

Housing Pasadena 2021-2029

Introduction

The City of Pasadena is a thriving community of 141,000 residents, many of whom have lived here for generations and others who continue to move to the City attracted by its diverse neighborhoods, broad jobs base, quality public services, ready transit access, and beautiful backdrop of the San Gabriel Mountains. Pasadena has been referred to as a city on the world stage—sharing its qualities with an international television audience every January 1—but with smaller-scale community experiences that residents find in its many distinctive neighborhoods. These qualities continue to distinguish Pasadena as one of the most livable communities in California.



In Pasadena’s neighborhoods, you can find homes of almost any configuration, size, and architectural style. And in an increasingly difficult housing market, the City has been a leader in facilitating production of affordable housing—with affordability extending to middle-income households that previously had few housing assistance programs available to them. However, conditions throughout California have created a housing market increasingly unaffordable to people of modest means, with lower-income households unable to find decent housing near their jobs or in the communities where their families have lived for generations. This housing crisis threatens to dilute the richness of communities like Pasadena that benefit from diversity.

For many decades, federal and State housing legislation has been based on the goal of a decent home and suitable living environment for every American. Homes provide more than just shelter; decent housing contributes to our well-being by providing a stable and safe environment for children to grow up, parents to raise families, and seniors to retire in safety and security. The environment or neighborhood in which housing is placed also provides the context where interactions important to a community can take place.

City leaders, staff, and community members have long been at the forefront of housing policies and programs, not only in the San Gabriel Valley but in Southern California as a whole. In 2000, Pasadena was one of the first communities to develop a housing vision that expressed its commitment to housing its residents.

All Pasadena residents have an equal right to live in decent, safe, and affordable housing in a suitable living environment for the long-term well-being and stability of themselves, their families, their neighborhoods, and their community. The housing vision for Pasadena is to maintain a socially and economically diverse community of homeowners and renters who are afforded this right.

The 2021–2029 Pasadena Housing Element continues the work to achieve this vision and to move beyond statutory requirements. The City is committed to opening doors for people of all income levels, at all stages in their lives, and to creating programs that demonstrate innovation and leadership.

Required Scope of the Housing Element

California law requires that every city and county develop housing programs to address existing and future housing needs of their residents. To comply with State law and achieve its vision of providing suitable living environments for all residents, the City of Pasadena has prepared housing elements since the requirement was adopted in 1969. The housing element is a mandated chapter of the Pasadena General Plan and addresses the production, maintenance, and improvement of housing, as well as ensuring equal access to housing for all persons. This housing element covers an eight-year planning period from 2021 to 2029.

The detailed statutory requirements for preparing a housing element are contained in the California Government Code (sections 65580–65589.8). In accordance with State law, the housing element must include: 1) an identification and analysis of its existing and projected housing needs; 2) an analysis of the various governmental and nongovernmental constraints to meeting that need; and 3) a series of goals, policies, and scheduled programs to further the development, improvement, and preservation of housing.

This housing element consists of two sections: Housing Framework and Appendices. The Housing Framework sets forth the housing concerns and issues in Pasadena, followed by the goals, policies, programs, and resources to address those issues. The Appendices support the Housing Framework and address specific statutory requirements as follows:

- **Appendix A: Housing Needs.** This includes an analysis of demographic, economic, social, and housing characteristics of Pasadena residents and an assessment of current and future housing needs in the community associated with population and employment growth and change.
- **Appendix B: Constraints Analysis.** This includes an analysis of potential governmental constraints that affect the development, maintenance, and improvement of housing for all income groups and people with disabilities, commensurate with the City's identified housing needs.

- **Appendix C: Housing Resources.** This includes an inventory of resources available to address the City’s housing needs, including available land to accommodate new housing, financial resources to support program efforts, and administrative capacity to manage housing programs.
- **Appendix D: Program Evaluation.** This includes an evaluation of current housing programs and accomplishments in addressing the housing needs identified in the 2014–2021 Housing Element.
- **Appendix E: Community Inputs.** This includes the input from community engagement initiatives conducted for this Housing Element update. Although the City lacks resources to implement all initiatives in the Housing Element, this appendix is a resource to draw upon for creative housing solutions over a longer planning horizon.
- **Appendix F: Affirmatively Furthering Fair Housing.** State Housing Element law requires a thorough analysis of any patterns of discrimination in the provision of housing. The analysis in this section is coupled with programs in the Housing Plan to forward meaningful actions to address fair housing issues identified in the analysis.

Related Plans

Pasadena’s 2021–2029 Housing Element is related to local planning efforts and others mandated by the State of California and the federal government. The following describes these documents and how the City will maintain consistency with each of them.

- General Plan Housing Vision. Pasadena’s General Plan establishes eight guiding principles: 1) growth targeted to the Central District, Transit Villages, and Neighborhood Villages; 2) historic preservation; 3) economic vitality; 4) social, economic, and environmental sustainability; 5) circulation without cars; 6) regional prominence and leadership; 7) robust community participation; and 8) educational commitment. The City’s Housing Vision to maintain a socially and economically diverse community of homeowners and renters is consistent with the General Plan guiding principles.
- General Plan Consistency. In 2015, the City comprehensively updated the Land Use Element. The land use plan includes extensive accommodation of mixed-use development within the Central District, areas surrounding Metro light rail stations, and neighborhood villages. This approach creates greater capacity for new residential uses. To implement land use policy, the City is updating seven existing specific plans, creating a new specific plan for the Lamanda Park area, and undertaking targeted zoning code amendments. This Housing Element reflects and responds to the updated Land Use Element regarding targeted areas for housing growth and allowed densities; and the specific plans and zoning code will facilitate housing production. The City will maintain consistency between this element and other General Plan elements by reviewing those elements and determining whether any focused amendments are required.
- City of Pasadena Housing Plans. To maintain eligibility for receiving federal Community Development Block Grant (CDBG) funds, HOME Investment Partnerships program grant, Emergency Solutions Grant, and associated monies, Pasadena prepares a consolidated plan on a five-year cycle. Pasadena’s Consolidated Plan was last revised for the 2015– 2019 planning period. The City also prepared its 2020 Analysis of Impediments to Fair Housing Choice and Ten Year Plan to End Homelessness. The housing, community development, and economic needs identified during



those efforts and the program commitments made are consistent with those in the 2021–2029 Housing Element.

- **Water and Sewer Services.** The Pasadena Water and Power Department provides water service to the Pasadena community. Sewer services are provided by the Sanitation District of Los Angeles County and the Pasadena Public Works Department. The City transmitted this housing element to these agencies to allow for population projections to be incorporated into their plans. This allows purveyors to plan for infrastructure and set priorities to serve affordable housing—as required under Government Code section 65589.7—should a shortfall in water or sewer service occur.
- **Disadvantaged Unincorporated Communities.** As required by SB244, cities are required to amend their land use element to address provision of services to disadvantaged communities within their sphere of influence. According to the Los Angeles County Local Agency Formation Commission, Pasadena does not have disadvantaged communities under the definition specified in SB244 within its sphere of influence. Therefore, the City is not required to amend the General Plan to address this legislation.

Terms and Acronyms

This Housing Element uses many terms and acronyms specific to Housing Element law. While the City has looked to minimize use of acronyms to make the document more accessible, the following definitions are provided for terms and acronyms used for purposes of expediency.

AFFH - Affirmatively Furthering Fair Housing

Refers to the 1968 Fair Housing Act's obligation for State and local governments to improve and achieve more meaningful outcomes from fair housing policies, so that every American has the right to fair housing, regardless of their race, color, national origin, religion, sex, disability, or familial status.

AI - Analysis of Impediments to Fair Housing Choice

A document required by the federal government for the review of impediments or barriers that affect the rights of fair housing choice. It covers public and private policies, practices, and procedures affecting housing choice. The AI serves as the basis for fair housing planning, provides essential information to policymakers, administrative staff, housing providers, lenders, and fair housing advocates, and assists in building public support for fair housing efforts.

AMI - Area Median Income

The Area Median Income (AMI) is the midpoint of a region's income distribution; half of families in a region earn more than the median and half earn less. Related to housing policy, the U.S. Department of Housing and Urban Development (HUD) and California Housing and Community Development Department (HCD) both define and release income thresholds every year, by household size, that determines eligibility for affordable housing.

CDBG - Community Development Block Grant

A grant program administered by the U.S. Department of Housing and Urban Development that provides federal grants directly to larger urban cities and counties for activities that benefit low- and moderate-income individuals, eliminate blight, or address a serious and immediate threat to public health and welfare. States distribute CDBG funds to smaller cities and towns. Grant amounts are determined by a formula based upon need.

CEQA - California Environmental Quality Act

A State law requiring state and local agencies to assess the environmental impacts of public or private projects they undertake or permit. Agencies must mitigate adverse impacts of the project to the extent feasible. If a

proposed activity has the potential for a significant adverse environmental impact, an Environmental Impact Report (EIR) must be prepared and certified as legally adequate by the public agency before action on the proposed project.

CHAS - Comprehensive Housing Affordability Strategy

A plan prepared by State or local agencies as a prerequisite for receiving assistance under certain U.S. Department of Housing and Urban Development programs.

CHDO - Community Housing Development Organization

A private nonprofit organization certified by the State that meets federal criteria to receive HOME Investment Partnership Program (HOME) funds. A minimum of 15 percent of total HOME funds provided to each state are reserved for CHDOs.

HCD - California Department of Housing and Community Development

A State agency that administers State housing programs and is responsible for review of the Housing Element for compliance with law. HCD also administers the federal HOME and CDBG programs on behalf of jurisdictions that are not directly assisted by HUD.

HOME - HOME Investment Partnership Program

A federal housing program that provides formula grants to States and localities. Communities use the grants (often in partnership with local nonprofit groups) to fund a wide range of activities. These include building, buying, or rehabilitating affordable housing for renters and homeowners, and providing direct rental assistance to low-income people.

HUD - U.S. Department of Housing and Urban Development

A federal, cabinet-level department responsible for overseeing, implementing, and administering U.S. government housing and urban development programs.

LIHTC - Low Income Housing Tax Credit Program

A federal housing subsidy program that gives tax credits or reductions in federal income tax liability as incentives for investment in affordable

housing projects. The owners of LIHTC projects receive tax credits each year for 10 years. The program is often used by limited partnerships made up of nonprofit developers that build and manage the projects (general partners) and for-profit passive investors (limited partners) who receive shares of the project's tax credits. The federal government allocates tax credit amounts to states based on population. In California, tax credits are awarded by the California Tax Credit Allocation Committee (CTCAC) in the State Treasurer's Office.

MRB - Mortgage Revenue Bonds

A mortgage revenue bond is a type of municipal tax-exempt bond issued by state and local governments through housing finance agencies to help finance low- and moderate-income housing for first-time qualifying homebuyers. MRB mortgages are generally restricted to first-time homebuyers who earn no more than the area median income (AMI).

RHNA - Regional Housing Needs Assessment

A determination by a council of governments (or by the California Department of Housing and Community Development) of the existing and projected need for housing within a region. The RHNA process numerically allocates the future housing need by household income group for each locality within the region. This housing allocation must be reflected in the locality's Housing Element of the general plan.

SCAG - Southern California Association of Governments

SCAG is a Joint Powers Authority under California law, established as an association of local governments and agencies that voluntarily convene as a forum to address regional issues. Under federal law, SCAG is designated as a Metropolitan Planning Organization and under State law, as a Regional Transportation Planning Agency and a Council of Governments. The SCAG region encompasses six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura) and 191 cities in an area covering more than 38,000 square miles.

TOD - Transit-Oriented Development

Moderate to higher-density development, located within easy walk of a major transit stop. TOD generally has a mix of residential, employment, and shopping opportunities designed for pedestrians. TOD can be new construction or redevelopment of one or more buildings whose design and orientation facilitate transit use.

Public Engagement

California law requires local governments to engage the public in the development of the Housing Element. Specifically, Government Code section 65583(c)(7) states “that the local government shall make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe this effort.” State law does not specify the means and methods for participation; however, it is generally recognized that the participation must be inclusive.

Pursuant to one the General Plan guiding principles, the City is committed to engaging the community in defining local housing needs and discussing creative ways to address them. Preparation of this Housing Element included the following public engagement opportunities:

Website. The City hosted a Housing Element webpage on the Planning & Community Development Department’s landing page (on the City of Pasadena website). Information available included Housing Element background materials, presentations and summaries from community workshops and Task Force meetings, and the draft housing element for public review.

Housing Task Force. In March 2021, Mayor Victor M. Gordo announced the formation of a Housing Task Force, with its first charge being to advise on development of Housing Element programs. The Task Force met three times during Housing Element preparation (via videoconference due to COVID-19 restrictions on public gatherings). All Task Force presentation materials and summaries were posted on the City’s Housing Element website page.

Community Survey: To reach a broad constituency, the City prepared an on-line Housing Element survey, available in both English and Spanish that was accessible from mid-May to mid-July 2021. City staff also provided paper versions at key City facilities. Over 600 persons participated, responding to multiple-choice questions and providing detailed, thoughtful responses to open-ended questions. The City advertised survey availability via social media platforms, email blasts, newspaper advertisements, and direct contact with numerous community groups.

Community Workshops. Two community-wide workshop series were conducted, with each series offering an English version and a Spanish version. The first series occurred April 15/22, 2021 and the second on June 2, 2021. These workshops were extensively advertised via Council district contact lists, social media, email blasts, and direct outreach to over 35 community-based organizations. Because of restrictions on public gatherings imposed by COVID-19, all events were held online. However, this platform allowed many more people to participate than the City typically experienced for in-person events, with over 100 participants at the first workshop series and approximately 50 participants at the second

Housing Plan

workshop. Participants' input was recorded on a digital whiteboard as shown in the exhibit on the following page.

Planning Commission and City Council Study Sessions. In May through August 2021, Planning staff conducted three study sessions with the Planning Commission and one with the City Council to review ideas and programs for the Housing Element prior to submitting the draft to HCD for review. The Commission and Council reviewed and considered inputs from the Task Force meetings, community survey, and community workshops.

Public Hearings. This will be filled in for the final housing element.

Comments and recommendations received during these many public forums are summarized in Appendix D.

Housing Element: Workshop #1
Thursday, April 15, 2021
6:00 - 8:00 PM

Key Themes

What are the major housing issues and challenges in Pasadena today and in the future?

What types of housing are needed in the community?

Where should new housing be located in Pasadena?

Additional Questions and Comments

Agenda
- Introductions
- About the Housing Element
- Pasadena's Housing Needs
- Discussion

Comments from participants the first workshop were captured on a digital white board. Appendix E contains summaries of all comments from all community engagement activities.

