

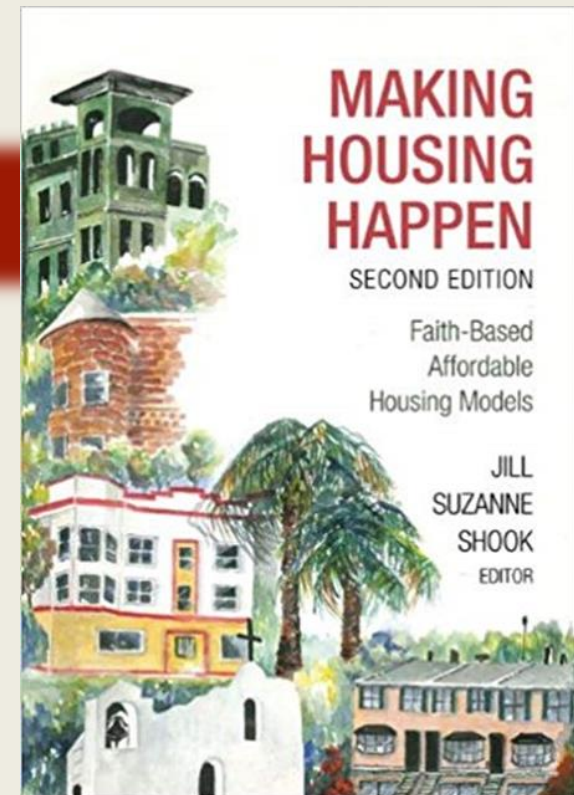
## **1. Thank you for joining us today....what we will present:**

- 1. Who are you?**
- 2. Who are we?**
- 3. Brief Background and scope of our Congregational Land committee work?**
- 4. What is our process for working with churches?**
- 5. What is our overlay proposal? What is the city proposal?**
- 6. What will it take to get it passed?**
- 7. Q and A**

# 1. Who are we?



**Jill Shook**



- Founder and Executive Director of Making Housing and Community Happen
- Editor/Author of “Making Housing Happen: Faith-Based Affordable Housing Models” 2006 and 2012
- Holds an M.A. in Biblical Studies from Denver Seminary and a doctorate from Bakke Graduate University in Transformational Leadership for the Global City



Making  
Housing &  
Community  
Happen

*Educating and Empowering Congregations for **Housing Justice***

# Making Housing and Community Happen

MHCH equips congregations, community leaders, and neighbors with practical tools needed to transform their communities, to end homelessness, and to stabilize the cost of housing through education, advocacy, advisement and organizing.



Housing Justice One-Day Institutes

Liaison outreach,

Housing justice team expansion to other cities



## We have six subcommittees:

- Homeless housing (Permanent Supportive Housing)
- ADU-Accessory Dwelling Units (“Granny Flats”).
- Safe Parking in collaboration with Foothill Unity in Monrovia
- Inclusionary ended and we are launching a Community Land Trust.
- North Fair Oaks Empowerment Initiative.
- **Congregational Land to build affordable housing.**





# Causes of the Affordable Housing Crisis?

Los Angeles County is consistently ranked among the three most unaffordable housing markets in the nation

**Low wages and high housing cost.. 29%** of households are severely rent-burdened-spending more than 50% on rent.

**Shortage of units.. 516,946 affordable units are needed** (California Housing Partnership/Southern California Association of Nonprofit Housing)

With COVID, a **20-45% increase** in homelessness is expected.

Today, the church has a huge role to play today.

**Is it a homeless crisis or an affordable housing crisis? A spiritual and moral crisis? Is it a crisis in faith, values and courage? What do we value as a society?**

**We could not do our work without  
Union Station doing yours..**



# About the Congregational Land Committee



# Phil Burns, Principle: The Arroyo Group



**Phil Burns, Chair of our Church Land Committee,**  
*Planning/entitlements*  
*Project management*  
*Engagement/facilitation*

- Has led the development of numerous Specific Plans and zoning ordinances around Southern California
- Bilingual community engagement expert
- Holds a Master's of Planning and Certificate in Real Estate Development from USC



# Andre White



## **Andre White**

*Affordable housing project management*

- Project manager and consultant for affordable housing projects
- Former Project Manager for Related California
- Holds a Master of Design Studies in Real Estate with concentration in development, investment and housing from Harvard University, and Bachelor of Science in Marketing from South Carolina State University

