

SEP  
2022



## The Advocate for Berkeley's Rental Housing Providers

Founded 1980 • Charter Member, California Rental Housing Association  
2041 Bancroft Way, Suite 203, Berkeley, CA • [www.bpoa.org](http://www.bpoa.org)

M  
O  
N  
T  
H  
L  
Y

### About Light Bulbs

Mark Tarses, President, BPOA

1. Keep a supply of LED light bulbs on hand and give them to your tenants whenever they request them. You will annoy your tenants if you don't give them replacement light bulbs, and you could get into trouble with the rent board. If there were working light bulbs in an apartment when a tenant moved in, and you won't replace the bulbs when they burn out, that is a 'reduction in service', and the rent board could order a rent reduction.
2. Keep a supply of appliance light bulbs on hand. Let your tenants know that you have them, and that they are free. They can be hard to find in stores. Make sure that your tenants know that if they put a regular light bulb in a refrigerator, freezer, oven, or a microwave oven; they could destroy the appliance or set it on fire. A lot of people don't know that. Buy individually carded name-brand appliance light bulbs. I like GE.
3. If you have dimmer switches in your apartments, make sure you have bulbs that say 'dimmable' on the box. When a tenant calls a landlord to report that the dimmer switch isn't working, it is almost always because the tenant replaced a bulb with one that wasn't dimmable.
4. When new tenants move into an apartment, give them one or two boxes of brand-name light bulbs. LED bulbs at Home Depot are cheap.
5. If a light bulb is lighting a very small area, like a hall or stairwell and is on all the time, go to Ikea. They sell very low watt light bulbs. I own an apartment with a dark stairwell that has two light fixtures in it. I use Ikea's single watt (100 lumen) light bulbs there. They provide more than enough light for the stairwell. I make sure my tenants know that even though these lights are on 24 hours a day, they only use 20 cents worth of electricity a year. People are less likely to remove stairwell bulbs if they know that the electricity is an insignificant expense.
6. Replace all CFL light bulbs (the twisty ones) with LEDs. CFLs contain mercury and are, therefore, electronic waste. Do not put them in your garbage can. Take them to a recycling center.

### SEPTEMBER EVENTS

**30-Minute Hot Topic:**

**Vetting a Prospective Tenant**

**Wednesday, August 31, 3:00 pm**

**Social Member Mixer**

**Thursday, September 8, 5:00-7:00 pm**

**Managing the Hoarded Household**

**Wednesday, September 14, 2:00 pm**

**Rats, Bedbugs & Roaches Oh My!**

**Thursday, September 15, 3:00 pm**

*See pages 13 & 14 for details & more events!*

### Issue Highlights

Editorial.....	Page 2
Coalition Corner .....	Page 3
California Theater Site Proposal: 200+ Units .....	Page 4
Goodbye UA Theater?.....	Page 5
Housing Affordability Falls Further .....	Page 6
The Nuts & Bolts.....	Page 8
Renting Vs. Owning in the Bay Area .....	Page 10
State Legislative Update .....	Page 12
Monthly Event Calendar .....	Page 13
Quote of the Month, BPOA Event Details .....	Page 14
Can SF Really Add 82,000 Units by 2030? .....	Page 16



# Editorial

## Thoughts on Urban Density

Albert Sukoff, Editor

BPOA Monthly is a regular publication of the Berkeley Property Owners Association, a trade association dedicated to assisting rental housing providers with upkeep and management of residential rental property and coping with Berkeley's rent law.

### 2022 Board of Directors

Mark Tarses, President  
Sid Lakireddy, Treasurer  
Jon Vicars, Vice President  
Richard Genirberg, Secretary  
Bahman Ahmadi  
Will Flynn  
Celia Karian  
Alison Simon  
Sam Sorokin  
Albert Sukoff  
Paul Tuleja

### Editor:

Albert Sukoff

### Executive Director:

Krista Gulbransen

### Deputy Director:

Tiffany Van Buren

### Our Office Location:

2041 Bancroft Way, Suite 203  
Berkeley, CA 94704  
Phone 510.525.3666  
Email [bpoa@bpoa.org](mailto:bpoa@bpoa.org)  
Website <http://www.bpoa.org>

### Office Hours:

Open Monday – Friday, with dedicated one-on-one appointments for your convenience.

### About the Newsletter

Our articles are contributed on a volunteer basis by members and other interested parties, although we do accept paid advertising. We are always happy to include material submitted by members and welcome suggestions on how to improve our publication.

All articles in this publication represent the author's viewpoint and not necessarily the position of our organization.

Direct comments and material to our Bancroft Way office or to [bpoa@bpoa.org](mailto:bpoa@bpoa.org)

Here are some reflections on the current debate about urban density and the supposed concomitant housing shortage. City after city has up-zoned so as to allow more units per parcel of land than was previously permitted. There are calls for — and some action toward — the elimination of single-family zoning. Forget for the moment that allowing more units does not result in more square footage of housing unless setbacks and height limits are also relaxed. Nevertheless, assuming greater density would result in more housing and therefore more affordability, would it work? Are our cities in fact too sparsely developed? Last month we published a chart ranking the population density of various cities which showed how Berkeley stacked up against the dozen densest big cities in the United States. Berkeley was too small to qualify for the original list, so we inserted it at the level warranted by its density level. Of the thirteen cities then on the list, Berkeley was the fifth densest behind only New York City, San Francisco, Boston and Miami. Interestingly, of the original twelve, four were in California, with Long Beach, Los Angeles and Oakland joining San Francisco. So how dense is dense? Of the twelve densest US cities from the chart, only New York City, at 27,000 person per square mile, has a population density much greater than the inner Bay Area. By way of comparison, San Francisco has 19,000 people per square mile, Berkeley has 12,000, and Oakland, 8,000. The other densest large US cities range from 7,000 to 14,000 per square mile. The densest cities in the country, too small for the list, are four NYC suburbs across the Hudson River in New Jersey. These hover slightly above or below 50,000 residents per square mile.

[Worldwide, there are much denser cities. Manila tops the list at 107,000. Six of the top 25, including the top three, are in the Philippines. There are 25 cities in the world with densities over 50,000, only nine of which have more than 250,000 people. Of Europe's capitals, only Paris, at 54,000, makes the list. Very large cities which are also very dense start with Dhaka with a population of 9,000,000 at 75,000 per square mile. Karachi has 15,000,000 inhabitants with a density of 65,000 while Kolkata houses 5,000,000 at 63,000 per square mile.] So, let's see what would a very dense city look like.

If an acre parcel of land were square, it would be about 207 feet on a side, about 42,000 square feet. Take an acre, leave a 25-foot setback all around and build a six-story building with a 22,500 square-foot footprint. Dedicate the top five floors to housing and the ground floor to all varieties of private sector employment. At a generous 500 square feet per worker, the ground floor provides employment for 45 workers. At 750 square feet per resident, also generous, each floor houses 30 people. Five residential floors would house 150 people.

There are 640 acres in a square mile. Assume 400 are privately developed and 240 left for public functions: streets, parks, civic offices, schools, etc. Developing the 400 acres as described above yields space per square mile for workforce of 18,000 and residential accommodations for 60,000 people. This is density at a level comparable to the densest communities in the United States. It is five times the density of Berkeley. If Berkeley's 11.4 square miles were developed to this density, it would have 684,000 people and over 200,000 jobs. Almost 700,000 people in an area the size of Berkeley? Sounds unlivable.