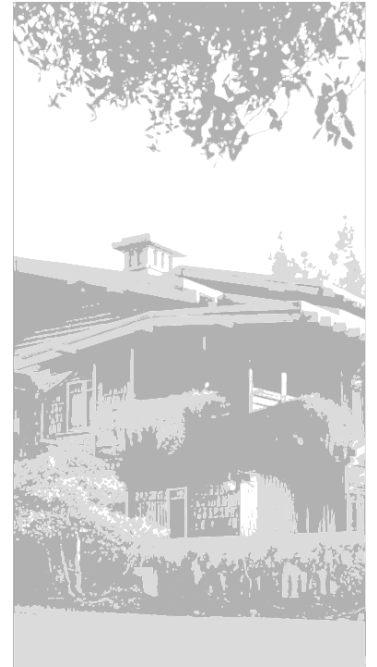
Framing the Challenge

Pasadena’s 2021–2029 Housing Element has been prepared during a unique and challenging period. Foremost, the COVID-19 pandemic and resulting economic shutdown caused many people to lose their jobs, thus significantly affecting their ability to pay rents and mortgages. Supply chain disruptions drove up the cost of building materials, making it more expensive to build housing and deliver new units to the market. Housing prices continued to rise. Interestingly, however, Pasadena experienced substantial housing construction, much of it likely pent up from long-existing building demand and tied to construction loans made before COVID-19 erupted. The impacts of COVID-19 piled onto the housing challenges many people faced before 2020 began, which they identified during community workshops and through the Housing Element: a lack of affordable housing, too few units for large families, rising rents, a shortage of housing for special needs individuals, and City permits and processes that add to the cost of building new homes.

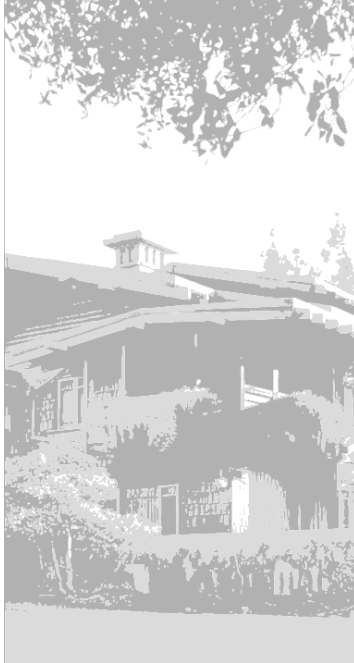
Housing and Neighborhood Change

A most-unusual housing market continued to affect Pasadena and all of California into the 2010s and 2020s. The housing crisis and Great Recession that began in 2007/2008 became a distant memory as housing prices rebounded quickly, and housing costs showed continued escalation through the pandemic. The underlying housing issues from 10 years ago—and primarily underproduction to meet pent-up demand—remain. Pasadena’s ability to further its housing vision depends upon its success in addressing the following:

- **High Housing Costs.** During the 2000s, Pasadena’s housing prices have soared. As of May 2021, the median price of a home was \$1.1 million, up almost 19 percent from 2020.¹ According to RENTCafe, the average rent payment for a two-bedroom apartment was \$2,463 per month, one percent higher than the previous year. The income required to afford housing is still above moderate household incomes.
- **Housing Overpayment.** As housing prices have increased faster than household income, the affordability crisis continues to worsen. In 2017, 56 percent of all Pasadena households experienced housing cost burden, meaning more than 30 percent of household income was spent on rent or a mortgage. This degree of overpayment means that many people face having to cut back severely—or forego—spending on healthcare, education, and other life needs.



¹ Redfin.com. Accessed June 22, 2021.



- **Housing Quality.** Overall, Pasadena’s housing stock is in good condition. However, certain neighborhoods still have many older homes in need of maintenance and repairs. Older homes (pre-1970s) may have lead-based paint, asbestos, and other conditions that require remediation upon remodeling or simply to create a healthier indoor environment. The City’s Presale Certification of Inspection program provides a means to address major life and safety code corrections, as does the Quadrennial Inspection Program for multi-family units. Continuing such programs allows housing for people of all-income levels to be maintained in good condition.
- **Equal Housing Access for All People.** Pasadena offers a quality of life that continues to attract new residents and investors looking to profit from the successful local housing market. Pasadena does not view housing as a commodity. Housing is a basic human need and right. Every person deserves access to decent, affordable homes. Housing policies and programs must recognize and respond to very specific housing needs in Pasadena, not just for the eight years covered by this Housing Element but over a longer planning horizon. Avoiding displacement, housing the unhoused, creating ownership opportunities, making it easier for essential workers to live and work in the community, providing tenant protections: these represent goals that will strengthen the City and provide places where people can thrive, feel safe, and contribute to Pasadena’s continued success.

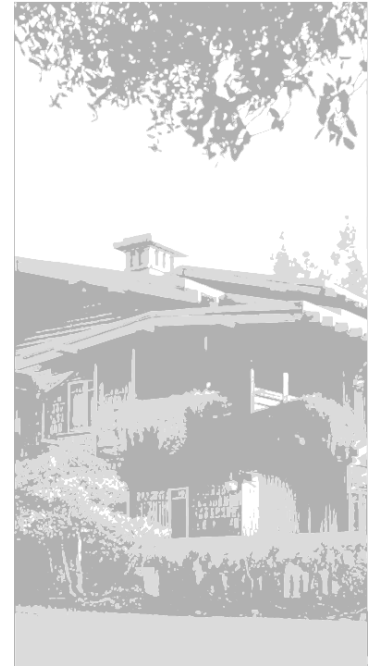
Demographic Change

Pasadena completed its fifth cycle Housing Element update in 2014, just as the country and region were slowly emerging from the Great Recession brought about by the housing mortgage crisis and resulting economic impacts. Since that time, the housing market has rebounded significantly, due in part to demographic changes and shifts in housing preferences among young adults. Some of the key demographic changes now affecting the housing market are described here.

- **Continued Aging of the Baby Boom Generation.** According to U.S. Census data, between 2010 and 2020, Pasadena’s population increased by just over 7,200 residents, to a total of 144,842 residents. The proportion of residents 65 years of age or older grew by two percent and now represents about 16 percent of all residents. This age group captures the oldest of the Baby Boomer generation and those in the 60 to 65 age range who contribute to the number of residents nearing retirement age. While many older residents may wish to stay in their current homes, others may wish to move to smaller units in Pasadena or relocate to make their retirement incomes stretch farther in more affordable cities.
- **Race and Ethnic Change.** Over the several decades preceding 2010, Pasadena’s ethnic composition and distribution changed

very little, with Whites and Hispanics representing about 70 percent of the population and Blacks around 10 percent. Since 2010, the White population declined four percent and Black only one percent, with parallel increases in Hispanics by one percent and Asian/Pacific Islanders by four percent. Over this 10-year period, the change has not been dramatic, particularly in recognition that these latter two groups are increasing proportionally throughout San Gabriel Valley cities.

- **Increasing Household Income.** In 1990, the median household income in Pasadena was equal to the median household income of Los Angeles County as a whole; 20 years later it grew to 125 percent of the County’s median. In 2018, that trend persisted, with the Pasadena median income 123 percent that of the County. With respect to lower-income residents, they make up 40 percent of all households which is comparable to the share over the last two decades. It is important to note that 15.7 percent of residents in Pasadena live in poverty (per federal criteria). These latter two data points illustrate the critical need for more affordable housing.
- **Special Needs.** The City of Pasadena continues to have a large resident population with special housing needs. This includes seniors, large families, people with disabilities, people who are unhoused, college students, and transitional at-risk youth. Regardless of the broader demographic trends at work, special needs groups in Pasadena continue to be one of the largest groups in need of affordable housing.



Balancing Goals and Resources

Throughout California, people face challenges to finding decent, affordable housing for many reasons: high housing costs; a multitude of lower-paying jobs in the consumer services, tourism, and agricultural industries; and an acute lack of new housing production over the past several decades. The State Department of Housing Community Development (HCD), in assessing statewide housing needs for the sixth housing element cycle identified a need for 1.3 million new homes in the six-county region Southern California region (not including San Diego County)—with about two-thirds representing not growth demand but existing need due to chronic housing under-production.

Pasadena has long recognized the demand, and the City’s more recent history has been marked by forward-thinking housing policy, with programs implemented by partnerships between many City agencies and numerous community organizations and other government agencies. Even with the loss of redevelopment in 2012, production of affordable housing has proceeded, largely because of the City’s inclusionary housing policies and the success of nonprofit homebuilders in acquiring suitable properties and securing grant and loan funding to provide housing in this high-resource area. But as many people will report, the production is never enough. The gap between household incomes and housing costs—

either to rent or buy a home—means that many long-time residents and others looking to locate to Pasadena cannot afford to live here.

In 2020-2021, the COVID-19 pandemic added new pressures. Many residents lost their jobs as businesses were forced to shut down. Unable to pay rent or mortgages, people mostly relied federal and State payments and programs when assistance was available. City revenues declined due to loss of sales tax and all-important transient occupancy taxes collected from visitors. For the first time since World War II, Pasadena was effectively closed on New Year's Day in 2021, with no Tournament of Roses Parade or Rose Bowl game. But interestingly, during the pandemic year, local housing construction continued apace.

The City continues to recover from COVID-19 impacts and continues its commitment toward housing. The State legislature continues to create new housing mandates that Pasadena steps forward to meet. The following goals, policies, and programs, demonstrates Pasadena's leadership and resolve to proactively address the community's housing needs.

Housing Plan

The Housing Element vision, goals, and policies are achieved through the implementation of the housing programs described in this section, organized into five overarching goals: 1) maintaining housing and neighborhood quality, 2) increasing housing diversity and supply, 3) providing housing assistance, 4) addressing households with special needs, and 5) affirmatively furthering fair housing.

Quantitative Objectives

To maintain consistency among planning efforts and address State law, quantified objectives for all housing programs are provided, where possible. Quantified objectives can refer to the number of households served, housing units built or preserved, or other units of service planned for from 2021–2029. The quantitative objectives are based on current funding known today. Should funding change, the achievable objectives would change as well. Table HE-1 summarizes quantified objectives for these programs.

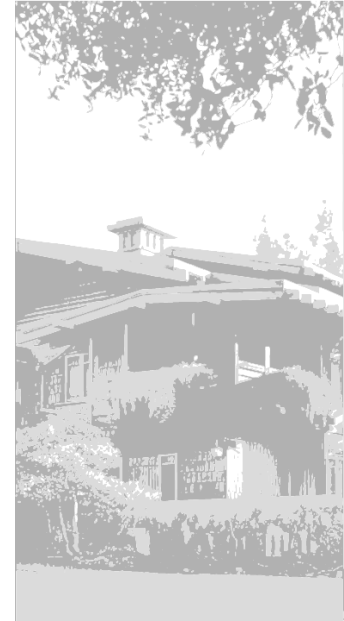


Table HE-1: Quantified Housing Objectives

Program Area*	Income Category					Totals
	0-30 % of MFI	31-50% of MFI	50-80% of MFI	81-120% of MFI	120%+ of MFI	
Housing Construction ¹	4,810			2,874	2,654	10,388
Housing Rehabilitation ²	0	0	64	0	0	64
Rental Housing Preservation ³	0	0	113	0	0	113
Homeownership Assistance ⁴	0	0	3	3	0	6
Rental Housing Assistance ⁵	1,100	180	0	0	0	1,280
Workforce Housing Conversion ⁶	0	0	206	307	0	513

All quantified objectives are subject to funding availability.
MFI = Median Family Income

¹ Refers to the 2021–2029 Regional Housing Needs Assessment (RHNA). Total RHNA is 9,429. This identifies excess capacity to achieve the RHNA.

² Refers to City-assisted rental rehab projects and owner-occupied rehab through MASH and HOME Single-Family Rehab.

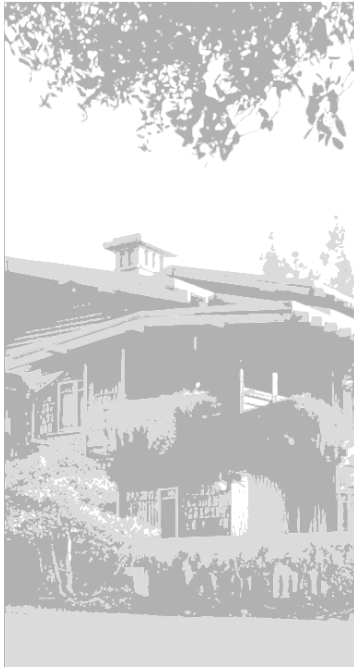
³ Refers to the provision of incentives, technical assistance, and/or funding (subject to availability) to preserve affordable rental housing

⁴ Refers to repurchase/resale of City deed-restricted homeownership units, and down payment assistance loans funded from repayment of existing BEGIN and Calhome loans for units not included in above program areas.

⁵ Refers to the annual number of housing choice vouchers, subject to federal funding.

⁶ Refers to existing units purchased and deed restricted for moderate income.

Goals and Policies



Pasadena remains committed to achieving its housing vision and pursuing strategies and programs to address the community’s housing needs. These goals and policies further the City’s housing vision and establish the framework for decision making.

GOAL HE-1: HEALTHY NEIGHBORHOODS AND LIVING ENVIRONMENTS

Pasadena has a rich mosaic of neighborhoods that have developed over its more than 100-year history. Each neighborhood is distinguished by its history, architecture, housing types, density and urban form, and public amenities. The City has established 45 historic and landmark districts and numerous more neighborhood associations. Some neighborhoods cover a single block and others a square mile or more.

Natural geography and topography define many Pasadena neighborhoods. Residential neighborhoods along the Arroyo or northern foothills are framed by the surrounding hillsides, peaks, washes, and other features of the natural landscape. Neighborhoods are also defined by urban form. While the Central District offers an eclectic and highly differentiated urban form, east Pasadena offers the suburban residential environments of Hastings Ranch, and southern Pasadena provides single-family estate homes on larger lots.

Neighborhoods are defined by more than the homes within a geographic area. Complete neighborhoods are those with essential infrastructure and services: well-maintained streets, sidewalks and bikeways, parks, street trees, libraries and cultural facilities, schools, reliable public services, and easy access to commercial goods and services. Pasadena believes every resident should live in a complete neighborhood.

Regardless of location, urban form, or income level, Pasadena takes great care and pride in maintaining and improving the quality of neighborhoods. From improving infrastructure to planting landscape amenities, and from monitoring the condition of existing housing to carefully guiding the design and development of housing—these activities demonstrate a steadfast commitment to providing a quality environment for all Pasadena residents.

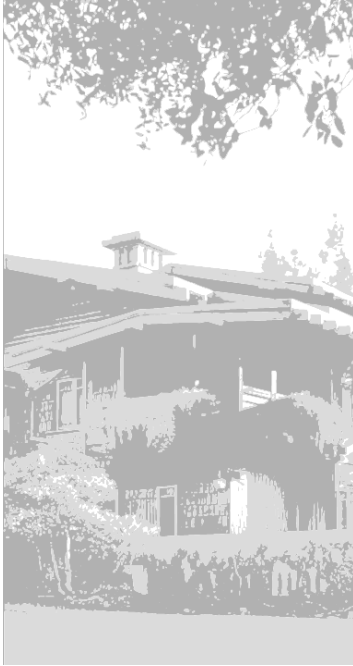
GOAL HE-1

Neighborhoods citywide with quality housing, parks and community services, infrastructure, and public services that maintain and enhance neighborhood quality, character, and residents’ health.

