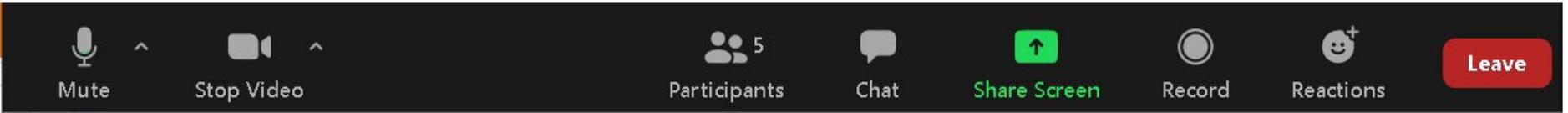
Sign-in sheet: <https://tinyurl.com/PGSignInSheet1>



# Zoom Logistics

If you want to call in...

Phone: (669) 900-6833 ID: 607 227 0327 Password: 123

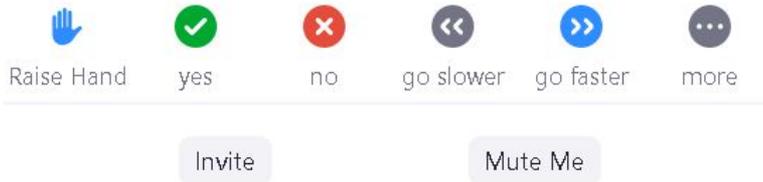


Please keep yourself muted unless speaking. We'd love to see your face so keep video on if possible. Click on the little arrow to adjust A/V settings.

Clicking "Participants" will allow you to see who's in the meeting and give non verbal feedback

Chat with the full group or individual participants

Provide quick "thumbs up" or "applause" reactions



# Welcome and Thank You from Mayor Bill Peake!

## Pacific Grove Housing Advisory Group

- **Bill Peake, Mayor**
- Jenny McAdams, Councilmember
- Sarah Boyle, Architectural Review Bd. Chair
- Donald Murphy, Planning Commission Chair
- Rosemarie Axton, Interfaith Homeless Emergency Shelter Program
- Matt Huerta and Emily Ham, Monterey Bay Economic Partnership
- Jan Lindenthal, MidPen Housing
- Barbara Martinez, Pacific Grove Unified School District
- Maureen Mason, Realtor
- Barbara Meister, Monterey Bay Aquarium
- Maribel Trejo, Alliance on Aging
- Jon Walton, Pacific Grove Unified School District Board Member
- Anastacia Wyatt, Monterey County Housing Program

# Welcome and Thank You!

## City Staff Project Team

Anastazia Aziz Community Development Director	<a href="mailto:aaziz@cityofpacificgrove.org"><u>aaziz@cityofpacificgrove.org</u></a>
Terri Schaeffer Housing Program Manager	<a href="mailto:tschaeffer@cityofpacificgrove.org"><u>tschaeffer@cityofpacificgrove.org</u></a>
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Alex Othon, Assistant Planner	<a href="mailto:aathon@cityofpacificgrove.org"><u>aathon@cityofpacificgrove.org</u></a>

# Spanish Language Workshop

Thursday, September 24, 2020

6:00 - 7:30 pm

Via Zoom

*Coordinating with Pacific Grove Adult School*

# Online Open House

Active this Friday, September 11 through Sunday, September 27

Accessible via the project webpage: <https://tinyurl.com/PGHousing>

Same activities as tonight, with videos of tonight's presentations

Will send out email blast when it's live!

# Agenda

- 6:00 pm **Welcome!**  
Agenda Overview and Introductions
- 6:15 pm Why Housing Matters
- 6:30 pm ***What Kind of Community Do We Want to Be?***
- 6:50 pm What Can We Do to Make a Difference?
- 7:05 pm ***Strategic Thinking***
- 7:25 pm Looking Ahead...

Who's in the room?