*continued on page 15*

# ❖ THE COALITION CORNER ❖

Krista Gulbransen, BRHC Executive Director

**The Berkeley Rental Housing Coalition (BRHC)  
is the political and legal voice of Berkeley's rental housing providers.**

## We Did It!

The Berkeley Property Owners Association and the Berkeley Rental Housing Coalition had a significant win as the November ballot deadline ended. We fought hard and won the war against modifications to the Rent Stabilization Ordinance. This is the first time in a long history of elections, *that there will be no measure on the ballot that modifies the Rent Stabilization Ordinance*. Much of the ordinance is at the will of the voter and significant changes (such as removal of Golden Duplex exemptions) must be put to the voter. This opportunity happens every two years at the election.

The initial proposal included the eradication of Golden Duplex and ADU exemptions, the ability for tenants to add other occupants to the unit without the threat of termination of tenancy and rent control on newly constructed units. All three of these proposals would have had significant impact on various parts of the rental housing market and for many of our members. This was one proposal that affected owners both big and small.

But thanks to the hard work of our members (almost 50 of you showed up to comment at City Council meetings!) and the work of our Government Affairs department (party of one — Executive Director, Krista Gulbransen), the ballot measure went down in flames. It took a Herculean effort to gather enough voices who could tell City Councilmembers their stories of despair due to the limit on evictions during the Eviction Moratorium. Many of our elected officials know a “mom & pop” housing provider in their District, and at times seem to know the role they play in housing in Berkeley. We remind them of that every time they seek to add another regulation to the mix and sometimes that reminder pays off.

A HUGE thanks to those of you that put up with a long wait to publicly speak, or who sent an email or made a phone call to your Councilmember. Your efforts made a difference. Our organization has grown considerably in the past two years and so has our voice — don't forget that you are a big part of that growth!

## Vacancy Tax on Empty Units

The “Empty Homes Tax” will be on the ballot in November. This policy seeks to punish rental housing provid-

ers that keep their units vacant more than 182 days in a calendar year (whether consecutive or non-consecutive). A tax of \$3,000 per unit will be levied in the first calendar year. In the second year the tax will double to \$6,000 per unit/per year and remain as such as long as the unit is “vacant” as defined by the legislation.

“Vacancy” under the policy is defined as “...unoccupied, uninhabited, or unused for more than 182 days...” Presumably if you are using your unit for such things as storage or a personal office, as long as you were using it for at least 182 days of the year, the unit would be exempt from the tax. Also exempt are any owner-occupied duplexes, triplexes, or quadplexes as well as single family homes (as long as you don't own more than one in the city of Berkeley). If you have an ADU or JADU on the property along with the single-family home, you will also be exempt. And no — if you're in between tenancies, rehabbing, or preparing your unit to rent — you will not be subject to the tax. If passed by the voters on November 8, it will first go into effect on January 1, 2024.

We strongly believe that this is not an incentive to bring vacant units to the market, but rather a punishment for choosing to do what you wish with your property. The faction of social housing activists has long been furious at the level of private ownership of housing. They believe housing is a right and a commodity that is owned by the “greater community” and not for individual ownership. Regardless of the ideology, it's clear this policy is an attempt to bring about a solution to a problem that doesn't exist. A healthy housing market cannot live on 0% vacancy alone, but don't tell the housing activists that — they'll bite your head off.

We are here fighting unbalanced, unfair, and poorly thought-out rental housing policy. To support this work, please consider upgrading your membership in the Berkeley Rental Housing Coalition. The BRHC employs the feet-on-the-ground who hold the elected officials' feet to the fire. To lend your support, contact Executive Director Krista Gulbransen, [krista@bpoa.org](mailto:krista@bpoa.org) or (510) 304-3575.



# California Theater Site Proposal: 200+ Multifamily Units

*Sarah Klearman, San Francisco Business Times, August 2, 2022*

The future of Berkeley's shuttered California Theatre is coming into focus.

Rhode Island developer Gilbane has proposed raising a 15-story mixed-use building with a live theater space and 214 homes at 2113 Kittredge St. in Berkeley, according to a pre-application submitted July 28.

The "student-oriented" project will feature studios and one- and two-bedrooms, according to Mark Rhoades, who runs his own Berkeley-based planning consultation business and is working with Gilbane on the proposal. Twenty-two units will be reserved for households making between 30% and 50% of area median income.

The proposal rounds out Gilbane's vision for the site; the developer told Berkeleyside in May it expected to propose an approximately 15-story building, though it did not specify how many units it would seek to build there. The developer has approximately 20,000 beds in its student housing portfolio and pipeline, according to its website.

That the site could again be host to a theater may help ease opposition to its redevelopment; it was a group of 140 Berkeley residents that petitioned the city's Landmarks Preservation Commission to award The Cal, as the theater is known, protective landmark status in January. The status would have prevented its redevelopment.

In May, the commission awarded landmark status to the theater's facade and marquee, opening the door for the redevelopment of the rest of the existing 13,000-square-foot structure. Gilbane intends to incorporate those two features into its project, per Rhoades. The project architect is Berkeley's Studio KDA.

Friends of the Cal, a group among the opposition to the theater's redevelopment, said in a springtime statement that while it was disappointed by the commission's vote, it was pleased with Gilbane's plans to create a live performance space. Still, it said in its statement that there would be "plenty more to fight for" as proposed development on the site progressed through the entitlement process.

Rhoades said finding a profitable operator at the Cal had been a major obstacle for the property. Gilbane is working with the California Theater Consortium on the new live theater space, which would expand downtown Berkeley's performing arts space "in a big way," per Rhoades.

Dale Sophiea, a member of Friends of the Cal and a former manager at the theater, said Tuesday said the group was encouraged by Gilbane's partnership with CTC but had not yet seen the July 28 proposal.

*continued on page 14*

## Panoramic Interests Pitches Fourth Downtown Berkeley Project This Year

*Sarah Klearman, San Francisco Business Times, August 17, 2022*

Panoramic Interests is on quite the spree in Berkeley.

The San Francisco developer wants to raise a 17-story mixed-use building with 239 apartments and ground-floor commercial space at 2274 Shattuck Ave., an approximately half-acre lot in Berkeley's downtown currently home to the Regal UA Theatre.

The project, which calls for "the partial removal" of the Regal building, will include 24 units for households making between 30% and 50% of area median income. It will use state density bonus law to reach its proposed height and density, per an application submitted Aug. 15 by project architect Trachtenberg.

The proposal marks at least the fourth project Panoramic has pitched in downtown Berkeley this year, the developer's website shows. The latest is by far the largest of the four; it will bring the total number of units Panoramic is seeking to entitle downtown to 331. It has built or

proposed nearly 20 projects in Berkeley, according to its website, some dating as far back as 1990.

Here's a look at the company's three other proposed projects in downtown Berkeley:

- 1752 Shattuck Ave., a seven-story, 68-unit project with 1,200 square feet of commercial space. Panoramic, which purchased the quarter-acre lot for \$3.75 million in March, proposed the project in January.
- 2555 College Ave., a four-story, 11-unit project on about a tenth of an acre. Panoramic purchased the site for \$1.2 million in December of 2021; it submitted plans in February.
- 2800 Telegraph Ave., a five-story, 13-unit project Panoramic proposed in June. It was not clear Wednesday whether Panoramic had already purchased the site, which measures about a third of an acre.