# Hugh Martinez



## **Hugh Martinez**

*Affordable housing project management  
and policy*

*Funding sources*

- Former Project Manager for Los Angeles Housing Partnership, Jamboree Housing and Clifford Beers Housing with over 18 years of experience, developing over 1,250 units of affordable housing
- Current Partner at Western Pacific Housing
- Licensed California Real Estate Broker

# Cynthia Kurtz



## **Cynthia Kurtz**

*Event support  
Strategy*

- Former City Manager of Pasadena, Interim City Manager for cities of Covina and Santa Ana; Former COO for River LA
- Special advisor to Renaissance National CORE

## Rev. John Oh



**Pastor John Oh** is the Project Manager for Faith in Housing at LA Voice. His role is to facilitate the building of affordable and permanent supportive housing on congregation and denomination-owned land. He comes from over fifteen years of parish ministry in LA County and has “the soul of an organizer” stemming from his Wesleyan roots of social justice and spirituality. He is passionate about reducing environmental impact and designing greener buildings as a LEED AP with a background in construction engineering and management. John has a Master of Divinity degree from Fuller Theological Seminary.



# 3

## Brief Background and scope of our work



# Why Congregational Land?

- **Congregations are missionally motivated to support lower-income populations**
- **Declining congregations have opened excess property  
Enabling development can financially stabilize these long-time community institutions**
- **Can allow congregations to have extra needed meeting spaces and other amenities that could be included in the proposal**
- **Even thriving congregations are not busy most of the week**
- **Synergy with affordable housing due to social services already provided at/by many congregations**
- **Opportunities for land located throughout the City - 136 churches**

# **Congregational Land in the COVID-19 Recovery**

- **Demand for affordable housing will increase markedly**
- **State, local and federal budget limitations will necessitate lower-cost land to be identified**
- **Congregations are struggling to stay afloat**
- **Construction jobs will be an important part of the economic recovery and are essential at all phases**

# How many churches are interested?

- **We have over 30 churches in our pipeline throughout Southern CA.**
  - **Results from our recent poll of Pasadena Churches,**
  - **Churches would be required to follow Pasadena's local preference policy**
- 
- Seventeen churches expressed interest in building housing on their land; these churches could build up to 1,177 units on their properties if the Congregational Land Overlay Zone is passed.
  - 95% of churches would support a Congregational Land Overlay Zone to help other churches build housing on their land.
  - 19 churches (nearly half of all respondents) would allow SAFE parking on their church's parking lots.
  - Twelve churches already own approximately 58 rental units. Only six of them rent at market rate.



## 4. What is our process for working with churches?



### **Step 1 – Identify interested congregations**

- Events/Conferences
- Personal contacts

# Our Process



## Step 2 – Initial Meetings with Key Person(s)

- Identification of church's goals (missional, financial)
  - Education about development, i.e. pros and cons of a partnership with a nonprofit affordable housing developer—they do the finances and ongoing management.
- 
- |  |  |
|--|--|
| a) Types of housing (senior, family, special needs, homeless housing, disabled, foster youth, etc. ) | d) How churches can benefit from affordable housing (possible income stream, possible long-term ownership) |
| b) Community needs and support   | e) Models of partnership/ownership (ground lease, shared equity, etc.)                                     |
| c) Process   |  |

# Our Process



## Step 3 – Initial Feasibility Study

- Zoning
- Site planning/product type
- Preliminary economics/Funding availability

# Our Process



## **Step 4 – Visioning, buy-in & internal approval**

- Congregational: visioning, facilitation
- Denominational: working within existing decision-making structures
- Community/City: early community engagement
- Refinement of development concepts (physical footprint, development standards, target population, ownership structure, etc.)



# Our Process



## Step 5 – Developer RFQ/RFP

- Assistance in preparing and distributing RFQ/RFP

# Barriers to Affordable Housing

- Land Cost
- **Restrictive Zoning—not one church is properly zoned to allow for building affordable housing**
- Concerns from Surrounding Community
- Funding

# Why do we need this overlay Zone?

- The Columbia University estimates that there will be 250,000 new homeless folks in the US as a result of this pandemic.
- Even before the pandemic we had a severe housing crisis due to an astonishing lack of affordable housing with almost 60,000 people experiencing homelessness and a million people in LA count spending over 90% of their income on rent.
- Many churches are losing members due to cost of housing.
- Over half of Pasadena's African American population has left largely due to gentrification.
- One of the biggest barriers to building affordable housing is a lack for sites. God is calling some churches to address this head-on by partnering with affordable housing developers to provide housing on their excess and over parking lots and unused buildings.
- In fact, there are seventeen churches in Pasadena so far interested in this, but the zoning needs to be adjusted for this to happen.