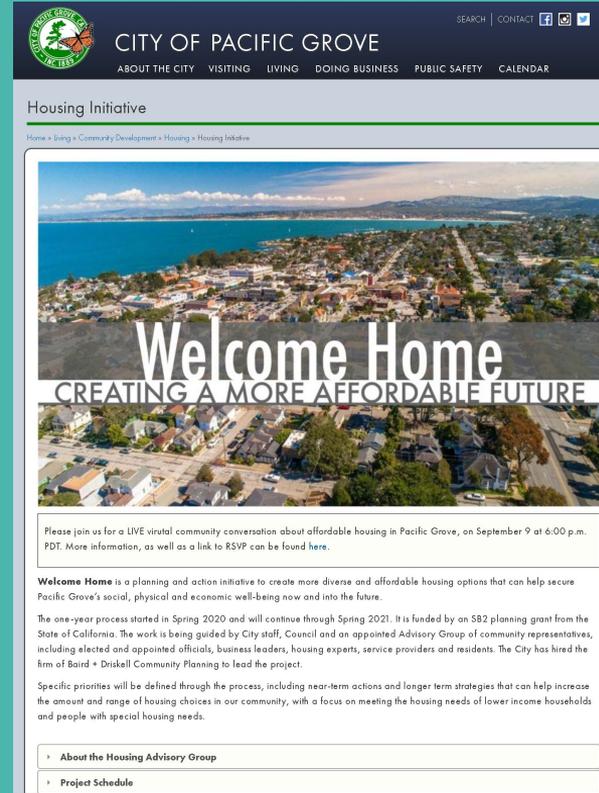
# Project Overview

# Purpose



Identify near- and mid-term priority actions to create new housing options and help secure Pacific Grove's social, physical and economic well-being now and into the future.

# Project Webpage



**CITY OF PACIFIC GROVE**  
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ABOUT THE CITY | VISITING | LIVING | DOING BUSINESS | PUBLIC SAFETY | CALENDAR

## Housing Initiative

[Home](#) » [Living](#) » [Community Development](#) » [Housing](#) » [Housing Initiative](#)



Please join us for a LIVE virtual community conversation about affordable housing in Pacific Grove, on September 9 at 6:00 p.m. PDT. More information, as well as a link to RSVP can be found [here](#).

**Welcome Home** is a planning and action initiative to create more diverse and affordable housing options that can help secure Pacific Grove's social, physical and economic well-being now and into the future.

The one-year process started in Spring 2020 and will continue through Spring 2021. It is funded by an SB2 planning grant from the State of California. The work is being guided by City staff, Council and an appointed Advisory Group of community representatives, including elected and appointed officials, business leaders, housing experts, service providers and residents. The City has hired the firm of Baird + Driskell Community Planning to lead the project.

Specific priorities will be defined through the process, including near-term actions and longer term strategies that can help increase the amount and range of housing choices in our community, with a focus on meeting the housing needs of lower income households and people with special housing needs.

- [About the Housing Advisory Group](#)
- [Project Schedule](#)

<https://tinyurl.com/PGHousing>



# Why Housing Matters

# Housing Matters Because...

- ❑ Home is where the heart is
- ❑ Where we live shapes who we become
- ❑ It's essential to our economic vitality
- ❑ We devote a lot of land and resources to it
- ❑ It's one of the biggest investments of our lives





