From: Karen Seidman
To: PLANNING_ZHO
Subject: Letter on behalf of Jeffrey Aguilera PLN2026-00209
Date: Thursday, August 27, 2026 5:29:56 PM

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Hi I am writing to support Jeffrey Aguilera's application of a Kennel permit. My two dogs have been going to Jeff's business, Custom K9 when it was in SSF and now go to the Pacifica location. Jeff is a dedicated trainer and animal lover. He uses a balanced method of training reinforcing good behavior with treats and affection and uses gentle correction for negative behavior. My dogs love going to Custom K9 and get so excited when they are in the car on our way. They know where we are going when we turn onto Adobe Dr from Linda Mar Blvd. Both can't wait to get out of the car when we pull up and run straight to the front door.

Jeff provides a safe, healthy and fun environment for the dogs. I have referred several people and their dogs to Jeff which says everything positive about him and his business. I am happy to answer any questions.

Thank you

--

Karen Seidman
650 759 6649
ka87seid@gmail.com

From: Cork Marcheschi
To: PLANNING_ZHO
Subject: Custom K9
Date: Friday, August 28, 2026 12:37:22 PM

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This note is in support of Custom-K9.

We have been using Custom-K9 for the last year. They have done training and doggy daycare for both of our rescues.
You can learn a lot about a facility by the way your dogs physically approach it. When Betty and Booper get within 2 blocks, they start to party in the back seat.
At this moment in history, we trust our dogs more than just about anyone else, and we trust Custom-K9 with our dogs. That says something.
We are at the facility often enough to see and feel the environment. It is always positive, safe, controlled, and great dog energy!

Jeff and Becky are always responsive and responsible, and we highly recommend Custom-K9.

Sincerely and Woof,
Cork Marcheschi
Andrea Dance
And Betty and Booper

From:	WILLIAM BREDALL
To:	PLANNING_ZHO
Subject:	Fwd: File No.: PLN2026-00209 - Support for Kennel Permit at 1620 Higgins Way, Pacifica CA
Date:	Saturday, August 29, 2026 12:20:17 PM

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TO: County of San Mateo, Planning and Building

FROM: William Bredall
257 Marvilla Cir
Pacifica, CA 94044
1-650-867-9159

DATE: August 29, 2026

Zoning Public Hearing. September 3, 2026

RE: Owner: Sue Valteras (Property Manager), on behalf of Ali Nilchipour
Applicant: Jeffrey Aguilera
File No.: PLN2026-00209
Location: 1620 Higgins Way, Pacifica
APN: 023-340-330

This is a letter of support to approve a Kennel Permit to Jeffery Aguilera's business (Custom-K9) located at 1620 Higgins Way, Pacifica.

Pacifica needs a good, local dog kennel with boarding services. I've been a steady customer of Custom-K9 over the years at their South City location. The business provides excellent care and boarding to my 5 year old blue heeler. Before using Custom K-9, we used to leave our dog at home alone during long trips and paid a dog walker to stop by and manage his care. The result was returning to a depressed dog that's had little interaction or metal stimulation. We are now fortunate to have Custom-K9 available for boarding while we are away on trips, and return to a very happy dog that was well cared for.

K-9 is a clean and well maintained facility, allowing the dogs to socially interact in a positive manner. For example, I stopped by the other day and saw there was a bubble machine operating for the dogs to play with. I am also confident that K-9 will be a good neighbor and manage excessing barking, waste and overall safety.

Please approve this application for a Kennel Permit as this business provides a great service to the community.

Hi, I'm Dante
I Enjoy Staying at Custom-K9



Regards,

William Bredall
Pacifica, CA

August 30, 2026

Re: Support for Agenda Item 1 — File No. PLN2026-00209, Kennel Permit, 1620 Higgins Way, Pacifica (APN 023-340-330), September 3, 2026 hearing

Dear Pacifica Zoning Committee,

My name is Melissa Truong, and I am a Pacifica resident writing in strong support of the kennel permit application for Custom K9 at 1620 Higgins Way. My husband and I have been clients for four years, and Custom K9 is the only facility we use for training, daycare, and boarding for our German Shepherd mix, Kaju.

I want to speak to two things I know firsthand: how the facility is run, and what it has done for my dog and, by extension, for my neighbors.

Firstly, Jeff and Beckie are consummate professionals. In four years of drop-offs, pickups, and boarding stays, I have consistently found the facility clean, secure, and staffed. Dogs are supervised, not warehoused. Kaju is enthusiastic about going and settled when he comes home. For anyone who knows dogs, this is the most reliable signal there is about how an animal has been treated in your absence. I would not have entrusted him to them repeatedly over four years, including overnight stays, if I had ever observed otherwise.

