

ATTACHMENT 11

COMMUNICATIONS FROM ORGANIZATIONS AND THE PUBLIC

Communications received since the Planning Commission meeting on June 22, 2011:

- Letter from EBHO
- E-mail from Jan Shomsky
- E-mail from Harris Shetty
- E-mail from David Walker
- Letter from Don Babbit
- E-mail from Nancy Allen
- E-mail from Blair Wolfinger
- Letter from Citizens for a Caring Community
- Petition from Ironwood Homeowners
- Letter from Concerned Neighbors of Site #7
- E-mail from Bette Hall
- E-mail from Helen Brubeck
- E-mail from Debra Donald
- E-mail from Bill Buecker
- Letter from Kiewit Infrastructure Co.



EBHO

EAST BAY HOUSING ORGANIZATIONS

June 21, 2011

Planning Commission
Kathy Narum, chair
City of Pleasanton
200 Old Bernal Avenue
Pleasanton, CA 94566

RE: Pleasanton Housing Element draft Policies & Programs

Dear Ms. Narum and members of the Planning Commission:

We have been following and participating in the Housing Element process over the past several months, and respectfully submit these comments on the draft Policies & Programs from an affordable housing perspective. These comments have also been discussed in more detail with staff.

The staff's freshly completed TCAC sites analysis is well done and thorough. It helps to flesh out the potential opportunities to access competitive affordable housing funding for development on those sites, and demonstrates how and where residential development can fit in appropriately with existing transit, commercial and amenities. The sites analysis also raises a fundamental question, however—how will the various policies and programs in the Housing Element be used to actually take advantage of these key opportunity sites to realize the city's affordable housing goals? Our comments here are framed by that question.

Mixed Income Housing

The tenor of discussions at the Planning Commission and City Council has been that Pleasanton, like many communities, desires to produce mixed income housing. The emphasis has been on the city's inclusionary zoning ordinance (IZO) standard which requires a percentage of units in developments to be designated as below-market. Policy 4, for example, only refers to the IZO in giving "favorable consideration" for developments. However, inclusionary zoning is a limited tool in helping the City meet its Housing Element goals for affordability. A significant proportion—27 percent to be precise—of the city's housing need motivating the current rezonings is for very-low income households (see attachment 'Estimate of Housing Need' prepared by city staff), and that level of affordability simply can not be achieved through an IZO alone. Reliance on inclusionary will also leave the City continually falling short of its overall RHNA numbers over time, as the full

spectrum of below-market housing need is significantly greater than 15% of housing production.

There are other ways to achieve mixed income housing through master planned developments and joint development partnerships that bring in professional affordable housing developers who specialize in special needs and service-enriched housing that will help meet the City's identified need and ensure that affordable housing is well supported, maintained and integrated with the community. Achieving mixed-income at the overall project level – with the flexibility to create smaller 100%-affordable developments adjacent to, and master-planned with, market rate developments – also maximizes economic efficiency and the ability to tap state and federal funding, ultimately allowing the City to stretch its limited local affordable housing funds across a greater number of units.

Joint Development Opportunity Sites

There are several sites in the Housing Element's rezoning inventory which have sufficient size to be prime opportunities for such joint development programs. Sites of roughly five acres or larger can be master planned to include a main market-rate component and a complementary affordable housing component, each designed, entitled and constructed jointly by a partnership of for-profit and non-profit developers. This is a common practice on large sites, and allows for a much richer blend of mixed income housing. And very importantly, it allows a spectrum of public funding sources to be leveraged for the development. We thus suggest that Policy 4 be revised to give favorable consideration to mixed-income development proposals by joint partnerships for sites of five acres or larger that offer to provide significantly deeper affordability and/or more affordable units than the standard inclusionary requirement. This will strategically take advantage of the City's rezonings to achieve Housing Element goals.

In addition to better addressing the City's affordable housing needs, joint development programs may be able to provide a "mix and match" variety of densities and a mix of building typologies across sites to achieve the required minimum 30 units per acre zoning density given that affordable housing developers can typically work at densities that can be cost prohibitive for market-rate developers. This can give more architectural creativity to an overall site development while still ensuring design continuity within a set of master plan design guidelines. It can also facilitate the potential for development of a variety of building types and layouts that serve a diversity of residents and household types, again helping the city achieve its Housing Element goals.

Incentives for Housing

Increasing the zoning density of nearly 100 acres of land across the city is not only a necessary step toward creating potential for affordable and mixed income housing, it is also a substantive enhancement of the real estate value on many prime development sites. We suggest that the City strategically leverage that "upzoning" to set higher standards of housing affordability for those sites than would otherwise be required under current zoning. This re-capture could, for example, be in the form of a core development standard applied to those sites requiring a larger percentage and/or deeper affordability of units than standard IZO requirements. The nexus for this higher standard relative to the upzoning can be calculated to ensure the conferred value to the property is still healthy, and properly

incentivizes the land owner.

Beyond this baseline development standard in exchange for the density increases on these sites, we also encourage serious consideration of an affordable housing overlay on the upzoned sites—particularly those larger sites of five acres or more—that would provide further incentives to incorporate affordability into development proposals. An overlay packages incentives which might include reductions in fees, streamlining of permit processing, relaxing density standards and selective parking reductions, or other process and design incentives the City may find appropriate. This overlay zoning tool is increasingly being employed in jurisdictions across California, including Corte Madera, Capitola, Napa County and Orange County, as a market-based incentive to achieving local housing element policy goals. We brought this to attention of staff at the housing experts meetings in January of this year and have again discussed it recently as the Housing Element has taken shape (see attachment 'Factsheet: Housing Overlay Zones'). This method of "bundling" incentives available to projects with higher affordability standards can be incorporated into Goal 9 and Policy 14 of the Housing Element regarding City Government Actions.

Thank you for the opportunity to be involved with the Housing Element process and to express insights from an affordable housing perspective. We will continue to offer comments and suggestions as the drafting of the Policies and Programs evolves over the next month. Please feel free to reach me or my colleague Gloria Bruce at 510-663-3830 or peter@ebho.org and Gloria@ebho.org with any questions or follow up.

Sincerely,



Peter Cohen
Policy Director

Factsheet: Housing Overlay Zones

I. What is a Housing Overlay Zone?

Housing Overlay Zones (HOZs) provide a package of incentives to developers who include in their projects homes that people can afford. Based on carrots rather than sticks, HOZs encourage production of affordable homes rather than requiring it. They are called “overlay” zones because they layer on top of established base zoning regulations, leaving in place opportunities for property owners to develop within these existing rules. Rather than imposing restrictions, HOZs present developers with more choices by offering additional benefits to projects that increase the supply of homes that people can afford.

HOZ incentives may include increased density, relaxed height limits, reduced parking requirements, fast-tracked permitting, and exemptions from mixed-use requirements. HOZs may also permit residential construction in zones otherwise restricted to commercial uses. In order to qualify for these incentives, developments must include a certain percentage of homes for lower income households, generally between 25% and 100% of the units.

Ultimately, **the more valuable the developer incentives included in a Housing Overlay Zone, the more effective the HOZ will be in encouraging production of homes that people can afford.** Desirable incentives both motivate developers to take advantage of the HOZ, and reduce development costs to allow construction of more affordable homes. Because zoning decisions have financial value to developers but do not require direct city expenditure, HOZs can create value, which can be used to build more affordable homes without relying on either public or private dollars.

II. What can a Housing Overlay Zone Accomplish?

Housing Overlay Zones can benefit communities, local governments, land owners, and developers. They can:

- Facilitate the development of affordable homes without added financial costs to governments or developers;
- Be tailored for individual jurisdictions, to meet their local needs;
- Provide entry into competitive real estate markets for non-profit developers;
- Ensure clarity and predictability of development standards and processes for both the community and developers;
- Encourage use of scarce land resources to better meet community needs;
- Expand the amount of land available for homes people can afford.

To achieve these goals, HOZ policies are centered around four basic parameters that can be customized to best fit local needs: (1) the **geographic scope** of applicability; (2) baseline **affordability qualifications** for developments to access HOZ incentives; (3) **incentives** given to qualified developments; and (4) the extent of **exemptions from discretionary project-level**

approvals. Determining the most effective balance of these factors will depend on work by local communities; however, in general, more effective HOZs will have broad geographic applicability including in lower-density or commercial zones, meaningful affordability qualifications, valuable incentives, and reliable exemptions from discretionary approvals.

III. Housing Overlay Zone FAQs

Have HOZs been implemented before or are we going out on a limb?

At least seven jurisdictions in California have implemented HOZ policies. In Corte Madera, one of the earliest to adopt, the HOZ policy has already led to a high-quality family apartment complex near jobs and transportation.

Have HOZs been successful in producing affordable housing?

While HOZs are still gaining in popularity, they have already produced homes that people can afford. In Corte Madera, for example, EAH Housing relied on HOZ incentives for a 79-unit family development that opened in 2007.

Won't land owners object if their property is rezoned for affordable housing?

HOZs do not involve *re-zoning* of land. Rather, they create an additional set of development options that land owners can choose to exercise at their discretion. Because existing zoning is left untouched, HOZs do not change existing development opportunities.

Doesn't California's Density Bonus Law already provide incentives for the construction of affordable homes?

California's Density Bonus Law provides for minimum incentives to encourage production of homes that people can afford, but HOZs can provide far greater incentives, as to the number, type and scope of incentives offered. They can offer density bonuses exceeding those provided through the Density Bonus Law, include other incentives such as parking reductions or fast track permitting, and set forth policies such as by-right development. They also create more certainty for developers by providing a full set of incentives at the same time and establishing local commitments to encourage specific types of housing.

Didn't the California courts limit the ability of local governments to require developers to build affordable homes? How is an HOZ different from an Inclusionary Housing requirement?

Two 2009 Court of Appeal cases shed doubt on Inclusionary Housing and in lieu fees related to rental housing. HOZs avoid the pitfalls of these cases because they do not *require* the production of affordable rental homes or payment of fees, as Inclusionary Housing policies do. Instead, HOZs offer incentives that developers can earn in exchange for producing this needed housing. Of course there is no need to choose one or another: HOZ compliment Inclusionary Housing and other housing policies.

What does it take to make a HOZ successful?

Organizing, technical assistance, and political will are all necessary to ensure that a local HOZ becomes an effective tool for generating much needed homes that people from the local community can afford. Political buy-in and community support are also needed to make sure that the HOZ policy has incentives strong enough to lead to real results.

Janice Stern

From: Jan Shomsky [REDACTED]
Sent: 2011-06-23 10:38 AM
To: Janice Stern
Subject: Against the rezoning of 4202 Stanley Blvd.

Importance: High

From what I understand, Pleasanton will be able to fulfill their high density mandate without the 1.8 acres at 4202 Stanley Blvd.

I am against the rezoning of 4202 Stanley Blvd. for the purpose of the fulfilling a high density mandate. Any application for rezoning should be done on a case by case basis. Old Stanley is a historic street which would be ruined by the eyesore of high density non heritage units, and the increased Traffic on this small 2 lane boulevard.

Jan Shomsky
[REDACTED]
Pleasanton, CA 94566

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Janice Stern

From: harrish shetty [redacted]
Sent: 2011-06-23 11:22 AM
To: Janice Stern
Subject: RE: 4202 Stanley Blvd. development

Hi,

Based on the Monday night planning meeting, it appears that Pleasanton will be able to fulfill their high density mandate without the 1.8 acres at 4202 Stanley Blvd. I am not in favor of rezoning at this time for the purpose of the fulfilling the high density mandate. Any application for rezoning should be done as part of a developer's application on a case by case basis. This area is sensitive due to it's proximity to the creek, and the historic portion of Old. Stanley.

Regards

Harish Shetty
Homeowner at [redacted]

--

Harish Shetty
"You are a Enlightened being having a Human experience"

Click [here](#) to report this email as spam.

Janice Stern

From: David Walker [mailto:walkerstreet@comcast.net]
Sent: 2011-06-24 5:29 PM
To: Janice Stern
Cc: HomeDW
Subject: Pleasanton Housing Element

Janice Stern
Planning Manager

My wife, Tammy Tsujioka, and I attended the recent meetings on Monday and Wednesday of this week about Pleasanton's Housing Element planning process. We understand the state mandate to identify land for future low-income housing growth and applaud your efforts to address that mandate.

