

EXTERNAL CORRESPONDENCE

The City Clerk's Office received
the attached correspondence regarding
**Agenda Item #6-E on the
7-15-14 City Council Agenda**

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
DIVISION OF HOUSING POLICY DEVELOPMENT**

2020 W. El Camino Avenue, Suite 500
Sacramento, CA 95833
(916) 263-2911 / FAX (916) 263-7453
www.hcd.ca.gov



July 14, 2014

Andrew Thomas, City Planner
Community Development Department
City of Alameda
2263 Santa Clara Avenue, Room 190
Alameda, CA 94501

Dear Mr. Thomas:

RE: City of Alameda's 5th Cycle (2015-2023) Revised Draft Housing Element Update

Thank you for submitting the City of Alameda's draft housing element received for review on May 23, 2014. Pursuant to Government Code (GC) Section 65585(b), the Department is reporting the results of its review. In addition, the Department received comments from the Building Industry Association of the Bay Area pursuant to GC Section 65585(c).

The draft element meets the statutory requirements of State housing element law. The element will comply with State housing element law (GC, Article 10.6) when adopted and submitted to the Department, pursuant to GC Section 65585(g).

To remain on an eight year planning cycle, pursuant to Senate Bill 375 (Chapter 728, Statutes of 2008) the City must adopt its housing element within 120 calendar days from the statutory due date of January 31, 2015 for ABAG localities. If adopted after this date, GC Section 65588(e)(4) requires the housing element be revised every four years until adopting at least two consecutive revisions by the statutory deadline.

Public participation in the development, adoption and implementation of the housing element is essential to effective housing planning. Throughout the housing element process, the City must continue to engage the community, including commenters and organizations that represent interests related to housing and community development and lower-income and special needs households. The City should make information regularly available and consider and incorporate comments where appropriate.

The Department looks forward to receiving the adopted housing element. If you have any questions or need additional technical assistance, please contact Paul McDougall, of our staff, at (916) 263-7420.

Sincerely,

Glen A. Campora
Assistant Deputy Director

Lara Weisiger - Agenda Item 2014-646

From: Darin Lounds <dlounds@hceb.org>
To: <lweisiger@alamedaca.gov>
Date: 7/15/2014 4:41 PM
Subject: Agenda Item 2014-646
Attachments: Alameda_HE letter_140715.pdf

Ms. Weisiger,

Please see attached letter to the Council regarding the Draft Housing Element vote this evening.

Sincerely,

Darin Lounds

Darin Lounds, Executive Director
Housing Consortium of the East Bay
1440 Broadway, Suite 700
Oakland, CA 94612
dlounds@hceb.org
ph 510.828.6295; fax 510.832.1743
<http://www.facebook.com/HousingConsortiumoftheEastBay>



July 15, 2014

City Council, City of Alameda
C/O Lara Weisiger, Alameda City Clerk
lweisiger@alamedaca.gov

RE: Agenda Item 2014-646, Housing Element 2015-2023

Councilmembers,

On behalf of the Housing Consortium of the East Bay (HCEB), I write to thank Alameda City Staff for addressing the affordable housing needs of people with developmental disabilities in the Draft Housing Element to be considered this evening.

HCEB believes the City of Alameda's Housing Element adequately addresses the requirements of SB812 by including an analysis of the special housing needs of persons with developmental disabilities. This analysis includes an estimation of the number of people with developmental disabilities in a jurisdiction, an assessment of the housing need and a discussion of potential resources.

Please feel free to contact me if there is a need for further discussion.

Sincerely,

Darin Lounds
Executive Director
510-828-6295; dlounds@hceb.org

Lara Weisiger - Fwd: Agenda item 6-E, 7/15 Council Meeting - Public Hearing to Consider a Resolution to Certify a Negative Declaration and Approve a General Plan Amendment to Amend the Housing Element for the Period 2015 through 2023

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:45 PM
Subject: Fwd: Agenda item 6-E, 7/15 Council Meeting - Public Hearing to Consider a Resolution to Certify a Negative Declaration and Approve a General Plan Amendment to Amend the Housing Element for the Period 2015 through 2023

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Sherry Stoll <sherrystoll@gmail.com>" <sherrystoll@gmail.com>
Date: July 15, 2014, 4:42:40 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>, "" <mezzashcraft@gmail.com>
Subject: Agenda item 6-E, 7/15 Council Meeting - Public Hearing to Consider a Resolution to Certify a Negative Declaration and Approve a General Plan Amendment to Amend the Housing Element for the Period 2015 through 2023

Tuesday, July 15, 2014

Dear Mayor Gilmore and Council Members,

Thank you all so much (again) for your tireless efforts and dedication to improving Alameda!