Policies

HE-1.1 **Diversity of Neighborhoods.** Provide balanced mixes, densities, and forms of residential and mixed-use districts and neighborhoods.

- HE-1.2 Property Conditions. Help property owners maintain the quality of rental and ownership housing by ensuring compliance with City building codes and standards. Facilitate and promote the renovation, improvement, and rehabilitation of housing.
- HE-1.3 Housing Design. Require excellence in design of housing through use of materials and colors, building treatments, landscaping, open space, parking, and environmentally sensitive and sustainable building design.
- HE-1.4 Historic Preservation. Promote the preservation of historically and architecturally significant buildings and the quality of historic neighborhoods through the appropriate land use, design, and housing policies and practices.
- HE-1.5 Community Services. Integrate and maintain the provision of schools, public safety, community centers, infrastructure, green spaces and parks, and other public amenities with the planning and development of housing.
- HE-1.6 Green Spaces. Preserve neighborhood and community parks, street trees, open spaces and recreational areas, hillsides, and other landscape amenities that support, define, and lend character to residential neighborhoods. For new development., ensure that residents have ready access to public parks and private open space.
- HE-1.7 Neighborhood Safety. Provide City services that contribute to the overall safety of neighborhoods in terms of traffic and circulation, crime prevention, and property conditions. Support the efforts of neighborhood groups to promote safe conditions in their neighborhoods.
- HE-1.8 Healthful Housing. Promote indoor air quality through a ban on smoking in apartments and condominiums and with construction materials that are sustainable, green, and not a detriment to indoor air quality.



GOAL HE-2: HOUSING SUPPLY AND DIVERSITY

Pasadena’s housing strategy is founded on principles of sustainability, strategic growth, and inclusiveness. Pasadena has and continues to affirm sustainable patterns of development. The City is committed to providing safe, well-designed, accessible, and human-scaled residential and commercial areas where people of all ages can live, work, and play. This includes neighborhood parks, urban open spaces, and the equitable distribution of public and private recreation facilities.

Since the streetcar days of the 1900s to today’s use of Metro’s light rail system, Pasadena has benefitted by linking land use planning to transit access. The General Plan Land Use Element continues to promote land use patterns that focus higher-density development into the Central District, transit villages, and neighborhood villages, as well as along major corridors where buses travel.

Providing a range of housing choices is fundamental to furthering the housing vision, with housing types and densities that respond to people’s needs at all life stages and incomes. In addition to traditional detached homes and multi-family apartments and townhomes/condominiums, local housing choice includes transitional and supportive housing. Increasingly, accessory dwelling units are offering new housing choices, as are small studio apartments and even house sharing. Pasadena looks to accommodate emerging housing trends and development approaches that can both increase housing supply and reduce costs.

The following goal and policies further the production of housing that is affordable and suitable for the varied lifestyle needs of Pasadena residents.

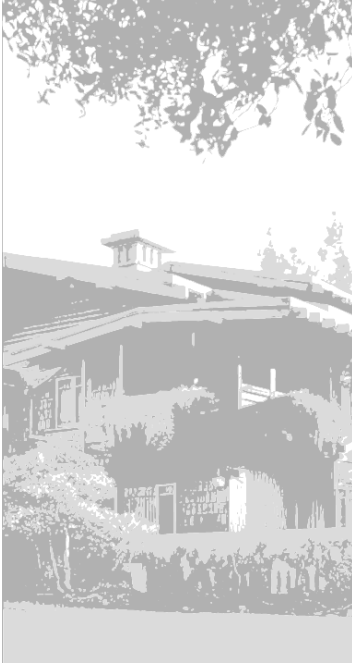
GOAL HE-2

A balanced supply and diversity of rental and ownership housing suited to residents of varying lifestyle needs and income levels.

Policies

- HE-2.1 **Housing Diversity.** Facilitate and encourage diversity in types, prices, ownership, and size of single-unit homes, apartments, homes, mixed-use and transit-oriented developments, work/live housing, and emerging housing types.
- HE-2.2 **Strategic Growth.** Direct new residential development into the Central District, transit villages, neighborhood villages, and along key corridors—neighborhoods where people can live and work, shop, and benefit from access to a rail and bus transit. Consider expanding growth capabilities in areas constrained by development caps or other limits on new housing production.

- HE-2.3 **Environmental Sustainability.** Encourage sustainable patterns of residential growth and preservation with respect to land use, building and site design, resource conservation, open space, and health considerations.
- HE-2.4 **Affordable Housing.** Facilitate a mix of household income and affordability levels in residential projects citywide, with an emphasis on ensuring integration of affordable housing into every neighborhood.
- HE-2.5 **Adaptive Reuse.** Support innovative strategies for the adaptive reuse of office, retail, hotels/motels, and industrial buildings, consistent with land use policy, to accommodate innovative housing types and productive use of underused buildings.
- HE-2.6 **Housing Incentives.** Facilitate the development of affordable housing through regulatory concessions, financial assistance, density bonuses, the inclusionary housing program, and other City and outside agency programs.
- HE-2.7 **Missing Middle.** Address the growing need for “missing middle” housing—rental and ownership homes affordable to the moderate-income workforce.
- HE-2.8 **Entitlement Process.** Modify entitlement processes to streamline and simplify the processing of development permits, design review, and funding of affordable housing.
- HE-2.9 **Community Involvement.** Continue and support dialogue with builders, advocates, nonprofits, residents, finance industry, and other stakeholders to understand and address evolving housing needs of residents and the workforce.



GOAL HE-3: HOUSING ASSISTANCE AND PRESERVATION

Pasadena residents value social, cultural, and economic diversity and its contribution to the rich character of community life. A diverse community allows for expression of contrasting ideas, sparks creativity, and fosters a greater appreciation of lifestyles. Housing policies and programs have a fundamental role in preserving the social and economic diversity of the community. By providing assistance to households of more limited means, the City and its partner agencies foster this richness and provide opportunities for children to grow up in mixed-income neighborhoods—and for people and families facing homelessness to live in stable environments. Pasadena’s inclusionary housing program, neighborhood reinvestment strategies, rental voucher subsidies, and Ten-Year Plan to End Homelessness, among other strategies, preserve and create these opportunities.

Although affordable housing production is often the focus of State policy, Pasadena’s significant stock of existing affordable housing continues to provide the majority of quality and affordable housing for residents. This includes assisted housing that is deed restricted as affordable to lower- and moderate-income households. Pasadena has more than 3,700 units of assisted housing, including over 1,200 units assisted under the City’s Housing Choice Voucher program. Pasadena also has a larger inventory of non-deed-restricted housing priced at levels affordable to low- and moderate-income households.

The following goals and policies further achievement of the City’s objective to preserve existing affordable housing and provide assistance that results in the production new affordable housing.

GOAL HE-3

Increased opportunities for people to find and retain housing in Pasadena and to afford rental and ownership homes specific to their income and life stage status.

Policies

- HE-3.1 **Financial Resources.** Pursue and maximize the use of State, federal, local, and private funds for the development, preservation, and rehabilitation of housing affordable to lower- and moderate-income households.
- HE-3.2 **Partnerships.** Pursue collaborative partnerships with nonprofit organizations, faith-based organizations, developers, business community, and State and federal agencies to develop, rehabilitate, preserve, and retain affordable housing.
- HE-3.3 **Homeownership Opportunities.** Increase homeownership opportunities for lower- and moderate-income residents, local employees, and essential workers through the provision

of financial assistance (subject to funding availability and partnerships).

- HE-3.4 **Preservation of Affordable Housing.** Establish and seek to renew long-term affordability covenants for all City-assisted housing projects. Support the conservation of unassisted housing affordable to lower-income households.
- HE-3.5 **Homeownership Retention.** Create and maintain education and resources that enable residents to make informed decisions on home purchases and maintaining homeownership.
- HE-3.6 **Rental Assistance.** Support the provision of rental assistance for residents earning lower incomes, including persons with special needs consistent with City preference and priority categories and fair housing law.
- HE-3.7 **Workforce Housing.** Work with major employers, educational institutions, health care institutions, and other employers within Pasadena to facilitate and encourage the development of workforce housing opportunities.
- HE-3.8 **Housing Acquisition and Rehabilitation.** Promote the acquisition, rehabilitation, preservation, or purchase of affordability covenants on multi-family housing and the maximum extension of affordability controls.
- HE-3.9 **Neighborhood Stability.** Promote strategies that guard against neighborhood gentrification and facilitate the ability of long-time residents to remain in their neighborhoods as economic conditions change.

GOAL HE-4: SPECIAL HOUSING NEEDS

Pasadena residents have a diversity of backgrounds, family types, lifestyles, income levels, and abilities. Due to their personal financial or physical condition, some residents may have housing needs that are not met by conventional housing types. For example, seniors or persons with physical disabilities may need to live in group settings where needed services can be provided and where they can benefit from increased interaction with others. People facing homelessness because they have lost a job or cannot work benefit from supportive housing, where they can find programs that help them reenter the work force. Pasadena continues to implement creative responses to these and other special housing needs. The following goal and policies further the provision, maintenance, and improvement of housing for special needs households.

GOAL HE-4

Adequate housing opportunities and support services for seniors, people with disabilities, families with children, college students, and people in need of emergency, transitional, or supportive housing.

Policies

- HE-4.1 **Senior Housing.** Support development and maintenance of affordable senior rental and ownership housing and supportive services that facilitate independence and the ability of seniors to remain in their homes and the community.
- HE-4.2 **Family Housing.** Facilitate and encourage the development of larger housing units for families with children, and the provision of support services such as childcare, after-school care, family development services, and health care.
- HE-4.3 **People with Disabilities.** Support the development of permanent, affordable, and accessible housing that allows people with disabilities to live independent lives.
- HE-4.4 **Service-Enriched Housing.** Support and assist organizations in the provision of support services and service-enriched housing for special needs groups, such as seniors, large families, people with disabilities, people experiencing homelessness, and those with medical conditions.
- HE-4.5 **Large Institutions.** Work with educational and health care institutions to update master plans and provide housing accommodations for students, faculty, and employees that reflect the housing needs and preferences of their respective institution.
- HE-4.6 **Homeless Housing and Services.** Provide support and financial assistance to community service organizations that provide housing opportunities and supportive services for people who are homeless or at risk of being homeless.

GOAL HE-5: AFFIRMATIVELY FURTHERING FAIR HOUSING

Pasadena supports and promotes a diverse community of unique neighborhoods where all residents are included and valued, no group is privileged above any other group, and all have opportunity to live in neighborhoods of their choosing. Federal and State fair housing laws prohibit discrimination in home sales, financing, and rentals based on race, color, religion, sex, or national origin. Historic housing discriminatory practices nationally and even locally have left a legacy of income-siloed neighborhoods and concentrations of ethnic populations, but Pasadena has worked hard for the past several decades to erase this legacy and create a city marked by diversity and opportunity for all.

GOAL HE-5

A housing environment in which all people have equal access to the housing of their choice and are treated with dignity and respect in the neighborhoods in which they choose to live.

Policies

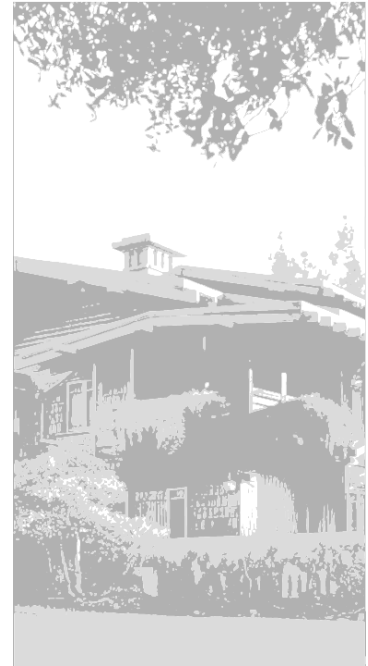
- HE-5.1 **Fair Housing.** Support the enforcement of federal and State fair housing laws that prohibit discrimination in the sale, rental, and occupancy of housing on the bases of race, religion, color, ancestry, national origin, age, sex, sexual orientation, family type, handicap, minor children, or other protected status under State and federal law.
- HE-5.2 **Organizational Support.** Support organizations that can receive and investigate allegations of noncompliance with fair housing principles, monitor compliance with fair housing laws, and refer possible violations to enforcing agencies.
- HE-5.3 **Distributed Housing.** Work to ensure that housing for lower-income households is distributed throughout the City and that concentrations in particular neighborhoods and/or Council districts are explicitly avoided.
- HE-5.4 **Supportive Housing.** Promote a balanced geographical dispersal of assisted affordable housing developments and associated supportive social services for individuals and households throughout the community.
- HE-5.5 **Civic Engagement.** Provide the means for residents and neighborhood organizations to be proactive in identifying and addressing housing and neighborhood needs and seeking solutions in partnership with the City. Facilitate increased participation among traditionally underrepresented groups in the public decision-making process.

Housing Plan

PROGRAM #1: CODE ENFORCEMENT AND HOUSING INSPECTION

Code enforcement and other efforts to improve the quality of housing are important tools to maintain home values and to protect residents' health, safety, and welfare. To achieve these goals, the City conducts several code enforcement and housing inspection programs.

- Code Compliance.** Code compliance is a means to ensure that the quality of the City's commercial and residential neighborhoods is maintained. Code compliance staff enforces State and local regulations governing exterior building conditions, property maintenance, and interior conditions. Code compliance staff also works with neighborhood groups to address common concerns. For properties found in violation, eligible property owners are directed to nonprofit organizations and City rehabilitation loans and grants for assistance in resolving code violations and making repairs. The City has organized the Code Compliance Division to have officers assigned to specific areas of Pasadena, thus achieving faster abatement.
- Emergency Enforcement.** The City maintains an inter-departmental effort called City Resources Against Substandard Housing (CRASH), chaired by the Code Compliance Manager. The CRASH team includes representatives from Health, Fire, Building, Humane Society, Police, and Code Enforcement. The CRASH team works to correct substandard buildings, eliminate blight, identify solutions to neighborhood crime, and provide emergency response and abatement for the worst properties. The program also encompasses an education component to train property owners in prevention of illegal activity. In addition, Health and Code Compliance staff regularly reassign complaints via the Pasadena Citizen Service Center for appropriate follow-up.
- Maintenance Assistance to Homeowners.** The MASH program provides free services to low income, senior, or disabled homeowners unable to perform deferred maintenance on their owner-occupied, single-family homes. As a secondary function, the MASH program provides a unique program for providing on-the-job training for adults to gain the skills and work habits necessary to obtain a permanent job. MASH crews may also assist in times of emergencies, such as fire, storms, or earthquakes.
- Occupancy Inspection.** This inspection is designed to ensure the quality and maintenance of single-family homes, duplexes, and condominiums. Whenever a change in occupancy of an eligible unit occurs, the property is inspected for compliance with City codes. Typical items inspected include electrical, plumbing, heating, structural conditions, and health and safety items. If a housing code violation is found, the property owner is notified of the violations and given a reasonable time to correct them. Upon



correction of the violations, a certificate of inspection is issued. To streamline the program, the City has established an online self-certification process at <https://www.cityofpasadena.net/planning/code-compliance/presale-program/>.

