

*Welcome Home: Creating a More Affordable Future*

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# Pacific Grove Housing Advisory Group Meeting #2

— August 10, 2020 | 10 am - 12 pm —  
Virtual Meeting

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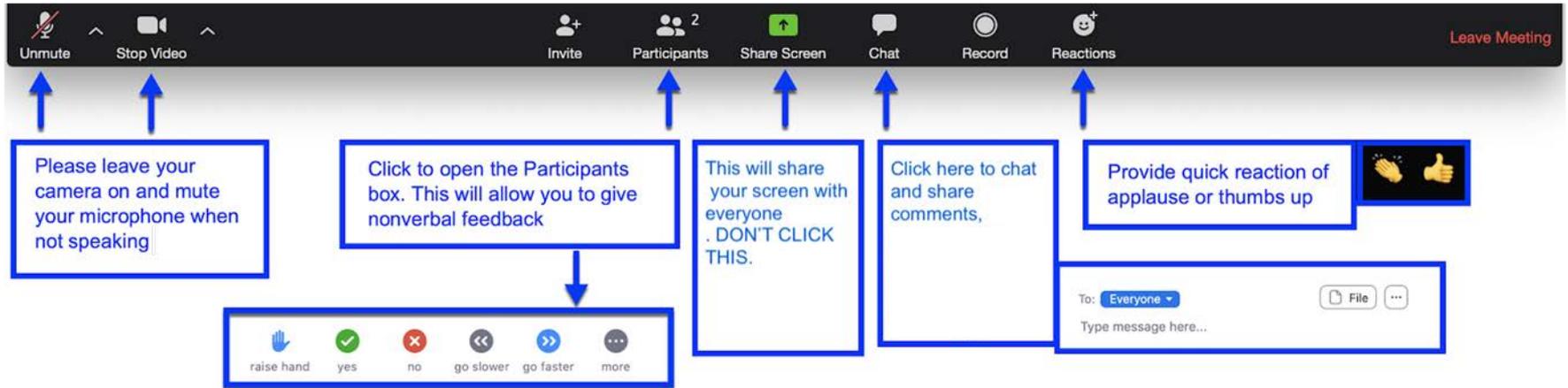


# Welcome and Thank You!

## City Staff Project Team

Anastazia Aziz, Community Development Department Director	<a href="mailto:aaziz@cityofpacificgrove.org">aaziz@cityofpacificgrove.org</a>
Terri Schaeffer, Senior Program Manager	<a href="mailto:tschaeffer@cityofpacificgrove.org">tschaeffer@cityofpacificgrove.org</a>
Alyson Hunter, Senior Planner	<a href="mailto:ahunter@cityofpacificgrove.org">ahunter@cityofpacificgrove.org</a>
Alex Othon, Assistant Planner	<a href="mailto:aotion@cityofpacificgrove.org">aotion@cityofpacificgrove.org</a>

# Zoom Logistics



Phone: (669) 900-6833 Meeting ID: 510 761 6001

# Agenda

Welcome and Housekeeping
Agenda Overview and Introductions
Project Updates
Overview of Online Engagement “Round 1” Strategy
Data Analysis Update
Defining Priorities for Action: First Steps
Strategic Thinking: Small Group Discussions + Report Backs
Community Workshop Outreach and Logistics
Next Steps and Close

# Introductions

- ❑ Verbal Intros (name and affiliation)
- ❑ Word Cloud Activity
  - ❑ Go to [www.menti.com](https://www.menti.com)
  - ❑ Type in code 22 97 47
  - ❑ *What kind of community do we want to be?*

# Project Updates

# Project Updates

- ❑ Project Name - *Welcome Home: Creating a More Affordable Future*
- ❑ Website: <https://www.cityofpacificgrove.org/living/community-development/housing/housing-initiative>
- ❑ ADU Affordability Survey
- ❑ Terri Updates
  - ❑ Housing Trust Fund
  - ❑ City submitted LEAP grant
  - ❑ Working on REAP grant (Oct deadline)
  - ❑ AMBAG - Sub-Regional Growth Forecast
- ❑ Other updates?