Our only comments concern proper mitigation for parking and traffic impacts, not only in our immediate neighborhood (Sites 6 and 21), but also throughout Pleasanton. We hope that the staging of development on these sites can be coordinated with other ongoing activities to mitigate traffic flow, such as the extension of Stoneridge, to ensure that capacity is available as development creates additional load.

More specifically regarding Site 21, we felt that the vision provided on Monday was positive, assuming adequate parking, and that ingress can be provided via Vervais, as well as Stanley.

David Walker
[redacted] Stanley Blvd.
Pleasanton, CA 94566

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HEARTWOOD COMMUNITIES, INC.
9647 CROSBY DRIVE
PLEASANTON, CA 94588
CELL (925) 413-9072 FAX: (925) 398-8318
Email: don@heartwoodcommunities.com

June 27, 2011

City of Pleasanton
Community Development Department
200 Old Bernal Road
Pleasanton, CA 94566
Attn: Janice Stern, Planning Manager

Re: Housing Element Update
Daggett Property

Dear Janice:

I represent Dick and Patty Daggett on their property located on Sycamore Road, APN 948-017-07-4. I have attached an assessor's map showing the location of the property since it has no physical address. The Daggett's would like the City to consider their property for rezoning to multi-family housing under the Housing Element Update.

If you have any questions regarding this matter, please do not hesitate to give me a call.

Sincerely,
Heartwood Communities, Inc.



Donald Babbitt
President

Cc: Julie Harryman, City Attorney
Dick and Patty Daggett

RECEIVED
JUN 27 2011
CITY OF PLEASANTON
COMMUNITY DEVELOPMENT

ASSESSOR'S MAP 948

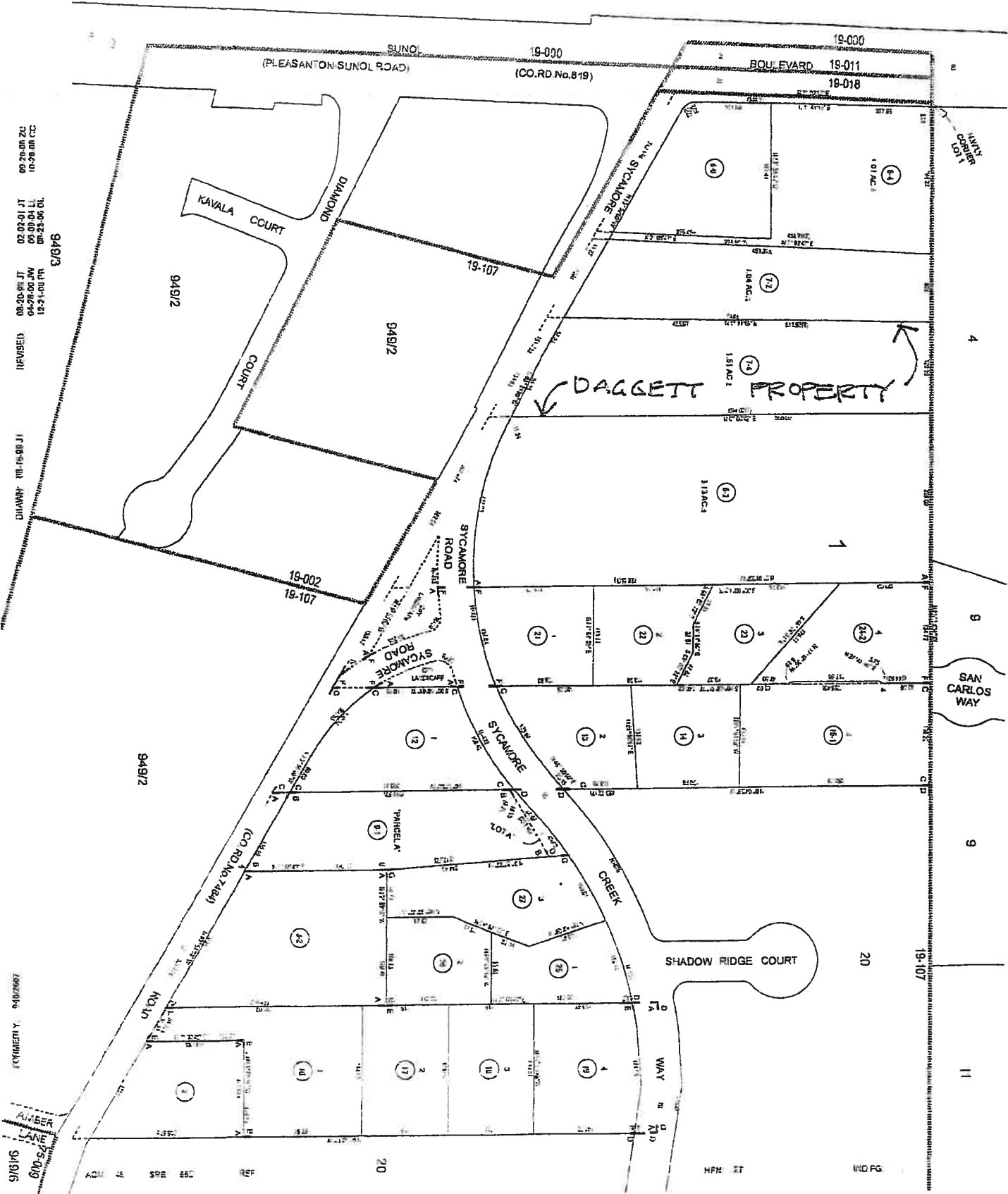
Code Area Nos 19-107

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SCALE 1" = 100'

- (A) PLEASANTON TRACT 1572
- (B) P.M. 6801 225/38
- (C) P.M. 7534 252/75
- (D) TR 6982 242/85

- (E) P.M. 8027 274/69-81
 - (F) P.M. 8735 285/67-82
 - (G) P.M. 8559 250/63-85
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Janice Stern

From: nancy allen [mailto:nallen@comcast.net]
Sent: 2011-07-04 11:39 PM
To: Mayor and City Council
Cc: Maria Hoey; Janice Stern; Brian Dolan; Nancy Allen
Subject: Housing Element Process - concerns about process inconsistencies

Members of the Pleasanton City Council, copies to the Planning Commissioners, Janice Stern, and Brian Dolan:

I am very concerned and disappointed in the process the Planning Commission used to add 159 new units for consideration at the last minute on June 22nd. This decision undermines the credibility of the rigorous and public process you set in place. At this point in that process, a decision arrived at in this manner cannot be respected. I, and others, request that you rescind the inconsistencies in this action after the transparent process that had come to this point with such strong community input. This approach does not represent the best this community is capable of.

Situation

On June 22, the Planning Commission doubled proposed units on the Auf de Maur property at the very last minute and without any formal notification to community – proposed units went from 159 to 318 units. This now puts a potential of over 959 units of the 2,000 allocation on 3 sites within ~1/2 mile area of each other unduly placing burden on nearby residents in this one area of city - and an area over 3 miles from freeway or BART access.

Reasons given by the planning commission ranged from:

- "There is a lot of vacant land" (*no surprise, since there is no infrastructure in place; however there is plenty of vacant land left in remaining allocation where there is infrastructure*)
- "By approving, we put community on notice we could build all of this here" (*is that the process for notice to community –vote it in first?*)"
- "Let's have developer meet with neighbors and get their input" (*Has the city relegated input process to the developer? The community has already spoken about 800 units being too much at nearly every formal meeting in the process. It is an insult to force community to meet with the developer at this late stage to repeat input they already provided throughout the process through what they told was the input process. This is not right.*)

Adding these units at the last minute, and after many members of the Planning Commission had one of meetings with developer, was inconsistent with your direction at the last Council meeting to balance inventory across the city, all of Janice Stern's public documents about high density units under consideration, the EIR assumptions, the principle of ideally locating units near to BART and freeway access, and strong community input about there being too many units in this area even before doubling of units. It was also inconsistent with the task force recommendations. Most importantly, this action is not defensible based on the transparent process you promised.

Recap of concerns previously expressed about having 800 (and now 959+ units) of the 2,000 under consideration in this one small area

We recognize the east side deserves a share of housing. However the community has weighed in at multiple meetings about over-concentration of high density units in the 3 sites located within ~1/2 mile of each other (Auf de Maur, Legacy and Keiwitt). The plans shared with the public showed a worst case of ~ 40% of allocation in this small area (800 of 2000 units). With this last minute increase of another 159 units, this goes from worse to even more serious (~959 of 2000 or nearly half the allocation would be in this small area). That is not fair as it burdens one small area of town and, **very importantly, was never disclosed during the public process.**

If this concentration was near Hacienda and BART/freeway, then this overweighting may be appropriate as this is where high density housing should be located per community input. However, the east side is over 3 miles from a freeway or BART and has minimal infrastructure to support a new community of nearly 1000 homes and 2000--3000 people (e.g., schools, parks, freeway access, major shopping, etc.)

The concerns many community members expressed, including me, about having this high of a concentration of new high density units in this very small area, aside from above, are many:

- **Non-traffic infrastructure - parks, schools, major shopping** – there is no infrastructure on far east side for new residents. Most will need to use existing services and drain load on already busy areas serving existing residents. Adding 2-3K people in one small area is huge.
 1. Parks (nearest is Orloff) – there has been a significant increase in use at Orloff Park since ~200 units were added at Ponderosa recently as this is the main park on east side and on route to schools. Cannot imagine what having another 959 units nearby will do if building approved/built prior to infrastructure being in place..
 2. Major shopping needs at Santa Rita/Valley – since limited services in nearby area, most residents need to drive down Valley to get access
 3. Schools – puts undue burden on schools in one small area vs. spreading load across the city

Mitigation:

- *Do not zone more than 159 units (5.3 acres) as originally planned from Auf de Maur (but not the doubling to 318); use remaining acreage for low density housing or more commercial (or city parkland) to support local needs of residents.*
 - *Require developers to provide large community park in new area to support new development prior to any development being approved.*
 - *Insure access to alternate schools vs. mainly ones of Valley and Santa Rita*
 - *Build retail component on Auf de Maur to support local resident shopping needs as much as possible*
- **Traffic** – My understanding is that adding this load before Busch is extended to Stanley pretty much takes away all the gains that Stoneridge Drive was to have created in this area over time and could likely make it even worse in longer term. More important than official traffic volumes at peak hours (which I think put us at or within a second of unacceptable), is the extra traffic at all times of day due to new volume of residents who need to use Valley to get to town, schools, and most freeways at all hours.

Mitigation: Have Auf de Maur and others provide the funding to get Busch extended to Stanley before building could start (or insure city and county funding to fill gaps before approval of this level of housing). We can't just have promises and approval to build with roads to follow in who knows how many years, if ever.

If Auf de Maur wants more housing on final 5.3 acres, add low density housing. This reduces traffic impact vs. alternatives significantly. Or build with retail which, if the right uses are built, could help mitigate some trips that today are down Valley to go to store.

- **Increased enforcement needs** – anytime you add close to 1,000 new housing units in one small area, there will likely be additional enforcement needs. Again, not fair to concentrate half of the incremental increase for remaining allocation in one small area of the city.

Mitigation: Again, create a greater spread across the city and place majority where high density housing should be zoned – near BART and freeways

- **The east side already has a significant number of high density units** per map Janice Stern provides and ALSO already has highest % of existing low cost housing units within about ~1/2 mile of the Auf de Maur location. This is not fair. We deserve a fair share but 40-50% is not fair – especially when 2014 needs and beyond will likely need to come from this area as it is built out.

Mitigation: Again, create a greater spread across the city and place majority where high density housing should be zoned – near BART and freeway

Request:

- Please insure the process you set forth remains credible and transparent, including correcting inconsistencies

- Do not approve any plans that could potentially have anywhere near 800-959 units between these 3 sites on east side before there is a strong infrastructure in place to support new residents (the east side deserves a fair share but having 40-50% of allocation is not fair). If anything the allocation should be lower since this is not a good area to support our new residents especially when there are minimal services in area and no freeway or BART access nearby. You have plenty of inventory to leverage. Get roads in place before prematurely rezoning "betting on the come" that Busch will be extended to Stanley some day.
- Create balance across the city, with an over weighted level near BART and freeways, as was identified by community as top priority and is where high density housing makes most sense
- Take Legacy and Keiwitt off list for current allocation and build an east side plan first – do not approve any zoning changes at these locations until full funding is identified for freeway access from Busch to Stanley and construction is underway.