Relying on the posted Exhibit 1 Housing Element, I do not see the Renewed Hope's proposed language (proposed to be included in section 2.8) exploring such items as cause for eviction and possible rent stabilization policy.

If I am reading this right, and the language is in fact not included, I hope you will address this issue specifically tonight to explain why.

If I am wrong and the language is included, I apologize for wasting your time with this letter.

I noticed a lot of letters to the planning director with boilerplate language citing the great track record of the City's rent advisory committee - and am worried that an organized opposition to including any reference at all to "rent stabilization" was successfully mounted.

I am not a member of Renewed Hope - nor am I a renter - and I don't agree with everything

that Renewed Hope is in favor of. That said, I do believe that stronger tenant protection is needed in Alameda, and do not see the harm in taking a closer, more measured look at the issue.

I personally know renters who fear coming forward with problems and issues because they have seen retaliation and blacklisting. The Rent Advisory Committee has no real power to help or defend these people in the event that they find the tenant to be correct.

For these reasons, I hope the City will commit to this investigation by incorporating Renewed Hope's proposed language into the Housing Element.

Sincerely,

Sherry Stoll
1852 9th Street

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Sherry Stoll
design@sherrystoll.com
Mobile: (510) 863-1763

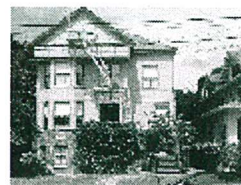
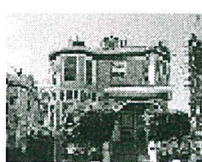
Lara Weisiger - Fwd: Public Comment for the 2015-2023 Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:05 PM
Subject: Fwd: Public Comment for the 2015-2023 Housing Element

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "<geppetto2001@aol.com>" <geppetto2001@aol.com>
Date: July 15, 2014 at 1:33:11 AM PDT
To: "Marie Gilmore" <MGilmore@alamedaca.gov>
Subject: Public Comment for the 2015-2023 Housing Element



7/15/2014

Alameda City Council
City of Alameda
Via Email

RE: Public Comment for the 2015-2023 Housing Element

Dear Mayor Marie Gilmore

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the expertise of the Rent Review Advisory Board by including them in the task force should one be created.

Sincerely,

*WILLIAM GALLI
1625 SAN JOSE AVE
ALAMEDA, CALIFORNIA 94501*

Lara Weisiger - Fwd: Council Meeting - Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:06 PM
Subject: Fwd: Council Meeting - Housing Element

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Nancy Heastings <n.heastings@comcast.net>" <n.heastings@comcast.net>
Date: July 14, 2014 at 10:21:55 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Council Meeting - Housing Element

Dear City Council members,

Tomorrow evening you will consider the 2015 - 2023 Housing Element for approval and submission to the State. I understand that there may be citizens speaking about rent stabilization and their proposal to add a new program or strengthen the program about rental assistance to require that a task force be created on this issue.

I recommend 1. Passage of the Housing Element without any such conditions.

2. That the Council convene a Committee with responsibility to examine ways to achieve "rent stabilization" in Alameda – working with community agreed upon goals – time line – performance requirements.

Thank you,

Nancy Heastings

3277 Liberty Ave

Lara Weisiger - Fwd: Public Comment for the 2015-2023 Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:06 PM
Subject: Fwd: Public Comment for the 2015-2023 Housing Element

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "R W <rob_mkw@yahoo.com>" <rob_mkw@yahoo.com>
Date: July 14, 2014 at 9:01:50 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Public Comment for the 2015-2023 Housing Element

July 14, 2014

Alameda City Council
City of Alameda
Via Email or Hand Delivered

RE: Public Comment for the 2015-2023 Housing Element

Dear Mayor and Council members,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the expertise of the Rent Review Advisory Board by including them in the task force should one be created.