- **Quadrennial Inspection.** This inspection is designed to ensure that apartments are decent, safe, and well maintained. All rental properties with three or more units are inspected at least once every four years. Typical items inspected include the same as an occupancy inspection. Property owners are notified if code violations exist and, upon remedy, are issued a certificate of compliance. This program continues to be an effective way to identify code violations as they occur, before they affect the condition of the building and quality of life experienced by tenants.
- **Lead-Based Paint Hazards.** The City's Public Health Department has a Childhood Lead Poisoning Prevention Program designed to prevent lead exposure and, when exposure occurs, to care for children with lead poisoning. Public health nurses provide case management for children and their families affected by lead poisoning. Environmental health specialists work with nurses to identify lead sources, provide advice on lead-safe painting and remodeling, enforce City ordinances for lead reduction, and provide information and assistance to care providers of children.

Implementation:

2021–2029 Objectives:

- Continue code compliance efforts; reallocate resources to maximize achievement of code compliance goals.
- Work with Health Department officials to coordinate efforts responding to health and safety concerns.
- Continue implementation of housing inspection programs.
- Continue to educate the community about health and safety hazards.
- Cross-train inspectors to identify and address health and safety hazards.

Target Population: Citywide for all economic groups

Time Frame: Ongoing

Responsible Agency: Interdepartmental

Funding Source(s): General Fund, CDBG, rental property fees, other federal sources as available

PROGRAM #2: NORTHWEST PASADENA

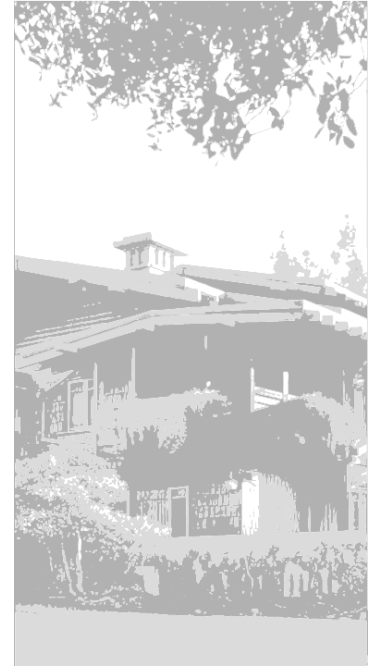
The City of Pasadena has long directed enhanced efforts at improving conditions in Northwest Pasadena, where a history of discriminatory real estate practices, followed by decades of underinvestment, created neighborhoods in need of focused attention. Through community building efforts and enhanced community participation, the City continues to make substantial investments in this area. Prior to the dissolution of redevelopment in California, funds were available for significant investment in housing. Without that resource, the City has had to use federal and State funding sources more creatively to improve the existing housing stock and bring new homes to the Northwest community. Of note: the CDBG Northwest Fund account was discontinued in 2015 due to overall reduction citywide on CDBG resources.

- **Community Building.** Pasadena supports for-profit, nonprofit, and faith-based organizations that are committed to implementing community-building efforts in Northwest Pasadena. These include, but are not limited to, Flintridge Center, Community Bible Church through its work at the Kings Village and Community Arms Apartment projects, and numerous other nonprofit and for-profit organizations. Other efforts include Neighbors Acting Together Helping All (NATHA), which has received three-year grants from the California Community Foundation.
- **Northwest Commission and Programs.** Working in conjunction with the Northwest Commission, the City's Northwest Program office works specifically to maintain a healthy business environment and facilitate housing maintenance and production. These include updating the Fair Oaks/Orange Grove and Lincoln Avenue Specific Plans, monitoring of capital improvement projects, improvements to Robinson Park, police department activities to address neighborhood safety, and ongoing liaison activities with neighborhoods associations.

Implementation:

2021–2029 Objectives:

- Support community building efforts by funding organizations and dedicating staff resources to support efforts, subject to funding availability.
- Work with the Northwest Commission to address community concerns and support the long-term revitalization of this area.
- [Fair Housing Outreach.](#) [The City will conduct increased outreach in Northwest Pasadena to increase awareness of housing resources, fair housing workshops, and the City's Tenant Protection Ordinance.](#)



Housing Plan



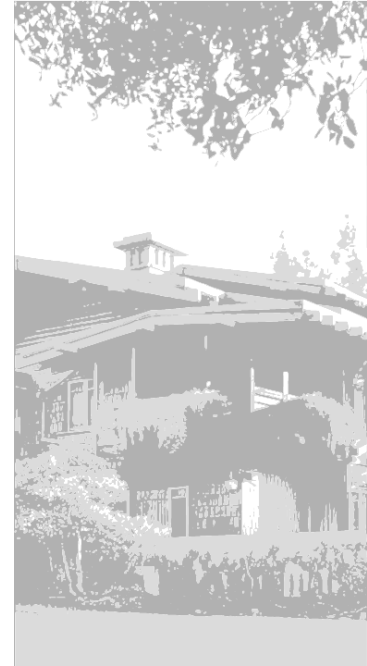
Target Population: Northwest neighborhoods
Time Frame: Ongoing
Responsible Agency: City Manager's Office
Funding Source(s): General Fund

PROGRAM #3: HOUSING REHABILITATION

Many housing units in Pasadena are 50 years or older; maintaining housing in good condition is a critical priority since existing units are often the most affordable type of housing. In addition to the programs described in Program #1, the City offers several programs to encourage the maintenance, repair, and improvement of rental and ownership housing.

- **Municipal Assistance, Solutions, and Hiring (MASH).** The MASH program provides free services to low-income, senior, or disabled homeowners unable to perform deferred maintenance on their owner-occupied, single-family homes. As a secondary function, the MASH program provides a unique program for providing on-the-job training for adults to gain the skills and work habits necessary to obtain a permanent job. MASH crews may also assist in times of emergencies, such as fire, storms, or earthquakes.
- **Single-family Rehabilitation Loan.** The City works with Neighborhood Housing Services of Los Angeles County (NHS) to provide services. This program includes a single-family rehabilitation loan program, homebuyer and homeownership education, foreclosure counseling, and other neighborhood services formerly provided by the Pasadena NHS. These programs are offered citywide, although many of the activities are targeted for residents in the Northwest community. Three owner-occupied home rehabilitation projects were completed by the interdepartmental Under One Roof program between 2014 and 2020: 840 Manzanita Avenue, 3570 Cartwright Avenue, and 760 Elmira Street. NHS administers the HOME single-family rehabilitation program in Pasadena. The program is being marketed to identify projects.
- **Acquisition/Rehabilitation.** Pasadena implements multi-family and other housing acquisition and rehabilitation efforts as opportunities arise. However, initiation of a more strategic, proactive program can help fill a needed gap, serve to both upgrade older apartment properties and stabilize rents, and enhance City efforts to improve distressed neighborhoods. One project, 268 Waverly Drive, involved City purchase and rehabilitation of a Caltrans-owned single-family residence and construction of an ADU for City operation of rental Rapid Re-Housing.

Lack of a permanent source of funds limit the City's ability to compete with market rate investors to acquire residential buildings. However, the City used HOME funds to support a nonprofit housing developer's acquisition/rehabilitation and preservation of a 44-unit housing project (The Groves). Also, the City Council continues to consider committing inclusionary in-lieu fees to assist with acquisition/rehabilitation projects.



Implementation:

2021–2029 Objectives:

- Implement the MASH program and focus on lead-based paint abatement and minor repairs. Repair 64 homes over the planning period.
- Monitor new contracts to administer the single-family home rehabilitation program on behalf of the City.

Target Population: Citywide; Extremely low-, very low-, and low income-income households

Time Frame: Ongoing

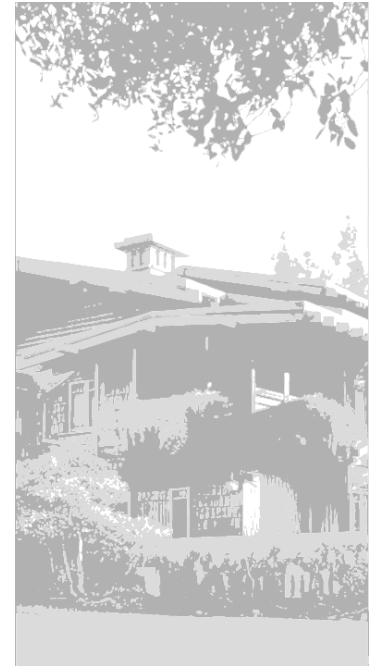
Responsible Agency: Housing Department

Funding Source(s): General Fund, CDBG, Grants

PROGRAM #4: HISTORIC PRESERVATION

The City's historic preservation program promotes the identification, evaluation, rehabilitation, adaptive use, and restoration of historic structures, neighborhoods, and other landmarks. With respect to housing, key activities directed at historic preservation objectives are as follows.

- Historic Ordinance and Design Guidelines.** The Historic Preservation Ordinance implements the goals, policies, and programs of the General Plan and establishes the review authority of the Historic Preservation Commission and Design Commission. City codes require that properties within historic districts and individually designated historic properties be reviewed and approved prior to alteration or development. Pasadena's "Design Guidelines for Historic Districts" and the Secretary of the Interior's "Standards for Rehabilitation" help guide the review of historic properties. In March 2021, the City adopted changes to the Historic Preservation Ordinance. Details of the historic preservation programs, which promote the identification, evolution, rehabilitation, adaptive reuse, and restoration of historic structures, are advertised on the City's website. Key revisions included in the 2021 update are: 1) the regulations now apply to all buildings 45 years of age or older and 2) for undesignated historic resources, a Certificate of Appropriateness is required for demolitions and major projects (as defined in the ordinance).
- Historic Preservation Incentives.** The City offers incentives to promote the preservation of historic sites and structures. Incentives include reduction of building permit fees and construction tax, waiver of covered parking requirements in single-family landmark districts, modified City of Gardens standards, and variances for both adaptive reuse and relocation. The City's Mills Act program also allows owners of designated historic properties to reduce their property taxes in exchange for a contract with the City to maintain the property's historic character.
- Home Acquisition, Rehabilitation, and Adaptive Reuse.** The City provides funding to acquire and rehabilitate historic homes and convert nonresidential uses to residential uses. Properties are targeted that contribute to neighborhood distress—abandoned, foreclosed, and dilapidated houses—which are acquired and rehabilitated using sound preservation principles and practices. Properties are sold to low- and moderate-income first-time homebuyers at below-market prices. This program continues to be implemented as funding is available.



Implementation:

2021–2029 Objectives:

- Continue designating eligible landmark districts and structures, issuing Mills Act contracts, and completing historic design review.
- Continue to advertise incentives for historic preservation and to support historic preservation projects as funding is available.

Target Population: Citywide; all economic groups

Time Frame: Ongoing

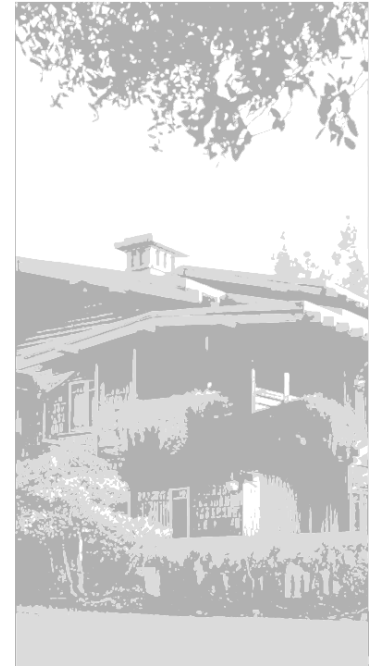
Responsible Agency: Planning & Community Development

Funding Source(s): General Fund

PROGRAM #5: HOUSING DESIGN

Pasadena implements design review of proposed projects to ensure that new development is of exemplary quality and appropriately integrated into the surrounding neighborhood context.

- Design Review.** Pasadena requires excellence in architectural design that complements the scale and character of the City. Citywide design principles set the foundation, and City residential design guidelines provide clear examples of the quality and type of design recommended. Design guidelines work in tandem with development standards in the zoning code or appropriate specific plans.
- Neighborhood Development Permit and Single-Family Compatibility Permit.** The City has two types of permits that provide a means to ensure proposed new development fits within existing neighborhood context. The Neighborhood Development Permit is required for properties within the Lower Hastings Ranch neighborhood and is intended to preserve the scale and architectural style of this 1950s/1960s era neighborhood. The Single-Family Compatibility Permit applies only to properties within limited designated geographic areas for which applications for second building stories or upper-story additions; the regulations are intended to address concerns regarding “mansionization” in lower-scale single-family neighborhoods.
- City of Gardens Standards.** The City of Gardens Standards apply to multi-family projects within RM districts, certain specific plan areas, and the CL and CO commercial districts. City of Gardens standards are an innovative set of zoning regulations aimed at creating more livable multi-family housing projects, encouraging designs that typify the garden character of earlier apartments and bungalow courts in Pasadena. These standards are also an integral way of encouraging the production of multi-family apartments and condominium projects of lasting quality.
- Historic Review.** Because of the age, history, and rich fabric of Pasadena, many structures contain valuable and historic architectural features. The Pasadena Zoning code requires that properties within historic districts and individually designated historic properties must be reviewed and approved prior to alteration or development. Pasadena’s “Design Guidelines for Historic Districts” and the Secretary of the Interior’s “Standards for Rehabilitation” help guide historic review. City staff carefully reviews such structures to ensure that historic features are preserved.



Implementation:

2021–2029 Objectives:

- Continue to implement design review to ensure maintenance of Pasadena’s architectural character and quality of the built environment.
- Implement City of Gardens standards as a tool to enhance the quality and compatibility of multi-family residential projects.
- Adopt objective design standards for multi-family housing and mixed-use projects that have at least a two-thirds residential component (square footage).