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

## Housing Initiative

Home » Living » Community Development » Housing » Housing Initiative

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
- » Documents and Resources

CONTACT

# Virtual Community Workshop Overview

# Workshop Objectives

1. Create a shared understanding about why housing affordability matters for Pacific Grove
2. Share data about existing housing challenges in Pacific Grove and the region
3. Help generate vision and values for the plan
4. Get feedback on high-level strategy options that could create more affordable housing opportunities

# Workshop Agenda

1. Welcome
2. Overview of the workshop + Project
3. Presentation: Housing in Pacific Grove
4. Vision and Values - Polling Activity  
*What kind of community do we want to be?*
5. Vision and Values Small Group Discussion
6. Strategy and Action Options Presentation
7. Strategy and Action Options Small Group Activity
8. Next Steps and Close

# Extended Virtual Workshop

## **Time Frame:**

Live event followed by option to participate online for 2 weeks after the live workshop

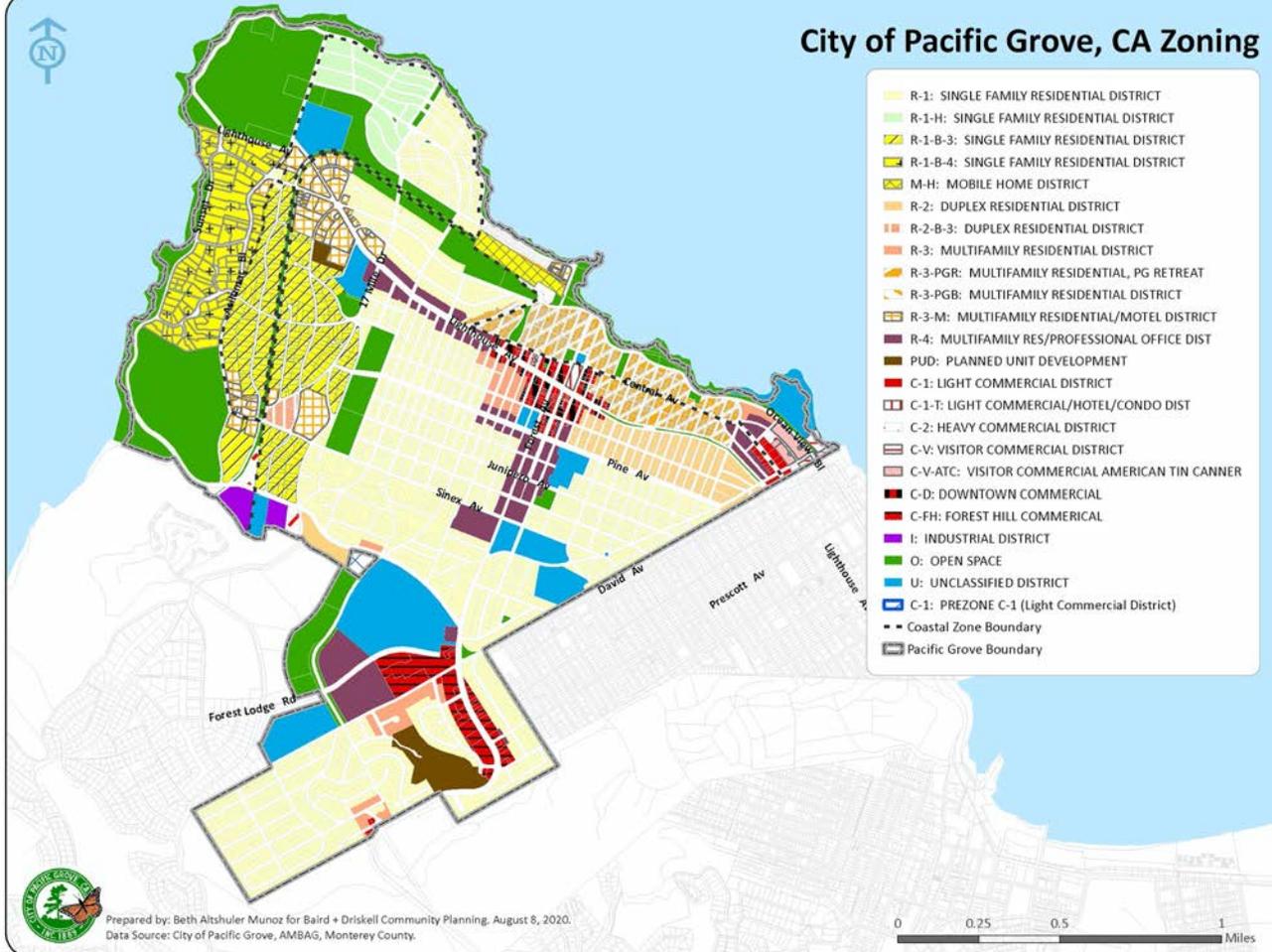
## **Advisory Group Role:**

- Outreach
- Small Group Note Taker / Facilitator

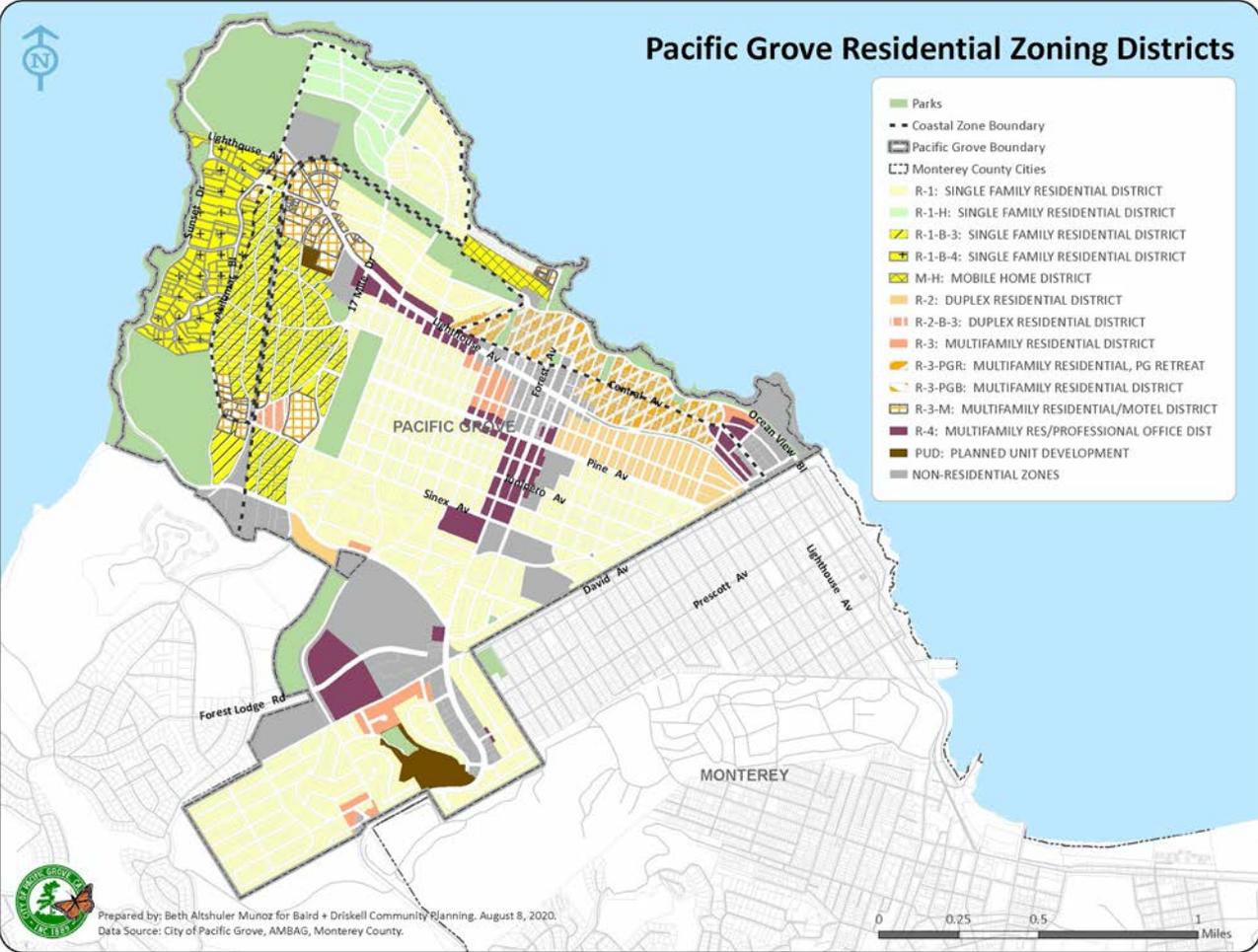
# Housing in Pacific Grove DATA



## City of Pacific Grove, CA Zoning



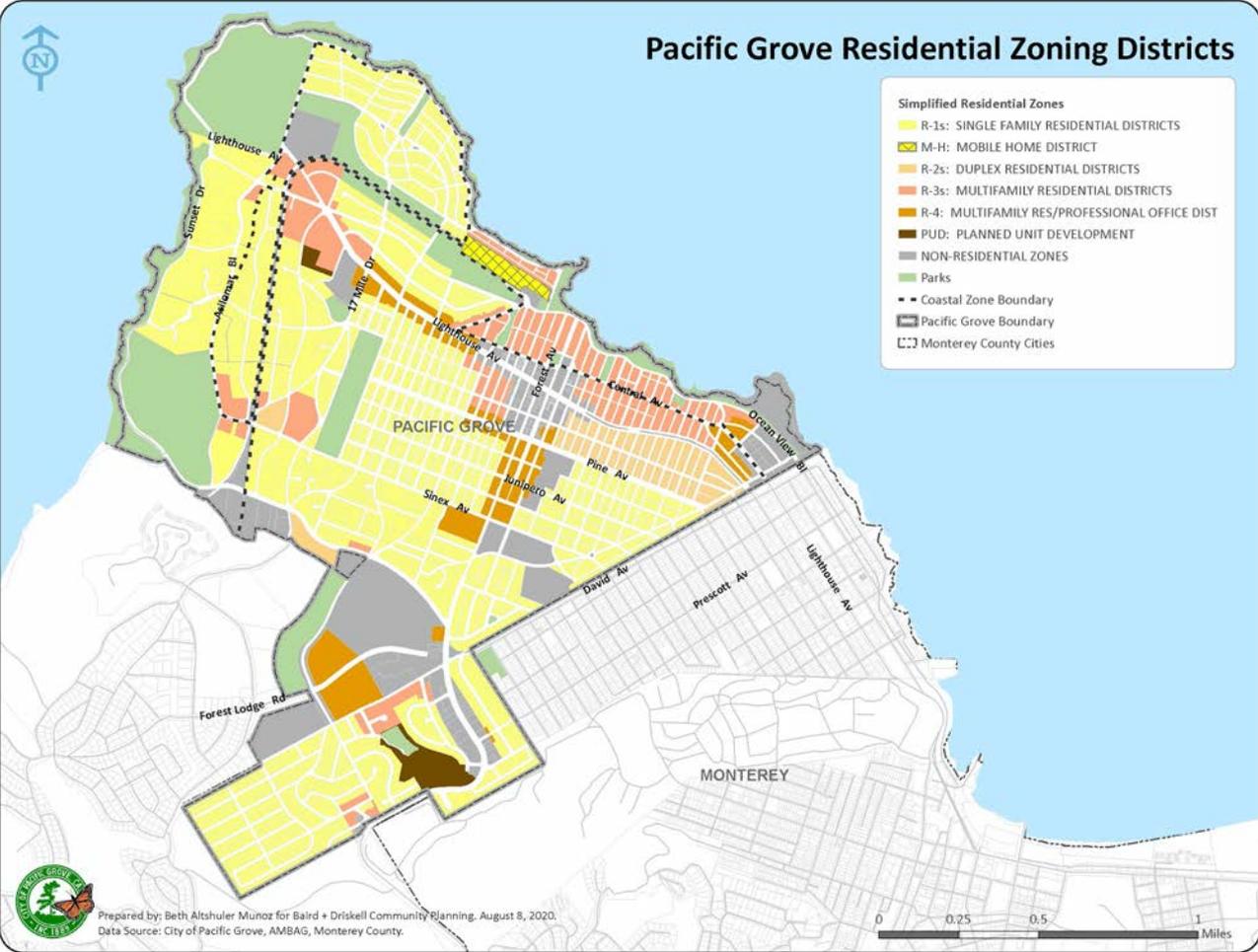
# Pacific Grove Residential Zoning Districts