Also, I would like to note that I own only one income property building. I expect to use the income from that building for retirement income. I would like to see a reasonable approach to rent review that favors both income property owners and renters.

Sincerely,

Bob Waters
Owner, 6 unit building at 722 Santa Clara

Lara Weisiger - Fwd: Support Rent Control

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:07 PM
Subject: Fwd: Support Rent Control

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "<gerstle@mindspring.com>" <gerstle@mindspring.com>
Date: July 14, 2014 at 4:48:48 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Support Rent Control
Reply-To: gerstle@mindspring.com

Dear Mayor and Council,

As a homeowner, I fully support rent control as an important economic tool to benefit all Alamedans. Skyrocketing rents not only hit renters in the pocket book, they also hurt our local economy. Every additional dollar paid in rent means a dollar less to support local merchants and lower sales tax revenue for the City. Renters live in Alameda and they shop here. Landlords may live outside of Alameda or outside of the County. The extra dollars in the landlord's pocket will be spent in his community, not ours. Renters tend to shop locally and have a higher percentage of their income spent on items that have a sales tax. Rapidly increasing rents also place families at risk, having to choose between food and medicine or paying more in rent.

<http://www.jchs.harvard.edu/sites/jchs.harvard.edu/files/sonhr14-color-ch6.pdf>

<http://www.investopedia.com/terms/r/regressivetax.asp>

Please support the economic and physical health of our community by passing a reasonable rent control measure.

Sincerely,

Steve Gerstle

Alameda

Lara Weisiger - Fwd: Housing Element Support

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:07 PM
Subject: Fwd: Housing Element Support
Attachments: City of Alameda Housing Element letter 7-14-2014.pdf

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Jan Mason" <jan@ommhomes.com>
Date: July 14, 2014 at 4:31:29 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>, "" <manager@alameda.gov>
Cc: "Hadi Monsef" <hadi@ommhomes.com>
Subject: Housing Element Support

Hadi Monsef, Jan Mason and the employees of OMM, INC. support the adoption of the City of Alameda's Housing Element 2015-2023 as presented. Please see the attached letter that outlines our position on this matter.

Sincerely,

Jan Mason

Janice L. Mason, Owner/REALTOR
OMM, INC.
2514 Santa Clara Avenue
Alameda, CA 94501
(510) 522-8074 (w) (510) 381-1573 (c)
jan@ommhomes.com

CalBRE#: 00867680



July 14, 2014

Alameda City Council
City of Alameda
Via Email or Hand Delivered

RE: Public Comment for the 2015-2023 Housing Element

Dear Mayor and Councilmembers,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the expertise of the Rent Review Advisory Board by including them in the task force should one be created.

Sincerely,

Janice Mason, OMM, INC.
2514 Santa Clara Avenue, Alameda, CA 94501
(510) 381-1573

Hadi Monsef, Broker, OMM, INC.)
(510) 207-9288

cc: Mayor Marie Gilmore via Email mgilmore@alamedaca.gov
Vice Mayor Marilyn Ezzy Ashcraft via Email mezzyashcraft@alamedaca.gov
Councilmember Lena Tam via Email ltam@alamedaca.gov
Councilmember Stewart Go Chen via Email schen@alamedaca.gov
Councilmember Tony Daysog via Email tdaysog@alamedaca.gov
City Manager John A. Russo via Email at manager@alamedaca.gov

Lara Weisiger - Fwd: Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:04 PM
Subject: Fwd: Housing Element

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Rick Storrs <rwstorrs@yahoo.com>" <rwstorrs@yahoo.com>
Date: July 14, 2014 at 3:48:04 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Housing Element
Reply-To: rwstorrs@yahoo.com

14 July 2014

Alameda City Council
City of Alameda
Via Email

RE: Public Comment for the 2015-2023 Housing Element

Dear Mayor and Councilmembers,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the expertise of the Rent Review Advisory Board by including them in the task force should one be created. I have been a Bay Area real estate investor for thirty years and currently own 10 residential units in Alameda. I have strong opinions about the rental economy and understand the many and diverse voices around this issue. I feel it important that this discussion be kept at a local level to give room for local input.