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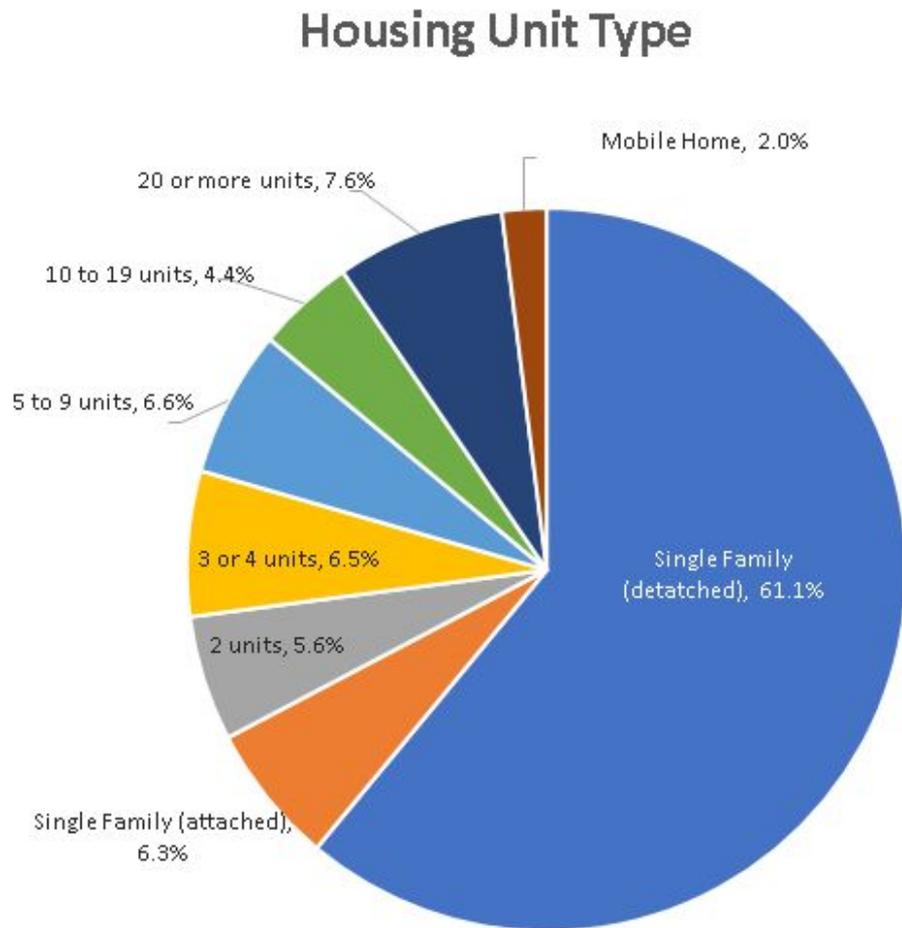