# 5. Our Overlay Zone Proposal







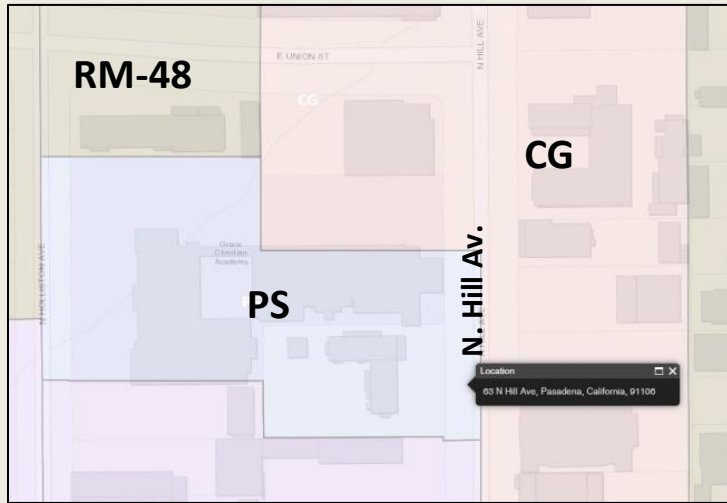
# Our Proposal

- **If a religious congregation wishes to build affordable housing, an overlay zone would permit housing on any congregational property in the City, whether zoned residential, commercial, or public. (There are no industrially-zoned congregations in Pasadena to our knowledge.)**
- **At least 50% of units must be affordable (<120% AMI). The affordable units should have an average affordability of no higher than 50% AMI.**
- **Update parking requirements and create flexibility in accommodating church parking needs.**
- **Streamline the process for approving affordable housing.**

# Density for Residential Zones

Base Density (du/ac)	Allowable Density (du/ac)
Less than or equal to 20	32
32	64
48	87
60	87
87	130

