

Preliminary Draft  
**HOUSING ELEMENT**

Chapter 4 of the City of Pleasanton General Plan



Prepared July 2011

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**For more information** and to stay informed, please visit the City's webpage at [www.ci.pleasanton.ca.us](http://www.ci.pleasanton.ca.us) and click on the link labeled Housing Element Task Force. You can call or email Janice Stern at (925) 931-5606 or [jsstern@ci.pleasanton.ca.us](mailto:jsstern@ci.pleasanton.ca.us) if you should have any specific comments or suggestions.

## 4. HOUSING ELEMENT

### PURPOSE

During the past two decades, Pleasanton has experienced a diverse pattern of growth including substantial new residential, commercial, office, and industrial development. As a small suburban city, Pleasanton has developed a reputation as a desirable place in which to live and work, with an excellent school system, fine parks and recreational facilities, a traditional downtown area, and a low crime rate.



The Promenade Apartments located near Downtown

As in other Bay Area communities, providing housing, especially affordable housing, has become a major issue in Pleasanton. The shortage of affordable housing particularly affects lower-income renters and first-time homebuyers, including those residents who have grown up in Pleasanton and would like to establish their own households here. The City has always tried to grow in a balanced manner, providing a variety of land uses, jobs as well as residences, and sufficient public facilities, services, and infrastructure to

accommodate its residents and workers. The City has also been active in promoting housing affordability through its support of non-profit providers, creation of housing programs, and participation in and approval of subsidized residential developments. Pleasanton's challenge over the next five years is to continue providing housing affordable to all segments of the community, to preserve the quality of the housing stock, to maintain a balance between employment and housing, and to continue to grow at a rate which allows its public facilities, services, and infrastructure to accommodate its residents, workers, and visitors to the community.

The Housing Element proposes solutions to the housing needs and problems facing the community — while at the same time ensuring that new housing will “fit-in” with Pleasanton's character and appearance, its sense of community, its environmental qualities and resources, and its historic heritage. Overall, the City is committed to working with other agencies and non-profit organizations to maximize affordable housing opportunities, and to ensure a fit of new housing with Pleasanton's long-standing commitment to maintain and enhance the high quality of its residential neighborhoods, commercial areas and its Downtown.

All California cities and counties are required to have a Housing Element included in their General Plan which establishes housing objectives, policies and programs in response to community housing conditions and needs. The Housing Element is a comprehensive statement by the community of its current and future housing needs and proposed actions to facilitate the provision of housing to meet those needs at all income levels. The policies contained in this Housing Element are an expression of the statewide housing goal of "attaining decent housing and a suitable living environment for every California family," as well as a reflection of the unique concerns of the community.

This Housing Element focuses on the 2007-2014 planning period, consistent with the City's Regional Housing Needs Allocation (RHNA) and State law requirements. It builds upon the goals, policies and implementing programs contained in the City's 2003 Housing Element, and contains an updated analysis of existing and projected housing needs, identification of sites for future housing development, in particular, high density housing, a review of potential constraints to housing, identification of adequate sites for all types of housing, and updated policies and implementing programs and objectives to address the existing and projected needs of all economic segments of the community.

## **PUBLIC PARTICIPATION**

In October 2010, the City Council appointed an 11-member Housing Element Update Task Force comprised of two Council members, two Planning Commissioners, two Housing Commissioners, and five at-large members. The Task force met monthly beginning in November 2010. Each Task Force meeting was open to the public for public comments and materials for the Housing Element update have been posted on the City's website.

In addition to Task Force meetings, the process has included outreach to housing experts and representatives of organizations providing services and affordable housing to special needs groups in Pleasanton. Separate meetings were held with non-profit housing developers, housing service providers, and for-profit housing developers to obtain ideas and recommendations for the City's Housing Element. The Task Force and City staff also hosted three community workshops to get comments on identifying potential sites for housing and to obtain other ideas for the Housing Element Update.



Workshops conducted for the Housing Element

Extensive outreach for the Housing Element update has been done to all economic segments of the community. The Pleasanton community was provided advanced information about the community workshops in a variety of ways: the City mailed over 7,000 flyers to owners and occupants of property within 1,000 feet of each potential site for rezoning; a front page article on the Housing Element with information about the workshops was included in "Pleasanton Today," which is delivered inside the Pleasanton Weekly to about 14,500 Pleasanton households; the Pleasanton Weekly and The Valley Times of March 4, 2011 also included information about the workshops; and, information about the workshops was posted on the City's website.

Based on the sign-in sheets, approximately 260 people attended the three workshops. Summaries of all Task Force meetings, the housing expert meetings, and the community workshops were prepared and are available on the City's website. In addition, review and direction has been provided at publicly noticed meetings conducted by the City's Housing Commission, Planning Commission and City Council.

The community workshops were all organized in the same manner and with the same agenda. Workshop “stations” were set-up so that participants could spend as much time as desired to provide comments and ideas. Handout materials included a Housing Element Workshop Workbook with background information on the Housing Element, housing needs, and potential housing sites. The Workbook also included a tear-off comment sheet.

## KEY FINDINGS OF THE BACKGROUND ANALYSIS

### CONSISTENCY WITH OTHER GENERAL PLAN ELEMENTS

Policies and programs established throughout the General Plan affect housing development in Pleasanton. The 2003 Housing Element contained several policies and programs which were later incorporated in part or full in the 2009 General Plan in other General Plan Elements. Policies and programs in the 2003 Housing Element which were the same or substantially similar to policies and programs in the 2009 General Plan have been removed from the 2007-2014 Housing Element. To provide for consistency, a program has also been added to the 2007-2014 Housing Element stating the following:

- 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;

and, 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.