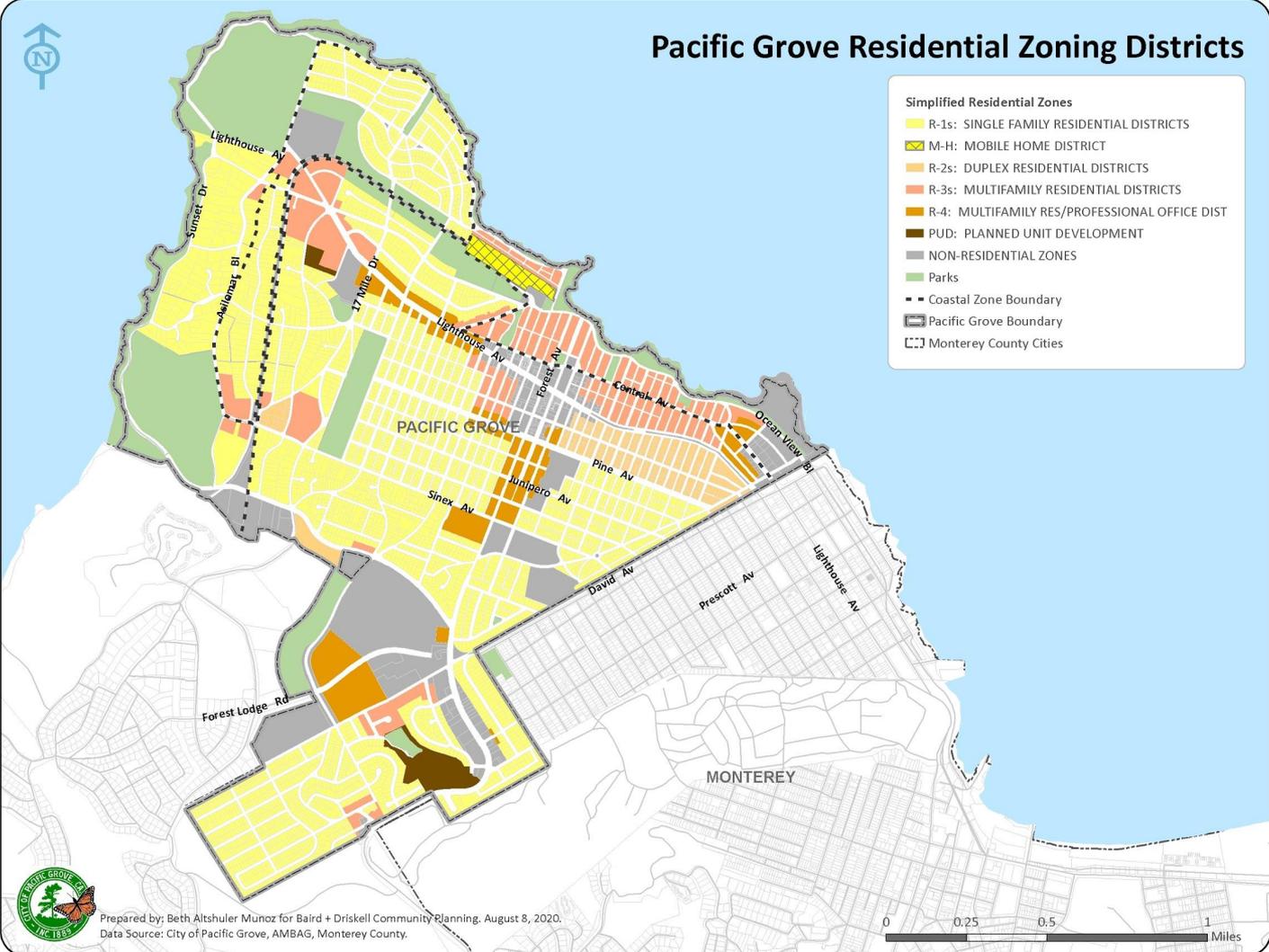


# Housing in Pacific Grove

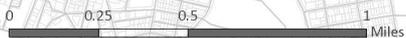
- 8,400+ housing units
- 61% are single family detached homes
- Almost 20% are “unoccupied” (*high number of 2nd homes*)
- More than half built before 1960
- Less than 2% is subsidized for lower income households



# Pacific Grove Residential Zoning Districts



Prepared by: Beth Altshuler Munoz for Baird + Driskell Community Planning, August 8, 2020.  
Data Source: City of Pacific Grove, AMBAG, Monterey County.



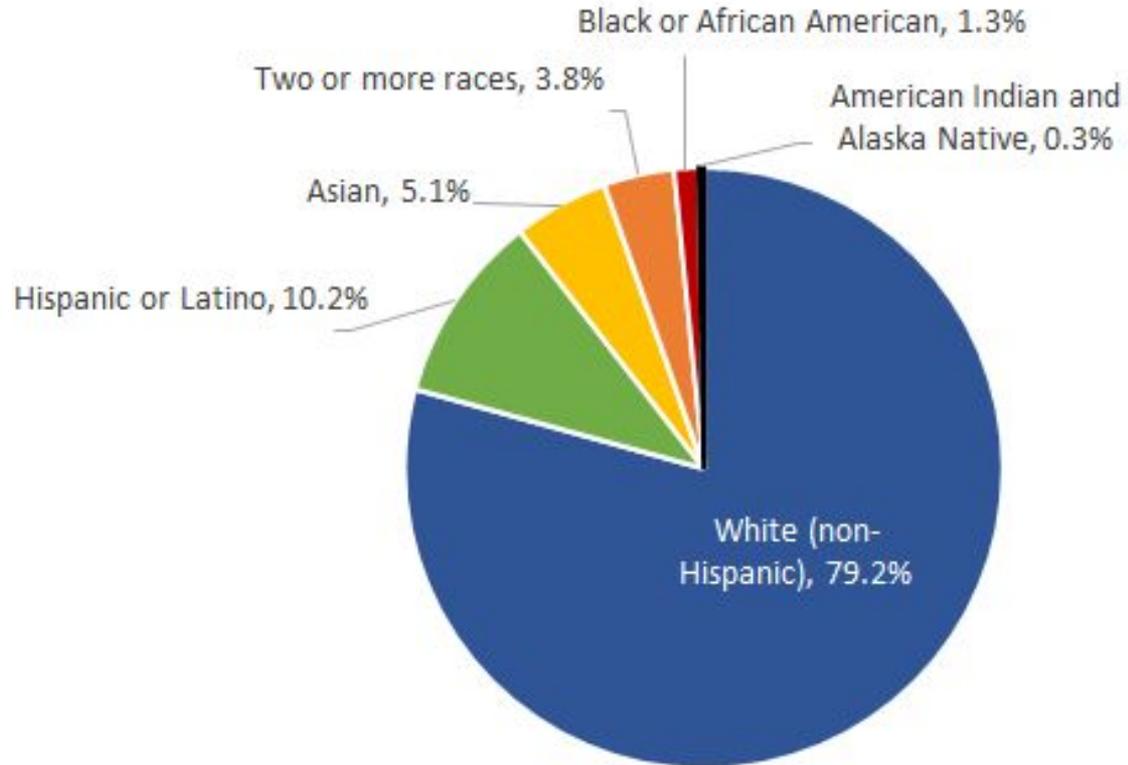
# Who Lives Here?