Thank you.

Nancy Allen

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Janice Stern

From: BW [REDACTED]
Sent: 2011-07-06 2:11 PM
To: Maria Hoey
Cc: Brian Dolan; Janice Stern
Subject: Response to Housing Element meeting held Wed June 22nd.

Hello,

Could you please pass the below message on to the Planning Commission members.

Dear Planning Commission members,

7/6/2011

I'd like to express my disappointment in the decision on Wednesday (June 22) regarding the addition of 159 units at the Aug de Mer location (8). This decision is in contradiction to one of the main philosophies presented by the task force, which is to equally allocate the units throughout Pleasanton. With 300 Units at site 11, 360 at site 14, and the original 159 at site 8, East Pleasanton has more units than the other parts of Pleasanton. This is not equitable distribution of low income housing throughout the entire city.

I attended the first part of Wednesday's meeting, and heard the Site 8 Land Owner request additional units. After hearing Nancy speak in opposition of that plan, I felt there was no logical reason the Commission would vote for these additional units (unless they were to reduce units from site 11 or 14). I was quite surprised to hear the vote approved the additional 159 units.

I am opposed to the additional 159 units for the valid reasons Nancy presented as well as:

- 1) I'm worried that the concentration of low income housing in one area will result in negative connotative associations.
- 2) This decision eliminates the democratic process by the Task Force, who taking all points into consideration, decided to limit further impact on East Pleasanton. There seems to be a flaw in the process, as this decision to increase was made with no level of public notification (I understand there may be some notifications, but that is 'after the fact').
- 3) This decision ignored the Ironwood Homeowner representative who had presented a signature petition on June 1st, requesting consideration of limiting units in East Pleasanton. I did not hear this discussed on Wednesday night as one of the considerations in the final decision.
- 4) Adding 159 units to the one site is in complete opposition to the main Task Force mission, which was to be fair in adding units equally across Pleasanton (this was presented many times during the Community meetings).
- 5) It is my understanding that the Site 8 Property Owner had previously requested the additional units during the task force/community meetings. The Task Force was aware of this request, and had rejected it. Why was the Site 8 Owner allowed to come in "last minute" and convince the Planning Committee to accept his request,

without going back to the Task Force?

I'd like to address two comments made by the committee that concerns me.

- 1) When there was some push back about adding these units, a point was made that this is what the Task Force voted on. The response by the committee member was something like "It was late that night when the vote was taken, things were hectic."

If this is true, then

- a) the Vintage Hills site should be put back on the list, since that vote was also made that night, and is now void. Some of the units from 8, 11, 14 could be moved to this site.
 - b) all other votes from that evening should be nullified, as they were all taken late that evening.
- 2) Another comment made in response to piling on East Pleasanton was: "That is where all the land is." It seemed that Three Committee members were in favor of this comment, One was against, and I'm not sure about the Fifth.

This comment shows a major disconnect between the task force and planning committee. The Task Force tried to be fair in distributing the low income housing across the city, whereas the Planning Committee will put a majority of units in East Pleasanton (specifically at sites 8, 11, and 14). The decision to add an additional 159 units to site 8, did not cause much concern about how this would skew the percentage numbers!

The final first phase of the Housing Element plan must be fair. For example:

-- if the committee was going to remove some units, they should "not" remove lower unit sites, but instead remove the high numbers from the larger sites.

I am opposed to adding any additional units to East Pleasanton (which includes sites 8, 11, & 14). If 159 units are added to site 8, then 159 units should be removed from site 11 or 14. Personally, I think the previous plan included too many units. In addition I am worried about the disconnect regarding the fairness of units across Pleasanton. If this is the case, additional task force meetings should be held, after notifying all East Pleasanton residents on this shift in planning.

Thank you for your time.

Sincerely,
Blair Wolfinger

PS. Sorry for the delay on sending this, I was on vacation.

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<https://www.mailcontrol.com/sr/oi2UHXUAArvTndxI!oX7UhwuEZkwbUtU!kS+YyhyGfb1D400SvVhitmmkLMOcB9cTn68Kn7TvvQcloz8rNwSTQ==> to report this email as spam.

Citizens for a Caring Community

P.O. Box 1781 , Pleasanton CA 94566

July 6, 2011

Mayor Jennifer Hosterman
Pleasanton City Council Members
City of Pleasanton
P.O. Box 520
Pleasanton, CA 94566

Re: Housing Element Goals, Policies, and Programs Draft

Dear Mayor Hosterman and City and City Council Members:

Thank you for the opportunity to review the draft of the Housing Element.

Citizens for a Caring Community encourages City Council to adopt a new Housing Element that embraces the long term objective of providing equitable housing opportunities for Pleasanton's workforce and residents of all income levels within the context of the known, finite infrastructure capacity that defines the ultimate build-out of the city. Beyond ensuring Pleasanton's compliance with California housing law for this planning period, this current Housing Element update provides a great opportunity for the City to break new ground with housing policies that will improve environmental quality while, at the same time, strengthen the local economy.

It is in that spirit that we offer the attached changes to the Draft Housing Element (in red), and background information pertinent to our analysis. (Revised since Planning Commission hearing.)

Citizens for a Caring Community appreciates the public outreach effort that has accompanied the Housing Element Update process, as well as the work of the Task Force, particularly in the area of site selection. Within this context, CCC has found it frustrating to have so many of our comments on Goals, Policies, and Programs referred, on the advice of staff, directly to the Growth Management subcommittee of the Council without benefit of the very relevant input from Housing Element Task Force, and especially the Housing Commission, and Planning Commission.

In the past, the Council's Growth Management Subcommittee (on which I served as a Council member) had responsibility **only** for determining the implementation details of existing approved policies, not for determining Growth Management policies, priorities, and/or rules. Regarding the adoption of Growth Management **policies**, the public has previously had the benefit of full due process hearings before the City's Commissions and the Council **before** the Council's Growth Management Subcommittee made recommendations regarding implementation. CCC has serious concerns regarding this, perhaps unintentional, circumvention of the public process for such important policy matters. To remedy the situation, we request that preliminary recommendations of the Growth Management Subcommittee be submitted to the Housing Commission and the Planning Commission for public hearings and Commissioners' comments **in advance** of their consideration by the full City Council.

Thank you for your consideration.

Sincerely,

Becky Dennis

Citizens for a Caring Community

(925) 266-1702

cc: Nelson Fialho, Janice Stern, Jonathan Lowell

GOALS, POLICIES, AND PROGRAMS

Housing Variety, Type, and Density

Goal 1: Attain a variety of housing sizes, types, densities, designs, and prices which meet the existing and projected needs of all economic segments of the community, and represent Pleasanton's fair share of regional housing requirements.

Goal 2: Encourage Approve residential densities capable of supporting housing affordable to low- and very-low-income households while taking into account the character and development pattern of the surrounding area.

Policy 1: ~~Designate, maintain, and zone a sufficient~~ the amount of high-density residential acreage to meet the ongoing needs of Pleasanton's workforce, residents, families, and those with special needs. ~~currently designated on the General Plan Map.~~

Program 1.1: Discourage the redefinition of areas designated for High Density Residential.
Responsible Agency: City Council
Time Period: On-going
Funding Source: Not Applicable

Policy 2: Permit ~~appropriately designed~~ mobile home communities and factory-built housing for very low and low income households. ~~on appropriately located sites.~~ *(Removed this phrase because Program 2.1 says it is allowed on ANY residentially zoned site.)*

Program 2.1: Allow mobile home and factory-built housing projects which have permanent foundations and meet all zoning and design review requirements on any parcel designated Rural, Low, Medium, or High Density Residential.
Responsible Agency: Planning Commission, City Council
Time Period: On-going
Funding Source: Not Applicable

Policy 3: Encourage developments on sites designated for multiple-family residential uses, adjacent to commercial districts to be designed at the maximum height allowed for multiple-family residential zoning districts, consistent with neighborhood character; however in the Downtown, multiple-family residential building height should be consistent with the design policies of the Downtown Specific Plan and the Downtown Design Guidelines.

Policy 4: Give the most favorable consideration for approval ~~for to proposed to mixed-use, mixed income development proposals~~ which provide at least 20% very-low, 20% and low, and 20% moderate income-units. ~~that meet the requirements of the Inclusionary Zoning Ordinance, as long as all other City development standards are met.~~

Program 4.1: Encourage owners of property zoned High Density Residential to work with teams of non-profit and for profit developers in order to maximize the very low and low income affordable component of their plans.

Policy 5: Apply for Federal and State grants offered for mixed-use development near transit centers.

Policy 6: Actively promote the creation of second units on single-family residential lots and their maintenance as sources of housing affordable to moderate-, low-, and very-low-income households.

Program 6.1: Continue monitoring second units to determine if they are being rented and, if so, determine their rent levels. Include conditions of approval for second unit Administrative Design Review approvals requiring a monitoring program.

Responsible Agency: Housing Division, Housing Commission, Planning Division

Time Period: As Feasible When Resources Are Available

Funding Source: Housing Division, Planning Division Budgets

Program 6.2: Create incentives ~~to~~ **for** homeowners to rent their second units to moderate-, low-, and very-low-income households. Incentives should include fee reductions or waivers and information/assistance to help homeowners be landlords. Such incentives should be made available to applicants of second units during the Administrative Design Review or Building permit process.

Responsible Agency: Housing Division, Housing Commission, Planning Division, Building Division, Planning Commission

Time Period: 2011-2014

Funding Source: Housing Division, Planning Division, Building Division Budgets

Program 6.3: Consider allowing second units without an Administrative Design Review process in new single-family developments, subject to performance standards, and consider reducing the existing Second Unit Ordinance requirements, such as the parking and height limit requirements, to encourage the development of second units, and consider other measures to promote the creation of second units.

Responsible Agency: Planning Division, Planning Commission, City Council

Time Period: 2011-2014

Funding Source: Planning Division Budget

Housing Tenure

Goal 3: ~~Endeavor to p~~ Provide and retain a sufficient number of rental housing units to serve Pleasanton residents who choose to rent or who cannot afford ownership housing.

Goal 4: ~~Encourage the production of~~ Approve market-rate moderate-income ownership housing and assisted ownership housing affordable to low- and very-low-income households.

Policy 7: Encourage **the maintenance of** at least 50 percent of **Pleasanton's** ~~multiple-family~~ housing units to be rental apartments at build-out.

Program 7.1: Monitor new multiple-family residential development proposals with respect to housing tenure to ensure **that availability of** sufficient numbers of rental units ~~are provided~~ to meet the above policy.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: Housing Division Budget

Policy 8: Minimize displacement of tenants in rental apartments and mobile homes and encourage ownership of lower-cost residential units by prior renters through the regulation of condominium conversions.

Program 8.1: Regulate condominium, townhouse, and mobile home conversions and mitigate tenant displacement through the provisions of the City's Condominium Conversion Ordinance, and Government Code, Section 65863.7(as to mobile homes).

Responsible Agency: City Council

Time Period: As Needed

Funding Source: Not Applicable

Program 8.2: Deny conversion of apartments ~~units~~ to condominiums if the percentage of ~~multiple-family units available for rent~~ rental units, city-wide, is falls below 50 percent.

Responsible Agency: City Council

Time Period: As Needed

Funding Source: Not Applicable

Program 8.3: ~~Require~~ Develop an ordinance for condominium conversions which specifies the requirements for moving assistance and other means to minimize hardship of persons displaced by condominium and mobile home conversions.

Responsible Agency: City Council

Time Period: As Needed

Funding Source: Condominium Converters

Program 8.4: Require condominium converters to maintain rental units for households with special needs, such as lifetime leases with rental caps for persons with disabilities.

Responsible Agency: City Council

Time Period: As Needed

Funding Source: Condominium Converters

Program 8.5: Review the City's Condominium Conversion Ordinance to identify desirable changes, such as potentially requiring more housing units affordable to low- and very-low-income households and longer tenant noticing requirements, to minimize the impact and displacement of lower-income tenants.

Responsible Agency: City Council

Time Period: As Needed Based on Market Conditions

Funding Source: Housing Division Budget

Housing Affordability

Goal 5: ~~Encourage the production and retention of~~ Produce and retain a sufficient number of housing units affordable to low- and very-low-income households to address the City's responsibility for meeting the needs of Pleasanton's workforce, families, and residents, including those with special needs.