Target Population: Citywide, All economic groups

Time Frame: Ongoing

Responsible Agency: Planning & Community Development

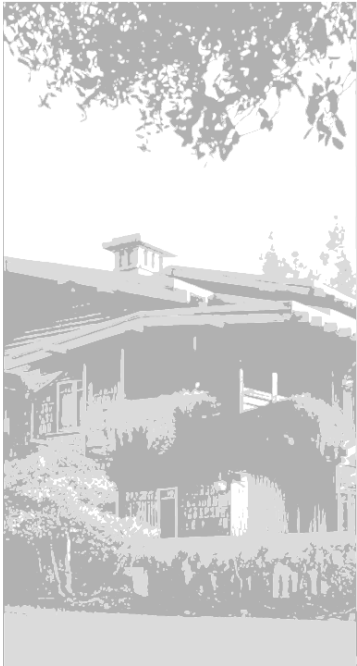
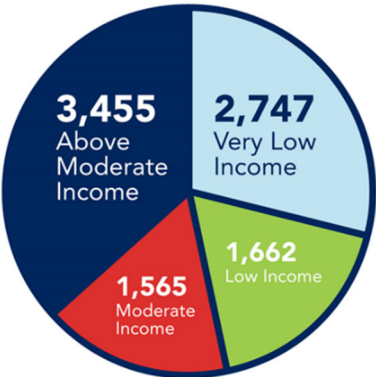
Funding Source(s): General Fund

PROGRAM #6: HOUSING SITES

Since 1994, Pasadena’s General Plan has explicitly directed new residential development into seven specific plan areas. The 2015 update of the Land Use Element confirmed this direction and more specifically, stated that growth would occur within the Central District, transit villages, and neighborhood villages and along selected corridors. This strategy is intended to allow for continued growth and development while reducing traffic congestion, improving air quality, providing housing, and stimulating economic development.

Beginning in 2017, the City initiated updates of the seven specific plans and creation of an eighth for Lamanda Park (comprising parts of the current East Colorado and East Pasadena Specific Plans). Adoption of all specific plans should conclude by the end of 2022. The General Plan establishes residential development caps within each specific plan area. However, affordable housing production is not included within the caps (except within the Fair Oaks/Orange Grove Specific Plan).

The RHNA for 2021-2029 is 9,429 units, divided among four household income categories as shown on the adjacent graphic. These housing planning targets can be addressed through a combination of housing production credits and available housing sites. As mentioned in Appendix C, adequate sites can be identified to accommodate the full RHNA at the four income levels. If, through the update process of the specific plans, additional housing capacity is created, this can be reflected in any subsequent Housing Element updates.



Implementation:

2021–2029 Objectives:

- Adopt the eight specific plans and consider expanding housing capacity beyond current limits.
- Build on the existing housing permit tracking system for the specific plans to create no-net-loss tracking citywide.
- Ease the process for transferring nonresidential development allocations to residential capacity.
- Investigate new and creative approaches to providing housing, such as allowing units to be constructed on top of or wrapping parking structures and easing conversion of office buildings and commercial space to housing.

Housing Plan

Study the potential of capping portions of Interstate 210 and the Interstate 710 stub to create additional land area for housing and knit back together the community division created by original freeway construction.

Target Population: Citywide, All economic groups

Time Frame: Through 2029

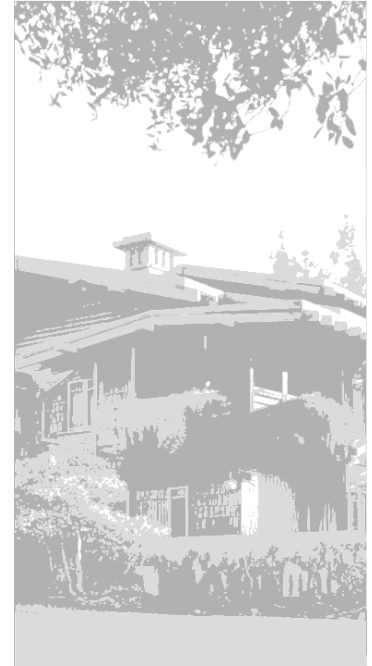
Responsible Agency: Planning & Community Development

Funding Source(s): General Fund

PROGRAM #7: MIXED USE/TOD STRATEGY

Pasadena housing growth strategy, as noted above, relies predominantly on mixed-use and transit-oriented development focused into specific plan areas, transit villages, and neighborhood villages, plus along key corridors. To implement the Land Use Element, the City has a mixed-use/transit-oriented development strategy described below.

- **Mixed-Use Development.** Mixed use is the key strategy to increase housing choices (including affordable housing), concentrate higher-density projects in specific plan areas, support economic activity, and improve neighborhood/district walkability. To achieve these benefits, the City has codified zoning standards that facilitate and encourage mixed-use projects—such as reducing the project area required for open space, providing flexibility in meeting that requirement, and allowing a larger building envelope.
- **Transit-Oriented Development.** Transit-oriented development, or TOD, closely coordinates land use and mobility planning, making it more convenient to travel throughout the community by transit and foot. Pasadena has embraced TOD planning since establishment of the Gold Line (now called the L Line) in the City in 2003. In 2005, Pasadena adopted TOD standards to encourage projects within a quarter-mile radius of light rail stations and throughout the greater Central District, which has three stations. This has resulted in numerous residential and mixed-use projects, including Westgate, Del Mar Station, 10 West Walnut, and numerous projects in East Pasadena near the Sierra Madre station.



Implementation:

2021–2029 Objectives:

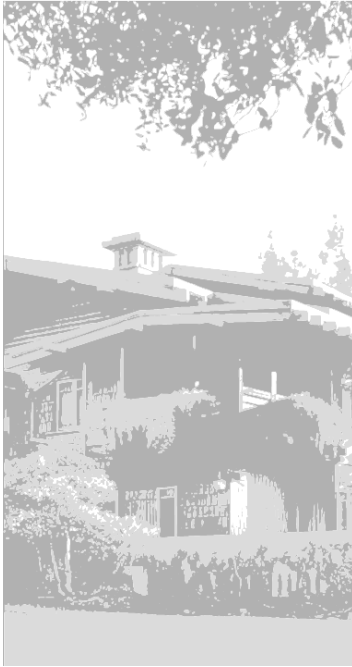
- Continue implementation of mixed-use incentives; monitor and assess the effectiveness of the incentives on a bi-annual basis.
- Continue land use, housing, and mobility strategy of encouraging transit-oriented developments around Metro L Line (Gold Line) transit stations.

Target Population: All economic groups

Time Frame: Ongoing

Responsible Agency: Planning & Community Development

Funding Source(s): General Fund



PROGRAM #8: INCLUSIONARY HOUSING

The City’s Inclusionary Housing Ordinance requires that residential and mixed-use projects of 10 or more units dedicate 20 percent of the units as affordable to very low-, low-, and moderate-income households. For rental housing, at least five percent must be rented to very low-income households, five percent to very low- or low-income, and 10 percent to very low-, low-, or moderate-income. As an alternative to constructing the inclusionary units, a developer may choose one of three options: 1) pay an in-lieu fee, 2) construct the required units on another site, or 3) donate another site for a portion or total number of units. If existing affordable units are displaced by a development project, the required inclusionary units must be provided on that site.

The City’s inclusionary housing ordinance continues to be very effective, benefitting immensely from AB 1505, which eliminated restrictions on the application of inclusionary housing ordinances. From 2014 to 2020, 432 inclusionary affordable units were added (building permits issued, under construction, and completed), and \$14,283,090 in developer-paid in-lieu fees were added to the Inclusionary Housing Trust Fund. During 2020 alone, despite the COVID-19 pandemic, 135 inclusionary units had building permits issued, were under construction, or were issued occupancy permits.

The City updated the ordinance in 2019 to increase the inclusionary requirement from 15 to 20 percent, increase in-lieu fees, and provide a streamlined process for developers utilize concessions and incentives pursuant to State density bonus law through a local Affordable Housing Concession Menu.

Implementation:

2021–2029 Objectives:

- Continue to monitor effectiveness of the inclusionary housing ordinance and the expenditure of Inclusionary Housing Trust Funds.
- Investigate ways to incentivize creation of units for large families.

Target Population: Citywide; very low-, low-, and moderate-income households

Time Frame: Ongoing

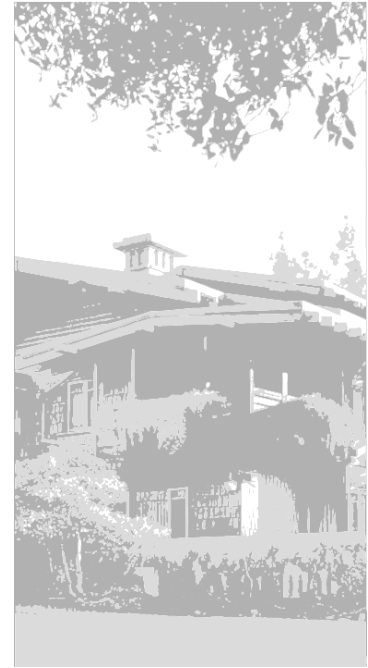
Responsible Agency: Planning & Community Development, Housing

Funding Source(s): General Fund; Inclusionary Housing Trust Fund

PROGRAM #9: REMOVAL OF CONSTRAINTS

The Constraints chapter of this Housing Element identifies several conditions and practices that act to constrain housing development. By addressing these conditions and practices, the City can streamline development processes, thus allowing developers to get housing to market faster and less expensively.

- Development Review.** City staff continues to examine how modifications to development review procedures and requirements—design review, permit processing, commission reviews, and other features—can improve the land use entitlement process. In 2020, Pasadena implemented a new Land Management System to consolidate and streamline several processes, including use of an online plan check tool. In the future, further improvements may include broader by-right approval processes, streamlined environmental review, and tighter timeframes to comply with SB 330 (statutes of 2019). The City assesses the improvements in light of staffing loads, community expectations, service demands, and funding.
- Development Fees.** Development fees largely are established based on nexus studies and the cost of providing municipal services and infrastructure to serve new development. The California legislature has focused on fees as significant cost driving up housing prices and proposed laws to control fees. The City sets its fees to reflect cost recovery, will continue to review fees on a regular basis (every two to three years), and will impose fees consistent with community expectations for services and facilities.
- Short-Term Rentals.** Pasadena is a destination and vacation city, not just during the annual Rose Parade and Rose Bowl festivities but year-round. Some property owners look to profit from this circumstance by renting out their units for short-term vacation stays, thus removing homes from the ordinary rental market and potentially driving up prices to purchase properties because of the income potential. While Pasadena has a short-term rental ordinance, regulations may be revisited if the City finds that short-term rental activities are adversely impacting housing supply.
- Ongoing Evaluation.** Over time, potential constraints to the development, maintenance, and improvement of housing will arise due to changing conditions and local needs. These potential constraints may be related to municipal codes, environmental conditions, funding availability, or City processes. The City will respond to changing conditions as they arise and evaluate whether further adjustments to local government practices are needed to provide a welcoming environment for housing production.



Implementation:

2021–2029 Objective(s):

- Streamline or eliminate CEQA review requirements for certain design review processes.
- Study live/work regulations to determine whether loosening limitations on the residential square footage would help meet targeted housing needs.
- Implement changes to the City’s design review process for projects seeking Low Income Housing Tax Credits to remove timing constraints.
- Reevaluate appropriateness of development fee schedules following implementation of development process improvements.
- Periodically review potential constraints to the development, maintenance, and improvement of housing as conditions change, including the effectiveness of the Short-Term Rental Ordinance on housing supply.

Target Population: All economic groups

Time Frame: By 2025 and ongoing

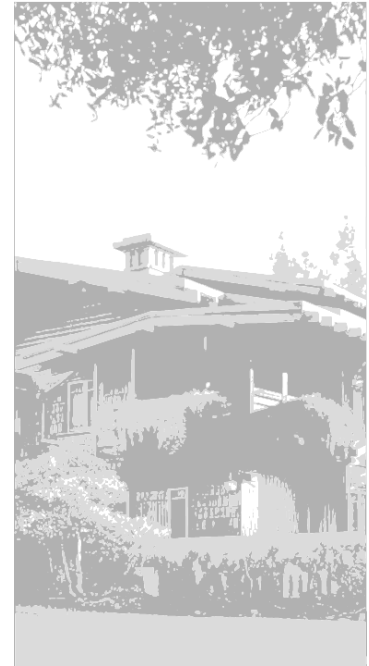
Responsible Agency: Planning & Community Development

Funding Source(s): General Fund

PROGRAM #10: REGULATORY INCENTIVES

Because Pasadena is built out with well-established development patterns, housing incentives represent the key means to facilitate the construction of affordable and market-rate housing in targeted growth areas.

- Density Bonus.** Pasadena implements a density bonus ordinance to incentivize the production of affordable housing. Because the ordinance, as of June 2021, has not been updated to reflect evolving State density bonus law, the City defaults to the requirements of State law where the local ordinance conflicts. Given the effectiveness and flexibility of the City’s concession menu ordinance, many developers opt instead to use the concession programs in that ordinance over density bonus provisions. The City, in a May 2021 memorandum, outlined the relationship between density bonus law and the inclusionary housing ordinance to assist the development community.
- Parking Incentives.** Reductions in parking requirements are available to facilitate affordable, special needs, and transit-oriented housing. For example, tandem parking may fulfill up to 30 percent of the parking requirement in multi-family and mixed-use projects. Parking may be reduced to 0.5 space per unit for senior housing and 0.25 space for single room occupancy units. The City also requires a reduction in parking for transit-oriented development within one-quarter mile of a light rail station and in the Central District Transit-Oriented Area. However, through the public engagement process for the Housing Element, the public noted additional constraints imposed by Pasadena’s parking regulations.
- Minor Variances.** The City has created other flexible tools to facilitate new housing, such as the minor variance process. Eligible projects can receive the following minor variances: 1) yard setback requirements, with no limit on percentage of deviation; 2) size of landscape areas in multi-family districts (including City of Gardens projects); 3) fence/wall height, with no limit on percentage of deviation; 4) building heights; and 5) other development standards set forth in the municipal code.



Implementation:

2021–2029 Objective(s):

- Update the density bonus ordinance to parallel State law and include any additional incentives unique to and desired by Pasadena—and reflective of its relationship to the inclusionary housing ordinance.
- In the updated specific plans, provide targeted parking reductions based on a combination of uses and other factors.

Housing Plan

Consider changes to the zoning regulations that allow the unbundling of parking costs from housing rent payments.

Target Population: Citywide, All economic groups

Time Frame: Zoning Code amendments by 2025

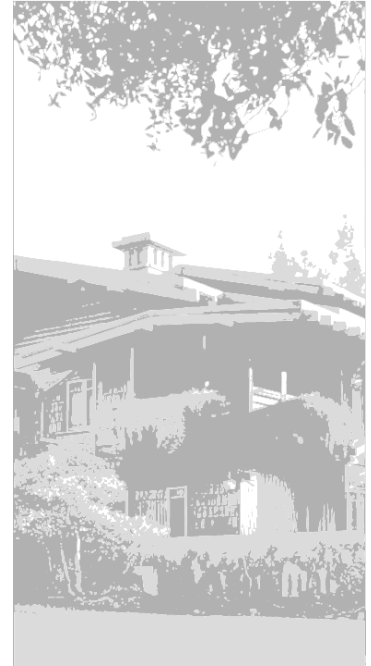
Responsible Agency: Planning & Community Development

Funding Source(s): General Fund

PROGRAM #11: ALTERNATIVE HOUSING OPPORTUNITIES

Pasadena residential neighborhoods offer a diversity of housing types that vary in type, density, and vintage. The challenge in creating new housing opportunities is how to integrate new units into established and highly defined neighborhoods.