# Density for Non-Residential Zones

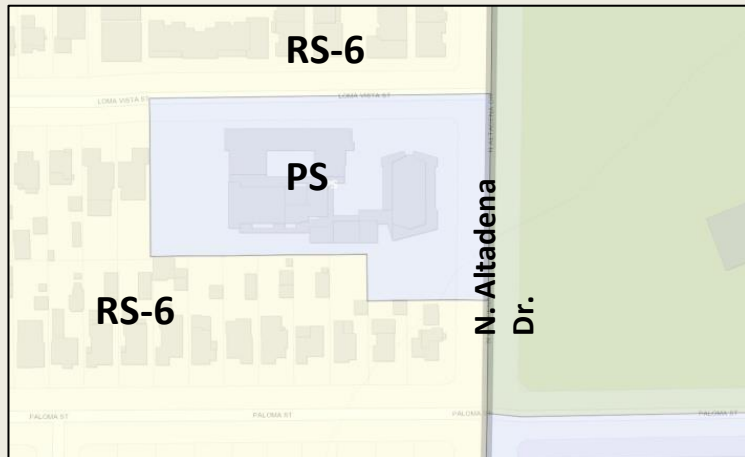


Base density = 48 du/ac

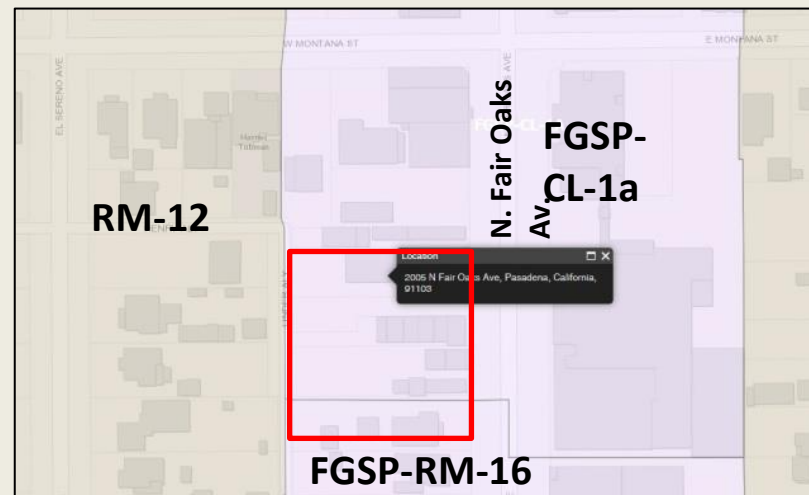
For properties zoned PS (Public / Semi-Public), the base density shall be the highest density for any property immediately adjacent to the Religious Facility, including properties directly across the street.

For all PS-zoned properties on North Altadena Drive, the base density shall be considered 32 dwelling units per acre.

For properties in other non-residential zones, the base density shall be 32 dwelling units per acre.



Base density = 32 du/ac



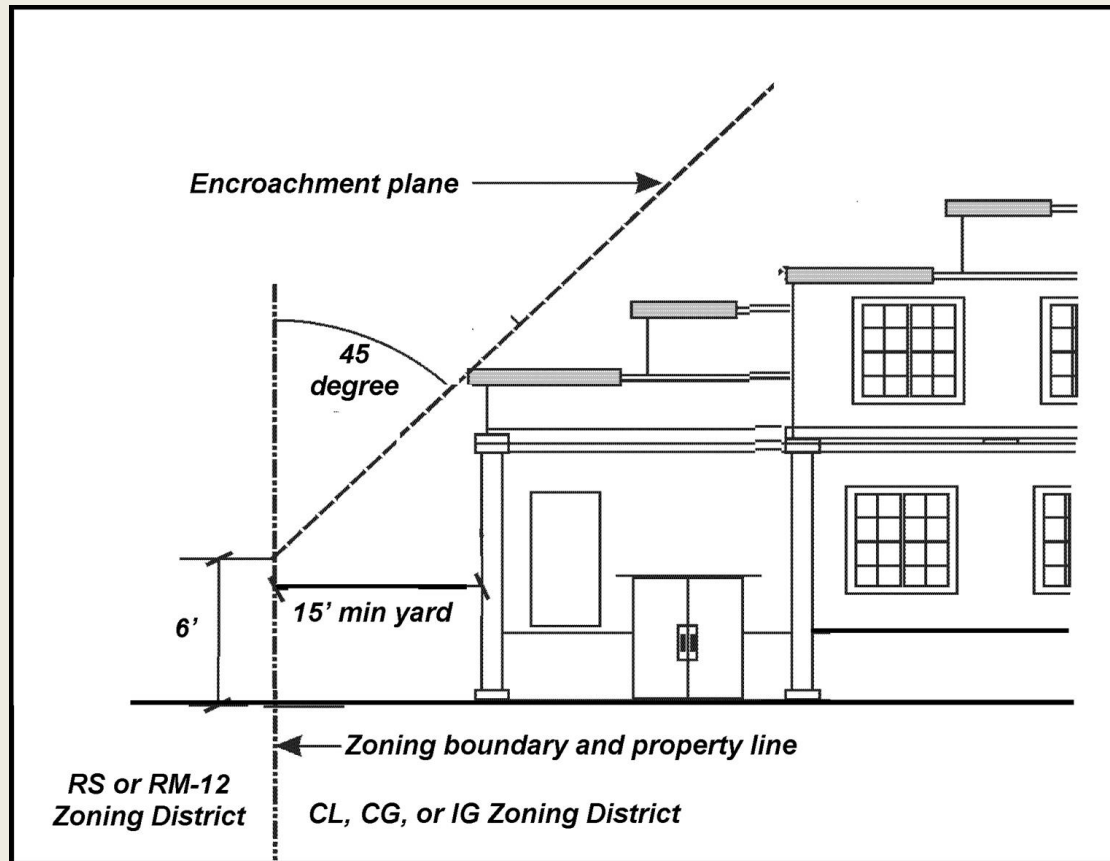
Base density  
32 du/ac

# Height

Based on allowable density:

- **32 du/ac:** Equivalent to RM-32 zone
- **64 du/ac:** 48 feet or 12 feet greater than base zone height limit
- **87 du/ac:** 58 feet or 12 feet greater than base zone height limit
- **130 du/ac:** 12 feet greater than base zone height limit, over no more than 60% of respective building (Concession Menu)

# Setbacks & Transitions



- Allow Concession Menu reductions to setbacks.
- Maintain existing encroachment plane requirements



# Church Parking

**Allow maximum flexibility in meeting church parking needs, using existing code provisions where available:**

- **Set parking requirement with a parking demand study**
- **Allow shared parking through a parking study**
- **Allow on-street parking to count toward requirement**
- **Allow off-site parking**

# Residential Parking

- **No parking requirement for PSH, TAY, extremely low-income units**
- **Reduce parking requirement by 50% in the Central District and within 1/2 mile of any Metro Gold Line Station except Sierra Madre Villa (Concession Menu)**
- **Parking requirement cannot be higher than 1 space per du for any affordable unit**
- **Can restrict on-street parking permits, as in other parking-limited developments**

# Adaptive Reuse

- **Allow adaptive reuse for any building code-compliant structure (not only designated Historic Resources) without needing to adhere to current development standards**

# Administration

- **DRAFT Proposed Municipal Code Amendments Regarding Development on a Premises with a Utilized Development Permit**
- **Housing development should be allowed by-right (Design Review may apply)**
- **Administrative approval for minor modifications to church's CUP**
- **Discretionary approval for major modifications to church's CUP  
- dealing with the church only**

## Who can summarize?

**Is there someone who would like to summarize what we are proposing in 1 min or so?**

**What's at stake? Other cities are watching? SB 899**

## 4

## Next Steps







What does it take to get it  
passed?

It needs to be studied by the Planning Department. A public workshop follows, with a Planning Commission, then the City Council.

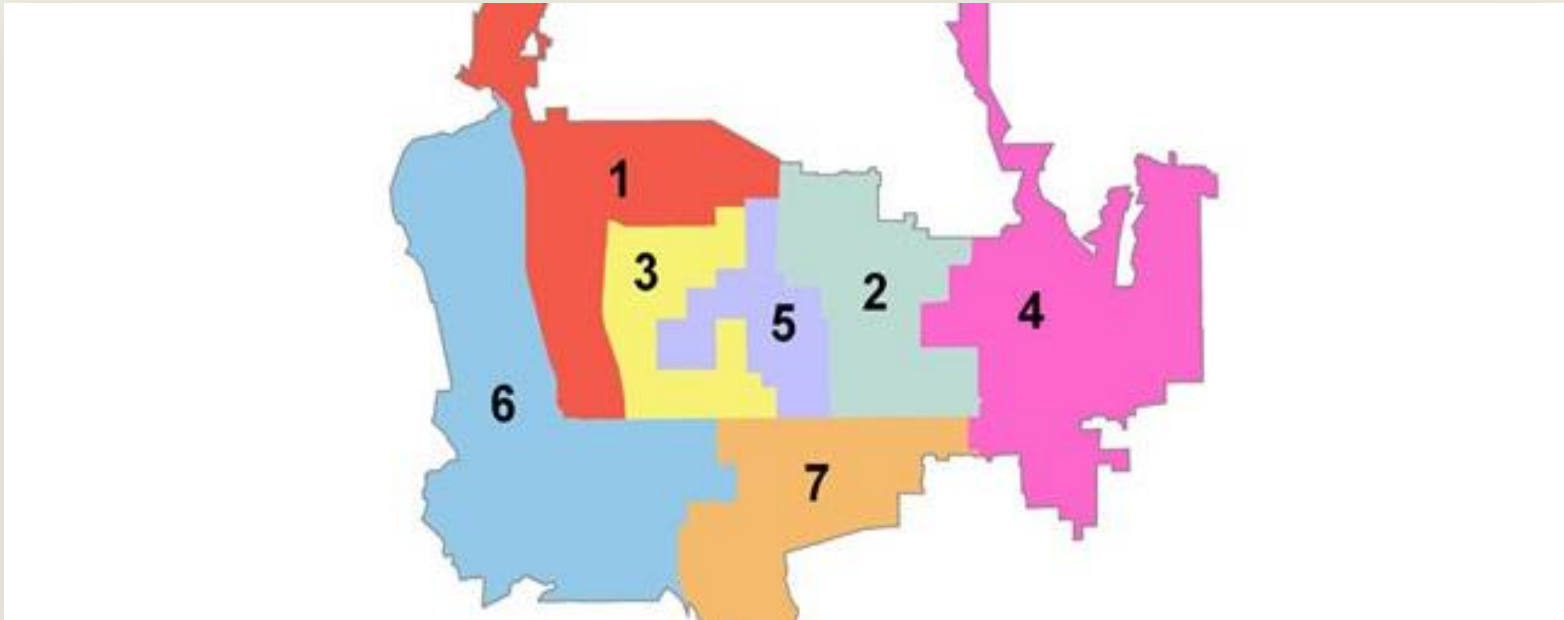
When its put onto the Council agenda, we need to mobilize.

