



Appendix E

Summary of Housing Experts Meetings

SUMMARY OF HOUSING EXPERTS MEETINGS

Meetings with Housing Experts¹

Thursday, January 20, 2011
Pleasanton City Hall Conference Room
200 Old Bernal Avenue

Affordable Housing Advocates and Developers

1:00 pm – 2:30 pm

Affordable Housing Service Providers

3:00 pm – 4:30 pm

For Profit Housing Developers

5:00 pm – 6:30 pm

Participants

Affordable Housing Advocates and Developers in Attendance

Laurie Moffet-Fehlberg, Dahlin Group Architecture and Planning*
Reverend Bob Slack, Pleasanton Evangelical Free Church
Jon Harvey, Greenbelt Alliance
John Chapman, Greenbelt Alliance
Millie Seibel, Tri-Valley Housing Opportunity Center
Kile Morgan, Ponderosa Homes
Dave Keddo, ABHOW (American Baptist Homes of the West)
Jonathan Emami, ROEM Development
Ben Helber, Habitat for Humanity
Karl Lauff, Satellite Housing
Jessica Lehman, Community Resources for Independent Living (CRIL)
Carmen Rivera-Hendrickson, Disable Action Network /CRIL*
Jane Lewis, Disable Action Network /CRIL

¹ An asterisk (*) notes people attending more than one meeting

Becky Dennis, Citizens for a Caring Community*
Woody Karp, Eden Housing
Jenny Wyant, Habitat for Humanity (East Bay)
Peter Cohen, East Bay Housing Organizations
Julie Testa, REACH*
Mike Serpa, MAS Consulting*
Ivan Hendren, ROEM Development
Pam Hardy, Ponderosa Homes

Affordable Housing Service Providers in Attendance

Mike Serpa, MAS Consulting*
Julie Testa, REACH*
Carmen Rivera-Hendrickson, Disable Action Network (CRIL)*
Becky Dennis, Citizens for a Caring Community*
Mark Sweeney, Pleasanton Gateway Parcel #12*
Angela Ramirez Holmes, Consultant, Greenbriar Homes*
Scott Trobbe, Pleasanton Gateway*

For Profit Housing Developers in Attendance

Angela Ramirez Holmes, Consultant, Greenbriar Homes*
Mike Serpa, MAS Consulting*
Laurie Moffet-Fehlberg, Dahlin Group Architecture and Planning*
Brad Durga, Arcadia Communities
Scott Trobbe, Pleasanton Gateway*
Becky Dennis, Citizens for a Caring Community*
Mark Sweeney, Pleasanton Gateway Parcel #12*
Marty Inderbitzen, Attorney
Steve Reilly, Land Advisors Organization
Steve Dunn, Legacy Partners
Jeff Schroeder, Ponderosa Homes
Jay Snover, Embarcadero Capital Partners
Bridget Metz, Legacy Partners

Housing Task Force Members

Stacy Borsody
Jennifer Pearce

Staff and Consultant Present

Janice Stern, Planning Manager
Jeffery Baird, Baird + Driskell Community Planning

Meeting Purpose and Agenda



Three work sessions were scheduled on the afternoon of January 20, 2011 with various experts in the field of housing to get their ideas on possible strategies the City of Pleasanton can use to be more effective in meeting housing needs. The basic agenda for each meeting was the same. To start, City staff and consultant provided a brief overview of the City's Housing Element and the update process. Then, discussion was held on housing strategies (policies or implementing actions) the City may want to use to more

effectively meet its housing needs. Topics included possible criteria for identifying potential sites for housing, as well as feedback on sites currently being considered for higher density housing.

The City's consultant on the housing element, Jeffery Baird, facilitated the meetings and recorded participant comments on a large wall-graphic. Copies of the wall-graphics are included at the end of this document. In addition, a comment sheet was provided ahead of time for participants to write down their comments and suggestions for the City to consider in the update process. Participants were given until January 25, 2011 to return their comment sheets. The comment sheet helps supplement the record of comments at the meeting itself.

Background

Background on Potential Housing Sites and Criteria



The City is in the process of selecting appropriate housing sites for housing at more than 30 units per acre. These sites also have the potential to provide below market rate affordable housing. A map of potential housing sites was provided at the meetings. City staff and the City's Housing Element Update Task Force have also developed criteria to evaluate potential housing sites (also included in the packet sent out to participants). Below are the questions posed at the meetings on potential housing sites and criteria:

- A. Are there any additional criteria the City should consider? Any modifications to the criteria that you could suggest? Do you consider any of the criteria particularly important in selecting appropriate sites for higher density housing or for below market rate affordable housing?
- B. Are there particular sites you think are most suitable for higher density housing or below market rate affordable housing? Are there any potential housing sites that are not identified?
- C. Are there appropriate types, designs and locations or other factors related to successful housing that should be considered in Pleasanton to address housing needs?