*continued on next page*

Nico Savidge, Berkeleyside, August 18, 2022

## *The days of downtown Berkeley's last commercial movie theater could be numbered.*

Developer Panoramic Interests submitted preliminary plans this week to build a 17-story apartment complex at what is now the Regal UA Berkeley theater at 2274 Shattuck Ave.

The project would preserve the building's art deco United Artists facade, which has looked out onto Shattuck Avenue for the past 90 years. But most of the structure behind that facade would be demolished and replaced with 293 apartments, 24 of which would be affordable for renters considered very low income.

It's not clear how long the theater will remain open. Representatives for Regal Cinemas, the Tennessee-based chain that operates the theater, did not respond to requests for information about its future.

Panoramic is seeking approval for the project under an expedited city process created as a result of the 2018 state housing law SB 330, which speeds permitting for new housing and limits local governments' authority to block or delay projects that comply with existing zoning laws. Panoramic Interests owner Patrick Kennedy could not be reached for more information about the project.

Panoramic's plans were first reported by SFYIMBY.com.

The San Jose Mercury News reported the company bought the theater for \$7 million.

Plans for the half-acre site call for units ranging from studios to five-bedroom apartments. What is now the theater's lobby would become a commercial space, with plans suggesting a café as one possible tenant.

The project, which sits close to UC Berkeley and BART, does not include any on-site parking for residents, and has storage space for 82 bicycles.

Known these days as a destination for big blockbusters, "The UA" opened to fanfare in 1932. According to a history article published by the Berkeley Daily Planet, then-Mayor Thomas Caldecott and the entire city council were on hand for the opening of the 1,800-seat theater.

It was part of the United Artists company, a film studio and theater operator founded by a group of early Hollywood stars, including Charlie Chaplin, who were seeking better pay and more creative freedom. The Berkeley theater's original marquee and neon "UA" tower have both been removed, though the bas-relief on its facade remains, with panels representing "Artistry" and "Unity," and its interior is filled with art deco fixtures.

*continued on page 13*

*from previous page*

## *Panoramic Interests Proposal*

The developer confirmed via email it had submitted plans for 2274 Shattuck but could not be reached for additional comment Wednesday.

A rendering of Panoramic's project made public by the city of Berkeley appears to show the facade of the existing building at 2274 Shattuck intact. Regal Cinemas, which operates the Regal UA, could not immediately be reached for comment about the future of the theater. The California Theatre's redevelopment into housing will make Regal UA the last remaining movie theater in downtown Berkeley if it remains operational.

At 17 stories, the project joins the ranks of a half-dozen high-rises proposed for downtown Berkeley in recent months. Whereas buildings taller than 12 stories were once a rarity downtown, Berkeley saw three projects 25 stories or higher proposed over the course of the first

six months of this year. Changes to state density bonus law, which allows developers to trade on-site affordable units for increases to allowed height and densities, have allowed developers like Panoramic to build taller in the East Bay city.

Many of the tall projects — none of which have yet been formally approved by the city — sit just blocks from UC Berkeley's campus; developers say they will be student oriented. Panoramic's application did not provide further details about the kind of units to be included in 2274 Shattuck, which itself sits about a block from campus.

Rents demanded by student housing certainly make it an attractive sector for developers; you can read more about rents UC Berkeley students are paying this school year my story from earlier this month.

## Affordability of Housing Falls Further in Bay Area

*Kellie Hwang, San Francisco Chronicle, August 21, 2022*

Homeownership in recent months grew even further out of reach financially for most people in the Bay Area and across California, a new report says.

Housing affordability declined in all nine Bay Area counties in the second quarter of 2022, according to the report from the California Association of Realtors. Statewide, it dipped to its lowest level in nearly 15 years.

The CAR's housing affordability index calculates the percentage of households that can afford to purchase a median-priced, single-family home in California.

By that measure, in the Bay Area, only 18% of home buyers could afford to purchase the \$1.495 million median-priced home in the period from April to June. That price would require a minimum qualifying annual income of \$337,200 to make a monthly payment of \$8,430, which includes taxes and insurance on a 30-year, fixed-rate loan with a 20% down payment.

"Housing affordability continued to slide in California in the second quarter primarily because of rising interest rates and home prices remaining elevated," Oscar Wei, deputy chief economist for CAR, wrote in an email. "In anticipation of the Fed's aggressive rate hikes in the second quarter, the market had pushed the average 30 year fixed-rate-mortgage to the highest level in over 13 years in late June."

The statewide median home price also set a back-to-back record high in April and May before slightly declining in June, Wei added.

In the Bay Area, Alameda, Napa and San Mateo counties were in a three-way tie for the lowest housing affordability rate, with only 15% of households able to purchase a median-priced single-family home. In San Mateo County, a person would need a minimum income of \$512,000 to afford the median \$2.27 million home price, which is the highest among all Bay Area counties.

Affordability declined in almost all counties in California, so it was not a surprise that all Bay Area counties' index figures dipped from the prior quarter.

"The dip in affordability is a reflection of the higher cost of borrowing, but it also suggests a tight constraint in housing supply in the area," said Wei. "Even if rates were to come down eventually, we still need to build more in order to alleviate the upward pressure on home prices."

Low housing affordability in the Bay Area, especially in

Alameda, Napa and San Mateo counties, will eventually result in lower homeownership rates and could lead to increased out-migration if the housing supply constraint continues, Wei said.

Solano County is the most affordable, requiring a \$140,800 annual household income for a median-priced \$625,000 single-family home. But the 28% affordability rate in the second quarter of 2022 was down from 37% in the prior quarter and from 40% in the second quarter of 2021.

Statewide, only 16% of home buyers could afford to purchase a median-priced, single-family home in the second quarter, down from 24% in the prior quarter and 23% in the second quarter of 2021. That means a minimum annual income of \$199,200 is needed to qualify for a purchase of the \$883,370 median-priced, single-family home, with a monthly payment of \$4,980.

The California county with the lowest affordability rate was Mono County at just 6%. Other counties with very low affordability are Santa Barbara at 10%, Orange and San Luis Obispo at 12%, and Santa Cruz and Monterey, both at 13%. The county highest on the affordability index is Lassen at 54%. Other more affordable counties are Kings at 39%, Shasta and Glenn at 36% and Merced and Tulare at 34%.

Even though interest rates have declined modestly in recent weeks, with the 30-year fixed rate currently at 5.22%, Wei said "inflationary pressure will not go away in the next few months and will continue to put upward pressure on rates."

"For home buyers, the decline in affordability means fewer of them are able to buy a median-priced home as compared to the previous quarter and a year ago," he said. "It could mean that there will be more buyers competing in the lower price segment. And it also means buyers will need to come up with a bigger down payment if they want to buy the same median-priced home in the second quarter."

In the U.S., affordability has also declined considerably, the report said: 38% of home buyers could afford the \$413,500 median-priced home in the second quarter of 2022, down from 47% in the first quarter and from 49% in the second quarter a year ago. The minimum qualifying income is \$93,200 with a monthly payment of \$2,330.



## Bill to Permit Affordable Housing in Commercial Areas Heads to Senate

Emily Hamann, *Sacramento Business Journal*, Aug 15, 2022

A bill that would make it easier to build affordable housing in commercial areas passed a major milestone in the California Senate. The Senate Appropriations Committee last month voted Assembly Bill 2011 through to the Senate floor.

The bill, also called the Affordable Housing and High Road Jobs Act, would make certain affordable multifamily housing projects a permitted use in commercially zoned areas where office, retail or parking are the principally permitted uses, and create a streamlined process to expedite local city or county approvals. Local governments would also not be allowed to require parking for mixed-income projects, except where required for disability access.