Older Adults	26.4% of the population is over 64
Children Under 18	Live in 18.5% of owner occupied households and 26% of renter-occupied households
Small Households	A quarter of owner-occupied units are people living alone and almost half are 2-person households

*Source: 2018: ACS 5-Year Estimates Subject Tables.*

# Who Lives Here?

- 80% White  
20% People of Color
- More than half of households rent (53%)
- White households are more likely to own (48%) than Black and Latinx households (29%)



# Housing Is Expensive!

- Median home value about \$953,000  
Which is about a \$4,500 monthly mortgage payment  
That's 52% of monthly income for median homeowner household
- Median rent is about \$3,200  
That's about 54% of monthly income for median renter household
- 42% of homeowners are cost burdened; nearly half of renters are

# Pacific Grove Relies on Lower Wage Workers

- ❑ Pre-COVID, thousands of people (4,757) worked in Pacific Grove
  - ❑ Census est = 4,700 and AMBAG est = 7,400
  - ❑ Additional workers provide childcare, housecleaning, and landscaping
- ❑ Only 16% of workers live in PG
  - ❑ 2/3 earn less than \$3,333 per month (just \$100 more than median rent!)
  - ❑ Increases traffic, GHG emissions, stress



# Some Key Takeaways

- ❑ High desirability and limited supply creates high housing costs.
- ❑ Second-homes and aging population = homes with fewer people.
- ❑ Historically, zoning allowed more housing diversity than today.
- ❑ Significant mismatch between economic base (service industries) and housing (cost, amount and type).
- ❑ Only 2% of housing is affordable for lower income households (and they are a big chunk of the workforce).
- ❑ Water is an issue (but definitely not the only issue).

Questions?

# What Kind of Community Do We Want to Be?

Go to [www.menti.com](https://www.menti.com)  
Enter code 14 61 13 3

OR visit

[https://www.menti.com/  
1paqbx6e6](https://www.menti.com/1paqbx6e6)

OR Scan



# What kind of community do we want to be?



# *What Kind of Community Do We Want to Be?*

## **Small Groups Vision Exercise**

It's the year 2040, and Pacific Grove has become the community we described in our word cloud.

- A. How has our housing changed since 2020?
- B. What housing options are available to our workforce?