- Accessory Dwelling Units.** Beginning in 2017, the State legislature passed a series of laws regulating accessory dwelling units, or ADUs, recognizing the ability of such housing to provide an ample source of smaller units considered affordable by design. These laws now largely pre-empt local regulations, and homeowners have the authority to construct a detached ADU as well as a junior ADU (essentially a rented room with an efficiency kitchen) in a single-family residence. Under certain conditions, extra space in multi-family dwellings can be converted to units. Rent from second units can help modest income and elderly homeowners remain in or continue affording their homes. As of June 2020, the City had not adopted a local ADU ordinance and thus relies upon the provisions of State law. The City has initiated a program to produce pre-approved ADU building plans to help reduce the cost to property owners of processing building permits and getting a project more quickly to construction. In 2019-2020, Pasadena received 150 applications for ADUs. In 2021, the City initiated a program to provide loans to qualifying property owners wishing to construct a new ADU or to legalize an existing ADU constructed without proper permits.
- Religious Institution Housing Ordinance.** SB 899 (2020 legislative session) allows religious institutions to build 100 percent affordable housing projects on their properties through a ministerial process. Pasadena is home to a multitude of properties owned by churches, mosques, temples, and the like, and City staff has started the process of investigating the most effective means of allowing such development to occur. Local religious institutions and housing advocacy organizations have expressed enthusiasm over such a program.
- Caltrans Houses.** For decades, the California Department of Transportation (Caltrans) has owned the homes located along the planned route for the I-710 freeway extension. With the State Legislature's action not to pursue the extension, plans continue to move forward for reuse of the Caltrans properties. Many of the large homes could readily be converted to supportive housing, and the City has already completed a demonstration project by purchasing and rehabilitating a unit, plus adding an ADU, with all units provided for lower-income households.



Implementation:

2020–2029 Objectives:

- Create standards and a review process for the establishment of affordable housing via a Religious Institution Housing Ordinance or other zoning approach.
- Investigate how the City or a partner organization may serve as the property manager for property owners who construct ADUs but wish to have a low-cost option for managing the rental.
- Review the current ADU standards and evaluate how best to amend the ordinance to reflect State law while maintaining the character and quality of residential neighborhoods.
- Work with Caltrans to target the sale of Caltrans I-710 properties for creative housing types for lower-income and special needs households.

Target Population: All economic groups citywide

Time Frame: By 2025

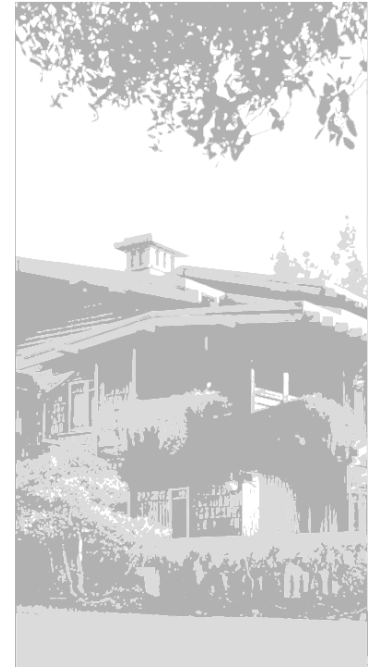
Responsible Agency: Planning & Community Development

Funding Source(s): General Fund

PROGRAM #12: FINANCIAL ASSISTANCE

The City provides financial assistance for developers of affordable housing to encourage the production of affordable housing. Assistance may include direct financial contributions, land assemblage/write-downs, and fee modifications or waivers.

- City Assistance.** During 2014-2020, the City provided funding to assist in the rehabilitation, preservation, or development of 225 affordable units. Funding resources include the Inclusionary Housing Trust Fund, HOME, State, and federal funds. Eligible uses include new construction (rental and ownership), property acquisition, rehabilitation (rental and ownership), homebuyer assistance, special needs housing, and affordable housing preservation. When funds are available, the Housing Department issues Notices of Funding Availability (NOFAs) and requests for proposals to solicit competitive proposals. For example, in 2020 the City and nonprofit developer BRIDGE Housing entered into a development and loan agreement with \$4,992,683 in funding assistance for the new construction of a 70-unit permanent supportive housing complex for homeless seniors, located on the City-owned "Heritage Square South" site. In 2021, the City partnered with The California Statewide Communities Development Authority (a joint powers authority) to set aside 513 units in the Hudson and Westgate apartment developments for low- and moderate-income households.
- Land Assemblage/Write-downs.** The City may also provide land write-downs to selected developers in the acquisition and disposition of housing sites and/or surplus properties for the construction or rehabilitation of affordable housing units. Typically, developers acquire and assemble lots before submitting an application for development and City funding. Subject to the availability of funding, the City will continue to seek property acquisition opportunities, consider land write-downs and other creative land subsidies, and assemble sites for affordable housing.
- Fee Waivers.** Developers of affordable housing are not required to request fee waivers. Projects with affordable units automatically qualify for fee waivers, which are accounted for at the time of building permit issuance. Affordable projects receive fee reductions of up to \$25,000 per unit, with a cap of \$125,000 per project. Fee modifications and waivers are increased progressively for projects that provide a higher percentage of affordable units and deeper income targets. The fee waiver program also includes a reduced residential impact fee and traffic impact fee for affordable housing. From 2014 to 2019, 17 projects received over \$7 million total in impact fee reductions and fee waivers by providing affordable housing.



The City may also consider fee waivers for ADU construction for which the owner may covenant the property to limit ADU occupancy to lower-income households.

Implementation:

2021–2029 Objectives:

- Contingent on availability, provide funding support for the production, rehabilitation, and preservation of up to 90 affordable units annually.
- Continue to provide reduced fees for the new affordable housing units, and consider applying fee waivers to ADU construction where occupancy is restricted to lower-income households.
- Look for additional opportunities to convert existing market rate housing to affordable units.

Target Population: Citywide; Extremely low-, very low-, low-, and moderate-income households

Time Frame: Ongoing

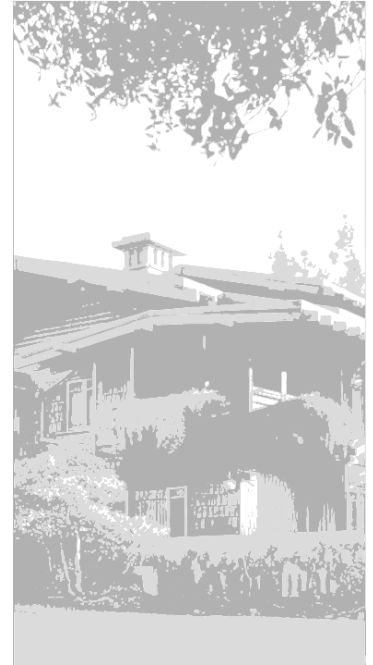
Responsible Agency: Planning & Community Development; Housing Department

Funding Source(s): General Fund; grants; loans; set-aside funds

PROGRAM #13: HOMEBUYERS ASSISTANCE PROGRAMS

Pasadena has traditionally offered several homeownership programs to increase the number of affordable housing opportunities. Though the loss of redevelopment funding has significantly curtailed these efforts, the City will be pursuing additional funding to restore past program efforts.

- Homebuyer Education.** The City contracts with Neighborhood Housing Services of Los Angeles County (NHS) to provide homebuyers’ education and counseling to lower-income renters to purchase housing. Program services also include credit counseling, financial prequalification, referrals, and limited financial assistance to first-time homebuyers. NHS also employs certified foreclosure counselors who work with homeowners and lenders in the home mortgage lending process.
- Homeownership Assistance.** Because the State loan assistance limits under the CalHome program are insufficient to bridge the financing gap between market sale prices and low-income affordability given the high cost of housing in Pasadena, this program does not work locally. However, CalHome assistance may be helpful to provide deeper income affordability in for-sale housing projects that already require low-income units (e.g., projects subject to density bonus or inclusionary requirements). Thus, developers of such projects may opt to apply to the State for CalHome funds. Also, in 2021 the State awarded Pasadena approximately \$5.6M in Permanent Local Housing Allocation funds through 2026, a portion of which will be used to provide workforce housing down payment assistance loans to homebuyers.



Implementation:

2021–2029 Objective(s):

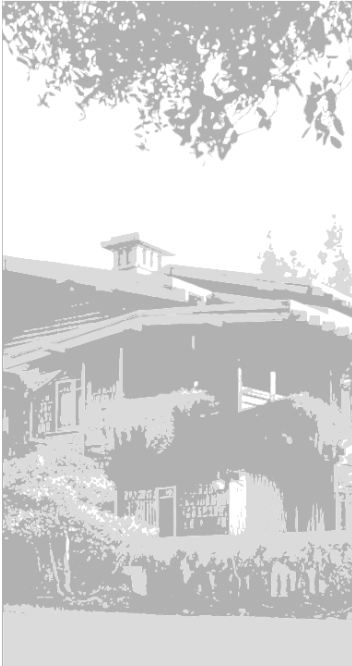
Continue to provide homebuyer education, foreclosure counseling, and closing cost assistance to prospective homebuyers on an annual basis.

Target Population: Citywide; extremely low, very low, low, and moderate-income households

Time Frame: Ongoing

Responsible Agency: Housing Department, NHS

Funding Source(s): HOME; CalHOME; Permanent Local Housing Allocation funds



PROGRAM #14: RENTAL HOUSING ASSISTANCE

The Housing Department is the federally designated agency for implementing rental assistance programs for income-eligible households, as well as eligible families experiencing homelessness, individuals, and persons with special needs. During the COVID-19 pandemic of 2020-2021, temporary rental assistance and rental forgiveness programs at the federal, State, and local level provided safety nets for residents who lost their jobs during the economic shutdown. Those programs are not anticipated to continue during this sixth cycle Housing Element and therefore are not discussed here as programs to be carried through 2029.

- **Housing Choice Vouchers.** The Housing Department issues approximately 1,285 vouchers annually to income-eligible Pasadena residents. The City's priority and preference system for allocating vouchers adhere to the following order: residency, working, disability, veteran, involuntary displacement, and substandard housing.
- **Special Needs.** Pasadena administers vouchers for special needs groups. These include persons living with HIV/AIDS and their families under the Housing Opportunities for Persons with Aids (HOPWA) program. Vouchers are also issued to non-elderly disabled (NED) people under two programs: NED #1 must be selected from the Section 8 waiting list and meet the definition of non-elderly disabled households, and NED #2 provides rental assistance to very low-income people. Federal funds are also allocated for the Continuum of Care (CoC) program.
- **Rapid Rehousing.** The City continues to receive Los Angeles County Measure H funding for rapid rehousing of single adults as well as homelessness prevention for individuals. This funding is contracted out to local, non-profit homeless service providers. Additionally, the City has allocated \$1.2 million of Emergency Solutions Grant (ESG-CV) funding made available through the CARES Act for rapid rehousing activities. In fiscal year 2022, the City expects to receive Homeless Housing, Assistance, and Prevention Round 2 grant funding from the State of California which will be allocated toward additional rapid rehousing activities.
- **Case Management.** Case management for rental assistance is supported with Los Angeles Measure H funding. This initiative helps rental assistance participants who had previously experienced homelessness to assist them to remain in good standing with the rental assistance program.
- **Rent Stabilization.** In 2019, the California Governor signed AB 1482, which capped rent increases statewide through December 31, 2030. Rent increases are tied to increases in the consumer price index. Given that the legislation applies equally throughout

the State, it does not reflect unique conditions in more expensive housing markets like Pasadena's.

Implementation:

2021–2029 Objective(s):

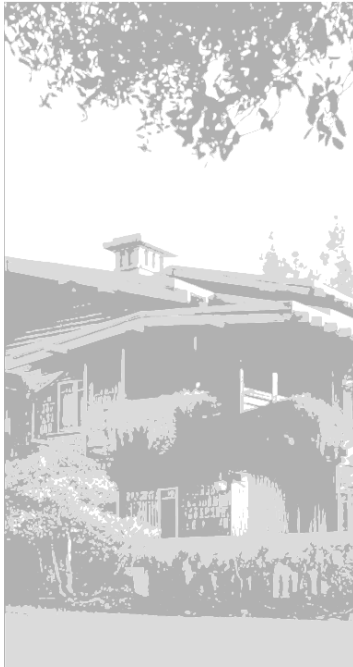
- Assist 1,200 households annually or the number of vouchers allocated under the housing choice voucher program, including project-based vouchers.
- Continue to allocate available vouchers to special needs groups under the HOPWA, NED, and CoC programs.
- Increase the availability of rental vouchers by applying for special needs or other vouchers when available.
- Work with local property owners and landlords to encourage their willingness to accept vouchers and thus increase the supply of units citywide where vouchers can be used.
- Seek available funding or new grants to continue rapid rehousing activities.
- Investigate the feasibility of enacting local rent stabilization controls that reflect conditions unique to Pasadena.

Target Population: Citywide; extremely low, very low, and low-income households

Time Frame: Ongoing

Responsibility: Housing Department

Funding Source: U.S. Department of Housing & Urban Development



PROGRAM #15: AFFORDABLE HOUSING PRESERVATION

The City of Pasadena has an expansive inventory of deed-restricted affordable housing and a smaller inventory of market-rate affordable projects. Preserving existing affordable housing, both market rate and government deed-restricted projects, are important goals.

- **Deed-Restricted Affordable Housing.** Pasadena has approximately 3,000 publicly assisted multi-family units that are deed restricted as affordable to lower-income households (owner and rental). Approximately 243 of the covenanted units will come up for renewal by 2031. Properties owned by non-profit entities with an affordable housing mission are less at risk than properties owned by for-profit entities. About half of the units cited above are owned by profit-motivated organizations. The City monitors the status of these projects and reaches out to owners to determine ways to preserve the units as affordable. The City plans to proactively monitor the list of at-risk properties, explore funding sources to keep the affordable units as affordable, present options for developers building new projects to preserve at-risk units, and ensure tenants are properly notified of impending conversions as required by State law. For example, in June 2021, the City closed on the transaction to rehabilitate and preserve the 114-unit La Villa Lake senior rental housing complex at 1070 N. Lake Avenue.
- **Market Rate Affordable Housing.** Pasadena helps to preserve market rate housing affordable to lower-income households through acquisition and rehabilitation (Program #3), historic preservation (Program #4), and funding assistance (Program #11). Developers can fulfill their inclusionary housing ordinance obligations by acquiring, rehabilitating, and preserving existing market rate units as affordable housing. Since this is a complex issue, an objective to study options for preserving non-deed-restricted affordable housing and tenant protections is included as an action for this Housing Element.