Several changes were also made to the original bill. A provision was added so the bill would sunset in 2033, and take effect on July 1 of next year, and the state Department of Housing and Community Development will study and publish reports on the outcomes of the bill.

Amendments also added the requirement for developers to complete a preliminary environmental assessment on a proposed development site to determine if there have been hazardous substances released there that could pose a health hazard to future residents.

Another change added a requirement that developers offer relocation assistance to existing small, locally owned commer-

cial tenants who will be forced to move to make way for the redevelopment.

All development would have to occur within infill areas, where the site is next to properties that are already developed with urban uses.

The bill allows for two different types of housing to be built in these areas: multifamily housing that is 100% affordable, and mixed-income multifamily housing, where a certain portion of units would be reserved as affordable.

The bill is co-sponsored by the California Conference of Carpenters and the California Housing Consortium, which represents affordable housing developers. Along with the 82,000-member carpenters' union, AB 2011 is also supported by the state's largest labor union, SEIU California.

The bill lays out labor standards for workers building projects, including a requirement to pay the prevailing wage. The bill also includes new enforcement mechanisms for employers who don't meet these standards.

For projects with 50 units or more, contractors must provide health benefits for workers and seek to bring on apprentices.

If no apprentices are available, the project can still move ahead.

The bill faces opposition from the League of California Cities, which argues that it would undermine local zoning and planning processes.



trashscouts.com • 510.788.0462

510 3rd Street #200B, Oakland, CA 94607



Safely & Reliably transport your heavy or difficult to move trash dumpsters to the curb for pickup day



Tiffany Van Buren, BPOA Deputy Director

## Welcome Your New Tenant with a Welcome Basket

Let's face it; moving is stressful for everyone, your new tenant included. Think about it--they packed all their belongings into boxes, stacked those boxes into a vehicle, and transported them x number of miles to reach your place. By the time they've finished unloading the vehicle, they're hungry, exhausted, and... they can't find anything! As their new landlord, there is something you can do to help mitigate some of that stress, and I don't mean chip-ping-in with manual labor; you can give them a Welcome Basket. Remember, gifts for tenants are tax deductible (with a \$25-per-tenant ceiling), and a welcome gift starts the relationship off on the right foot! Plus, filling a basket with your favorite unit care items can ultimately save you money.

Before assembling a welcome basket, you'll need to choose a vessel. I like using collapsible laundry baskets. They're practical, reusable, and space-saving. I've used canvas shopping totes, but the presentation wasn't as exciting because you couldn't sneak a peek of the contents. Now that you have your "basket", what should you put inside? If you have a favorite cleaning product, a favorite local eatery, or tips about places to visit in the neighborhood, tuck them into the basket! A hand-written note is also a nice touch.

Here's a list of ideas to get you started:

- A gift card to a grocery store, café, or restaurant in the area (Berkeley Bowl has ready-to-eat meals, perfect for move-in day, and Peet's Coffee gift cards are always well-received)
- A few bottles of water (I pop these into the fridge so they're cold and refreshing)
- A bottle of Martinelli's Sparkling juice
- A sweet treat (avoid products that contain nuts- Rice Krispies treat bars are good!)
- A roll of toilet tissue (If your property has old pipes, stay away from 3-ply!)
- A roll of paper towels
- A bottle of hand soap or a bar of soap
- A set of disposable eating utensils and plates (cups, plates, flatware)
- A small bottle of dish soap

- Your favorite scrubber (I love Scour Daddy & Dobie scrub pads)
- A canister of cleanser (Barkeeper's Friend is my favorite for stainless sinks and enamel tubs)
- A Mr. Clean Magic Eraser (truly magic on wall scuffs)
- A pack of LED light bulbs (because light bulbs wait for a new tenant to move in before burning out)
- An LED candle (candlelight without the fire hazard)
- Felt pads for furniture feet (save your floors!)
- 3M Command Strips (an alternative to nail holes in your walls)
- Disposable hair-catching chain for the shower drain (prevents hair from clogging drains, saving you money!)
- Strainer baskets for the bathroom and kitchen sink (again, to prevent clogs)
- A laminated sheet of important information (Your contact info, info specific to the property, such as keyless lock codes, who to call in case of a maintenance emergency, recycling and composting reference materials, the day of the week that the recycling and/or garbage is collected, etc.)
- A stack of takeout menus
- A "Klever Kutter" or other safety utility knife (for cutting down cardboard for recycling)
- A kitchen scrap bin (free from the city by calling (510) 981-7270)

What will you put in your Welcome Basket?

### Beacon Properties

Careful, Conscientious  
Property Management

**Aaron Young, Broker**

466 40th Street, Oakland CA 94609

[aaron@beaconbayarea.com](mailto:aaron@beaconbayarea.com)



## Council Approves 28% Pay Raise for City Manager

*Nico Savidge, Berkeleyside, November 17, 2021*

### **Seven other officials will get salary bumps too. City officials contend the raises bring top Berkeley leaders' pay in line with what other local governments offer.**

Berkeley City Manager Dee Williams-Ridley is set to receive a nearly \$85,000-per-year raise after the City Council approved pay increases for her and seven other top officials Tuesday night.

City staff contend those salaries were lower than those offered by comparable city and county governments around the Bay Area, and say the raises will bring pay in line with Berkeley's peers.

The City Council recommended Williams-Ridley's salary increase — a 28% pay bump, from \$301,428 per year to \$386,160 per year — following a performance evaluation that was held in closed session in October.

The heads of the city's finance, human resources, information technology, planning, public works and

parks, recreation and waterfront departments, as well as the fire chief, will also receive raises ranging from 1.6% to 11%. As with the city manager's pay increase, staff said the raises were meant to match the median salaries offered for comparable positions at a dozen peer governments, including Alameda County and the cities of Oakland, Fremont and Palo Alto.

Berkeley residents approved a ballot measure last year that raised the pay of Mayor Jesse Arreguin and members of the City Council by 75%.

On Tuesday night, there was little public discussion among council members of the raises for top city officials before they were approved as part of the consent calendar, though some members of the public took issue with the pay increases.

## Cal Admits the Fewest Students It Has in Years

*Michael Cabanatuan, San Francisco Chronicle, August 13, 2022*

After a tumultuous year of lawsuits and legislation over campus growth, the University of California's flagship Berkeley campus admitted the lowest number of first-year students in recent years.

Cal offered admission to 14,600 new students for the fall semester, which begins next week. That compares with 16,400 admissions issued in 2021's fall semester — and is the lowest number of potential new students since 2018, when 13,559 students were offered the chance to enroll in their first year. How many students actually enroll won't be known until late fall.

Despite the legal and legislative battle over Cal's plans to expand its campus, university officials said the reason for the reduced number of admittance offers was a result of standard enrollment planning, designed to keep enrollment stable.

Since enrollment surged unexpectedly last fall, when a higher than anticipated number of first-year and transfer students accepted admission offers, Cal officials reduced

the number of students it would admit this fall. The lower numbers also anticipated a number of students returning to campus after taking a hiatus during the pandemic, university officials said.

The number of admission offers would have been much lower, UC administrators said, had the state Legislature not acted to protect Cal from a court order that would have required the university to sharply reduce admissions to meet an enrollment cap. The court order would have forced Cal to reduce the number of admission offers by 5,000.