*This folder contains all the small group notes documents <https://tinyurl.com/PGGroupNotes>*

# Small Group Reports



**What Can We Do  
to Make a Difference?**  
*Potential Housing Strategies*

# Creating a More Affordable Future

- ❑ Early stage of defining and evaluating options
- ❑ Build on past success; take on new and emerging challenges
- ❑ No single strategy will “solve” the problem or achieve goals; all strategies have trade-offs
- ❑ Outcome will be a suite of strategies + actions that work together to move the needle in a meaningful way
- ❑ **What do we want to achieve? What is it time for?**

# The Strategy Toolkit

- A. Land Use Tools
- B. Programs and Financial Tools
- C. Partnerships and Use of Public Lands
- D. Process Tools



# Land Use Tools

Change the rules about what can be built where + how much... For example:

- Rezone to create more capacity for housing
- Create incentives or requirements for affordable housing
- Promote more ADUs and small units
- Change standards to help reduce housing costs
- Allow housing on publicly owned land



# Programs and Financial Tools

Help make better use of existing housing and/or help people with special housing needs... For examples...

- Assist home buyers with down payments
- Housing and services for the homeless
- Promote more ADUs and small units
- Generate funding to support affordable housing
- Facilitate homesharing



# Partnerships and Use of Public Lands

Work with partners to combine resources and create needed affordable housing... For example:

- Facilitate employer-assisted housing
- Pursue joint development of key sites, especially publicly owned sites
- Pursue housing on school district sites



# Process Tools

Make changes to the development review process and fees to reduce review times and costs... For example:

- Reduce fees for affordable housing
- Provide streamlined review for affordable housing
- Create objective design standards
- Establish by-right standards



# Prioritization Criteria Zoom Poll 1

*I want to prioritize strategies that help create...* (vote for your top 2)

<b>A. More Units</b>	<b>B. Smaller Units</b>	<b>C. Senior Units</b>	<b>D. Family Units</b>
The primary outcome is more capacity for more housing.	The primary outcome is more capacity for smaller units.	The primary outcome is more capacity for senior housing.	The primary outcome is more capacity for family housing.

# Prioritization Criteria Zoom Poll 2

*I want to prioritize strategies that promote affordability by...*

(vote for your top 3)

<b>A. Creating More Units Overall</b>	<b>B. Incentivizing Affordability</b>	<b>C. Ensuring Affordability</b>	<b>D. Filling Income /Cost Gap</b>	<b>E. Better Using Existing Housing</b>
The strategy helps affordability by creating more housing supply.	The strategy encourages but does not require income-restricted units.	The strategy creates income-restricted units or equivalent.	The strategy helps subsidize housing costs (but doesn't add supply).	The strategy better utilizes existing housing (but doesn't add to supply).

# Evaluating Options

A strategy may be challenging due to...

Cost

Complexity

Market  
forces

Outside  
agencies

Political  
will

# Strategic Thinking: Small Group Discussions

**Why did you choose the  
criteria you did?**

# Strategic Thinking: Small Group Discussions

- What tools or strategies are especially intriguing?
- What tools or strategies are *not* a good fit for Pacific Grove? Why?
- What strategies have you heard about elsewhere that you think we should consider?

sc

Down payment assistance programs

Si

Funding mechanism

School district housing.

Employer sponsored housing

Eliminate all R-1 zoning

d

2 front doors on every house. - vancouver

RV parking for climate refugees

Home sharing

p

Renter cost burden should be addressed

Must stabilize rents before building

-

REnter assistance program

c

Downpayment assistance program

% of new dev as affordable

Convert empty office space to housing

Parking lots - city owned. Maybe the community center - maybe could become mixed

# Next Steps

- ❑ If you didn't sign in, please do so now!  
<https://tinyurl.com/PGSignInSheet1>
- ❑ Online Open House
- ❑ Spanish Language Workshop - Sept 24 @ 6pm
- ❑ Summary of Input (early October)

# Schedule

May 2020 - March 2021

## Summer 2020

- Project Launch Interviews
- Housing Advisory Group
- Initial Analyses
- Community Engagement Round 1

## Fall 2020

- Develop Draft Strategies
- Housing Advisory Group
- Community Engagement Round 2

## Winter 2021

- Present Draft Plan
- Review and Approval



**Thank You!**

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<https://tinyurl.com/PGHousing>

# Contact Information

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**BAIRD + DRISKELL**

COMMUNITY PLANNING