Second, we adopted a puppy that would turn out to be a large German Shepherd mix. When we started working with Jeff and Beckie, Kaju was reactive. He would bark and pull the on leash when he saw another dog. He is a large, powerful dog, and that behavior could have been a genuine liability on a public sidewalk. Through their training he now walks calmly and ignores distractions. That is not just a convenience for me; it is a safety benefit for every person, child, and dog we pass in this town. Pacifica is full of dogs and full of trails, beaches, and neighborhood streets where those dogs meet each other. A local business that turns reactive dogs into well-mannered ones is doing real public-safety work, and it is work that becomes harder and less accessible if owners have to drive over the hill to find it.

I understand some neighbors have raised concerns. I can only speak to what I have witnessed myself over four years of regular visits, which is a well-run, humane operation that does genuine public good. I respectfully urge you to approve the permit.

Thank you for your consideration.

Sincerely,



Melissa Truong

From: Natalie Trahan
To: PLANNING_ZHO
Subject: Zoning dept in support of Custom K-9
Date: Sunday, August 30, 2026 2:23:15 PM

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Recommendation in support of

Custom K-9

Members of the Zoning Department

As an active member of the Custom-K9 community, I'm writing to give you a better sense of Jeff Aguilera and the impact his training has had on our lives.

In April 2023, I was overwhelmed by the puppy I had impulsively decided to free from a shelter. Phoenix is sweet but he was full of energy and enormous, even as a puppy. He barked fearfully at neighbors, chewed everything we dared leave on the ground, chased our cats, and lunged at other dogs on walks.

Jeff helped me understand what was going on inside my own dog's mind as if he were a translator. Over the years, he created at-home drills for me to reinforce good behavior- staying calm when the doorbell rang or giving the cat space. Essentially, Jeff taught me how to set boundaries and communicate clear expectations in a way Phoenix could finally understand. And his structured daycare gave Phoenix the chance to meet other dogs and read their signals as well.

Beyond addressing behaviors, Jeff and Beckie became beloved friends to Phoenix and me. His attachment to them is unmistakable. When they arrive at the door, he circles around them, his whole body wagging, as if to say, *"I can't believe you're here, again!"*

I was driven to their training by desperation, then inspired by the utterly perfect obedience of Jeff's own dog, Rumi, a doggy friend and role model for Phoenix. After several years of working together, Phoenix has transformed from problem child to little gentleman. Though still not perfect, we are both more skilled, more patient, more clear about what the other one wants from us. Dog training has been a humbling reminder that sometimes we just need another voice to tell us "This is hard stuff, but you've come a long way," or give you a little guidance, or even a break. Jeff may have been Phoenix's trainer but he also became my teacher. I don't know if I'll every be able to convey how meaningful their training has been for my family, and for me personally.

Without question, their daycare and training allows dogs to remain in their homes. Jeff brings an extraordinary expertise, high personal standards, and impressive work ethic to his craft. It was clear from our first training session that his dedication is fueled by a deep, abiding love for all dogs- even the tough ones.

I continue to entrust Custom K-9 with the care of my fur-child because they've earned that trust, in spades. I recommend them without hesitation. In the event that I were to pass away before Phoenix, I have asked that he live out the rest of his days with Jeff and Beckie.

I sincerely hope you will grant them the permit required to continue their business.

Bay Area dogs—and the people who love them—will thank you.

Sincerely,

Natalie Trahan

650 740 1999 40 Roberts Way Hillsborough CA 94010

Public Comment Regarding the Consideration of a Kennel Permit on Higgins Way

File No.: PLN2026-00209

APN: 023-340-330

To whom it may concern,

As residents of Pacifica, we want to voice our support of the Custom-K9 business. It is a pleasure to have a local business that we can rely on to take care of our high needs dog. Thanks to Custom-K9, we've been able to have a healthy dog when we travel, and due to their skilled training, our reactive dog can finally relax in public. It's a pleasure to have our favorite trainers down the road from us. Our dog's health and behavior have never been better.

Before finding Custom-K9, our dog had issues in the numerous kennels we tried. We would often wake up to calls from kennels making us aware of anxiety, sickness and even emergency vet visits. Her behavior was also worse because we couldn't socialize her and get her training as often as we'd like, as the training facilities were much further away. We met Jeff and Beckie when they were based in South San Francisco, and our pup immediately took a liking. Unfortunately, it was still an additional half hour commute each way. You can imagine our relief when we found out they were moving just a mile away.