But state legislators intervened, and passed a law nullifying the enrollment cap and saved Cal's admissions for the fall.

Berkeley remained a popular campus for applicants, and a difficult one to gain admission to. More than 128,000 students applied for admission as first-year students — and just 11.4% were offered the chance to attend. That rate was down from 14% in 2021.

# Renting Vs. Owning in the Bay Area:

Kellie Hwang, *San Francisco Chronicle*, August 3, 2022

## Is This Housing Data Point Flashing a Warning Signal?

*With Bay Area rent prices still below pre-pandemic levels and home prices hovering around all-time highs — despite a recent softening as mortgage interest rates rise — the gap between the cost of renting and the cost of owning a home in the region is the highest it's been for at least the past two decades, data shows.*

*What's more, that gap, called the price-to-rent ratio, is higher in the San Francisco and San Jose metropolitan areas than anywhere else in the nation, according to Moody's Analytics. The last time the ratio reached nearly this high was right before the housing bubble of the early 2000s burst, presaging the Great Recession.*

*Does this mean it is better to rent than buy now in the Bay Area? And, given that high price-to-rent ratios are seen as possible indicators of real estate bubbles, what does that mean for where home prices may be headed?*

*Here's a look at the data and what analysts say.*

### How the price-to-rent ratio works

The price-to-rent ratio is a metric commonly used to gauge the relative cost of renting versus owning a home. The math works like this: Take the median home price in a specific area and divide it by average yearly rent. That equation yields the number known as the price-to-rent ratio. Lower numbers indicate that owning is cheaper than renting in a given market. Higher numbers signal that owning costs more than renting.

The key threshold where things shift is the 15-20 range, said Moody's Analytics chief deputy economist Cris deRitis. The "rule of thumb ideal" is 15, he said: "It tends to correlate with a mortgage payment that is roughly affordable for most households, and a rental rate that is also roughly affordable for most renters." (Keep mind that the ratio compares rental and ownership costs within a market — it does not indicate anything about

the affordability of purchasing or renting in that market compared to others.)

When the ratio goes over 20, concerns about the relative affordability of owning arise — and Moody's data for the past two decades shows that in both the San Francisco and San Jose metropolitan areas, the ratio has consistently far exceeded that benchmark.

### Bay Area and U.S. trends

DeRitis calculated ratios for the 2000-2022 period using median home prices from the National Association of Realtors, and median yearly rent costs for each market. Home prices are for single-family homes, and rental prices are mostly for large apartment buildings, he said.

In the San Francisco metro area, which includes San Francisco and San Mateo counties, the ratio stayed above the 20 threshold for the entire period, data shows. San Francisco's price-to-rent ratio has been far higher than the nationwide figure — double and sometimes even close to triple the U.S. ratio — for the entire period.

The U.S. ratio ranged from a high of 22.1 in 2005 to a low of 14.2 in 2011 — those figures bookending the national housing bubble and ensuing crash. The most recent data, from March 31, 2022, shows the U.S. ratio at 19.9, which is at the very top end of the price-to-rent threshold range.

The lowest ratio recorded in the San Francisco area during the period analyzed was 25.6, reached on June 30, 2001, amid the bursting of the dot-com bubble. During the pandemic, the ratio spiked to record levels, peaking at 58.8 on June 21, 2021 — surpassing the previous high in the mid-2000s when home prices skyrocketed during the housing bubble that burst in 2007-08. The peak for the San Jose metro area was even higher at 59.8, reached on May 31, 2022.

DeRitis said that in San Francisco and San Jose, the price-to-rent ratio "has always been much higher" than in other parts of the country. A fundamental reason, he said, is high demand due to relative scarcity, in part

*continued on next page*

resulting from government regulations and compliance constraints that prevent more building.

Among large markets across the U.S., California markets dominate the top 10: San Jose was on top followed by San Francisco, Anaheim and Oakland. Salt Lake City was in fifth place, followed by Denver, San Diego, and Seattle. Oxnard in Ventura County was ninth, and Tacoma, Wash., rounded out the list in 10th place.

The price-to-rent ratios in some of these markets, including Los Angeles and Miami, also grew during the pandemic, and are approaching the levels reached during the housing boom in the mid-2000s.

## How long can it last?

Given the steep decline in the price-to-rent ratio after that last housing crash, should Bay Area homeowners and buyers be concerned that the current numbers also signal the market is on the edge of a cliff?

“They are definitely elevated compared to history,” deRitis said of the region’s current ratios.

However, he added that while there is “constant debate” on the subject, he thinks Bay Area home prices are unlikely to tank anytime soon.

“I think (the ratio is) sustainable for the market as it is, given the income and profile of the folks who live there,” he said. “The market has been able to sustain these prices and these rents.”

Instead of a crash, a correction is expected, deRitis said. It could result in slower growth of home prices — or even declines of 5% to 10%, he said.

Any changes in remote work trends also will likely affect the housing market, deRitis said. If many employees of Bay Area companies permanently stay remote, it could “relieve some of the pressure” and “remove some of the demand” for housing overall — particularly if they move out of the area, as many did during the pandemic.

However, those who can’t work remotely may drive up the demand for rentals, and higher-income workers could have more of an impact on the home buying market, whether they work remotely or not.

Regardless, the Bay Area still has “pent-up demand” for

housing, deRitis said, so he doesn’t expect any “major shifts.”

“There are still plenty of people who want to live in the Bay Area even if they have the option to work remotely,” deRitis said. “For this reason, we expect a moderation in prices and rents rather than a sudden collapse.”

## What do the numbers mean for you?

For people making the call to rent or buy, the price-to-rent ratio should be just one piece of information informing the decision, deRitis said. One thing to keep in mind he said, is that rents and home prices don’t necessarily move in tandem.

“You could get to an elevated level of price-to-rent if prices are rising faster than rents,” he said. “You could have prices that might be falling, but rents are falling faster. Some of that dynamic is important here.”

Also, crucially, while the ratio can indicate the relative gap between the cost of a monthly mortgage versus a rent payment, it won’t tell you which is actually more affordable for you.

Even if the ratio is favorable, other variables include interest rates, income, your 10-year financial outlook, fixed costs associated with buying, the labor market outlook and whether you plan to stay in an area for a long time.

“It’s not a simple equation, but this is certainly a good rule of thumb to indicate if the market seems to be overheated or not,” deRitis said.

**SHAW**   
**PROPERTIES**

Property Management

Judith M. Shaw, Broker Mahasty F. Lebastchi, Broker

Lic. # 1207977

Lic. #1329248

2119 West St., Berkeley, CA 94702

tel: 510.665.4350

fax: 510.665.6005

www.shawprop.com



## California State Public Policy Update from CalRHA

The Legislature reconvened from its Summer Recess on August 1st. Below, please find the outcomes of several bills we were lobbying on behalf of CalRHA.

- **AB 1738** (Boerner Horvath) - EV Building Standards - **PASSED** with amendments
- **AB 2021** (Wicks) - Property Tax Sales Information - Access to tax-defaulted property information - **DIED**
- **SB 843** (Glazer) - Renter's Tax Credit - **PASSED** with amendments to strike expenditures and require credit information to the Legislature.
- **SB 847** (Hurtado) - Covid Rent Grants - CAA Sponsored Bill to provide a grant program for landlords - **DIED**
- **SB 897** (Wieckowski) - ADU Reform - **On track** to be passed by the Legislature.
- **SB 1026** (Wieckowski) - Residential Energy Efficiency Disclosure - Grants the rights of a prospective tenant to obtain from the owner of a residential dwelling unit or, the owner's agent, a residential energy efficiency disclosure statement for the residential unit offered - **DIED**
- **SB 1133** (Archuleta) - State of Emergency Rent Price - CAA sponsored bill that would have helped rent increases during states of emergency - **DIED**
- **SB 1262** (Bradford) - Court Information - Would require publicly accessible electronic indexes of defendants in criminal cases to permit searches and filtering of results based on a defendant's driver's license number, date of birth, or both. - **On its way to being passed** by the Legislature.