It takes at least five votes on the City Council.

[ps://www.cityofpasadena.net/find-my-district/](https://www.cityofpasadena.net/find-my-district/)

## District Delegation Coordinators

<https://www.cityofpasadena.net/find-my-district/>



So far we have met with Kenney, Hampton and have meeting set for McAustin and Wilson.

## Success to date:

At this past Monday's City Council meeting we counted 100 people providing 122 public comments, which included 17 churches and 32 comments from just one small church with big dreams to use their excess land for affordable housing on N. Fair Oaks.

Our team was grateful to see how people from every corner of the city showed their support without one opposing comment.

Two article that I know of have been printed this week:

Pasadena Now:

<https://www.pasadenanow.com/main/city-council-is-interested-in-exploring-housing-on-church-property/>

Pasadena Starnews:

<https://www.pasadenastarnews.com/2020/10/06/pasadena-to-explore-affordable-housing-on-church-parking-lots/>

## Why do we need further support?

## Workshop and then Planning Commission

City Planning is key. It requires that the public has a say in how cities look, feel and work.

Public Workshop

Planning Commission

City Council

Example: Ed Tech- 1,000 letters for S. Heritage Square, petitions from neighbors..

**What will it take to get this passed?**

We need your support!

We need at least 10 or more people  
your church or groups you are part to  
write letters and to submit  
comments and 10 letters from  
neighbors of churches when it comes  
to the public meetings,

What are some other ideas you have  
to get this passed?

# We need your support! For this Monday at the City Council, 2pm

Dear Honorable Mayor and City Council members,

My name is \_\_\_\_\_ and I am a member of

\_\_\_\_\_. (your church, a club, a neighborhood association, etc..)

We desperately need more affordable housing in Pasadena! Use one of the of the following as a prompt to create your own personal one-two sentence story:

- Our church used to be full of Pasadena residents, but many of them have had to move away because housing costs are so high!
- My business cannot pay enough to cover my employee housing cost.
- My aunt ??? left our city to due to the cost of housing and she baby sat for me creating a real hardship for us.
- I had to take on extra work to over the cost of housing and leaving less time for my family or church.

**Continue with the following:**

There are two major opportunities for affordable housing:

- 1.Affordable housing on the Water and Power site in the civic center.
- 2.Affordable housing on church land.

The Water and Power site has been sitting vacant for many, many years and is certainly “surplus” land which the law prioritizes for affordable housing. Furthermore, the need for this housing is great! Please do all that you can to speed this process along!

Churches across Pasadena are stepping up to offer their land for affordable housing, but they need the zoning to be changed to let them do that! This zoning change will speed up the process of building the housing we need and will make the process considerably less expensive, which makes affordable housing dollars stretch further so that more can be built. Please advise the Planning Commission to work with the Planning Department to make the necessary zoning change.

Thank you for your service to our community!

**Your name here.**



## How to submit the letter

Sample letter:

Sample letter to send to the City Council for agenda items #16 and #18. This letter must be submitted any time between now and 2 hours prior to the Monday, 2pm City Council Meeting (Oct 5<sup>th</sup>)

to: [\*\*correspondence@cityofpasadena.net\*\*](mailto:correspondence@cityofpasadena.net)

# Fact sheet and Talking points

<https://makinghousinghappen.net/2020/10/02/let-the-pasadena-city-council-know-that-you-support-affordable-housing-at-the-civic-center-and-on-church-land/>



Q and A.



Thank you again for  
joining us today!

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[www.MakingHousingHappen.org](http://www.MakingHousingHappen.org)