Sincerely,

Richard Storrs
1918 Chestnut St.
Berkeley, CA 94702

cc: Mayor Marie Gilmore via Email mgilmore@alamedaca.gov
Vice Mayor Marilyn Ezzy Ashcraft via Email mezzyashcraft@alamedaca.gov
Councilmember Lena Tam via Email ltam@alamedaca.gov
Councilmember Stewart Go Chen via Email schen@alamedaca.gov
Councilmember Tony Daysog via Email tdaysog@alamedaca.gov
City Manager John A. Russo via Email at manager@alamedaca.gov

Lara Weisiger - Fwd: Public Comment on Housing Element - Against Rent Control

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:08 PM
Subject: Fwd: Public Comment on Housing Element - Against Rent Control

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Marilyn Hesser <marilynhesser@gmail.com>" <marilynhesser@gmail.com>
Date: July 14, 2014 at 12:50:19 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Public Comment on Housing Element - Against Rent Control

July 14, 2014

Alameda City Council

City of Alameda

Via Email or Hand Delivered

RE: Public Comment for the 2015-2023 Housing Element

AGAINST – Rent control Task Force, especially adding this to Housing Element

Dear Mayor and Councilmembers,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I strongly believe the formation should not be part of the Housing Element.

Rent Control is unfair to small property owners. It takes a public responsibility – Affordable Housing – and pushes that responsibility onto individual property owners. If we believe that certain people should have below market housing, we should ALL pay for that, together.

Rent control as it is practiced in San Francisco makes no difference between renters who are well off and those who are low income. It also makes no difference between property owners of low income and those of high income. I have come across many, many property owners of modest means being forced to support high income renters. Unable to maintain their older Victorian buildings on out-dated rents, they are forced to sell their homes. Rent Control is unfair, and does little to help those most in need. It helps those who stay in one apartment for a very long time, not those who are particularly needy.

So please, do not include rent control or a task force for rent control in Alameda's Housing Element.

Alameda has a Rent Review Advisory Board, which has the ability to work on individual cases as needed, taking into account the specifics of the case. They do great work. Let that continue.

Sincerely,

*Marilyn Hesser
Cottage*

900 Union Street

Alameda CA 94501

Lara Weisiger - Fwd: Alameda Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:08 PM
Subject: Fwd: Alameda Housing Element
Attachments: .vcf; letter_City Council Housing Element.docx

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "<hanna@hannafry.com>" <hanna@hannafry.com>
Date: July 14, 2014 at 10:55:36 AM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Alameda Housing Element

Honorable Mayor, Council Members, City Manager Russo,

Please see my attached letter in reference to the Alameda Housing Element.

Thank you,
Hanna Fry

July 14, 2014

Alameda City Council
City of Alameda

RE: Public Comment for the 2015-2023 Housing Element

Dear Mayor and Councilmembers,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda.

It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the experience and expertise of the Rent Review Advisory Board by including them in the task force should one be created.

Sincerely,

Hanna Fry
4 Eclipse Court

cc: Mayor Marie Gilmore via Email mgilmore@alamedaca.gov
Vice Mayor Marilyn Ezzy Ashcraft via Email mezzyashcraft@alamedaca.gov
Councilmember Lena Tam via Email ltam@alamedaca.gov
Councilmember Stewart Go Chen via Email schen@alamedaca.gov
Councilmember Tony Daysog via Email tdaysog@alamedaca.gov
City Manager John A. Russo via Email at manager@alamedaca.gov

Lara Weisiger - Fwd: Possibility of Rent Control

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:08 PM
Subject: Fwd: Possibility of Rent Control

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Marie Kane <kanesworld1@aol.com>" <kanesworld1@aol.com>
Date: July 14, 2014 at 10:50:34 AM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Possibility of Rent Control

July 14, 2014

Dear Mayor, Vice Mayor, Council Members and City Manager,

I would like to express my views about opening the door to rent control in Alameda.

Alameda has a very large amount of "mom and pop" rental property owners. We often consider our tenants' circumstances in our rental prices and allow rents to remain the same if the circumstances allow. We wait for the next tenant who may well be more able to afford the market rate before going to it.

The threat of rent control may cause that situation to change, as buying rental property has been one way to plan for retirement and a good way to invest. The threat of rent control may cause rental increases and havoc for many tenants who are in a lower than market rent situation.