CalRHA's sponsored bill, **AB 916** (Salas), which would streamline the creation of bedrooms and increase the height limit of ADUs, passed out of the Appropriations on consent. We have worked over the past few weeks to negotiate with all stakeholders on the language dealing with height changes. The provisions below reflect the final language, which should be amended into AB 916 on the Senate Floor.

- Allow ADUs to be 18 feet tall if they are located on:
- A parcel with an existing multi-story-multifamily building.
- A parcel within ½ mile of a major transit station and allow these ADUs an additional 2 feet of height (total of 20 feet) to accommodate a roof pitch that aligns with the roof pitch of the primary residence.
- Allow ADUs to be 25 feet tall or the height limitation in the local zoning ordinance that applies to the

primary residence, whichever is lower, if the ADU is attached to a primary residence.

And we are coming to the end!

- **August 31** - Last Day for each house to pass bills
- **September 30** - Last Day for Governor to sign or veto bills passed by the Legislature before September 1st and in the Governor's possession on or after September 1st.

### The Changing of the Guard

Every two years, the Berkeley Rent Stabilization Board has its own election for Commissioners. On November 8, five seats will be up for election. Each commissioner may serve up to 8 years on the board before terming out. This election, three commissioners will end their terms, leaving open seats.

The positions are "at large" meaning they represent all Districts of the city and the top five vote-getters will take the five open seats. This election there will be only one incumbent running. Incumbents are typically hard to beat in an election in Berkeley, winning re-election 93% of the time. That leaves four other seats wide open for the vote.

As some of our members will recall, in the 2020 election there was a five-seat slate that ran for "fair representation of property owners." There was also a five-seat slate (voted on by the Berkeley Tenant Union members) who ran on a platform of "Housing is a Human Right." Unfortunately, none of our candidates made it to the top five, but a couple came close!

Every election, the Berkeley Tenant Union requires their chosen candidates to sign a "loyalty oath." The loyalty oath this election says that the candidate must help to eradicate Golden Duplex exemptions, support the Tenant Opportunity to Purchase Act, and oppose any efforts to up-zone.

Currently, there are no rental property owners on the Rent Board, nor have there been since 2018. But one candidate has come forth to try again — Wendy Saenz Hood. Wendy is a former rental housing provider who temporarily rented out her single-family home — only to discover she had a combative tenant. She has since the sold the home and now lives with her 101-year-old next door neighbor for whom she provides companionship and care. She believes strongly in property rights and is dedicated to trying to get "just one seat on the Rent Board for property owners!" We wish her the best of luck and hope that you will support her in her efforts to win. Stay tuned for more information at [www.Wendy4RentBoard.org](http://www.Wendy4RentBoard.org).

## Goodbye UA Theater?

If the theater closes, Rialto Cinemas Elmwood would be the last first-run movie theater left in Berkeley. (While the Berkeley Art Museum and Pacific Film Archive holds movie screenings, it does not show new releases.)

Downtown once boasted a half-dozen movie theaters, three of which — the UA and Landmark Theatres' Shattuck Cinemas and California Theatre — were still operating at the start of 2020.

But with theaters struggling to draw customers since the pandemic, Landmark announced last fall that it was permanently closing the California, then shut down the Shattuck in May.

Regal Cinemas' parent company, Cineworld, has faced similar challenges — its stock tanked this week after officials reported lower-than-expected ticket sales, according to The Wrap.

Meanwhile, developers have been drawn to the large parcels those theaters occupy in prime locations near UC Berkeley in the heart of downtown.

Developer CA Ventures plans to build an eight-story, 189-unit apartment complex that will involve demolishing Shattuck Cinemas' theater. And Gilbane Development has submitted plans for a 15-story, 214-unit project at the California Theatre site that calls for including a live the-

ater space on the ground floor and preserving the structure's marquee and art deco facade, which were declared landmarks earlier this year. Both developers insist it was Landmark's financial woes — not their projects — that prompted the closure of the theaters.



Serving Berkeley for 25 years



Property Management  
and Rental Services

**We can help you find qualified tenants!**

2980 College Ave. Suite 5, Berkeley, CA 94705  
(510) 883-7070 ~ [info@erihomes.com](mailto:info@erihomes.com) ~ [www.erihomes.com](http://www.erihomes.com)

### *Join Us for Quarterly Social Mixers with Fellow Members*

*The next mixer is set for Thursday, September 8, 5:00-7:00 pm.*

*Join us for drinks and appetizers at Heroic Italian, 2020 Kittredge @ Shattuck.*

**<https://www.bpoa.org/events/>**

DATE	TOPIC
Wednesday, August 31, 3:00 pm	30-Minute Hot Topic: Vetting a Prospective Tenant
Thursday, September 8, 5:00-7:00 pm	Social Member Mixer
Wednesday, September 14, 2:00 pm	Managing the Hoarded Household
Thursday, September 15, 3:00 pm	Rats, Bedbugs & Roaches Oh My!
Thursday, September 22, 3:00 pm	30-Minute Hot Topic: 5 Mistakes You Can't Afford to Make

***And...check out our Landlord 101 series. Whether you're new to rental housing or just want to brush up on your skills, we'll teach you the basics of being a landlord in Berkeley. This series is available for playback in the members-only Content Library on our website.***

Gilbane would like to see its project approved by this time next year, Rhoades told me. At 15 stories, its proposed development would join a roster of tall buildings proposed for Berkeley's downtown. Where buildings taller than 12 stories were once a rarity in the area, the city has seen several projects 150 feet or taller proposed this year alone, including a pair that would reach 25 and 26 stories, respectively.

The trend has riled up some existing residents but seems to have been accepted by Berkeley elected leadership, which has said it recognizes the need to take action to alleviate the city's severe housing shortage.

Gilbane Development Director Christian Cerria told Berkeleyside in May that the developer intends to purchase the site of the Cal, which sits on approximately a third of an acre, once its project is approved by the city. The property is currently owned by the descendants of real estate investor John Muldoon, who built the theater with his business partner in 1914, per city records.

It has been in use continuously as a theater, except for renovations, until the most recent operator, Landmark, said it would shutter the theater last year.