Policy 8.5 ~~Goal 6:~~ Promote the production of housing affordable to low- and very-low-income households by actively working with, ~~and~~ creating incentives for, ~~and granting the highest priority to, multifamily development proposals in which~~ non-profit housing provide at least 20% very low income units and 20% low income units. *(This is a policy that supports the Goal 5.)*

Policy 9: ~~Ensure the availability of sufficient infrastructure to meet long term needs and obligations for very low, low, moderate, and special needs housing generated by Pleasanton's commercial development approvals and as determined by ABAG's Regional Housing Needs Assessment.~~

~~Support the development and rehabilitation of housing affordable to low- and very-low-income households and review infrastructure needs.~~

Program 9.1: Conduct a review of the Growth Management Program and amend as necessary to assure that the rate of ~~planned infrastructure capacity development accommodates Pleasanton's requirements for provision of very low, low, moderate income, and special needs housing related to the City's commercial development approvals and regional housing obligations.~~ residential development is consistent with the City's ~~current and new infrastructure capacities, including roadways, water, sewer, and facilities.~~

Responsible Agency: City Council

Time Period: Review Growth Management Program as Needed

Funding Source: Housing Division, Planning Division Budgets

Program 9.2: Require the duration of low- and very-low-income set-aside units within apartment projects to be in perpetuity.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Not Applicable

Program 9.3: Work with the U.S. Department of Housing and Urban Development (HUD) to maintain or replace existing HUD-subsidized units in Kottinger Place and Pleasanton Gardens.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: Maintenance: On-going; Replacement Study: On-going

Funding Source: City, State, and HUD Housing Funds

Program 9.4: Seek State and Federal assistance for the development of housing to meet the housing needs of households with low- and very-low incomes. Potential sources may include the HUD Section 202 and 811 programs (for senior housing and housing for persons with disabilities), the State HELP and CHFA programs, State/Federal lower-income housing tax credits, and bond financing. The timing of application will depend upon the schedule for specific projects proposed by individual developers in as much as the City does not currently own any land for development of housing affordable to low- and very-low-income households. If the City is successful in securing an open source of funding for housing affordable to low- and very-low-income households, such as State HELP funds, the availability of these funds will be promoted through the City's web site, in local newspapers, and through posting at public places subject to normal procedures.

Responsible Agency: Housing Division

Time Period: On-going; Dependent on Specific Development Proposals

Funding Source: State and Federal Housing Funds

Program 9.5: Provide incentives such as reduced development fees, assistance in public improvements, priority in permit processing, increased density, altered site-development standards, mortgage revenue bonds, affordable-housing competition, and other creative incentives to encourage the development housing affordable to moderate-, low-, and very-low-income households. A priority will be placed on projects that provide the largest number of units at the greatest level of affordability. The availability of incentives is incorporated in the City's Inclusionary Zoning Ordinance, but for specific projects, will also be promoted through the City's web site, in local newspapers, and through posting at public places subject to normal procedures.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

Program 9.6: Seek alternative, non-traditional means suited to the community to fill the housing needs of households with very-low-, low-, and moderate-incomes, and to preserve the affordability of assisted-housing units.

Responsible Agency: Planning Division, Housing Division

Time Period: On-going

Funding Source: Planning Division, Housing Division Budgets

~~Policy 10: Give greater priority to providing housing which is affordable to households at the low end of the low income range (50 to 80 percent of median income).~~

Policy 10: Encourage, and grant higher priority for approval, to development proposals that will equitably provide housing affordable to all households falling within low and very low income categories. Discourage development proposals which have the option of serving only the high end of the very low, low, and moderate income categories.

Policy 11: ~~Strive toward meeting~~ Meet Pleasanton's share of regional housing needs, as defined by the Regional Housing Needs Determination (RHND).

Program 11.1: Complete any and all rezoning and General Plan amendments necessary to accommodate the City's full RHNA allocation for the fourth housing element revision planning period, as assigned to City by ABAG in or about May 2008, comprising 3,277 total units, including 1,076 very-low income units, 728 low-income units, 720 moderate-income units, and 753 above-moderate income units.

Responsible Agency: City Council

Time Period: Prior to or Concurrent with Adoption of 2011 Housing Element Update

Funding Source: Planning Division Budget

Program 11.2: Attempt to rehabilitate five ownership-housing units affordable to low- and very-low-income households identified as having major building code violations each year between 2007 and 2014, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 2014. Single-family homes will be identified through the City's Housing Rehabilitation Program which already has in place an outreach program. The City will survey existing apartment complexes, including working with local non-profit housing development agencies, to ascertain the need for rehabilitation. Owners of identified complexes will be contacted and made aware of the availability of rehabilitation assistance.

Responsible Agency: Housing Division

Time Period: Annually, On-going

Funding Source: Housing Division Budget, CDBG Funds

Program 11.3: Strive to construct, rehabilitate, and conserve the City's regional share of housing within the constraints of available infrastructure, traffic, air quality, and financial limits, by the conclusion of the current Regional Housing Needs Determination period in 2014.

Responsible Agency: City Council

Time Period: By 2014

Funding Source: City, State, Federal, and Private Funds

Program 11.4: In order to increase affordability, encourage innovation in housing design, local regulations, and construction consistent with Pleasanton's heritage and community character.

Responsible Agency: Planning Division

Time Period: On-going

Funding Source: Planning Division Budget

Program 11.5: Work with employers to develop partnerships for participating in programs to make housing affordable to their workers.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: Housing Division Budget

Policy 12: Give priority for housing opportunities to low- and very-low-income households with persons that live and work in Pleasanton.

At-Risk Housing Affordable to Low- and Very-Low-Income Households

Goal 7: Preserve and/or replace assisted rental apartment housing which is at risk of changing to market-rate housing.

Goal 8: Assist tenants of at-risk units by either retaining those units as affordable for their income category or by finding new housing for them that is affordable to low- and very-low-income households.

Policy 13: Preserve for the longest term feasible, rent restricted rental units affordable to low- and very-low-income households which are at risk of changing to market-rate housing.

Program 13.1: Preserve for the longest term feasible, rent restricted assisted projects affordable to low- and very-low income households, and provide assistance to retain below-market rate rent restrictions.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: Housing Division Budget

Program 13.2: Assist in the identification of potential purchasers of at-risk units such as resident councils, the City, other public agencies, and non-profit organizations.

Responsible Agency: Housing Division

Time Period: As Needed

Funding Source: Housing Division Budget

Program 13.3: Provide grants or direct technical assistance where appropriate to management groups and non-profit organizations capable of acquiring and managing at-risk projects.

Responsible Agency: City Council, Housing Division

Time Period: As Needed

Funding Source: Lower-Income Housing Fund; State and Federal Grants; Housing Division Budget

Program 13.4: Where preservation of assisted units is not possible, minimize the displacement and inconvenience of tenants by assisting in negotiations with the owners regarding anti-displacement policy or relocation mitigation, where appropriate. In order to encourage the retention of housing affordable to low- and very-low-income households, the City should start working with apartment owners 18 months to two years prior to the expiration of the below-market-rate housing contract. If the City is not successful in retaining the units as below-market-rate housing, the City should begin working with the affected tenant at least one year prior to the term expiration to facilitate the tenant's transition from below-market-rate to market-rate housing or to locate for the tenant other below-market-rate housing.

Responsible Agency: Housing Division

Time Period: Two Years Prior to Expiration of Contract

Funding Source: Housing Division Budget

Program 13.5: ~~Strive to~~ Develop additional joint-venture housing projects affordable to low and very-low-income households with other public agencies, ~~and~~ non-profit housing organizations, ~~and~~ market rate housing developers to replace lost assisted units elsewhere in the City.

Responsible Agency: Housing Division, City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund; Tax-Exempt Bonds; Federal and State Programs.

Program 13.6: Structure future rent-restriction contract agreements to allow the City the opportunity to purchase or subsidize assisted units at the conclusion of the rent-restriction period.

Responsible Agency: Housing Commission, City Council

Time Period: As Needed

Funding Source: General Fund

Program 13.7: Structure future rent-restriction contract agreements for all new assisted projects with limited or no time restrictions to minimize the displacement of tenants.

Responsible Agency: Housing Commission, City Council

Time Period: On-going

Funding Source: General Fund

Program 13.8: Provide rehabilitation funds where appropriate for apartment complexes in exchange for extended or perpetual assisted-housing time periods.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund; CDBG Funds

Program 13.9: Issue bonds or provide other funding where appropriate to reduce apartment complex mortgage rates in exchange for extended or perpetual assisted-housing time periods.

Responsible Agency: City Council, Finance Department

Time Period: On-going

Funding Source: Lower-Income Housing Fund; Tax-Exempt Bonds

City Government Actions

Goal 9: ~~Process~~ Increase the number of housing proposals that will serve the affordable to low- and very-low-income households of Pleasanton and Pleasanton's workforce. and use available City programs and incentives so as to promote and facilitate housing affordability for low- and very-low-income households.

Policy 14A: Use available City programs and incentives to promote and facilitate housing affordability for low- and very-low-income households.

Program 14A.1: Work with nonprofit and market rate housing developers, service providers, Pleasanton employers, the Pleasanton Unified School District, and urban planning specialists to develop new programs and incentives for meeting the full range of Pleasanton's future affordable housing needs.

Program 14A.2: Advocate changes in Federal and State legislation to provide incentives for the development of housing affordable to low- and very-low-income households and to overcome barriers to housing affordable to low and very-low-income households.

Responsible Agency: Housing Commission, City Council

Time Period: On-going

Funding Source: General Fund

Program 14A.3: Support State legislative reform to improve the fair-share housing process and provide financial and other incentives to strengthen local jurisdictions' abilities to meet their fair-share responsibilities.

Responsible Agency: Housing Commission, City Council

Time Period: On-going

Funding Source: General Fund

Goal 10: Remove unnecessary governmental constraints to the provision of housing affordable to low and very-low income households, and associated public services and facilities.

Policy 14: Make appropriate modifications to the Land Use Element of the General Plan, Zoning Ordinance, and other City ordinances, programs, and policies to facilitate the provision of housing, especially housing affordable to moderate-, low-, and very-low-income households.

Program 14.1: Fund the infrastructure improvements contained in the General Plan to accommodate projected housing growth.

Responsible Agency: City Council

Time Period: Annually

Funding Source: Capital Improvement Budget; Developers

Program 14.2: Waive City fees for housing developments affordable to low- and very-low-income households.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

Program 14.3: Expedite the development review process for housing proposals affordable to moderate-, low- and very-low-income households.

Responsible Agency: Planning Division

Time Period: On-going

Funding Source: Planning Division Budget

Move the following section to 14A

~~Program 14.4: Advocate changes in Federal and State legislation to provide incentives for the development of housing affordable to low- and very-low income households and to overcome barriers to housing affordable to low and very-low income households.~~

~~Responsible Agency: Housing Commission, City Council~~

~~Time Period: On-going~~

~~Funding Source: General Fund~~

~~Program 14.5: Support State legislative reform to improve the fair share housing process and provide financial and other incentives to strengthen local jurisdictions' abilities to meet their fair share responsibilities.~~

~~Responsible Agency: Housing Commission, City Council~~

~~Time Period: On-going~~

~~Funding Source: General Fund~~

Program 14.6: Assess the level of effort to overcome infrastructure constraints to housing affordable to low- and very-low-income households on a periodic basis.

Responsible Agency: Housing Division

Time Period: As Needed or in Conjunction with the Housing Element Update

Funding Source: Housing Division Budget

Policy 15: Educate the public regarding **the community, environmental, and economic benefits of Pleasanton's affordable housing program.** ~~This program should identify existing housing developments affordable to low- and very-low-income households, residents, and those who would qualify for residency, and should explain the mechanics of creating housing proposals affordable to low- and very-low-income households.~~ **Encourage referrals to the program by Pleasanton residents and employers.**

Program 15.1: Continue housing education programs available on the City's website, at other public venues, through City publications and mailings, and through partnerships with regional organizations.

