

## **Richardson, Michael**

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**From:** Brent at Logos  
**Sent:** Saturday, July 20, 2013 11:42 AM  
**To:** Richardson, Michael  
**Cc:** Mushrush, Paula  
**Subject:** 2014 Housing Element Update>Thank you for allowing my feedback.

Hello Mr Richardson and Ms. Mushrush,

Thank for inviting feedback for community development.

### **My Experience with Community Development -**

Having lived in a community in Southern California for 20 years where the community leaders made a number of poor decisions in the area of development, I would very much like to share my experience as to how the encouragement of tract housing development, and the opening of certain large publicly traded corporate retailers in the area, led to the downfall of my former community in key demographics.

### **Crime and Income / Key Demographics -**

Currently, the crime rate in my former community exceeds 600 incidents per 100k residents, and the median income (at \$31,032 as of 2011) has also dropped, as many higher wage/income earners moved from the area due to crime concerns.

### **Revenue Dependency -**

City leaders in my former community (through their budget process) became severely dependent on the construction revenue from housing tract developments to the point where the overbuilding eventually led to over two thousand empty foreclosed properties (many ramsacked with broken windows, graffiti and squatters) during the 2008 housing crisis. This community has still not recovered (in terms of these key demographics) from that crisis.

### **Human Footprint / Environmental Impact -**

I live in Fortuna now, and hope my story can aid and inspire community leaders in Humboldt county to do the right thing, consider the environmental impact of over development, and establish ways to bring additional revenue to Humboldt communities through technology, curbing our desire for a larger footprint of human impact in the area (air travel, light rails, etc), and instead focusing on ways our small business owners can sell their goods and services inside, and also OUTSIDE the county through the use of websites, technology, etc.

The desire to create additional revenue for the county and cities should never be based solely on the a vision unwilling to consider the full environmental impact of these decisions.

Call me a protectionist...I really love Humboldt, and want to see this area flourish in a responsible way.

### **Attracting Higher Income Earners / Less is More -**

Instead of future housing developments, and more people travelling to Humboldt, per se, to create more city/county revenue, what we need is more revenue through the use of technology without the human environmental impact.

Attracting custom home building with strategically increased property values, where custom homes are built in replacement of older homes (especially in Eureka), instead of using additional land or even considering tract homes, is a key area where community leaders can also become "good neighbors" to the community they serve.

### **Studying Good Community Examples -**

Manhattan Beach, California and Redondo Beach, California are stellar examples where community leaders worked with custom home builders to replace the many (not most) of the 50 to 70 year old homes with newer, larger custom homes "one at a time" with **strict restrictions on the style** of new home being built (to keep in style with what is already in the community). This brought increased property value to those communities without additional land use, and was highly profitable for many of the contractors involved in the process.

And believe me, as those newer, larger custom homes are built, you will attract higher income earners to the area, even if they are buying 2nd homes for the summer.

### **Open Invitation -**

I would be happy to travel with you to my former community and show you the key areas where poor decisions were made, and can also show you first hand the effects of those decisions, especially on resources, such as water consumption, etc.

Eureka (and the other Humboldt towns) have such potential...

I believe the key is focusing on improving what we already have...

Best Regards,

Brent Sherman

**Enrolled Agent**

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