When they moved closer, we had the opportunity to find the care our dog desperately needed. Having dog training and kenneling in Pacifica should be a necessity in such a pet friendly town. Our public spaces, from beaches to trails, would be a much better place for everyone. After our dog went through their training program, her reactivity was incredibly reduced. Our walks went from noisy and unpredictable to an absolute delight. I'm sure our neighbors on the beach and trials would attest to that fact.

In summary, we are lucky to have such a service available in the place call home. We have personally benefitted from their presence here. We are confident that our neighborhoods will be improved with the skilled training and loving care they provide to all dogs. Pacifica needs more local businesses just like theirs.

Sincerely,

Tyler and Emily Falcoff-Moy

207 Marvilla Cir, Pacifica

tfalcoff@gmail.com

Edwin Chow
1668 Adobe Drive
Pacifica, California 94044

September 1, 2026

Tet Maria Gonzalez
Zoning Hearing Officer Secretary

Bharat Singh
Zoning Hearing Officer

Sam Becker
Planner III

Planning and Building Department
County of San Mateo
County Government Center
455 County Center, 2nd Floor
Redwood City, CA 94063

Planning_zho@SMCgov.org

Re: Public Comment on:
File No.: PLN2026—00209
Location: 1620 Higgins Way, Pacifica
APN: 023-340-330

Dear Zoning Hearing Officer:

My name is Edwin Chow. I live on Adobe Drive in Pacifica, just a block up the street from 1620 Higgins Way, Pacifica. It has come to my attention that a request for a Kennel Permit for 1620 Higgins Way has been filed with the County of San Mateo, and that a public hearing about the proposed Kennel Permit has been scheduled for 10:00 a.m. on Thursday, September 3, 2026, to collect public comments about the proposed Kennel Permit.

I will not be able to attend the public hearing in person, so I am submitting my comments to you in writing.

I am writing to express the following concerns about the proposed Kennel Permit at this 1620 Higgins Way location:

This location is in a residential neighborhood, not a commercial business area. There are single family and multi-family homes literally across the street from 1620 Higgins Way on the north side, across the street on the west side, down the street on the east side, and around the corner on the south side. I do not believe that it is appropriate to issue a permit to operate a commercial business at this residential neighborhood location.

I do not have any problems with, or objections to, any of my neighbors owning or having personal dogs in their homes or on their properties. However, having a business with up to 15 dogs boarded or otherwise staying at this property, and the attendant noise that such 15 dogs will generate, is too much for the character of this residential neighborhood. I live approximately 800 feet away from 1620 Higgins Way. There is already another dog kennel located approximately 1500 feet away from my house at Shamrock Ranch Kennels at 100 Shamrock Ranch Road, Pacifica, California. The noise of dogs barking from Shamrock Ranch Kennels, which is almost twice the distance away from my house as 1620 Higgins Way, is very noticeable during the daytime as well as evenings. The noise of up to 15 dogs barking at 1620 Higgins Way will be even louder to its neighbors given the shorter distance.

Higgins Way is a very narrow residential street and one that already has significant extra car traffic and parking congestion due to its proximity to the trailhead for the Old San Pedro Mountain Road hiking and biking trail, as well as a small Montessori School located at 1666 Higgins Way The limited parking on that street translates into extra cars parked along east and west sides, as well as the north and south sides, of the Higgins Way and Adobe Drive intersection. The extra traffic associated with up to 15 dogs being boarded, trained, or cared for at the 1620 Higgins Way location will only exacerbate the current situation.

I also worry about the potential negative impacts of having a commercial dog kennel at this location on the property values of the residential homes in the neighborhood. There is significant value to the nice quiet residential nature of our neighborhood. I believe that adding a commercial dog kennel business into the mix will undermine property values in the neighborhood, and negatively impact the neighboring property owners.

I am a supporter of small businesses and I don't have a problem with businesses that support dog owners. I also want to be a good neighbor. However, I believe that housing a commercial dog kennel for up to 15 dogs at the proposed location is not appropriate.

It is my understanding that there are other residents in the neighborhood who have significant concerns, reservations, or questions about the proposed Kennel Permit at 1620 Higgins Way. However, It is also my understanding that not all the residents in the neighborhood received written notice about the proposed Kennel Permit and the 9/3/2026 public hearing. For example, I did not receive any written notice from San Mateo County about the proposed Kennel Permit or the public hearing; I only learned about them through one of my neighbors. I am concerned that not all the residents in the neighborhood received proper notice about the proposed Kennel Permit or the public hearing. I urge you to take steps to ensure that you take the concerns, reservations, and questions of all the residents in this neighborhood into consideration as part of your decision-making process on this proposed Kennel Permit.