Responsible Agency: Housing Division, Housing Commission

Time Period: On-going

Funding Source: Housing Division Budget; Housing Grants

Program 15.2: Coordinate public information with surrounding communities in an attempt to minimize the effort required to identify housing opportunities affordable to low- and very-low-income households and programs in the region.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: Housing Division Budget

Program 15.3 Develop incentive/revitalization programs for neighborhoods to encourage the identification of and support for affordable housing opportunities.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: 2011-2014

Funding Source: Housing Division Budget

Policy 16: **Evaluate existing affordable housing ordinances such as the Inclusionary Housing Ordinance (IZO) and housing linkage fees in terms of their effectiveness in producing the City's pro rata share of affordable housing need generated by Pleasanton's plans for commercial development as well as current and historic need identified through the Regional Housing Needs Assessment. Develop new ordinances and fees as required to more effectively meet the City's housing needs and obligations.** ~~Ensure compliance with the Inclusionary Zoning Ordinance by requiring each residential and non-residential development to which the Ordinance applies to include its pro-rata share of housing needs for low- and very-low-income households or, if the Ordinance criteria are met, to contribute an in-lieu fee to the lower-income housing fund to facilitate the construction of housing affordable to low- and very-low-income households. It is strongly encouraged that the Inclusionary Zoning Ordinance requirements be met by building housing affordable to low- and very-low-income households.~~

Program 16.1: ~~Evaluate the past performance~~ ~~Monitor the results of the Inclusionary Zoning Ordinance, and determine its effectiveness compared to other methods, such as nonprofit/market rate development partnerships in meeting Pleasanton's identified, and likely future affordable housing needs for all income categories. annually to determine if developers are primarily building new housing units affordable to low- and very-low-income households instead of paying in-lieu fees for new developments.~~ ~~If it is determined by the City Council, upon recommendation by the Housing Commission, that the Inclusionary Zoning Ordinance will not produce~~ ~~is not producing~~ sufficient housing affordable to low- and very-low-income households, ~~develop and implement more effective programs, ordinances, and fees.~~

~~Responsible Agency: Housing Division, Housing Commission, City Council~~

~~Time Period: Annually/On-going~~

~~Funding Source: Housing Division Budget~~

~~Program 16.2: Review the City's Inclusionary Zoning Ordinance~~

~~○ for consistency with the Housing Element and other City affordable housing programs;~~

~~○ to identify incentives for non-profit housing developers and other housing developers to construct projects including three bedroom units for large households;~~

~~○ to determine if it is appropriate to increase the percentage of affordability to support housing affordable to low- and very-low-income households.~~

~~Responsible Agency: Housing Division, Housing Commission, City Council~~

~~Time Period: 2011-2014~~

~~Funding Source: Housing Division Budget~~

Policy 17: Use the lower-income-housing fee to generate funds for the provision of housing affordable to low- and very-low-income households. The low-income housing fund should be used primarily to leverage State and Federal funds in the development of housing affordable to low- and very-low-income households and in-house loan programs, so that the fund may be used most efficiently and maintained over time. When considering allocation of these funds, priority will be given to non-profit housing developers with a project including three bedroom units affordable to large low- and very low- income households.

~~Program 17.1: Review and modify the lower-income housing fee annually in conformance with AB 1600.~~ ~~Adopt a fee structure that fairly links the proportional need for affordable housing generated by both commercial development and existing residents, and that reflects the basis of the fee to reflect the true cost of providing housing, associated infrastructure, and community services.~~

~~Responsible Agency: Finance Department, Housing Division, Housing Commission, City Council~~

~~Time Period: Annually~~

~~Funding Source: General Fund~~

Program 17.2: Exempt all housing units affordable to low- and very-low-income households from the low-income housing fee.

Responsible Agency: Housing Commission, City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

Program 17.3: Use the Lower-Income Housing Fund to help build housing affordable to low- and very-low-income households on City-owned land.

Responsible Agency: City Council

Time Period: As Needed/On-going

Funding Source: Lower-Income Housing Fund

Program 17.4: Use the Lower-Income Housing Fund to extend rent restriction agreements, purchase land, write down mortgage costs, rehabilitate units, subsidize rents, issue tax-exempt bonds, post loan collateral, pay pre-development costs, and otherwise help produce housing units affordable to lower-income households.

Responsible Agency: City Council

Time Period: As Needed/On-going

Program 17.5: When considering how to utilize the City's Lower-Income Housing Fund, consider whether a proposal with a non-profit housing developer and a for-profit housing developer partnership should be a higher priority project due to its ability to potentially secure better funding and be developed.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

Policy 18: Encourage the use of density bonuses for housing which is affordable to moderate-, low-, and very-low-income households.

Policy 19: Require owners of rental units who receive financial support from the City to accept Section 8 certificates/vouchers and/or Project Based Section 8 in their developments.

Policy 20: Work with the Alameda County Housing Authority and other agencies to maintain funding for Section 8 and other Federal subsidy programs.

Policy 21: Assist in the relocation of persons displaced by public projects.

Policy 22: Encourage the development of housing units affordable to low- and very-low-income households when rezoning non-residential properties to high-density residential.

Policy 23: Use the City's lower-income housing fund as seed money for Federal and State tax credits to promote the construction of housing affordable to low- and very-low-income households.

Policy 24: Ensure that livability is considered when considering proposals for high-density residential developments, including open space, amenities, and facilities for the intended occupants.

City Priorities for Housing Developments

1. Non-Profit Housing Developers

Policy 25: Encourage non-profit housing developments, and nonprofit/for profit development partnerships by offering incentives. Non-profit housing developers of housing affordable to moderate-, low- and very-low-income households and their market rate development partners, shall have the highest City priority for approval. Specific City incentives to encourage such housing developments are the following:

- Priority for the Growth Management affordable-housing sub allocation;
- Expedited permit processing;
- Fee waivers;
- Contributions from the lower-income housing fund;
- Use of available City-owned land;
- Density bonuses;
- City assistance in obtaining financing or funding;
- Assistance in providing public improvements; and
- Consideration of reduced development standards, such as reducing the number of parking spaces; and Mortgage revenue bonds.

Program 25.1: Actively assist owners of property zoned or designated High Density Residential in soliciting non-profit housing organizations for proposals to develop housing affordable to moderate-, low-, and very-low-income households on available sites using lower-income-housing fees.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: Housing Division Budget; Lower-Income Housing Fund

Program 25.2: Actively support the activities of non-profit organizations that provide housing affordable to low- and very-low-income households, through technical assistance or other means.

Responsible Agency: City Council, Housing Commission, Housing Division

Time Period: On-going

Funding Source: Housing Division Budget

Program 25.3: When land becomes available to the City, consider reserving those sites for non-profit organizations to build housing affordable to moderate-, low-, and very-low-income households that include three bedroom units for large households.

Responsible Agency: City Council

Time Period: As Needed

Funding Source: Not Applicable

2. For-Profit Housing Developers

Policy 26: Encourage housing developments with at least 25 percent of all units affordable to the full range of very-low- and/or low-income households ~~with to retain this housing affordability~~ retained in perpetuity. Such development proposals shall ~~be considered to have the second highest priority in terms of~~ for City approval. Incentives shall include the following:

- Priority for the Growth Management affordable-housing sub-allocation for the affordable-housing component;
- Expedited permit processing;
- Fee waivers;
- Contributions from the lower-income housing fund;
- Density bonuses;
- Assistance in obtaining financing;
- Assistance in obtaining Federal and State tax credits through use of City resources as seed money when significant numbers of housing units affordable to low- and very-low-income households are provided;
- Assistance in providing public improvements; and
- Consideration of reduced development standards, such as reducing the number of required parking spaces; and Mortgage revenue bonds.

3. Developers of Small Housing Units

Policy 27: Strongly encourage housing developers to build small single-family housing units, including detached second units. Single family residential developments with units and/or second units less than 1,200 square feet in floor area, which provide housing affordable to moderate-income households, shall have the third highest priority for City approval. To the extent that these developments provide resale restrictions to retain the units as affordable- to moderate-income households, they may qualify for incentives at the discretion of the City Council.

Growth Management

Goal 11: Manage residential and commercial growth in a coordinated and an orderly fashion ~~while enabling Pleasanton to meet its housing needs.~~ in order to assure that Pleasanton will continuously meet its very low, low, and moderate income housing needs and responsibilities through the buildout of its limited wastewater capacity.

Goal 12: ~~Retain flexibility in the growth management process in order to accommodate housing affordability.~~ (This is Policy 28)

Policy 28: Retain flexibility in the growth management process in order to accommodate housing affordability while assuring the availability of limited infrastructure.

Program 28.1: When approving commercial development, reserve sewer capacity for the very low, low, and moderate income housing needed to serve the associated workforce.

Policy 29: Encourage substantial private development of housing affordable to low- and very-low-income households through the Growth Management Program.

Program 29.1: Continue to use the Growth Management Report to monitor the numbers and types of units built at all income levels. Use this information to facilitate the issuance of sufficient numbers of permits to meet the regional housing need throughout the planning period.

Responsible Agency: Planning Division; City Council

Time Period: With Preparation of Growth Management Report

Funding Source: Planning Division Budget

Program 29.2: Review and amend the Growth Management Ordinance to reflect current housing and infrastructure conditions and current housing needs.

Responsible Agency: City Council

Time Period: 2011-2014

Funding Source: Planning Division Budget

Existing Housing Condition

Goal 13: Give high priority to the preservation and rehabilitation of the existing housing stock.

Policy 30: Provide incentives to encourage the maintenance of affordability in existing housing that is rehabilitated.

Policy 31: Encourage and support the formation of a Valley Housing Authority to administer the Section 8 Program for the entire Tri-Valley area and also to maintain the public housing units in each city.

Policy 32: ~~Encourage~~ **Support** the maintenance of safe, sound, and well-kept housing city-wide.

Program 32.1: Enforce the provisions of the City Zoning, Building, and Fire Codes.

Responsible Agency: Community Development and Fire Departments

Time Period: On-going

Funding Source: Community Development Department and Fire Department Budgets;
CDBG Funds

Policy 33: Encourage the preservation of historically and architecturally significant residential structures especially in the Downtown area, pursuant to the Downtown Specific Plan.

Policy 34: Eliminate all substandard housing conditions within the community.

Program 34.1: Maintain building and housing code enforcement programs, and monitor project conditions of approval.

Responsible Agency: Community Development Department

Time Period: On-going

Funding Source: Community Development Department Budget

Program 34.2: Continue the Rental Housing Rehabilitation Program to improve rental units affordable to low- and very-low-income households.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: CDBG Funds

Program 34.3: Supplement CDBG funds with the City's Lower-Income Housing Fund for rehabilitation of housing units affordable to low- and very-low-income households.
Responsible Agency: Housing Division, City Council
Time Period: On-going
Funding Source: Lower-Income Housing Fund

Housing Location

Goal 14: Provide adequate locations for housing of all types and in sufficient quantities to meet Pleasanton's housing needs.

Goal 15: Adopt land use changes from non-residential to residential designations where appropriate.

Policy 35: Disperse high-density housing throughout the community, especially in the Downtown and in other areas near public transit, major thoroughfares, shopping, and employment centers.

Program 35.1: Provide sites for multi-family housing, especially in locations near existing and planned transportation and other services.
Responsible Agency: Housing Element Task Force, Planning Division, Planning Commission, City Council
Time Period: 2011
Funding Source: Planning Division Budget

Policy 36: Strongly encourage residential infill in areas where public facilities are or can be made to be adequate to support such development.

Program 36.1: Zone infill sites at densities compatible with infrastructure capacity and General Plan Map designations.
Responsible Agency: Planning Division, Planning Commission, City Council
Time Period: On-going
Funding Source: Planning Division Budget

Program 36.2: Encourage the development of second units and shared housing in R-1 zoning districts to increase the number of housing units while preserving the visual character within existing neighborhoods of single-family detached homes.
Responsible Agency: Planning Division
Time Period: On-going
Funding Source: Planning Division Budget

Program 36.3: Adopt incentives and design guidelines for constructing residential uses above-ground-floor commercial establishments.
Responsible Agency: Planning Division, Planning Commission, City Council
Time Period: 2011-2014
Funding Source: Planning Division Budget

Program 36.4: Institute a program by which the City would assist developers of mixed-use projects to secure loans from financial institutions.
Responsible Agency: Housing Division, Finance Department, Housing Commission
Time Period: 2011-2014
Funding Source: Housing Division Budget

Program 36.5: Develop appropriate incentives which would facilitate relocating existing commercial/office/industrial uses in order to enable development with residential uses.