Implementation:

2021–2029 Objectives:

- Continue preservation of deed-restricted housing, focusing on housing projects at risk of conversion.
- Continue activities to preserve market rate affordable housing through rehabilitation loans. Inform builders of the option to satisfy inclusionary housing ordinance requirements through acquisition/rehabilitation of rental properties.

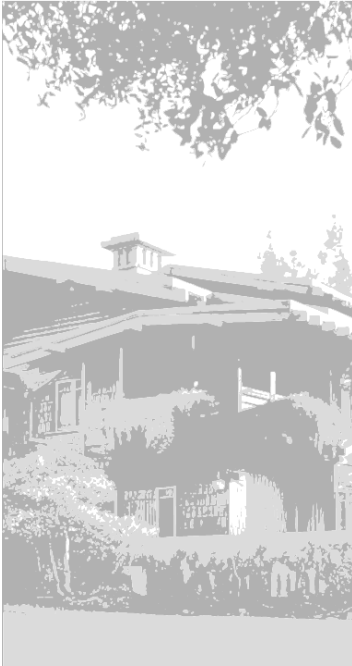
Target Population: Citywide; extremely low, very low, and low-income households

Time Frame: Ongoing

Responsibility: Housing Department

Funding Source: Local, State, and federal funds

PROGRAM #16: HOUSING FOR PEOPLE WITH DISABILITIES



Pasadena encourages the development of housing suitable for people with disabilities (including developmental disabilities) and funds supportive services to address their needs.

- **Building Design.** The Americans with Disabilities Act (ADA) mandates certain requirements for multi-family housing units to be accessible to people with disabilities. There are also techniques for improving the accessibility of housing through the adoption of principles of “universal design,” “visitability,” or “barrier free” housing. Features typically include zero-step entrances, wide doorways that can accommodate wheelchairs, and other key features.
- **Reasonable Accommodation.** Pasadena’s housing was predominantly built before ADA requirements and may not be as accessible as new units. Therefore, the City’s municipal code establishes a process for requesting and granting reasonable modifications to zoning, development regulations, building codes, and land use to allow for the fullest access to housing. The City will continue to implement this process to improve access to housing for people with disabilities.
- **Housing Opportunities.** Expanding housing opportunities for people with disabilities (including developmental disabilities) is a necessary step toward achieving Pasadena’s housing vision. The City supports the construction of housing and group quarters suitable for people with disabilities. The City allocates vouchers (Program #15) for people with disabilities to live in housing in an integrated setting with other nondisabled people. The City uses federal and state grants, as well as county and local tax revenue, to provide services and permanent housing for the unhoused population, a significant percentage of whom have disabilities. Notably, \$3.15 million of Continuum of Care funding received from the U.S. Department of Housing and Urban Development (HUD) is utilized for the provision of permanent supportive housing to people with a disabling condition.

Implementation:

2021–2029 Objective(s):

- Continue to process applications for reasonable accommodations in an expeditious manner.
- Seek opportunities and grants to fund the provision of housing and services for people with disabilities (including developmental disabilities) as funding arises.

Target Population: All economic groups

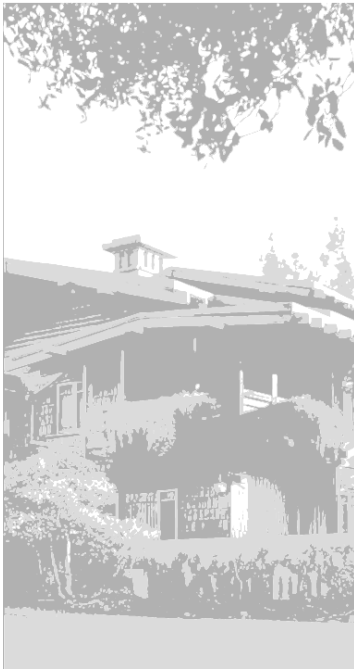
Time Frame: Ongoing

Responsibility: Planning & Community Development; Housing

Funding Source: Local, State, and federal funds

PROGRAM #17: HOUSING FOR SENIORS

Pasadena continues to have a sizable senior population. Many retirement communities have been built in the City since Pasadena was established.



- **Housing Facilities.** Pasadena offers more than 1,200 units of senior housing, the majority of which are deed-restricted affordable to low-income seniors through covenants. In addition, more than 500 housing choice vouchers are allocated to seniors to rent housing in the community. The production of senior housing is also encouraged in multi-family districts, where provisions for parking reductions, density bonus incentives, and fee reductions apply. The City actively seeks partners to preserve affordable senior housing, such as the arrangement with the Retirement Housing Foundation to rehabilitate and preserve the 150-unit Concord senior housing development and the 70-unit Heritage Square rental project for older residents.
- **Life Care Facilities.** As the baby boomer population continues to age and grow, senior housing providers are expanding their housing facilities and services to include “life-care” housing opportunities, ranging from independent and semi-independent to assisted-living housing. The concept is to allow seniors who no longer reside in single-family homes to age in place without having to move to a completely different community or building as their health needs change. To that end, Pasadena works with life-care facility providers and developers to facilitate the construction of senior life-care facilities.
- **At-Risk Seniors.** A significant percentage of grant funding and local dollars spent on homeless services, including Continuum of Care and Emergency Solutions Grant program funding, provide housing and supportive services to seniors. In June 2020, the City and BRIDGE Housing entered into a development and loan agreement for the new construction of a 70-unit permanent supportive housing complex for homeless seniors, located on the City-owned “Heritage Square South” site.
- **Senior Services.** Pasadena seniors benefit from supportive services that enable them to live at home as independently as possible. The City funds organizations that provide meal and nutrition, recreation, health care, and service programs. Many programs operate from Pasadena’s Senior Center. The City’s transit line offers subsidized low-cost public transit for seniors. The City also implements its MASH program, which provides free home maintenance, repairs, and property maintenance for eligible seniors.
- **Shared Housing.** Existing housing units can help meet seniors’ needs through shared housing programs. Seniors who remain mobile and wish to remain in their single-family homes but may

not have the financial resources for maintenance can look for other seniors or younger roommates to reduce living costs. This model can achieve many objectives simultaneously —allow seniors to live independently, provide them with companionship and support with daily care/assistance with tasks, create affordable housing options for students, and encourage intergenerational interactions.

Implementation:

2021–2029 Objective(s):

- Continue to support the construction of new senior housing and life-care facilities and the preservation of affordable senior housing.
- Continue to fund the provision of supportive services for senior residents as funding becomes available.
- Use Measure H and other targeted funding sources to meet the particular needs of seniors at risk of becoming homeless or who are currently unhoused.
- Explore the creation of a City-sponsored shared housing program.

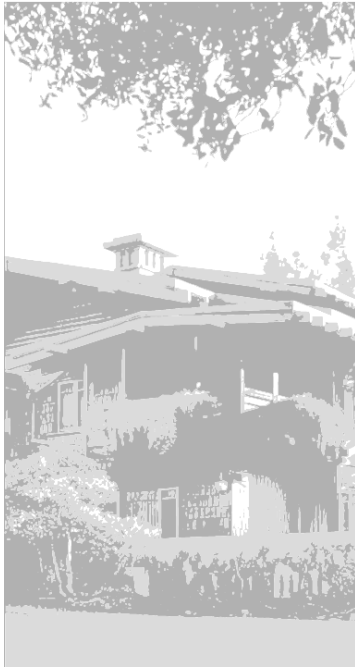
Target Population: Seniors from all economic groups

Time Frame: Ongoing

Responsibility: Housing Department

Funding Source: Local, State, and federal funds

PROGRAM #18: FAMILY, YOUTH, AND STUDENT HOUSING



The City of Pasadena implements several programs to assist in developing and providing housing for families, including families with children, emancipated foster-care youth, and college-age persons.

- **Development of Housing for Families.** During the public outreach for this Housing Element, many participants identified the lack of affordable housing for families with children. Residents noted the difficulty of finding three-bedroom or larger apartments and houses that provide the space needed for larger families in particular. Because most new housing production in Pasadena consists of multi-family housing, opportunities to create units with three-plus bedrooms are limited unless incentives or subsidies are provided (as the City has done for the Marv's Place and Summit Grove projects).
- **Housing for Emancipated Youth.** Emancipating youth refers to youth "aging out" of the foster care system, as well as a broader group of youth becoming independent adults before the age of 18. About 1,500 foster youth age out of the Los Angeles County child welfare system each year. Most have nowhere to turn for jobs, housing, education, or support. Studies show that this population is at higher risk of homelessness. The City historically has not provided programs targeted to emancipated foster youth as other programs for affordable apartments and supportive housing help address their needs. The goal is to ensure these youth have access to the information that can help them find appropriate services.
- **Student Housing.** Pasadena is home to Caltech, Fuller Theological Seminary, ArtCenter of Design, Pasadena City College, and other small private colleges that collectively enroll more than 45,000 students. The exceptionally large number of educational institutions in Pasadena creates a high demand for apartments and affordable housing for faculty and students. While Fuller Theological Seminary is moving toward a predominant online presence, ArtCenter has expanded to a second campus on South Raymond Avenue and has plans to provide housing. Pasadena City College supports the educational aspirations for about 29,000 students every year, and statewide data show that as high as 17 percent of these students face housing challenges. The City will continue to work with the private institutions to prepare and update Master Plans to provide additional housing opportunities. Pasadena City College's land use decisions are not subject to City regulation, but Pasadena supports efforts to allow housing on College lands to meet a significant student housing need.

Implementation:

2021–2029 Objective(s):

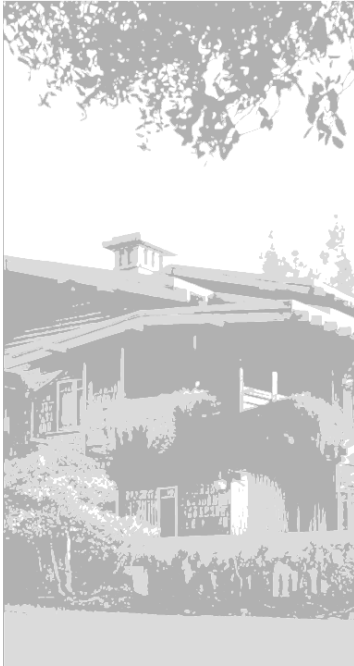
- Work with organizations that oversee foster youth to help provide information regarding housing and services available to meet their needs as they transition out of the foster system.
- Identify incentives that can be used to encourage production of multi-family housing units with three or more bedrooms and incorporate those incentives into zoning and other appropriate development regulations.
- Work with private colleges and universities to require that student, faculty, and staff housing be proactively addressed in updated master plans.
- Continue to offer residential impact fee reductions for student housing.
- Support State legislation that authorizes construction of student housing on community college campuses. Encourage Pasadena City College to take advantage of any existing and future State legislation that authorizes construction of student housing on community college campuses, and work with the College to identify potential partnerships.

Target Population: All economic groups

Time Frame: Ongoing

Responsibility: Planning & Community Development; Housing Department

Funding Source: Local, State, and federal funds



PROGRAM #19: HOMELESS SERVICES

Pasadena employs a multi-faceted approach to addressing homelessness, as set forth in its Ten-Year Strategy to End Homelessness. As noted in the 2020 Pasadena Homeless Count, “although we continue to battle complex societal factors that are compounded by long-standing structural inequities, an increasing number of people are successfully getting connected to services and housing.”

- **Continuum of Care.** Pasadena has traditionally implemented a Continuum of Care (CoC) approach to addressing homelessness. A network of service agencies has emerged to address the needs of Pasadena’s homeless population: The Pasadena Partnership to End Homelessness. The Pasadena Partnership is the primary entity in Pasadena focused on meeting the housing and service needs of people experiencing homelessness. As a CoC designee, the Pasadena Partnership receives funding from HUD for its programs. The City’s Housing Department is a collaborative applicant for the CoC funding.
- **Rapid Re-housing/Transition.** Pasadena supplements the CoC system with a Rapid Re-housing Approach, as described in Program #15. This highly successful model provides an option for placing individuals and families experiencing homelessness immediately into permanent housing with supportive services. Rapid re-housing participants are provided with short-term interventions such as deposit assistance; short-term rent subsidies; and stabilization services including case management, budgeting assistance, and assistance to increase income.
- **RoomKey and HomeKey.** During the 2020-2021 COVID-19 pandemic, the State made funds available (largely via federal COVID-19 stimulus money) to convert motels into temporary housing. The State has committed ongoing funds to allow for the permanent conversion of motels to affordable housing. Pasadena has many motels that have the potential to be converted to affordable housing. In 2018, the City passed a hotel/motel conversion ordinance to make it easier to convert existing hotels and motels to affordable housing.
- **Supportive Services.** Pasadena continues to support agencies that provide supportive services to people experiencing homelessness. Services are provided by a network of organizations (nonprofit, local government, for-profit, etc.) addressing both chronic and temporary homeless conditions people of all ages and backgrounds face, with the key goals of providing transitional and permanent housing. This assistance may include food services, job training, mental health, substance abuse recovery, referral services, and other services that enable people to transition to live full and productive lives.

Implementation

2021-2029 Objective(s):

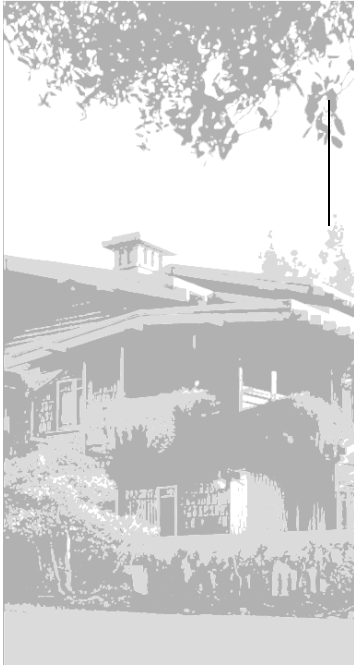
- Update and implement on an ongoing basis the recommendations in the City's Ten-Year Strategy to End Homelessness.
- Continue the RoomKey and HomeKey programs to allow for the permanent conversion of motels to supportive and transitional housing.
- Continue to provide weather-activated motel vouchers to people experiencing homelessness.
- Working through the CoC Board, continue to prioritize funding for permanent supportive housing when it is eligible and feasible with the funding source.
- Pursue investments in homelessness prevention programming to reduce the number of people who experience homelessness for the first time due to the anticipated sharp increase in demand for prevention and diversion services when eviction moratoria are lifted in response to the COVID-19 pandemic.
- Through the CoC, explore using State funding to support a "Moving On" program for formerly chronically homeless participants living in a local permanent supportive housing site. The program will provide direct assistance via move-in costs, security deposits, etc. to support the transfer over to a less service-intensive housing assistance resource and free up permanent supportive housing units for those currently experiencing homelessness who need the housing and intensive services that accompany it.