Thank you for this opportunity to comment.

Sincerely,

EDWIN CHOW

Edwin Chow

From: Dina Bregante
To: PLANNING_ZHO
Subject: PLN2026-00209
Date: Monday, August 31, 2026 10:42:21 AM

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Dear Mr. Singh,

I have been a client of Customer K-9 for about 4 years. In that time, I've come to know Jeff not just as a dog care provider, but as a genuinely responsible, caring person. I board three dogs with him, two of whom are on medications and require special food, and every single time, without fail, they make sure my dogs get exactly what they need. That kind of consistency isn't easy, and it's told me a lot about how seriously he takes the animals in his care.

The clearest example of what Jeff and his team do for our dogs is the most recent, when my dog Stella had surgery. They welcomed her back and kept a close eye on her, making sure she was comfortable and well cared for during that vulnerable time. It's the kind of attentiveness you can't fake, and it's why I've trusted them with my dogs for years.

Beyond the day-to-day care, Jeff and Customer K-9 have been a positive, reliable presence for the pet owners in our community.

I hope you'll take this into consideration as part of the hearing. I'm happy to be contacted directly if any further information would be helpful.

Thank you for your time and consideration.

Sincerely,

Dina Bregante

From: sandra morataya
To: PLANNING_ZHO
Subject: PLN2026-00209
Date: Monday, August 31, 2026 2:17:07 PM

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Hello Mr. Singh,

I've trusted Jeffrey with my three dogs for about four years now. One of them, Charlie, is both deaf and blind, so "trust" carries a lot more weight in our case than it might for the average pet owner. Finding someone willing and able to properly look after a dog with those limitations isn't easy — most places aren't set up for it, and frankly, most people wouldn't want the added responsibility. On top of that, my other two dogs come with their own needs that have to be managed every visit.

Jeffrey never treated any of it as too much to handle. From day one, he and his staff have kept a watchful eye on Charlie whenever he's there, steering him away from anything that could hurt him, noticing when something's off, and generally making sure he's never left to fend for himself in a space he can't fully sense. My other two dogs get that same level of attention, with nothing ever slipping through the cracks. It's not something they announce or make a big deal of — it's just part of how they operate, and it shows.

What stands out to me most is that this isn't a one-time favor or special treatment — it's consistent, every single visit, with all three of my dogs, without me having to ask twice. That tells me everything about the kind of person Jeffrey is and the kind of business he runs.

I'm asking that you weigh this when making your decision. Jeffrey has been nothing but an asset to the dog owners who rely on him, and I'd hate to see that overlooked. Please don't hesitate to reach out if you'd like to hear more from me directly.

Respectfully,

Sandra Morataya

From: Esther Park
To: PLANNING_ZHO
Subject: Written comment
Date: Monday, August 31, 2026 8:57:57 PM

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Agenda Item #1
Owner: Sue Valteras (Property Manager), on behalf of Ali Nilchipour
Applicant: Jeffrey Aguilera
File No.: PLN2026-00209
Location: 1620 Higgins Way, Pacifica
APN: 023-340-330

Dear Tet Maria Gonzalez,

My name is Esther Park, and I'd like to submit a written comment supporting the granting of a Kennel Permit for applicant Jeffrey Aguilera at 1620 Higgins Way. I have been bringing my dog to Jeffrey's business for over a year, starting when it was located in South San Francisco. The training, structured daycare, and boarding my dog has received have been invaluable for developing her obedience and behavioral skills, which only go on to benefit the community around us. There are an estimated 1.7 million pet dogs in the San Francisco Bay Area, with roughly half of households owning at least one dog (ref). In neighborhoods so densely populated with dogs, it is important for local pet care businesses to thrive. This care not only provides a great service for dog owners but also results in better-behaved dogs in our neighborhoods. Small businesses like Jeffrey's, which are embedded in communities are essential for the effective training and care of our cherished pets. The rural parcel where this business would be located is optimal, given its relatively remote nature and distance from neighboring residences. The long driveway up to the property further creates natural distance from the shared road. Jeffrey and his staff are experienced dog trainers and have always kept the dogs in their care well under control, using solid fencing around the outdoor areas. Thank you for your consideration of this comment.

Best,
Esther Park