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



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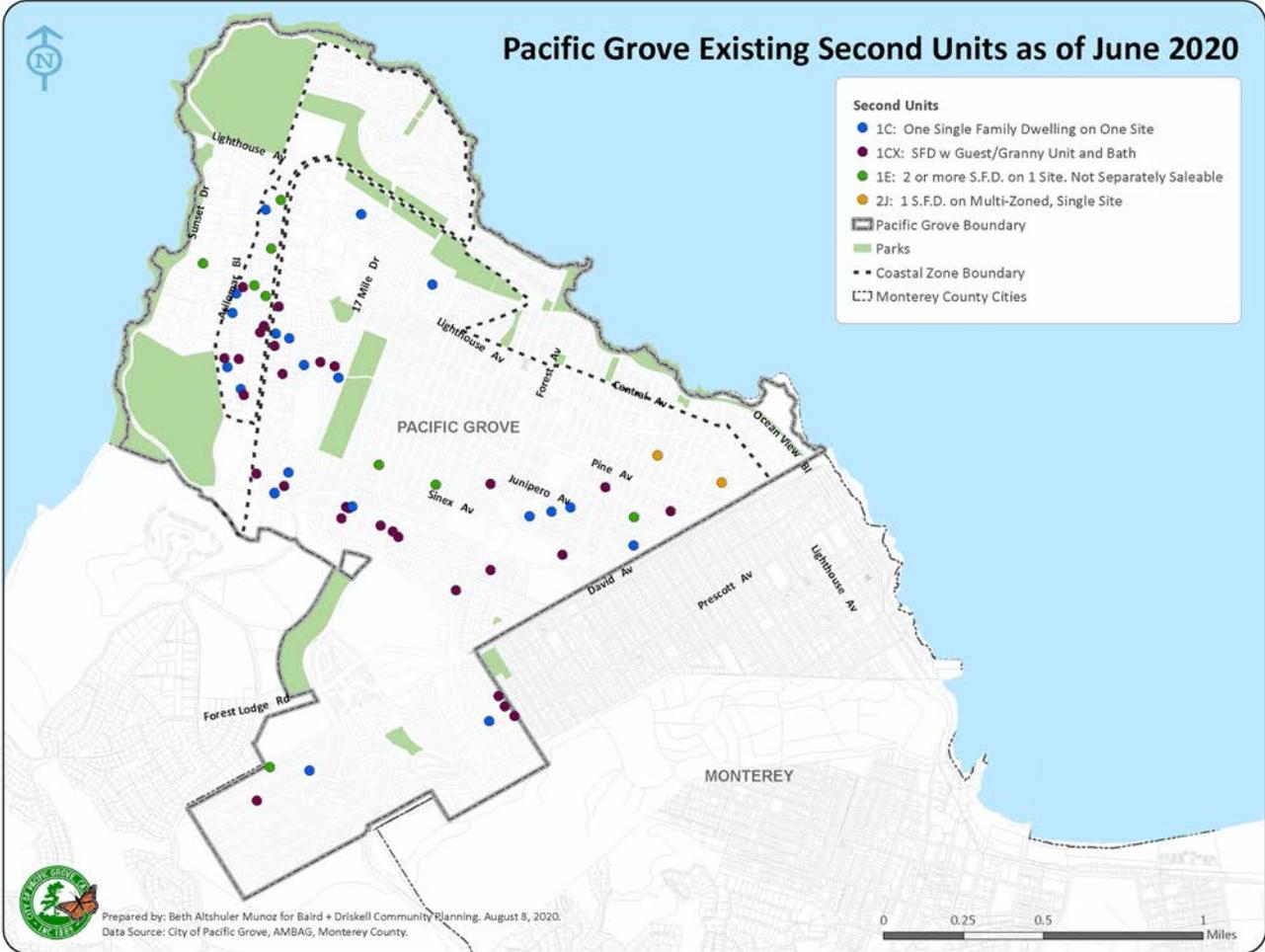
# Pacific Grove Existing Second Units as of June 2020