Target Population: Extremely low-, very low-, and low-income households

Time Frame: Ongoing

Responsibility: Planning & Community Development; Housing Department working with the Pasadena Partnership to End Homelessness

Funding Source: HUD



PROGRAM #20: FAIR HOUSING

Pasadena's fair housing program supports its vision of a socially and economically diverse community by facilitating the provision of housing opportunities for all persons, regardless of their status. Pasadena's efforts to affirmatively further fair housing law are detailed below. [Many of the programs involve work of the Human Rights Center through its contract with the City.](#)

- Fair Housing Services. Pasadena contracts with nonprofit agencies to promote the enforcement of fair and equal housing opportunity laws. The Housing Rights Center provides counseling and referrals, landlord and tenant dispute resolution, discrimination and complaint processing, education, outreach, training, technical assistance, advocacy, and relocation assistance. The City implements its Housing Mediation Ordinance, which oversees landlord-tenant disputes.
- [Fair Housing Impediments.](#) Fair housing concerns have varied over the past decades concurrent with case law, improved awareness, and contemporary challenges. In accordance with federal and State fair housing law, the City regularly prepares an Analysis of Impediments to Fair Housing Choice that identifies potential impediments and offers a menu of strategies to address them. The City will continue to work with its fair housing provider to affirmatively address identified impediments.
- [Monitoring.](#) [Contracting with the Human Rights Center, the City will continue fair housing testing every two years starting in 2022. Specifically, upon release of 2020 Census data, random testing will be conducted that reflects the City's changing demographics \(if any\).](#)
- [Tenant Protection Ordinance.](#) The City requires property owners to pay relocation assistance for tenants who are involuntarily displaced from housing when the tenant is not at fault. Relocation assistance is required if: 1) the unit is slated for demolition; 2) the building must be vacated due to health and safety violations; or 3) the landlord seeks to remove the unit permanently from the rental market. Tenant protections are also enforceable in the case of condominium conversions. In 2019, updates to the ordinance strengthened tenant protections. [The City will strengthen protection efforts as follows:](#)
 - [With additional City funding, the Human Rights Center will continue to provide tenant protections counseling and legal services.](#)
 - [Continue implementing the Housing Mediation Ordinance, which oversees landlord-tenant disputes.](#)

- Landlord Education. The Housing Department supports landlord education through funding to the Housing Rights Center (HRC) and partners with the HRC to conduct fair housing workshops and informational flyers. Through the contract, the City will expand outreach and education of the State's Source of Income Protection laws (SB 329 and SB 222) defining public assistance, including housing choice vouchers as legitimate source of income for housing. Also, the City will develop materials regarding source of income protection for distribution to property owners with ADUs.
- Tenant and Homeowner Education. The City will target dissemination of Fair Housing Outreach information and notices of available services and workshops in Northwest neighborhoods identified with disproportionate housing needs and displacement risks.
- Unhoused Individuals and Families. The City will engage Mental Health Advocacy Services to provide fair housing training for homeless services providers who assist with housing locator services.
- Expanding Housing Opportunities. A key goal of fair housing is to create opportunities for people to find housing of all types in all neighborhoods. Actions to achieve this goal include:
 - Continue the Second Unit Accessory Dwelling Unit (ADU) Pilot Program to provide easy financing to construct an ADU in exchange for leasing the unit to a Section 8 housing choice voucher holder for seven years. Other options include bringing an unpermitted ADU (e.g., garage conversions) up to code for low- to moderate-income households. The goal is to achieve 20 ADUs over eight years.
 - Initiate a program in 2022 to produce pre-approved ADU building plans to help reduce the cost to property owners of processing building permits and getting a project more quickly to construction.
 - Monitor and review all ADU programs for effectiveness to ensure ADU production and affordability goals are being achieved. As necessary, adjust the incentives to facilitate production.
 - Continue to implement the 2021 modifications to the Local Preference Ordinance for affordable housing (rental or ownership) developed with City subsidy or under the Inclusionary Housing/Density Bonus Ordinances. The modifications created a new priority category and of a new set-aside designed to address displacement (Over-

Housed Priority and Former Resident Set-Aside (20 percent of available units).

- Increase visibility of the <http://pasadenahousingsearch.com> website by publishing an article for the website annually in the City's Pasadena-in-Focus newsletter, which is sent to all Pasadena residents.
- Work with SocialServe.com (the developer of the <http://pasadenahousingsearch.com> website) to include areas of opportunity as a search feature.
- ○ In 2021, as part of its Missing Middle policy to address the growing need for "missing middle" housing—rental units affordable to the moderate-income workforce—the City entered a of a Public Benefit Agreement with the California Statewide Communities Development Authority for the acquisition of existing apartment projects Westgate Apartments Phase II and III (340 units) and The Hudson, with 173 units. The City will consider additional projects if opportunities arise during the planning period.

Implementation:

2021–2020 Objective(s):

- Continue to provide fair housing services, tenant-landlord mediation, enforcement, and outreach and education services.
- Prepare an updated Analysis of Impediments to Fair Housing Choice as required by law and implement recommendations contained in it.
- Continue to implement Pasadena's Tenant Protection Ordinance and applicable provisions of the State 2019 Tenant Protection Act.
- Continue programs focused on landlord education of fair housing laws.

Target Population: Persons with protected status under fair housing laws

Time Frame: Ongoing

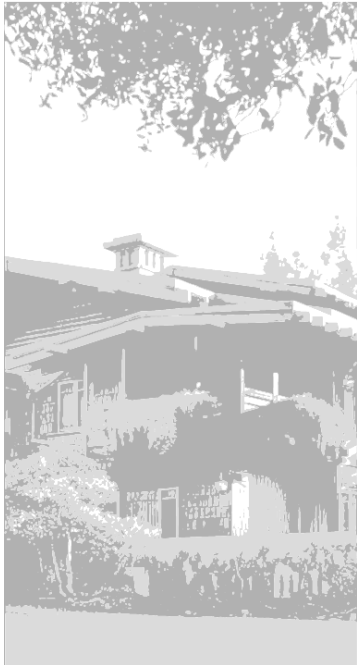
Responsibility: Housing Department

Funding Source: Local HOME funds; CDBG

PROGRAM #21: EDUCATION AND MONITORING

Education and monitoring activities are an essential process for evaluating and refining housing programs. The City has three primary activities geared toward monitoring progress and engaging and educating decision makers and the community about housing policies and programs.

- **Monitoring Program.** For reporting purposes of federal funding programs, Pasadena prepares the required Consolidated Annual Performance Evaluation Report (CAPER) for federal programs. As required by State law, the City prepares the Annual Housing Element Progress report for HCD. The City maintains a tracking program for the specific plans to ensure conformance with General Plan policies regarding development caps (which do not apply to affordable housing production). Per State law, a similar program will be required to track no-net-loss provisions regarding housing inventory sites identified for affordable housing production.
- **Community/Commission Education.** Housing policy and programs, State and federal mandates, funding sources, and entitlement processes can be confusing to people unfamiliar with their application. To enhance and inform the decision-making process for housing matters and to help the public navigate seemingly complex processes, the City will implement more formal education programs about housing production and policy. Targeted audiences will include elected and appointed City officials, affected City staff, and the public who use and benefit from housing programs and entitlement processes.



Implementation:

2021–2029 Objective(s):

- Monitor annually the progress in meeting the objectives set forth in the Housing Element and prepare Annual Report to HCD as required by law.
- Establish a no-net-loss tracking program that allows the public to readily access information regarding housing sites available for the construction of affordable units.
- Conduct ongoing educational efforts to engage and inform the public, decision makers, and stakeholders about housing issues and programs. Provide informational materials both online and as part of in-person events.

Target Population: All economic groups

Time Frame: Annually and ongoing

Housing Plan

Responsibility: Planning & Community Development; Housing Department

Funding Source: General Fund

PROGRAM #22: NEIGHBORHOOD AND COMMUNITY PRESERVATION

Several neighborhoods in Pasadena have home values that have stayed lower than the local median prices due to underinvestment in community infrastructure, historic real estate practices that prevented people of color from buying or renting homes in particular districts, and poorly performing local public schools, among other factors. Like other Pasadena neighborhoods, the lower-income areas contain houses with historic character and local shopping districts that people can walk to. They are culturally rich neighborhoods where families have lived for generations.

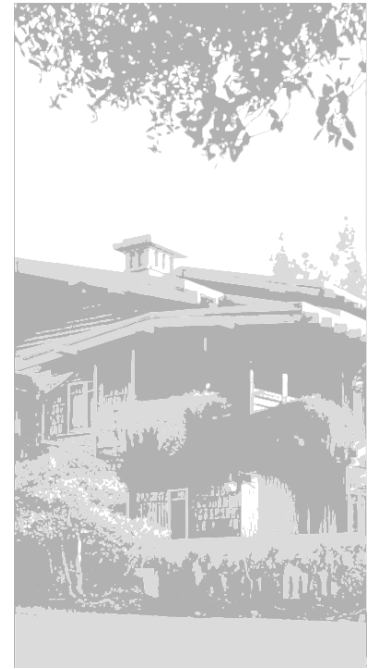
With home prices so high in most of the City, homebuyers and institutional investors see the value in the historically undervalued areas and are buying houses at seemingly bargain prices. They may be purchasing properties now rented as affordable units, rehabilitating the home, and “flipping” them to be bought or rented at higher prices. This practice often forces long-term residents to move. Also, however, long-term residents who own the homes are benefitting from increased home values and can build generational wealth formerly not possible. The process of gentrification creates tensions, and those residents who are adversely affected see a loss not just of their home but their neighborhood.

As of 2021, Pasadena did not have any programs specifically to address the adverse impacts of gentrification. However, the City has adopted strategies and programs to address residents’ concerns, such as expanding the middle-income housing supply and providing opportunities for renters to purchase the units they live in. Through the public engagement process for this Housing Element, residents and neighborhood advocates asked for additional actions to allow long-term residents to remain in their neighborhoods of choice.

Implementation:

2021–2029 Objective(s):

- Monitor building and home sales activities in historically under-market neighborhoods to identify any adverse trends. If trends indicate substantial displacement and changes in community character, investigate effective means that can supplement existing City efforts.
- Investigate whether imposition of a vacancy tax would result in keeping properties in the rental and for-sale markets and not held vacant by owners waiting for the market to shift upwards.
- [Continue to implement the 2021 modifications to the Local Preference Ordinance for affordable housing \(rental or ownership\) developed with City subsidy or under the Inclusionary Housing/Density Bonus Ordinances. The modifications created a new priority category and of a new set-aside designed to address](#)



Housing Plan

displacement (Over-Housed Priority and Former Resident Set-Aside 20 percent of available units).

Target Population: Residents of historically underserved neighborhoods

Time Frame: Ongoing

Responsibility: Planning & Community Development; Housing Department

Funding Source: General Fund

PROGRAM #23: ZONING CODE UPDATES

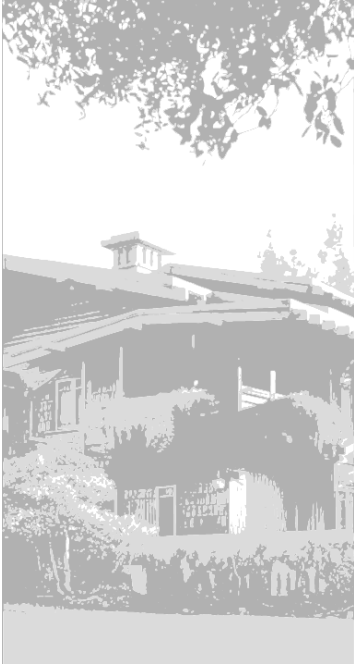
Beginning in 2017, the California legislature passed several laws aimed at increasing housing production of all types, particularly housing for lower-income and special needs households. To implement the legislation, Pasadena will need to amend its zoning ordinance to address current density bonus regulations, laws applicable to ADUs, low-barrier navigation centers, supportive housing as a by-right use, and application review processes for projects using streamlined approvals pursuant to SB 35 and SB 330. In the absence of tailored local zoning regulations, State law applies.

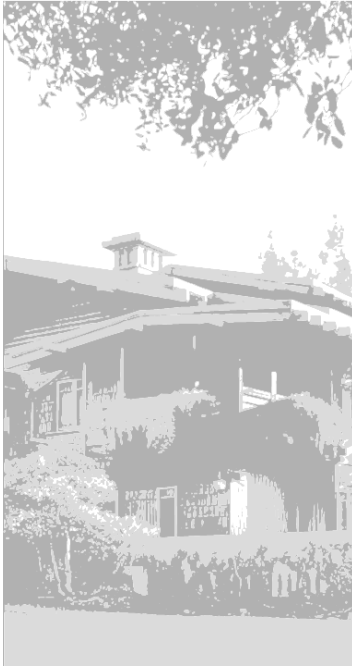
Implementation:

2021–2029 Objective(s):

Amend Title 17 (Zoning Code) of the Pasadena Municipal Code to implement current State laws.

- Target Population: All income groups
- Time Frame: By 2024
- Responsibility: Planning & Community Development
- Funding Source: General Fund





PROGRAM 24: RESOURCE CONSERVATION

Pasadena encourages sustainable development that reduces energy conservation, protects the environment, and facilitates production of affordable housing. In 2018, the City adopted a Climate Action Plan (CAP) which establishes several strategies applicable to residential development. Notably, the CAP includes a consistency checklist which City staff uses in project review to determine ability of project design features to reduce greenhouse gas emissions.

- **Building Codes.** Pasadena implements the California Green Building Standards Code (CalGreen) to promote sustainable building design and construction practices. Although CalGreen’s mandatory provisions apply only to new construction and rehabilitation, the City extends these requirements to additions and alterations. Additional requirements, as permitted under State law, also apply to the residential and mixed-use development.
- **Solar Incentives.** Pasadena Solar Initiative (PSI) promotes the expansion of renewable solar power use locally. Through rebates, additional incentives and education, the PSI aimed to facilitate the generation of 14 megawatts of solar power by 2017. Through these incentives, the City has already facilitated the installation of 380 solar units in residential structures in Pasadena.
- **Water and Sewer Services.** The 2015 General Plan EIR concluded that adequate water supplies are available to meet the projected level of growth, with which this Housing Element conforms. However, statewide drought conditions associated with climate change can be expected to strain water supply. As required by State law, the City has policies in place (City Council resolution #8621) to grant priority for service allocations to proposed projects that include low-income housing. Sewer service capacity continues to be adequate.

Implementation:

2021–2091 Objectives:

- Continue to implement CalGreen and make technical refinements to the code as required to implement its provision.
- Continue to implement the City’s solar initiative to help reach targets for nonrenewable energy production.
- Implement Climate Action Plan strategies related to TOD, energy efficiency upgrades, carbon-neutral technologies, and water use reduction.

Target Population: All economic groups

Time Frame: Ongoing

Responsible Agency: Planning & Community Development;
Pasadena Water and Power

Funding Source(s): Building permit fees; General Fund;
grants