## QUOTE OF THE MONTH

*Experience should teach us to be most on our guard to protect liberty when the Government's purposes are beneficent. Men born to freedom are naturally alert to repel invasion of their liberty by evil-minded rulers. The greatest dangers to liberty lurk in insidious encroachment by men of zeal, well-meaning but without understanding.*

— Justice Louis D. Brandeis

## SEPTEMBER MEETINGS & EVENTS

### ***30-Minute Hot Topic: Vetting a Prospective Tenant***

**Wednesday, August 31, 3:00 pm**

### ***Managing the Hoarded Household***

***With the Berkeley Senior Center & Health, Housing & Community Services***

**Wednesday, September 14, 2:00 pm**

### ***Rats, Bedbugs & Roaches Oh My!***

***With Helmut Tutass, Bayside Pest Elimination***

**Thursday, September 15, 3:00 pm**

### ***30-Minute Hot Topic: 5 Mistakes You Can't Afford to Make***

**Thursday, September 22, 3:00 pm**

***Check the calendar at [www.bpoa.org/events](http://www.bpoa.org/events) for information & registration***

## BPOA WORKSHOPS — Go Beyond the Basics



Of course, one would never develop every acre the same and certainly not exactly as described. The example was just meant to suggest an average for a very high-density city. Could 60,000 people per square mile make for a workable city? While the city as described has a norm of six-story buildings, they are 50 feet apart. Lot coverage is barely 50%. Also, fully three-eighths of all the land area is public land. Enough land for adequate open space is allotted. Total residential ground cover for all residential buildings is only about one-third of the total land available.

[The kicker is transportation policy. With almost 700,000 residents, you could have 500,000 cars — or you could have none. The prototype building outlined above could be jacked up a floor and easily park 60 cars. At this density, near total reliance on individual transport would be difficult if not impossible, even if smallish, electric vehicles were mandated. On the positive side, this level of density fosters frequent and efficient public transit. A combination of transportation modes — public transit, Uber/Lyft-type service, pooled vehicle ownership — could meet the mobility needs in this very dense environment.]

So...if much greater densities than we have in the Bay Area are possible, do we want them? There is no point to density for the sake of density. Advocates for greater density do not seek more neighbors but rather more reasonably-priced housing. But the problem is not that governments in the Bay Area have provided just enough housing for 7,000,000 people. Rather, it is that — out of desire or necessity — there are, say, 9,000,000 people that want to live in the Bay Area.

In fact, millions more could be accommodated in the Bay Area. Just mirroring the Bay side of San Mateo County on the ocean side could probably accommodate another million people. In fact, opening up large swaths of undeveloped land would add housing faster than up-zoning already developed areas. The bottom line is that the Bay Area could accommodate much more housing.

However, given that more housing is possible and assuming that affordability is a sufficient motive to build more housing, would it work? Or is the demand for Bay Area housing so insatiable that only total environmental degradation or a collapsed economy would preclude any and all new housing from being immediately scooped up by those with greater resources to compete in the market. As climate change makes summer and winter weather in the rest of the US worse, will that alone draw millions to California to take advantage of our benign climate? Would housing for nine million people — and the economy to support them — not produce a demand for housing for eleven million people?

Maybe the problem is insolvable. Maybe, no matter how much housing is built, demand will increase to absorb the new supply and the price of housing will never be affordable by those at the margins of the economy. In the end, there is no ideal quantity of housing. How much gets built is a choice. Unless we kill the goose that lays the golden eggs — and sometimes it seems that that is the goal in Sacramento — there will be increasing demand to live in the Bay Area until and unless we make it unlivable. What a choice.



Fried,  
Williams &  
Grice Conner

Legal Excellence.  
Dedication to Clients.

- Landlord – Tenant Disputes
- Difficult Evictions
- Real Estate Transactions
- Rent Board Matters
- Easements
- Ellis and OMI Evictions
- Tenant Buyouts
- Defense of Tenant Lawsuits
- Commercial & Residential Tenant Notices
- Mediation



1939 Harrison Street, Suite 460  
Oakland, CA 94612

[www.friedwilliams.com](http://www.friedwilliams.com)  
510-625-0100

## *S.F. Has Five Months to Convince the State It Can Build 82,000 Housing Units*

*J.K. Dineen, San Francisco, Aug. 12, 2022 [abridged]*

San Francisco is used to fighting its housing wars under the gilded dome of City Hall.

No longer: Now all eyes are on Sacramento.

On Tuesday, in a dramatic one-two punch, the state Department of Housing and Community Development announced that it was initiating a review of San Francisco's housing approval and permitting process, an intervention meant to cure the city of its addiction to the endless debate, legal wrangling and community process that has made the city dead last in California when it comes to approving projects in a timely manner.

In a related matter, HCD also told the city it had to go back to the drawing board on its so-called housing element, that once-every-eight-year residential development plan every California city must provide as a road map to reaching state housing goals. The housing element must be certified by January 31st of next year.

While the investigation of the city's housing practices will likely take more than a year, the housing element is more pressing. San Francisco planners have five months to sell state housing officials on one simple idea: that the city has a realistic plan to build 82,000 housing units by 2030.

That effort will in part succeed or fail based on the city's ability to convince the state that the 72,000 units in San Francisco's pipeline can be converted from architectural plans to actual apartments.

In other words: How real is the plan to redevelop Parkmerced, slated for 5,600 apartments, which sits dormant more than a decade after it was approved? Will the dream of the 12,000-unit community at the Shipyard and Candlestick Point — stalled due to economic downturn and a scandal involving the clean-up of toxic waste — ever get back on track? What about the 1,700 unit at Schlage Lock, on the Brisbane border?

While the HCD had kind words for much of the city's housing element — saying it “proposed bold and meaningful actions to reduce barriers to higher-opportunity neighborhoods” — it suggested that city planners were perhaps over-reliant on the pipeline.

In a letter to the city HCD said city planners must come up with a Plan B in case those mega-projects don't work out. The element directs the city to come up with “alter-

native actions” — including additional rezoning — “if assumptions are not realized.”

Planning Director Rich Hillis said the notion that the pipeline is imaginary is misleading. Big, multi-phased projects require years of planning and infrastructure, but once vertical construction starts — actual buildings rising from the ground, as opposed to streets or sewer lines — production can be rapid. That was the case with Mission Bay, which went through decades of debate, multiple economic cycles and doubts about its viability, before taking off. That neighborhood has produced more than 6,000 housing units.

And some of the city's most complicated and long-stalled mega-projects have finally started rolling. On Treasure Island as many as 1,000 units should be complete or under construction by the end of the year. Infrastructure work is under way at Pier 70 and the adjacent Potrero Power plant. And 537 apartments are under construction in two towers at Mission Rock, a multi-phased development across from Oracle Park.

Even without the pipeline, plans to rezone transit corridors around the city would add about 20,000 units.

Meanwhile, the state's push to force San Francisco to speed up approvals and plan for a lot more housing is an unwelcome intrusion for city progressives who have long used the politicized process to squeeze developers for more low-income units, open space and funding for nonprofits.

If the city doesn't get state approval for its housing element it risks losing billions in state affordable housing money. Supervisor Ahsha Safai said that his fellow board members will have to recognize that.

“We have supply-side deniers in our city, and many on the board of supervisors, who believe at the end of the day there will be no consequences for our actions,” he said. “And now the state is saying, ‘There will be consequences.’”