Specific Incentives may include the following:

- Transfer of development rights;
- A review of traffic requirements and evaluation measures to facilitate mixed use development;
- Development of transit alternatives;
- Use of development agreements;
- Flexibility of parking standards; and
- Expedited processing of development applications.

Responsible Agency: Housing Division and Planning Division to Identify Potential Options for Housing Commission, Planning Commission, City Council Review

Time Period: As Needed

Funding Source: Housing Division Budget

Policy 37A: For developments comprised of nonprofit housing for households of very low and low income, and market rate housing for household of market rate income and above, architectural design should be complimentary, compatible, and minimize visual cues as to the income differences of the occupants.

Policy 37: For multifamily developments with inclusionary units, disperse housing units affordable to low- and very-low-income households throughout new residential developments. For phased developments, ensure that the majority of units affordable to low- and very-low-income households are not postponed until the final stages of development.

Policy 38: Reserve suitable sites for subsidized housing affordable to low- and very-low-income households.

Program 38.1: Acquire and/or assist in the development of one or more sites for housing affordable to low- and very-low-income households.

Responsible Agency: Housing Division, City Council

Time Period: 2011-2014

Funding Source: Lower-Income Housing Fund, Federal and State Housing Programs, Use of City-owned land, if available

Program 38.2: Utilize tax-exempt bonds, and other financing mechanisms, to finance the construction of housing units affordable to low- and very-low-income households, to purchase land for such a use, and to reduce mortgage rates.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Tax-Exempt Bonds

Program 38.3: In order to facilitate the provision of affordable housing and a mixed-income environment, issue RFPs for non-profit/for-profit partnerships for development providing at least 20 percent of the units to very-low-income households and 20 percent of the units to low-income households.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: As Appropriate (i.e., Based on Land Availability)

Funding Source: Housing Division Budget

Policy 39: Increase housing in the commercial portion of the Downtown area by permitting three-story construction in the Downtown area pursuant to the Downtown Specific Plan, with one or two stories of residential over commercial in mixed-use buildings.

Housing Discrimination

Goal 16: Eliminate discrimination in housing opportunities in Pleasanton.

Policy 40: Promote fair and equal access to housing for all persons regardless of race, color, religion, gender, disability, sexual orientation, age, national origin, or family status. The City will promote equal housing opportunities through printed housing brochures that are distributed at City Hall, the Senior Center, the Library, and other public places. The City will also maintain up-to-date information on housing opportunities affordable to low- and very-low-income households and fair housing issues on its web site.

Program 40.1: Support State and Federal provisions for enforcing anti-discrimination laws.

Responsible Agency: City Attorney's Office

Time Period: As Needed

Funding Source: General Fund

Program 40.2: Publicize information on fair housing laws and refer all complaints to the U.S. Department of Housing and Urban Development, ECHO, and the California Department of Fair Employment and Housing.

Responsible Agency: City Attorney's Office

Time Period: On-going/As Needed

Funding Source: General Fund

Special-Needs Housing

Goal 17: Identify and make special provisions for the community's special-housing needs.

Policy 41: Provide for the special-housing needs of large households, the elderly, persons with disabilities, the homeless, and families with single-parent heads of households.

Program 41.1: Provide housing opportunities for households with special needs such as studio and one-bedroom apartments for the elderly and single-person households, three-bedroom apartments for large households, specially designed units for persons with disabilities, emergency shelter and transitional housing for the homeless, and units affordable to low- and very-low-income households with single-parent heads of households. The City will make available funding from sources such as the City's Lower-Income Housing Fund, and the City's Federal HOME and CDBG grants to assist local non-profit agencies and housing developers. The City will also provide technical support to agencies to seek other sources of funding and to plan and develop housing for persons with special needs.

Responsible Agency: Housing Division, City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund, CDBG Funds, City Grant Program

Program 41.2: Require as many low- and very-low-income units as is feasible within large rental projects to utilize Universal Design standards to meet the needs of persons with disabilities and to allow for aging in place.

Responsible Agency: City Council

Time Period: As Needed

Funding Source: Housing Developers

Program 41.3: Set aside a portion of the City's CDBG funds each year to developers of special need housing and service providers.

Responsible Agency: City Council

Time Period: Annually

Funding Source: CDBG Funds

Program 41.4: Set aside a portion of the City's Lower-Income Housing Fund for housing projects which accommodate the needs of special housing groups such as for persons with physical, mental, and/or developmental disabilities.

Responsible Agency: City Council

Time Period: Annually

Funding Source: Lower-Income Housing Fund

Program 41.5: Encourage the production of housing for persons with disabilities in infill locations, which are accessible to City services.

Responsible Agency: Housing Division, City Council

Time Period: On-going

Funding Source: Housing Developers

Program 41.6: Encourage the conversion or development of group homes for six persons or less (i.e., community care facilities) in appropriate locations throughout the community.

Responsible Agency: Housing Division, City Council

Time Period: On-going

Funding Source: CDBG Funds, Lower-Income Housing Fund

Program 41.7: Encourage the provision of special-needs housing, such as community care facilities for the elderly, and persons with disabilities in residential and mixed-use areas, especially near transit and other services. The City will provide regulatory incentives such as expedited permit processing in conformance with the Community Care Facilities Act and fee reductions where the development would result in an agreement to provide below-market housing or services. The City will maintain flexibility within the Zoning Ordinance to permit such uses in non-residential zoning districts.

Responsible Agency: Housing Division, City Council

Time Period: On-going

Funding Source: Not Applicable

Program 41.8: Require some units to include Universal Design and visitability features for all new residential projects receiving governmental assistance, including tax credits, land grants, fee waivers, or other financial assistance. Consider requiring some units to include Universal Design and visitability features in all other new residential projects to improve the safety and utility of housing for all people, including home accessibility for people aging in place and for people with disabilities.

Responsible Agency: Housing Division, Housing Commission, Planning Division, Planning Commission, City Council

Time Period: On-going

Funding Source: Not Applicable

Policy 42: Highlight senior citizen housing issues so that the senior population of Pleasanton has access to housing which meets their needs as the population ages.

Policy 43: When considering City funding for housing affordable to low- and very-low-income households, consider the goal of building units affordable to low- and very-low-income households and senior units affordable to low- and very-low income households in proportion to the need of each other.

Environmental Protection

Goal 18A: Support housing that improves and protects environmental quality in the City and the region.

Policy 24A: To reduce commute related vehicular air pollution, give priority for approval to housing proposals that address Pleasanton's unmet need for workforce housing affordable to very low and low income households until a jobs/housing balance is achieved. Maintain a jobs/housing balance through buildout.

Policy 24B: Encourage, support, and give priority to transit oriented/served, mixed use housing proposals within walking distance employment centers that include at least 20% very low, 20% low, and 20% moderate income workforce housing.

Policy 24C: In the absence of transit facilities within 1/4 mile of a proposed mixed use development's center, require the provision of a transit hub as an amenity.

Goal 18: Promote resource conservation and environmental protection for new and existing housing.

Policy 44: Preserve and enhance environmental quality in conjunction with the development of housing, including additions and remodels.

Program 44.1: Implement the applicable housing related air quality, climate change, green building, water conservation, energy conservation, and community character programs of the Pleasanton General Plan, including:

- Policy 6 and programs 6.1 and 6.3 of the Air Quality and Climate Change Element
- Programs 1.5, 1.7, 1.8, 1.12, 1.13, 1.14, and 3.12 of the Water Element
- Program 9.1 of the Community Character Element
- Policies 2,3, 4, 6 and 7 and programs 2.1-2.7, 3.1-3.5, 4.1-4.3, 6.1-6.4, 7.1-7.3, and 7.6 of the Energy Element

Responsible Agency: Planning Division, Planning Commission, City Council

Time Period: On-going

Funding Source: Planning Division Budget

Program 44.2: Explore the potential for utilizing the City's Lower-Income Housing Fund for low-interest loans to support alternative energy usage and/or significant water conservation systems in exchange for securing new and/or existing rental housing units affordable to low- and very-low-income households.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: On-going

Funding Source: Housing Division Budget

City Resolution 10-390—Non-Discrimination

Goal 19: Enhance existing non-discrimination housing policies.

Policy 45: Implement Resolution 10-390, requiring enhancements to existing non-discrimination housing policies.

Program 45.1: Identify the level of need for special needs housing, including housing for low-income-non-senior adults with disabilities, in the community that is not being met in existing housing. The City Council shall consider the appropriate steps to address the identified needs.

Responsible Agency: Housing Division, Human Services Commission, Housing Commission, City Council

Time Period: When Other Programs Are Reviewed, Such as Community Development Block Grant and Home Programs, as Appropriate

Funding Source: Housing Division Budget

Program 45.2: Survey older multi-family residential complexes and consider utilizing the City's Lower-Income Housing Fund, Federal funds, and/or other funds to provide low-interest loans to retrofit existing residential units for the purpose of developing three bedroom rental units affordable to large low- and very-low income households.

Responsible Agency: Housing Division

Time Period: 2011-2014

Funding Source: Housing Division Budget

Program 45.3: The City will coordinate a workshop with non-profit housing developers and owners of sites rezoned to accommodate housing affordable to low- and very-low-income households for the purpose of facilitating discussion regarding potential opportunities, programs, financial support, etc. The City will utilize its Lower-Income Housing Fund, Federal funds, and/or other funds/financial support to assist with the acquisition of a site or to assist with development of a project with three bedroom units affordable to large low- and very-low-income households by a non-profit housing developer.

Responsible Agency: Housing Division, City Council

Time Period: 2011-2012

Funding Source: Housing Division Budget

Program 45.4: As part of the City's Consolidated Annual Performance Evaluation Report approval, or other time deemed appropriate by the City Manager, the City Manager will present a report regarding the City's efforts to fulfill Resolution 10-390, the success of the efforts and the plan and proposals to attract well-designed housing affordable to low- and very-low-income households with children in the future.

Responsible Agency: Housing Division

Time Period: Annually, or Other Time as Deemed Appropriate by the City Manager

Funding Source: Housing Division Budget

Senate Bill (SB) 2

Goal 20: Satisfy the emergency shelter, supportive housing, and transitional housing requirements of SB 2.

Policy 46: Revise the Zoning Title of the Pleasanton Municipal Code to address SB 2.

Program 46.1: Conduct public outreach and revise the Zoning Title of the Pleasanton Municipal Code within one year of the adoption of the Housing Element to accommodate emergency shelters, supportive housing, and transitional housing consistent with SB 2.

Responsible Agency: Housing Division, Housing Commission, Planning Division, Planning Commission, City Council

Time Period: Within One Year of the Adoption of the Housing Element

Funding Source: Housing Division and Planning Division Budgets

SEWER CAPACITY ANALYSIS

PLEASANTON'S ANNUAL WASTEWATER DISCHARGE, 2005 AND 2025

Gallons/day

2005 TOTAL 6,250,000

2025 TOTAL 8,261,706

Maximum Dublin San Ramon Services District (DSRSD) capacity for Pleasanton = 10,300,000 GPD

Pleasanton projections of wastewater treatment needs by 2025:

Single-Family Residential 5,381,235

Multi-Family Residential 709,465

Total Residential 6,090,700 Gallons per day (GPD)

Allotted average wastewater flow of 180 GPD/dwelling unit (LAVWMA) = 33,831 du

Residual unused treatment capacity (10,300,000- 8,261,706 GPD) 2,038,294 = service for 11,323 du

Total wastewater treatment capacity available in 2025

8,128,994 GPD for 45,154 units of new and existing residential development @180 GPD/du

Capacity use by residential = 81%

Commercial and Institutional 1,940,166

Industrial 199,749

Parks 31,091

Capacity use by all others = 19%

TOTAL: 10,300,000 Gallons/ day

RHNA for Pleasanton through the years (Source, ABAG)

1989

<u>TOTAL UNITS ASSIGNED</u>	<u>Very Low</u>	<u>Low</u>	<u>Moderate</u>	<u>Above Moderate</u>
3547	745	497	709	1596
	21%	14%	19%	46%

1999 -2006

<u>TOTAL UNITS ASSIGNED</u>	<u>Very Low</u>	<u>Low</u>	<u>Moderate</u>	<u>Above Moderate</u>
5059	729	455	1239	2636
	14.4%	8.9%	24.5%	52.2%

2007 -2014

<u>TOTAL UNITS ASSIGNED</u>	<u>Very Low</u>	<u>Low</u>	<u>Moderate</u>	<u>Above Moderate</u>
3277	1076	728	720	753
	32.8%	22.2%	22%	23%

To: Housing Element Task Force & Pleasanton City Council

From: Ironwood Homeowners

We, the undersigned homeowners in the Ironwood development, respectfully request that the task force and city council vote to distribute the zoning of high density, low income housing throughout the entire city of Pleasanton and not concentrate an unfair number of units on the east side of town.

