

## **Heritage Square South Senior Permanent Supportive Housing Pre-Project FAQ's 3.5.19**

**Pasadena has a unique opportunity to address the urgent and growing problem of senior homelessness. Many of our senior neighbors are finding themselves priced out of the rental market and are ending up homeless, often for the first time in their lives. We have a chance to end homelessness for dozens of our vulnerable neighbors by constructing a new permanent supportive housing apartment building for these seniors on the Heritage Square South site located at the northeast corner of Fair Oaks Ave. and Orange Grove Blvd. The site is owned by the City of Pasadena. No one believes seniors should be relegated to living their “golden years” on the streets. We are planning to provide a home where they can live securely with dignity.**

**For more information about this exciting opportunity, please visit the Heritage Square South webpage at <https://www.cityofpasadena.net/housing/heritage-square/>.**

### **1. Has a specific project for the Heritage Square South site been approved by City Council?**

No, the City Council has not approved a specific project for the Heritage Square South site. On December 17, 2018, in a public meeting, City Council unanimously approved using the site for a mixed use building consisting of permanent supportive housing units for homeless seniors over retail space. On January 28, 2019, in a public meeting, City Council unanimously gave approval for staff to negotiate with BRIDGE Housing Corporation to develop a project on the site and to bring a recommendation for a specific project to City Council for approval in the future (projected to be before September 2019). At both of the aforementioned City Council meetings, dozens of members of the public were in attendance and many made public comment.

### **2. How can I provide input into the proposed project?**

Beginning in March 2019, BRIDGE and the Housing Department will start to schedule meetings to discuss the project with nearby stakeholders including resident associations, schools, business owners, apartment/homeowner associations, and faith-based groups. A working group will also be formed, which will include two Northwest Commission members and two local business owners to provide input for the project on topics such as project design, retail tenant preferences, house rules and security measures. When a recommendation for a specific project is ready it will go to City Council where public comment can be made.

### **3. What will be proposed for the Heritage Square South site?**

The proposal will include a three story mixed-use building with 65-70 units of permanent supportive housing for homeless seniors, 10,000 – 15,000 square feet of retail space and both surface and subterranean parking. On-site, intensive case management services will be provided to the tenants, including: counseling, assistance with healthcare, independent living skills support, on-site activities, and more.

**4. Based on the experience with the three other permanent supportive housing projects in Pasadena, does this type of housing increase crime, reduce property values or negatively impact businesses?**

Based on the experience with those projects, local authorities have made the following comments concerning crime, property values and impacts on local businesses:

*“The safety level [in the area in which the projects are located] is actually enhanced because we are taking people from off the street and putting them into a situation that is stable regardless of their addiction or their mental health issues.”*

Lt. Goodman, Pasadena Police Department

*“Supportive housing has been an uplift to the community. Property values continue to rise in Pasadena.”*

Barbara King, Realtor

*“The impact of supportive housing on businesses is a positive one in that there are fewer people on the street, in doorways, sleeping on sidewalks and under bridges.”*

Paul Little, Pasadena Chamber of Commerce

For more information on this topic use the link below to view an in-depth video  
[https://www.youtube.com/watch?time\\_continue=1&v=r17d6Uwls9s](https://www.youtube.com/watch?time_continue=1&v=r17d6Uwls9s).

**5. What is the success rate in the three existing permanent supportive housing projects in Pasadena?**

Over 95% of the formerly homeless residents in those projects remain housed year over year.

**6. How does permanent supportive housing change the lives of a homeless person?**

When a homeless person is permanently housed their lives and behavior change significantly. They have their own bed to sleep in and no longer need to sleep in public spaces (e.g., parks, alleys, underpasses). Their possessions can be adequately stored away in their own closet. Their hygiene can be properly taken care of in their own bathroom. Case management services help them deal with the issues that resulted in their being homeless including mental and physical health, substance use disorders, lack of income, domestic violence, and other root causes of homelessness.

For more information on this topic use the link below to view an in-depth video  
<https://www.youtube.com/watch?v=53ajDrUzfnw>.

**7. Who will be involved in the proposal?**

Union Station Homeless Services, a Pasadena-based nonprofit organization, is proposed to be the service provider. In collaboration with BRIDGE Housing Corporation, Union Station would identify and screen persons prior to referral for housing and services.

BRIDGE Housing Corporation is proposed to be the nonprofit organization to develop and manage the property.

Pasadena Housing Department is proposed to provide some of the project funding through a loan or low cost land lease and possibly long term rental assistance (i.e., Section 8).

**8. What is the need for this type of housing?**

The 2018 Pasadena Homeless Count found that 677 people were experiencing homelessness. Of this total, 253 persons (37%) were 50 years old or over making them the largest homeless subpopulation in Pasadena. Senior renters who are on fixed incomes, such as social security, are seeing their rent increasing at a rate much faster than their incomes. Many of those who do not have other means of support, such as family financial help, are finding themselves homeless for the first time in their lives. The number of older homeless persons in Pasadena increased by 65% over a two year period. In the San Gabriel Valley the number of homeless seniors increased 116% in one year.

**9. How will the proposed apartments differ from a homeless shelter?**

A homeless shelter only provides a very short term place to stay. The people living in a shelter, though off the street, are still homeless because they can only stay at the shelter for set amount of time. The tenants in the proposed apartments will have, at minimum, 1-year leases, renewable if in good standing, which will allow them to live there for as long as they like provided they pay their share of the rent and follow the terms of their lease. Once the tenants move in, they will no longer be homeless.

**10. How will tenants be selected?**

Prospective tenants will be identified and vetted first by Union Station and subsequently screened and approved by both BRIDGE and the Housing Department.

**11. Will there be a Pasadena preference to ensure our local homeless persons get first priority for the apartments?**

Yes, a Pasadena preference will be used.

Tenant Selection Criteria	Priority Group
Became homeless in Pasadena and staying on Pasadena streets, in a Pasadena shelter/homeless housing program, or placed in short-term housing/shelter outside of Pasadena.	First
Became homeless outside of Pasadena but employed or in school full-time in Pasadena or receiving supportive services from a Pasadena-based provider and staying on Pasadena streets or living in a Pasadena shelter/homeless housing program.	Second
Became homeless elsewhere and staying on Pasadena streets or living in Pasadena shelter/homeless housing program.	Third
Became homeless elsewhere, currently homeless elsewhere, either streets or short-term housing	Fourth
All other applicants	Fifth

**12. What will be done to ensure the completed apartments do not turn into a community problem over time?**

The Housing Department will approve and monitor a required management plan for the apartments. The City will have a long term stake in the property and significant influence over the property as it will retain ownership of the land and lease it to BRIDGE Housing Corporation. The units will be inspected by the Housing Department on an annual basis. Quarterly inspections of the units will also be performed by property management staff to assist residents in maintaining their apartments. An annual audited financial statement will be submitted by the developer to the lenders, including the City, so the financial health of the apartments can be monitored and financial issues addressed. The property is highly visible so any visible issues can be brought to the attention of the developer and City for resolution. On site case management services will be long-term. Property management staff will reside on-site. Security staffing will be provided on evenings and weekends.