**Pinza**Group

LOOKING TO

**BUY OR  
SELL**

**AN APARTMENT  
BUILDING IN  
BERKELEY?**

**OVER 70  
EAST BAY  
BUILDINGS  
SOLD IN 2021 &  
8 PROPERTIES  
IN ESCROW**

**ASK THE EXPERTS AT  
THE PINZA GROUP**

BRE# 01941229

- OVER 100 UNITS SOLD IN BERKELEY IN 2021
- STEVEN PINZA OWNS OVER 200 APARTMENT UNITS IN BERKELEY AND THROUGHOUT THE EAST BAY -- INTIMATE AND UNMATCHED KNOWLEDGE THAT COMPETITORS SIMPLY DO NOT HAVE
- OVER \$1B IN APARTMENT SALES SINCE 2013
- THE LARGEST, PRIVATELY HELD & NON-FRANCHISED INVESTMENT REAL ESTATE BROKERAGE IN THE SAN FRANCISCO GREATER BAY AREA
- THE LOWEST COMMISSION RATE, MOST FLEXIBLE TERMS, AND FREE LEGAL AND LANDLORD ADVICE
- MORE APARTMENT BUILDINGS SOLD THAN ANY OTHER BROKERAGE IN THE EAST BAY SINCE 2013
- WINNER OF COSTAR'S TOP BROKER AND BROKERAGE AWARD FOR THE LAST EIGHT YEARS
- EXPERIENCE WITH HUNDREDS OF 1031 EXCHANGE TRANSACTIONS
- EXPERT NEGOTIATION SKILLS AND A HUGE LIST OF SATISFIED CUSTOMERS
- OVER \$200MM IN APARTMENT BUILDINGS SOLD IN 2021 & \$50MM IN ESCROW

**CALL**



**(510) 725-4775**



**[www.pinzagroup.com](http://www.pinzagroup.com)**



**[info@pinzagroup.com](mailto:info@pinzagroup.com)**



# Business Directory

## BORNSTEIN LAW

BAY AREA REAL ESTATE ATTORNEYS

East Bay / San Francisco Offices

### AREAS OF PRACTICE

- Immediate Evictions
- Tenant Buy-Outs Agreements
- Rent Board Hearings
- Nuisance/Breach of Lease/Non-Pay
- Owner Move-In & Relative Move-In Terminations



482 W. McArthur Blvd  
Oakland CA 94611

**Daniel@bornstein.law**

**(415) 409-7611**

**www.bornstein.law**

## Jon Vicars Realtor

Over 25 years  
selling Berkeley Apartments

**BPOA member since 1982**

**(510) 898-1995**

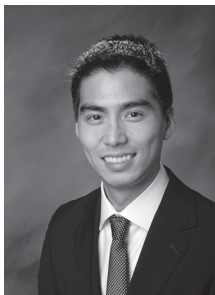
**jon@vicarscommercial.com**



### MULTIFAMILY SALES SPECIALIST

Sell your apartment property for optimal value.  
Use our proven services.

COMMITMENT TO EXCELLENCE.



**Joey Wang**

**510.592.4244**

**joeywang@kwcommercial.com**

CA RE Lic. 01890931

201 N. Civic Dr. #130, Walnut Creek, CA

**www.kwcommercial.com**

## THE SHEPHERD LAW GROUP

Affordable attorney with landlord/tenant expertise.

We will work with you to devise a workable solution  
to solve tenant issues.

Dependable, skillful and caring approach to tenant problems

## NOT YOUR TYPICAL ATTORNEY

Call and Hear the Difference

Michael Shepherd

3542 Fruitvale Ave. #316

Oakland, CA 94602

**theshepherdlawgroup@netzero.com**

**Tel: 510-531-0129**

*Products and services advertised herein are not warranted, expressly or impliedly by the publisher or by its board of directors.  
The publisher takes no responsibility should the quality of the products and services not be as advertised.*

# Business Directory

Residential Leasing Company



► Kimmi Kataria, Broker

CalBRE # 01185967

**A.S.K. RENTALS**

TEL. : 510.524 2985

e-mail : askrentals@gmail.com

## PREMIUM PROPERTIES

SAM SOROKIN  
BROKER & PARTNER

CRAIG BECKERMAN  
BROKER & PARTNER

REAL ESTATE SERVICES  
◆ PROPERTY MANAGEMENT  
◆ LEASING  
◆ INVESTMENTS  
◆ CONSULTING  
◆ SALES & BROKERAGE  
◆ DEVELOPMENT

2941 TELEGRAPH AVENUE  
BERKELEY, CA 94705  
510.594.0794 MAIN

WWW.PREMIUMPD.COM

CA DRE LICENSE #01886322

Legal Consultation and  
Representation for  
Landlords



Law Office of Michael M. Sims  
2161 Shattuck Ave., Suite #232  
Berkeley, CA 94704  
Tel: (510) 848-6601

## BAY AREA CONTRACT CARPETS

747 Independent Road, Oakland

**(510) 613-0300**

*Carpet & Linoleum*

*Residential & Commercial*

Serving the Bay area since 1971

**www.bayareacontractcarpets.com**

Contractor's License Number 714467

## HOLL LAW & MEDIATION

BENJAMIN J. HOLL

Attorney/Mediator

Tel 415-324-8860

Fax 510-665-6005

Email benjamin@holl-lm.com

369 Pine St., Suite 420

San Francisco, CA 94104

www.holl-lm.com



**Total Integrity**  
Insurance Services LLC

Special insurance programs for  
landlords and apartment owners with  
multiple highly competitive carriers.

• Independent • Professional • Friendly • Knowledgeable •

Call or email Henry Yang : (925) 247-4356  
henry@totalintegrityinsurance.com Lic#0G94464



## Bayside Pest Elimination

**Helmut Tutass** Owner/Operator  
OPR 11473, PR 6778

*"Your Green Pest Management Company."*

**510-717-3506**

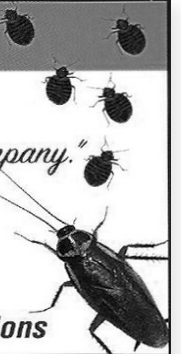
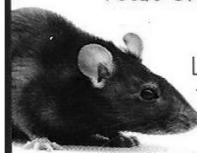
LICENSED • BONDED • INSURED

1474 University Avenue, Suite 148

Berkeley, CA 94702

**Specializing in Bed Bug Solutions**

**www.BaySidePestControl.com**



Contributions or gifts to BPOA are not tax deductible as charitable contributions for federal or state income tax purposes, but are generally deductible as trade or business expenses. No portion of payments to BPOA are made to lobbying efforts or campaign committees. For further information, please consult a tax professional or the Internal Revenue code.



2041 Bancroft Way, Suite 203 Berkeley, CA 94704 • [www.bpoa.org](http://www.bpoa.org) • [bpoa@bpoa.org](mailto:bpoa@bpoa.org)

PRESORTED  
STANDARD  
US POSTAGE PAID  
OAKLAND, CA  
PERMIT #2508

## Berkeley Property Owners Association

### SEPTEMBER EVENTS

see [www.bpoa.org/events](http://www.bpoa.org/events) for information & registration

#### *30-Minute Hot Topic:*

#### *Vetting a Prospective Tenant*

Wednesday, August 31, 3:00 pm

#### *Social Member Mixer*

Thursday, September 8, 5:00-7:00 pm

#### *Managing the Hoarded Household*

Wednesday, September 14, 2:00 pm

#### *Rats, Bedbugs & Roaches Oh My!*

Thursday, September 15, 3:00 pm

#### *30-Minute Hot Topic: 5 Mistakes You Can't Afford to Make*

Thursday, September 22, 3:00 pm

*Check the BPOA calendar for more details.*



THE  
**PRESCOTT**  
COMPANY  
PREMIUM REAL ESTATE SERVICES

## DAVID WEGLARZ



Senior Partner | Real Estate Services

**CALL TODAY FOR A FREE &  
CONFIDENTIAL PRICING ANALYSIS**

## 510.398.1027

[david.weglarz@theprescottcompany.com](mailto:david.weglarz@theprescottcompany.com)

[WWW.THEPRESCOTTCOMPANY.COM](http://WWW.THEPRESCOTTCOMPANY.COM)

DRE#01785615