Putting in rent control will hurt property values. It will not be good for Alameda in general.

The large corporations and a few greedy investors will find a way to get to market rents anyway.

I would urge you to continue with the Rent Review Advisory Board.

Thank you,

Marie Kane

Lara Weisiger - Fwd: Alameda Housing Element vote on Tues July 15th.

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:09 PM
Subject: Fwd: Alameda Housing Element vote on Tues July 15th.

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Marilyn Schumacher <marilynschu@gmail.com>" <marilynschu@gmail.com>
Date: July 13, 2014 at 6:57:11 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Alameda Housing Element vote on Tues July 15th.

Date 7-13-14

Alameda City Council

City of Alameda

Via Email or Hand Delivered

RE: Public Comment for the 2015-2023 Housing Element

Dear Mayor and Council Members,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

Rent Control is unfair to small property owners. It takes a public responsibility – Affordable Housing – and pushes that responsibility onto individual property owners. If we believe that certain people should have below market housing, we should ALL pay for that, together.

Rent control as it is practiced in San Francisco, Oakland, or Berkeley, makes no difference between renters who are well off and those who are low income. It also makes no difference between property owners of low income and those of high income.

Rent Control is unfair, and does little to help those most in need. It helps those who stay in one apartment for a very long time, not those who are particularly needy.

Some cases in question include tenants who end-run the system by subletting their apartments out, under their own name, collect the rent for that unit, and then keep their name on the lease! The original tenant has a rent-controlled unit to go back to! (see East Bay Rental Housing Association Magazine, June 2014.)

Do not include rent control or a task force for rent control in Alameda's Housing Element.

Alameda has a Rent Review Advisory Board, which has the ability to work on individual cases as needed, taking into account the specifics of the case. They do great work. Let that continue.

Sincerely,

Marilyn Schumacher

1829 Clinton Ave. (owner of 5 units)

cc: Mayor Marie Gilmore via Email mgilmore@alamedaca.gov

Vice Mayor Marilyn Ezzy Ashcraft via Email mezzyashcraft@alamedaca.gov

Councilmember Lena Tam via Email ltam@alamedaca.gov

Councilmember Stewart Go Chen via Email schen@alamedaca.gov

Councilmember Tony Daysog via Email tdaysog@alamedaca.gov

City Manager John A. Russo via Email at manager@alamedaca.gov

Marilyn Schumacher

Broker Associate

BRE #00904530

510-908-9021 - cell

The Second Story blog (& praises)

Alameda Real Estate (website)

Results exceeding the challenges

Lara Weisiger - Fwd: Housing Element - Against Rent Control Task Force

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:09 PM
Subject: Fwd: Housing Element - Against Rent Control Task Force

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Adrienne Lakadat <alakadat@gmail.com>" <alakadat@gmail.com>
Date: July 13, 2014 at 5:13:16 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>, "" <dburton@alamedaca.gov>
Subject: Housing Element - Against Rent Control Task Force

July 13, 2014

Alameda City Council

City of Alameda

Via Email or Hand Delivered

RE: Public Comment for the 2015-2023 Housing Element

AGAINST – Rent control Task Force, especially adding this to Housing Element

Dear Mayor and Councilmembers,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I strongly believe the formation should not be part of the Housing Element.

Rent Control is unfair to small property owners. It takes a public responsibility – Affordable Housing – and pushes that responsibility onto individual property owners. If we believe that certain people should have below market housing, we should ALL pay for that, together.

Rent control as it is practiced in San Francisco makes no difference between renters who are well off and those who are low income. It also makes no difference between property owners of low income and those of high income. I have come across many, many property owners of modest means being forced to support high income renters. Unable to maintain their older Victorian buildings on out-dated rents, they are forced to sell their homes. Rent Control is unfair, and does little to help those most in need. It helps those who stay in one apartment for a very long time, not those who are particularly needy.

So please, do not include rent control or a task force for rent control in Alameda's Housing Element.

Alameda has a Rent Review Advisory Board, which has the ability to work on individual cases as needed, taking into account the specifics of the case. They do great work. Let that continue.