**Second Units**

- 1C: One Single Family Dwelling on One Site
- 1CX: SFD w Guest/Granny Unit and Bath
- 1E: 2 or more S.F.D. on 1 Site. Not Separately Saleable
- 2J: 1 S.F.D. on Multi-Zoned, Single Site

Pacific Grove Boundary  
 Parks  
 Coastal Zone Boundary  
 Monterey County Cities

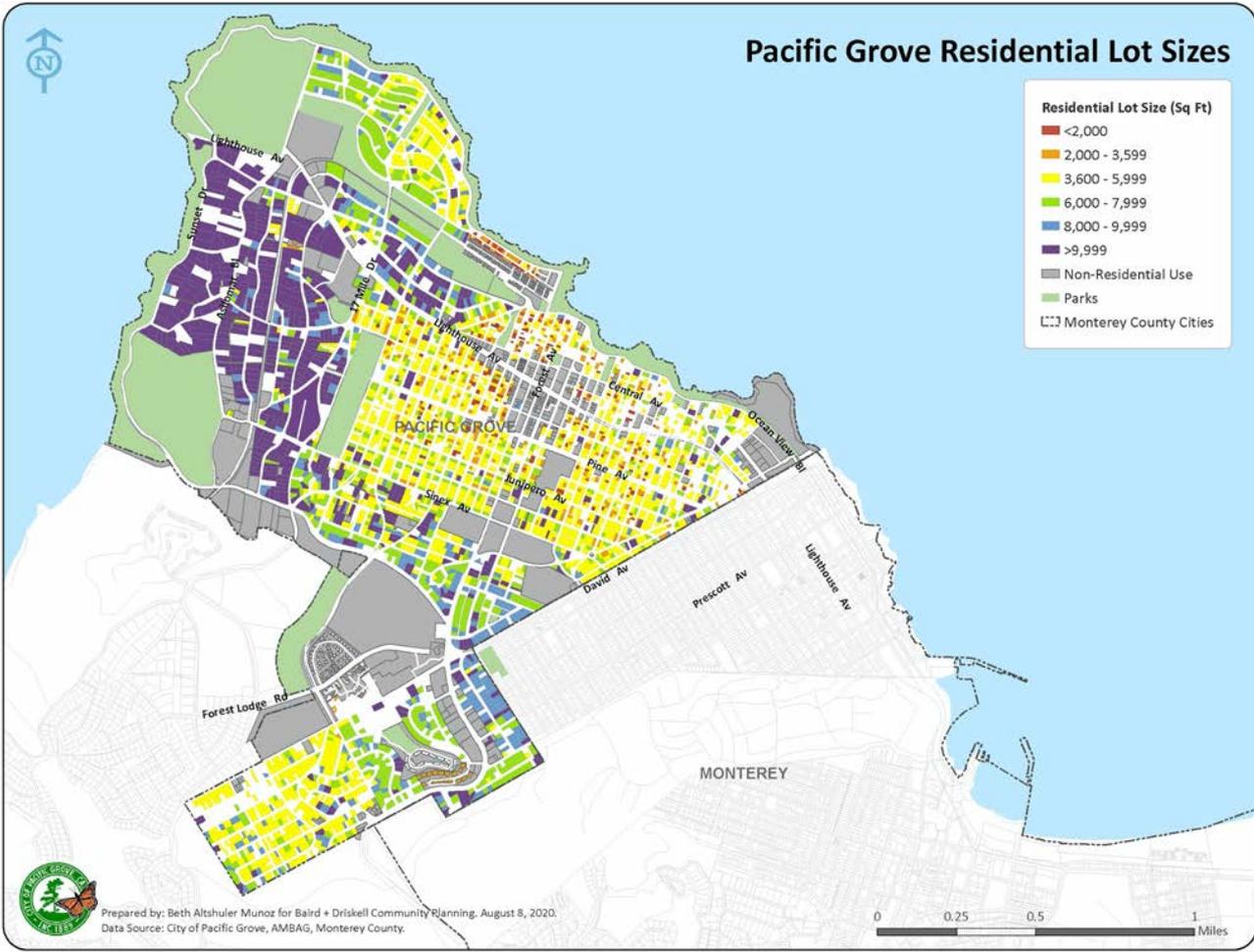


Prepared by: Beth Altshuler Munoz for Baird + Driskell Community Planning, August 8, 2020.  
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# Pacific Grove Residential Lot Sizes



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



Questions and  
Feedback?

# 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**

Change the rules about what can be built where + how much

## **B. Programs and Financial Tools**

Targeted to specific areas of need (but don't add capacity)

## **C. Partnerships and Use of Public Lands**

Work together as land owners and developers

## **D. Process Tools**

Make it less difficult to build housing, especially affordable

# Evaluating Options

**A strategy is worth pursuing because it helps create...**

\*More units    \*Smaller units    \*Senior units    \*Family units

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**A strategy is worth pursuing because it helps create...**

\*More units    \*Smaller units    \*Senior units    \*Family units

