



Welcome Home

CREATING A MORE AFFORDABLE FUTURE



Welcome Home: Creating a More Affordable Future

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

Pacific Grove Housing Advisory Group

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





Housing Challenges

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

What kind of community do we want to be?



DRAFT Areas of Action



Focus on Affordability



Integrate Infill



Partner on Opportunity Sites



Make Better Use of What We Have



Make It Easier

Project Schedule



Summer 2020

- Project Launch Interviews
- Housing Advisory Group
- Initial Analyses

Fall 2020 / Winter 2021

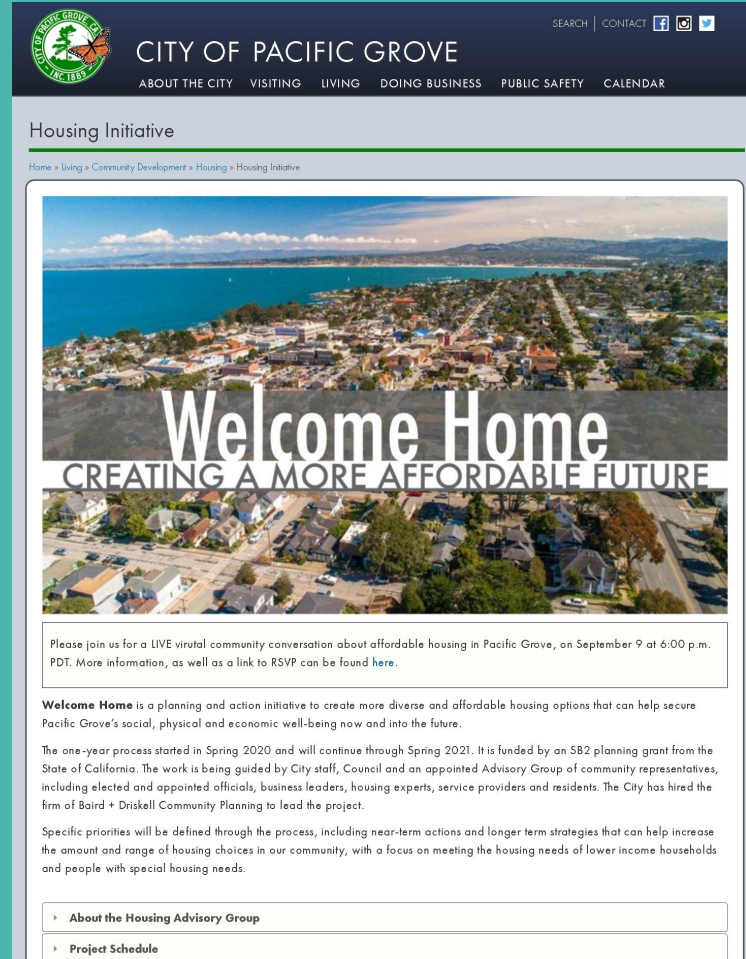
- Community Engagement Round 1
- Council/Commission Session
- Define Priority Strategies and Develop Draft Plan

Winter / Spring 2021

- Community Engagement Round 2
- Finalize, Review and Approve
- Start Near-term Actions

Project Webpage

<https://tinyurl.com/PGHousing>




The screenshot shows the City of Pacific Grove website's 'Housing Initiative' page. At the top left is the city logo, and to its right are navigation links: 'ABOUT THE CITY', 'VISITING', 'LIVING', 'DOING BUSINESS', 'PUBLIC SAFETY', and 'CALENDAR'. Further right are 'SEARCH' and 'CONTACT' links, along with social media icons for Facebook, Instagram, and Twitter. The main heading is 'Housing Initiative', with a breadcrumb trail below it: 'Home > Living > Community Development > Housing > Housing Initiative'. The central image features an aerial view of Pacific Grove with the text 'Welcome Home' and 'CREATING A MORE AFFORDABLE FUTURE' overlaid. Below the image is a text box announcing a live virtual community conversation on September 9 at 6:00 p.m. PDT, with a link to RSVP. The main content area contains a paragraph about the 'Welcome Home' initiative, a paragraph detailing the one-year process starting in Spring 2020, and a paragraph about specific priorities. At the bottom, there are two expandable sections: 'About the Housing Advisory Group' and 'Project Schedule'.

CITY OF PACIFIC GROVE
SEARCH | CONTACT | Facebook | Instagram | Twitter

ABOUT THE CITY | VISITING | LIVING | DOING BUSINESS | PUBLIC SAFETY | CALENDAR

Housing Initiative

Home > Living > Community Development > Housing > Housing Initiative



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

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

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

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

- About the Housing Advisory Group
- Project Schedule