Sincerely,

Adrienne Lakadat

900 Union Street

Alameda CA 94501

cc: Mayor Marie Gilmore via Email mgilmore@alamedaca.gov

Vice Mayor Marilyn Ezzy Ashcraft via Email mezzashcraft@alamedaca.gov

Councilmember Lena Tam via Email ltam@alamedaca.gov

Councilmember Stewart Go Chen via Email schen@alamedaca.gov

Councilmember Tony Daysog via Email tdaysog@alamedaca.gov

City Manager John A. Russo via Email at manager@alamedaca.gov

Lara Weisiger - Fwd: Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:04 PM
Subject: Fwd: Housing Element
Attachments: Document (1).pdf

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Victor Jin <victor@isellre.com>" <victor@isellre.com>
Date: July 13, 2014 at 4:21:48 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <mezzyashcraft@alamedaca.gov>
Subject: FW: Housing Element

Letter Supporting Housing Element.

Your immediate attention and consideration will be appreciated.

Thank you.

Victor Jin

Property Investment services

July 11, 2014

Alameda City Council Members
City of Alameda

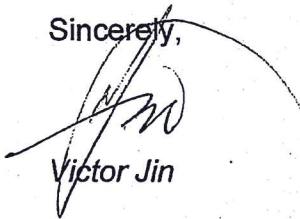
RE: 2015-2023 Housing Element

Mayor and Councilmembers:

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15th Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the expertise of the Rent Review Advisory Board by including them in the task force should one be created.

Sincerely,



Victor Jin

cc: Mayor Marie Gilmore via Email mgilmore@alamedaca.gov
Vice Mayor Marilyn Ezzy Ashcraft via Email mezzyashcraft@alamedaca.gov
Councilmember Lena Tam via Email ltam@alamedaca.gov
Councilmember Stewart Go Chen via Email schen@alamedaca.gov
Councilmember Tony Daysog via Email tdaysog@alamedaca.gov
City Manager John A. Russo via Email at manager@alamedaca.gov

Lara Weisiger - Fwd: Public Comment for 2015-2023 Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:10 PM
Subject: Fwd: Public Comment for 2015-2023 Housing Element
Attachments: letter_City Council Housing Element.pdf

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Alan <alan@alameda.morphdog.com>" <alan@alameda.morphdog.com>
Date: July 13, 2014 at 12:00:30 PM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: Public Comment for 2015-2023 Housing Element

Dear Mayor and Councilmembers,

I've attached my comments in regard to supporting adoption the proposed 2015-2023 Housing Element as presented on the July 15 Agenda.

Sincerely,

Alan Teague

July 13, 2014

Alameda City Council
City of Alameda
Via Email or Hand Delivered

RE: Public Comment for the 2015-2023 Housing Element

Dear Mayor and Council Members,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the expertise of the Rent Review Advisory Board by including them in the task force should one be created.

Sincerely,

Alan H. Teague
1723 Central Ave, Alameda, CA 94501

cc: Mayor Marie Gilmore via Email mgilmore@alamedaca.gov
Vice Mayor Marilyn Ezzy Ashcraft via Email mezzyashcraft@alamedaca.gov
Councilmember Lena Tam via Email ltam@alamedaca.gov
Councilmember Stewart Go Chen via Email schen@alamedaca.gov
Councilmember Tony Daysog via Email tdaysog@alamedaca.gov
City Manager John A. Russo via Email at manager@alamedaca.gov

Lara Weisiger - Fwd: 2015 - 201223 Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:10 PM
Subject: Fwd: 2015 - 201223 Housing Element

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "Ken & Connie Carvalho" <morton.street@comcast.net>
Date: July 13, 2014 at 8:39:10 AM PDT
To: "Lena Tam" <LTam@alamedaca.gov>, "CITY MANAGER" <MANAGER@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Marie Gilmore" <MGilmore@alamedaca.gov>, "Stewart Chen" <SChen@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>
Subject: 2015 - 201223 Housing Element

13 July 2014

Alameda City Council
City of Alameda
2265 Santa Clara Avenue
Alameda, CA 94501

RE: Public Comment for the 2015-2023 Housing Element

Dear Mayor and Councilmembers,

I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15, 2014 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the expertise of the Rent Review Advisory Board by including them in the task force should one be created.