All General Plan amendments needed to accommodate the City’s full regional housing needs allocation (RHNA) for the fourth Housing Element revision planning period, as assigned to the City by the Association of Bay Area Governments (ABAG) in or about May 2008, either occurred prior to or concurrently with the adoption of this Housing Element update.

### QUANTIFIED HOUSING OBJECTIVES

State law requires the Housing Element to include quantified objectives for the maximum number of units that can be constructed, rehabilitated or conserved. Policies and programs establish the strategies to achieve these objectives. The City’s quantified objectives are described under each program, and represent the City’s best effort in implementing each of the programs. Assumptions are based on past program performance and funding availability, construction trends, land availability, and future programs that will enhance program effectiveness and achieve full implementation of the City’s housing goals.

The new construction objectives shown in the table are based on ABAG Projections 2007 through 2014, the City’s RHNA for the 2007-2014 planning period for very-low, low- and moderate-income housing, historic trends, and expectations for new second units. Rehabilitation and conservation objectives are based on specific program targets, including such programs as use of Section 8 rental housing vouchers.

The table below summarizes the City’s quantified objectives for

housing during the 2007-2014 planning period.

**[Insert Table]**

## HOUSING GOALS, POLICIES AND PROGRAMS

The Housing Element's intent with respect to housing needs in Pleasanton is expressed in two ways. The first is in the form of a goals and objectives sought by the community. A goal is the ideal we strive for — or the desired state of things. State law requires that the City's housing objectives establish the maximum number of housing units that can be constructed, rehabilitated or conserved between the years 2007 and 2014.

The second, and more specific aspects of the Housing Element, are policy statements and implementation programs. These describe the way citizens, local government, and other involved agencies or organizations can achieve objectives, and move closer to the City's goals. Policies establish a recognized community position on a particular subject. Programs are more detailed actions that the City, or other specific entities, will implement to ensure the attainment of the Housing Element's goal and objectives.

The following goals, policies, and programs will guide the City over the 2007-2014 Housing Element planning period. By identifying the responsible agency, time period, objective, and funding source, the following programs constitute the required quantifiable objectives for the Housing Element.

Policies and programs apply to all goals within the applicable section.

## 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.

**Goal 2:** Encourage 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:** At a minimum, maintain the amount of high-density residential acreage 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 mobile homes and factory-built housing on appropriately located sites.

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 which are 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 favorable consideration for approval for proposed developments which provide very-low- and low-income units that meet the requirements of the Inclusionary Zoning Ordinance, as long as all other City development standards are met.

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 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 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 market-rate moderate-income ownership housing and assisted ownership housing affordable to low- and very-low-income households.**

Policy 7: Encourage at least 50 percent of multiple-family housing units to be rental apartments.

Program 7.1: Monitor new multiple-family residential development proposals with respect to housing tenure to ensure that 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 apartment units to condominiums if the percentage of multiple-family units available for rent, city-wide, is below 50 percent.

Responsible Agency: City Council  
Time Period: As Needed  
Funding Source: Not Applicable

Program 8.3: 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

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

*Housing Affordability*

**Goal 5: 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.**

**Goal 6: Promote the production of housing affordable to low- and very-low-income households by actively working with and creating incentives for non-profit housing developers.**

Policy 9: 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 the rate of 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 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 of 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 11: Strive toward meeting 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 occupants 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, restricted 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 organizations 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 housing proposals affordable to low- and very-low-income households and use available City programs and incentives so as to promote and facilitate housing affordability for low- and very-low-income households.**

**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

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

Program 14.7: Assess future sewer infrastructure needs, including sewer infrastructure upgrades and facilities to accommodate future RHNA cycles in the region.

Responsible Agency: Operation Services Department, Housing Division, City Council

Time Period: 2011-2012

Funding Source: Operation Services Department Budget

Program 14.8: Work with non-profit and for-profit 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.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: Housing Division Budget

Program 14.9: As required by State law, the City will review the status of Housing Element programs by April of each year, beginning April 2011. The review will cover the status of implementing actions, accomplishments, and a review of housing sites identified in the Housing Element. In particular, the annual review will cover development assumptions and actual development activity on sites by assessing projected development potential compared to actual development approval and construction. This will also include residential units anticipated on mixed use zoned sites. The intent of the annual review is to maintain adequate sites during the Housing Element planning period.

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

Council

Time Period: On-going

Funding Source: Housing Division Budget

Policy 15: Educate the public regarding the community, environmental, and economic benefits of Pleasanton's affordable housing program.

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: 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: Monitor the results of the Inclusionary Zoning Ordinance 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 is not producing sufficient housing affordable to low- and very-low-income households, consider modifying the Ordinance so that it can better achieve that objective.

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, and consider changing the basis of the fee to reflect the true cost of providing housing.

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

Funding Source: Lower-Income Housing Fund

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 and joint for-profit housing developments by offering incentives. Non-profit and joint for-profit housing developers of housing affordable to moderate-, low- and very-low-income households 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: Housing developments with at least 25 percent of all units affordable to very-low- and/or low-income households in perpetuity shall be considered to have the second highest priority in terms of 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 growth in an orderly fashion while enabling Pleasanton to meet its housing needs.**

**Goal 12: Retain flexibility in the growth management process in order to accommodate housing affordability.**

Policy 28: Retain flexibility in the growth management process in order to accommodate housing affordability.

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 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 37: 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 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

Program 45.5: The City of Pleasanton will work in good faith with the property owners of East Pleasanton Specific Plan area through the specific plan process to incorporate and secure property for development of a family-housing community (approximately 150 units or greater in size) affordable to very-low- and low-income households by a non-profit housing developer.

Responsible Agency: Housing Division, Planning Division

Time Period: 2011-2014

Funding Source: Housing Division and Planning Division Budgets

*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