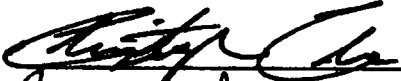
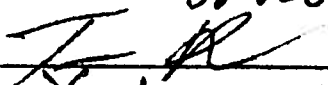
We ask that you establish a holistic general plan for the entire east side before considering the rezoning of these three sites.

The Ironwood development is comprised primarily of high value properties (\$1M – \$1.5M) and remains a desirable area within the city. As part of the approval process, the City Council approved a church property (which houses a temporary tent structure for a minimum of ten years) and senior low income apartments. Our Ironwood homeowners have been responsible for all curbside landscape maintenance along Valley Avenue, the church property, the senior apartments, as well as painting over graffiti on the Kiewit side of the neighborhood wall divider on Busch Rd. We ask that you refrain from placing an addition burden to our community by rezoning the three sites adjacent to our neighborhood to include 40% of the cities allocation of high density low income housing.

We appreciate your thoughtful decision regarding the rezoning of the three east side properties.

Name

Address

	_____
Sandi Sorell	_____
Ben Pancini	_____
Ann Pancini	_____
Huei-Te Kathy Feng	_____
Tom Nho	_____
	_____
Richard Chen	_____

Name

Address

Yunhee Kim ~~Yunhee Kim~~ (Ginn)

Chuan Sun Kyung ~~Chuan Sun Kyung~~

Tracey Simon ~~Tracey Simon~~

Jasmine Vera ~~Jasmine Vera~~

Maria Cristina Garcia

Yourim Lee

STEPHEN NELSON

LINDA WARE

Lokert Ware

Debra Reynoso

Stephanie Maschal

Josephine Tang, Dan Chen

Rahul Deethmukh ~~Rahul Deethmukh~~

Karen Carmichael

Celia Carmichael

Thu Moy

JEFF WICKS

Kristy Wicks

Nisha Mehta

Sri Garikipati 3d

Bill Guthrie

Deanna Guthrie

Simon H. Kwan

Name

Address

Poovalah Ponnappa
MERA MADAPPA.

Hui Yan

Frank Zhang

William Chang

Connie Tsai

CHARLES MASCILO

SUNDAR SUBRAMANIAN

HEMANT. MEHTA

LEENA. MEHTA

BLAIN WOLFINGER

DAVID LEYMAN

NICOLE LEYMAN

JOAN ELIASSEN

Emille Eliassen

Stou M. Bayler

TIMOTHY WONG

LINA WONG

Juy Chin

Chenter Ying

Jason Chan

AJAY TUMMALA/SUSITHA SOMALU

Jim & Mary Tsai

Yunfang Wang

July 7, 2011

Honorable Council Members and Mayor Hosterman,

As you look to make final recommendations on the site selection process we would like to express our views and concerns in regards to site 7.

As you may recall, at the City Council meeting on May 3rd, many members of our community took a strong stand against the rezoning for any high density units on Site 7. At this meeting, members of the council recommended that we talk to the developer and City Staff. We have taken this advice and met with the developer, City Planning Manager and Director of Community Development.

From these meetings we understand that there is strong interest in building on this site and that the developer is willing to consider our concerns. In addition, we better understand that the City does face many challenges and issues in working to meet State requirements while simultaneously working to spread the number of high density units throughout the town. As a result, of these meetings and discussions we feel that many in our community can support a 150 or fewer unit high density development with a remainder of single family homes on site 7.

The following are the key reasons for our request for a 150 or fewer unit project on Site 7:

- 1) Given that this rezoning deviates from the Bernal Specific Plan and the development agreement for this area, we feel that careful consideration needs to be taken in determining the density and total number of units added. We are an established community with a unique look and feel that did not expect to have so many more housing units added to the area. The office building approved for this site was to be a sound barrier and would not have resulted in the impact that additional housing will have. This change to the development agreement for Site 7, presents the challenge of adding a project that is cohesive with the area. The new project should not look as though it simply does not "fit in" with the surrounding area.

Currently, the area consists of the following:

- 100 unit Kensington Apartment complex at 20 units per acre density on 5 acres, predominately consisting of 2 story structures
- 111 single family homes surrounding the Kensington Apartments
- A new Safeway center, with 3.5 acres of physical structures no more than 2 stories in height and 9.5 acres of parking and landscaping (allowing for an open air feeling)
- Detention pond and Bernal Sports Park

The new addition would need to be one that works in the neighborhood. Given the low mass/low density nature of our neighborhood we feel a 279 unit/ 10 acre (currently proposed 7 acres at 30 units density and 3 acres at 23 units per acre) project would not fit into our neighborhood. Seeing that the Kensington apartment complex and the single family homes

surrounding the complex works well, we feel that a project similar in mass and total units would be the best fit.

- 2) There are already 708 existing high density units within a mile of this area. 508 general units and 200 senior units. The area already provides for high density housing. Please see attached map for details on the location and units per project.

- 3) There are 100 high density units directly across the street from Site 7 and 111 existing single family homes. With an additional 279 high density units and 88 single family homes, there would be 379 high density units and 199 homes. The number of high density units would outnumber the single family homes by approximately 2 to 1. Allowing for a greater balance between these various types of housing would be more viable. 150 new high density units would result in a total of 250 high density units and 216 single family homes.... A much better balance.

In conclusion, we feel that we can support a 150 or fewer unit high density project with the remaining acres being single family homes on Site 7.

Thank you for your consideration.

Sincerely,

Concerned Neighbors of Site 7

Enclosure

Map of existing High Density Housing within 1 mile of site 7.



Existing High Density outlined in Red:

- Civic Square 262 units
- Kensington 100 units
- Promenade 146 units
- Ridgeview 200 units
- Total: 708 units**

Janice Stern

From: Bette Hall [mailto:pyrs@comcast.net]
Sent: 2011-07-09 2:48 PM
To: Janice Stern
Subject: PGPA-17

I wish to register my strong complaint against site 19 (corner of Sunol Blvd. & Sonoma Drive) for the proposed use. Sonoma Drive already has a problem with business parking, customers as well as employees. Many times there are trucks belonging to businesses that sit parked for days advertising their businesses. Trying to drive out onto Sunol is a hazard under today's circumstances. The current apartment residents use Sonoma Drive for extra vehicle parking. The business parking lots are virtually empty as the street is apparently more convenient. Adding another apartment on that corner is only going to add to the problem as there is no way to enforce using a dedicated parking lot.

Bette Hall
[REDACTED], Pleasanton

Click
<https://www.mailcontrol.com/sr/c09P0HZiVNnTndxI!oX7UnqIHF!Df9sdTpTk1NB4rYENN3uWcsnngz60dYsLMkVkzRA3KNoAGxMjYo47nA1+0g==> to report this email as spam.

Janice Stern

From: Helen Brubeck [mailto:hbrubeck@pleasanton.com]
Sent: 2011-07-09 6:09 PM
To: Janice Stern
Subject: Comment re: re-zoning for multi-unit housing

Ms. Stern,

As residents of the Ironwood community at Busch & Valley in Pleasanton, my husband and I would like to comment on the proposed PGPA-17 authorization to re-zone for multi-unit housing.

The Ironwood community already includes multi-unit, low-income housing, which was part of the plan for the entire community. However, we are afraid that adding further multi-unit housing on Busch Rd. would add to significant traffic problems. Valley Ave. is already extremely crowded during rush hour (seeing as many people from Livermore use this as an alternate to 580) and we have a difficult time entering or exiting Busch Rd. during those hours. More multi-unit housing would significantly increase this traffic problem, which would result in increased hassles for us the residents who already live in this area, not to mention a drop in our property values (which have already taken a significant hit due to the current economic conditions).

However, if the new units were located at Site 8, or better yet, Site 6, the traffic would be split. Some of these new residents would travel to Valley Ave. during rush hour, but others would be travelling along Stanley Blvd. This seems to be a more equitable allocation of traffic, and does not put undue stress along one major artery. Therefore, as local residents, my husband and I support choosing Site 6 or 8 as the future site of multi-unit housing.

Thank you for listening to our concerns.

David & Helen Brubeck
[REDACTED]
Pleasanton, CA
94566

Click [here](#) to report this email as spam.

Janice Stern

From: Debra Donald [mailto:ddonald@redacted]
Sent: 2011-07-09 7:44 PM
To: Janice Stern
Subject: PGPA-17

Importance: High

As a resident on First Street I object, in the strongest possible terms, to your plan to use Site 17 for high density housing.

Traffic and parking are both monumental issues for us. The opening of the Firehouse Art Center has increased the problem. We also have to deal with the farmer's market and Friday concert parking issues. It is beyond just foolish to put high density housing on Site 17 as there are already so many issues in the immediate area.

I will appreciate your comments and a reply to indicate that you received my objection to Site 17.

Thank you,

Debbie Donald

redacted
123 First Street

Click [here](#) to report this email as spam.

Janice Stern

From: Bill Buecker [redacted]
Sent: 2011-07-10 11:38 AM
To: Janice Stern
Subject: Fwd: PGPA-17

Janice,
I am forwarding to you an earlier e-mail I sent to you regarding PGPA-17.
If the earlier e-mail didn't make it clear we are not in support of the re-zoning effort to make these sections multi-family housing.
If these do get rezoned, we certainly do not want any of the units to be section 8 housing.
We did not receive a response from you regarding the earlier e-mail.
Our concerns regarding traffic still stand - nothing has been done to mitigate the volume of traffic being carried on Valley Ave.

Bill and RoseMarie Buecker

Begin forwarded message:

From: Bill Buecker <[redacted]>
Date: June 15, 2011 10:55:30 AM PDT
To: jstern@ci.pleasanton.ca.us
Bcc: Buecker Bill <[redacted]>
Subject: PGPA-17

Rezoning PGPA-17

Janice,
We received the Planning Commission notice of public hearing regarding rezoning of sites 6, 8, 11, and 14 to multi-family housing.
We assume this to mean that these sites are planned for apartment dwelling.
Does this mean 'low income' sites as well? High end or low end apartments?
How many of these 'apartments' are there going to be - per site?
For those sites, 8 - 11- 14, that encompass Valley/Busch Road and Bernal, what will happen to the increased traffic on Valley Ave? What is going to be done to Valley to handle this increase in traffic?
We happen to back up on Valley at Quarry and the traffic at this time is unbearable. The sound level has been increasing with little done to abate the noise.
What Pleasanton doesn't need is more apartment dwellings especially at this end of town. If apartments are needed put them in the Hacienda Business Park.

Bill and RoseMarie Buecker



PAUL E. WHITE
Director of Real Estate
(402) 271-2809 (402) 271-2830 fax
paul.white@kiewit.com

July 8, 2011

Honorable Mayor and City Council Members
c/o City Clerk
City of Pleasanton
123 Main Street
Pleasanton, CA 94566

RE: Request to Maintain 10 Acre Recommendation for Kiewit Property, Site 11

Dear Honorable Mayor and City Council Members:

Kiewit Infrastructure Co. would like to confirm its desire to have a 10 acre portion of our 50 acre property located at Valley Avenue and Busch Road designated to be rezoned to accommodate high density multifamily development to help meet the City's share of the regional housing need. Kiewit has owned this property and operated a business in the City of Pleasanton for over forty years. We look forward to working with the City and the community to create a quality development on the property.

As one of the larger properties under consideration, almost 50 acres, the Kiewit property represents an opportunity to create an attractive mixed-use development which allows for the proposed high density housing to be complemented by a comprehensive land plan on the entire property. The site's location at the corner of Valley Avenue and Busch Road is a major strength for a high quality multi-family community as it provides an excellent focal point which will provide the visibility required for the successful lease-up of such projects. When reviewing the current surrounding land uses, it can be seen that as you move south down Valley Avenue from Santa Rita, you transition from predominantly detached single family homes into the senior apartments at the Ironwood community just to the north of this site. A high density residential neighborhood on our site will provide a complimenting transitional land use with the existing senior housing and other adjacent land uses.