**And / or promotes affordability by...**

\* Creating more units overall    \* Incentivizing affordability

\* Ensuring affordability    \* Filling income / cost gap

\* Better using existing housing

# Evaluating Options

A strategy may be challenging due to...

- Cost
- Complexity
- Market forces
- Outside agencies
- Political will



# Strategic Thinking: Small Group Discussions

- What's missing from the list of strategy options?
- What is especially intriguing?
- Criteria you would change, add or remove?
- Feedback or questions you want us to consider

Stretch / Bio Break

# Community Workshop Outreach and Logistics

# Workshop Stuff

- Engagement Plan

[www.tinyurl.com/PGHousing#2](http://www.tinyurl.com/PGHousing#2)

- Date and Time

- Week of Aug 31 or Week of Sept 7?

- Daytime or evening?

- Day of week preference? -- can do a zoom poll)

- RSVP?

## Next Steps and Close

- ❑ Send summary and doodle for next meeting
- ❑ Will set community workshop date and send email asking for volunteers to support

# Contact Information

David Driskell

[driskell@bdplanning.com](mailto:driskell@bdplanning.com)

206.512.8612

Beth Altshuler Munoz

[BethAltMunoz@gmail.com](mailto:BethAltMunoz@gmail.com)

415.516.2715

**BAIRD + DRISKELL**

COMMUNITY PLANNING