Sincerely,

Ken Carvalho, Managing Member,
Foley Street 4Plex, LLC

cc: Mayor Marie Gilmore via Email mgilmore@alamedaca.gov
Vice Mayor Marilyn Ezzy Ashcraft via Email mezzyashcraft@alamedaca.gov
Councilmember Lena Tam via Email ltam@alamedaca.gov
Councilmember Stewart Go Chen via Email schen@alamedaca.gov
Councilmember Tony Daysog via Email tdaysog@alamedaca.gov
City Manager John A. Russo via Email at manager@alamedaca.gov

Foley Street 4Plex, LLC

1600 □□□ 1606 Foley Street
Alameda, California 94501

Ken Carvalho, Managing Member

Foley Street 4Plex, LLC
1600 □□□ 1606 Foley Street
Alameda, California 94501
Morton.Street@Comcast.Net

Lara Weisiger - Fwd: Housing Element

From: Marie Gilmore <mgilmore@ci.alameda.ca.us>
To: LWEISIGER@alamedaca.gov
Date: 7/15/2014 4:04 PM
Subject: Fwd: Housing Element

Marie Gilmore
Mayor, City of Alameda

Begin forwarded message:

From: "karen miller" <karenmillerers@gmail.com>
Date: July 11, 2014 at 3:15:36 PM PDT
To: "Marie Gilmore" <MGilmore@alamedaca.gov>
Subject: Housing Element

Dear Mayor Gilmore,
I am writing to express my support of adopting the City's 2015-2023 Housing Element as presented on the July 15 Agenda. It is my understanding the Council may also consider forming a task force to explore housing and rental prices in Alameda. I do not oppose such a committee, but strongly believe the formation should not be part of the Housing Element.

I would like to request that the Council utilize the expertise of the Rent Review Advisory Board by including them in the task force should one be created.

Sincerely,

Karen Miller
720 Paru St



2014 Board Members

MICHAEL McDONOUGH
President
Principal Financial Group

ROBERT CULLMANN
Vice President
Eon Technologies

TRACY ZOLLINGER, L.Ac
Secretary
Licensed Acupuncturist and
Herbalist

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Treasurer
First Community Bank

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Kane & Associates

LESLIE CAMERON
Bay Ship & Yacht Co.

GREG CHAN
East Bay MUD

JOYCE GUY
Every Second Count

JOHN HAN
Ambassador Chair
Synergy HomeCare

PHIL HOLT
Sunbelt Business Sales &
Acquisitions

MICHELLE MOROS
Cardinal Point

LOUISE NAKADA
Alameda Hospital

KATHLEEN WOUFFE
BSA Alameda Council

CARRIE WRIGHT
Alameda County Industries

ANIL BHAGAT
Ex Officio
South Shore Center

DEBBIE POTTER
Ex Officio
City of Alameda

MARK SORENSEN
Executive Director

HEIDI BENSON
Marketing Director

July 11, 2014

The Honorable Marie Gilmore
City of Alameda
2263 Santa Clara Avenue
Alameda, California 94501

Dear Mayor Gilmore,

The Alameda Chamber of Commerce has been following the planning process for the 2015-2023 Housing Element.

Some would wonder what housing has in common with a Chamber of Commerce. At the Alameda Chamber of Commerce we see housing as the driving force of the economy. More residents result in more need for retail, creating more local jobs and in the end, more income through taxes for the services that our thriving city needs to insure a desirable quality of life.

As the leading business representative for Alameda, we would like to recommend that the Planning Board move forward with the existing components in the Housing Element. This action will ensure the timely submission to the State of California, keeping the City of Alameda compliant with state regulation and thereby promote the preservation, improvement, and development of diverse housing types for a diverse range of household types and incomes.

Your consideration to our request is greatly appreciated. We look forward to a continued positive working relationship with the City's Community Development Department.

Should you have any questions, please contact the Chamber at 522-0414.

Sincerely,

Mark Sorensen
Executive Director

Cc: Council Members
John Russo, City Manager
Debbie Potter, Community Development Director

RECEIVED
JUL 15 2014
CITY OF ALAMEDA
MAYOR'S OFFICE

Alameda Chamber of Commerce

2210-D South Shore Drive • Alameda, California 94501

Phone: (510) 522-0414 • Fax (510) 522-7677

E-mail: connect@alamedachamber.com • Web Site: www.alamedachamber.com