We have created an exhibit to illustrate what a 10 acre portion of the property located at the northwest corner represents so that you can visualize how the ten acres fits within the context of the overall fifty acre site. See attached Exhibit 1. The site could be developed after completing the normal planning and environmental process as it has all utilities readily available and does not have any known material environmental issues.

By allocating the proposed ten acres to the Kiewit property, you will be providing an opportunity for higher density housing in an area that currently has little of this type

RECEIVED

JUL 11 2011

CITY OF PLEASANTON
PLANNING DIVISION

of housing. As part of a larger mixed-use community it will be able to provide more of the elements of a desirable living environment than some of the other proposed sites.

Concentration of Higher Density Communities

As the Housing Element Task Force (HETF) evaluated the numerous potential housing sites throughout town during the past several months, a consistent goal was to try to spread the allocation of units throughout town. There has been some concern raised by neighbors that by allocating the proposed units to Sites 11 (Kiewit), 14 (Legacy), and 8 (Auf de Maur), there would be an over-allocation in this area of town. One of the task force members requested that staff provide a map indicating where existing higher density properties are located so these could be considered in the overall distribution of higher density housing. See Exhibit 2.

This exhibit illustrates the existing projects combined with the properties proposed by the HETF to receive rezoning and shows that the east side of Pleasanton does not currently have a fair share of high density housing. Reviewing the northeast area of the city, bordered by Santa Rita Road to the west, Stanley Boulevard to the south, I-580 to the north and the City boundary to the east, one sees that there is only ONE (1) community located within this entire area with attached higher density housing as indicated in the light blue on the exhibit.

It is important to recognize that the current General Plan High Density Residential designation is only 8+ du/acre with a holding capacity of 15 du/acre and that the other sites designated as "GP Landuse: High Density Residential" on the map are predominantly developed at a lower range density. Attached is an exhibit that plots the sites within this northeast section on a Google Earth map, see Exhibit 3. This exhibit helps illustrate that by designating ten acres of our site as high density residential it will actually help distribute high density housing fairly throughout the City.

Traffic Concerns

An additional issue raised by some community members has been the potential traffic impact of zoning Sites 11, 14, and 8 with the proposed number of units. However, the City's traffic engineer, Mr. Tassano, has indicated that even if all the proposed sites are rezoned, none of the intersections are pushed beyond the LOS D level. It is important to note that these calculations are done using the General Plan holding capacity on the sites which includes 75,000 sf of retail and 500,000 sf of industrial/R&D on the Kiewit property and 75,000 sf of retail and 370,000 sf of industrial/R&D on Site 14. Also, the signal at Busch and Valley is only at LOS B. Thus, traffic should not be an impediment in rezoning the Kiewit property.

Also, the Kiewit site is, and has been zoned as industrial use and has supported an ongoing traffic-generating business operation for over 40 years. Therefore, the Kiewit site will not necessarily be additive to traffic as it will be replacing existing traffic-generating uses.

Summary

While the proposed ten acres could be developed now for all the supporting reasons provided above, the HETF has indicated a desire for an agreement that if a portion of the Kiewit Property is rezoned to 30 dwelling units per acre that construction on any project would not begin until the East Side Specific Plan (ESSP) is complete. However, the HETF agreed that the ESSP should be processed concurrently and begin by first quarter 2012 and be completed by second quarter 2013, otherwise the right to develop would be implemented. This timeframe is incorporated as part of their recommendation and the Planning Commission subsequently also supported this condition. We are agreeable to this timeframe. This condition should also assist the City in obtaining the support of HUD for the site as it will show that the site would be able to be developed within the planning horizon of 2014.

We respectfully request that the City Council maintain the recommendation for 10 acres of the Kiewit site to be rezoned to high density residential for all of the reasons explained herein. Our representative, Patrick Costanzo, will be in attendance at the meeting on July 19th and available to discuss the benefits of our site and answer any questions. Feel free to contact Pat at 408-888-4224 if you have any questions prior to the meeting.

We look forward to working with you and the community to provide a quality development on our property.

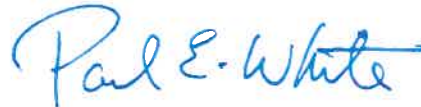
Thank you for your consideration.

KIEWIT INFRASTRUCTURE CO.



Tim Jeffrey
Real Estate Manager

KIEWIT INFRASTRUCTURE CO.



Paul E. White
Director of Real Estate

Attachments

- c: Patrick Costanzo, Jr., PCJ Real Estate Advisors, LLC (w/attachments)
- Brian Dolan - City of Pleasanton (w/attachments)
- Nelson Fialho - City of Pleasanton (w/attachments)
- Janice Stern - City of Pleasanton (w/attachments)

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Exhibit 1

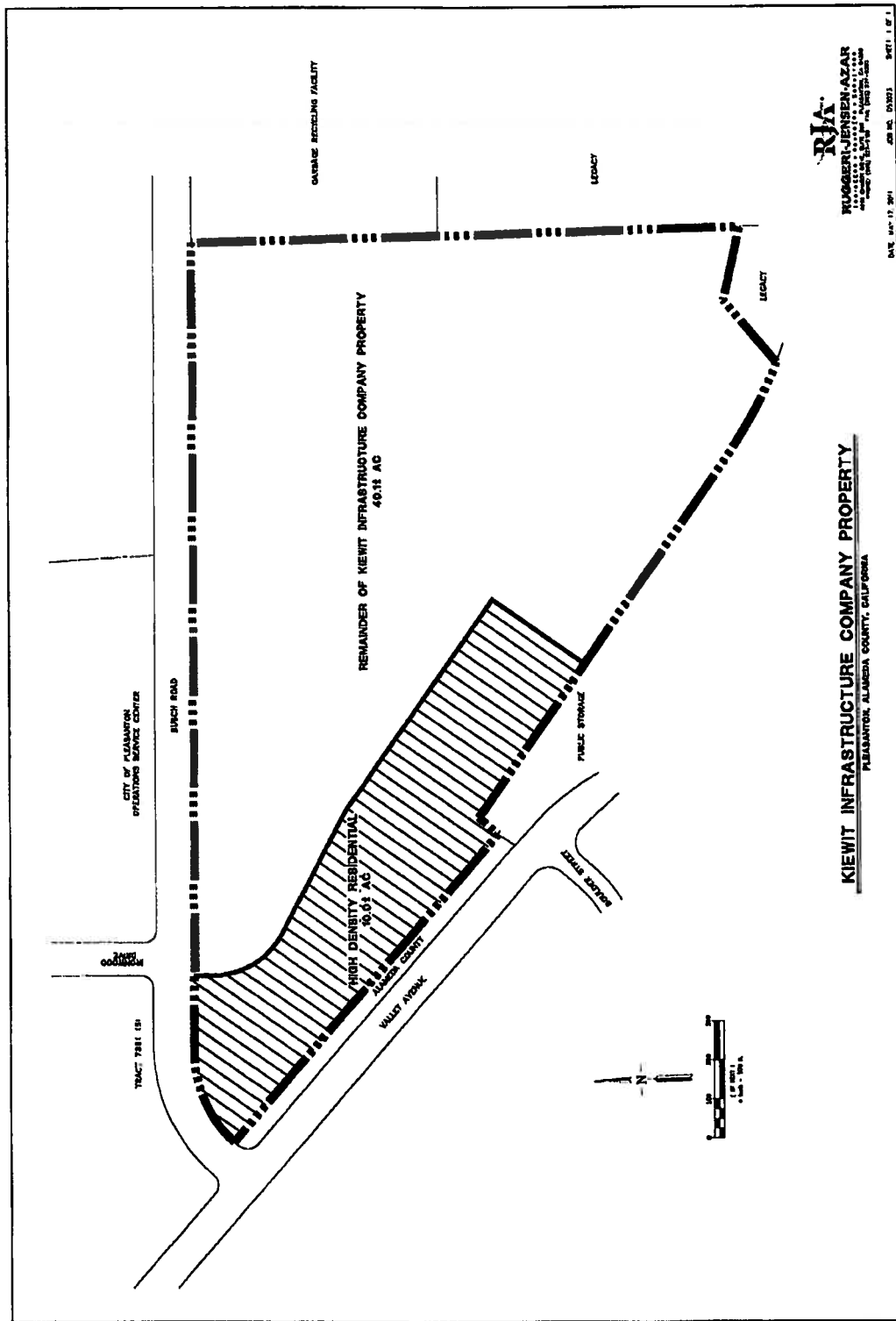


Exhibit 2

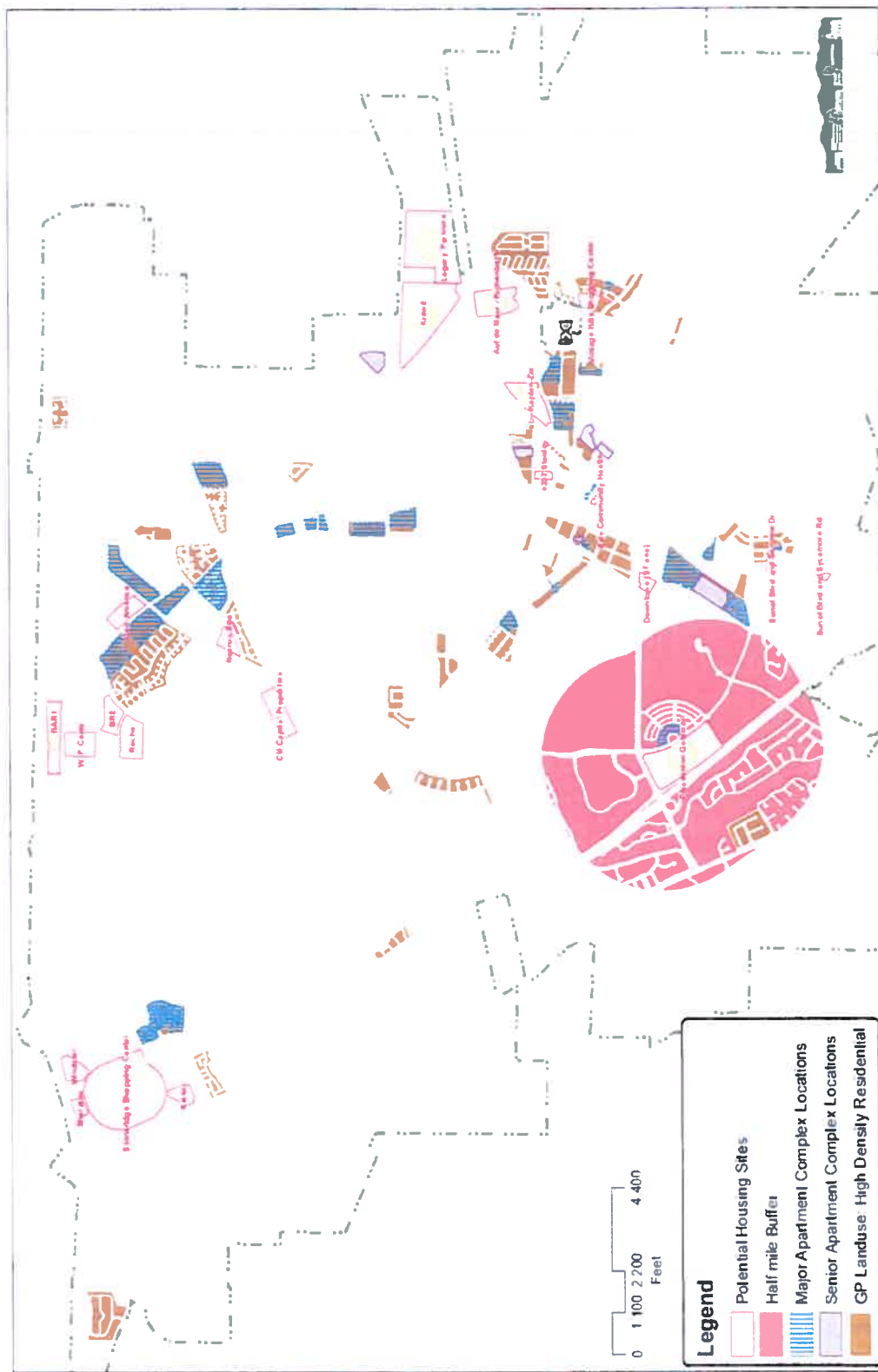


Exhibit 3



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