Background on Other Housing Element Issues

The City's Housing Element will address other issues, such as (1) housing for special needs groups (seniors, persons living with disabilities, homeless, etc.), (2) the role of the City in implementing the Housing Element, (3) City regulations, procedures and requirements for housing development, etc. Below are the questions posed at the meetings on other Housing Element issues:

- D. What actions can the City take to achieve our goals for housing in Pleasanton?
- E. Are there any other factors or items related to the City's Housing Element Update that should be considered?

Summary of Comments on Housing Sites Criteria

Affordable Housing Advocates and Developers

- (1) Determine whether the site is encumbered by existing uses.
- (2) Will there be neighborhood acceptance?
- (3) Can the project developer work with the neighbors?
- (4) Does it fit with the community fabric?
- (5) What are the traffic impacts?
- (6) Address potential impacts on overcrowded schools.
- (7) As much as possible, distribute higher density housing and affordable housing throughout the community.
- (8) Make sure projects can achieve higher scoring for funding subsidies. For example, the closer a project is to an amenity the higher the score.
- (9) Successful integration of uses, especially on larger sites.
- (10) Blended projects with a range of densities and affordability levels will be more successful in creating a neighborhood.

- (11) Desirability of the project for the new tenant.
- (12) One quarter of a mile to services and amenities works better than one half of a mile distance.
- (13) Address toxic air quality standards.
- (14) Remove criteria related to fiscal impact.
- (15) Evaluate large catalyst sites that could be the impetus for transit infrastructure investments and or mixed use development nodes.
- (16) Recognize the importance of neighborhood scale proximity to services, such as sites within ¼ mile distance rather than the ½ mile.
- (17) The desires of future tenants should be considered. Homes be built in an existing neighborhood, rather than in an empty commercial site, are more desirable.
- (18) A criteria should be crafted to include nearby parks for the tenant families to use.
- (19) There would be non-profit organizations within walking distance that could serve new tenants with helpful programs like youth programs; latch key kid supervision; free family activities and even assistance.
- (20) The nature of funding for affordable housing is very site-specific, and primary available funding sources typically involve a competitive scoring process that includes points for proximity to transit and other amenities. In order to facilitate development of affordable housing, it may be useful to include a 'sub-inventory' of sites specifically tailored to meet these requirements.
- (21) The city should work specifically with affordable housing developers to match selection criteria to the criteria specified by public-sector funders of affordable housing.

Affordable Housing Service Providers

- (1) Address location factors important for persons with special needs. These would include transit, services, walkability, buses, paratransit, no stairs, and safe and friendly neighborhoods.
- (2) Provide preference considerations for local (Pleasanton) or Tri-Valley residents and local workers.
- (3) Address grant formula requirements, such as the use of Project-Based Section 8 rental housing vouchers.
- (4) Consider that our schools are full. Coordinate with the schools to create more space.
- (5) Housing sites should be near transportation, such as ¼ mile from B.A.R.T. or bus. It may be difficult for people with disabilities and seniors to walk more than ¼ mile, especially in bad weather. The same is true for services being located within ¼ mile walking distance for residents.

For Profit Housing Developers

- (1) Exposure of the project for potential residents helps with marketing for rentals.
- (2) Proximity to services and amenities.
- (3) The shape of the parcel and whether it is easy to develop or has site shape constraints.

- (4) Financial feasibility.
- (5) Community buy-in. For example, address traffic impacts and school impacts.
- (6) Topography.
- (7) Availability of on-and off-site infrastructure and the availability and capacity of regional infrastructure.
- (8) Whether the site is vacant or under-utilized and whether it is developable.
- (9) Neighborhood acceptance may relate to changes from what the community perceives as the accepted land use and the new land use envisioned.
- (10) It does not make sense for projects to have no financial impact on the City There will be a financial impacts of infill, some positive, some negative. Pleasanton needs to find a way to get infill built, to meet its regional housing allocation and hopefully with lessons learned from the past the City will be successful.
- (11) Design guidelines would be conditions set forth during the PD process.
- (12) Locations which provide visibility an suitable topography.
- (13) Mixed use development potential.
- (14) Larger undeveloped sites can provide better planned mixed-use development with desired densities.
- (15) Site development financial feasibility.
- (16) Meet minimum lot size.
- (17) Percent of possibility that site should or could be used for housing.
- (18) Site use in relationship to tax base.
- (19) Potential of mixed-use, housing with retail.
- (20) Potential and percent of market and affordable housing mix.
- (21) Orientation for renewable energy, including solar and wind.

Summary of Comments on Potential Housing Sites

Affordable Housing Advocates and Developers

- (1) Look at the public area between sites 10 and 12, the Bernal property.
- (2) Sites near 580 and sites that have access to transit are good.
- (3) Sites #12, #19 and #22 are large enough to get a wheels line. Although, we should recognize there is reduced funding for transit. Location near the new Safeway is also beneficial.
- (4) Encourage density and density flexibility on sites.
- (5) Define the length of affordable ownership.
- (6) Provide a range of densities on sites.
- (7) Look at potential sites and or near to downtown.
- (8) Recognize that 30 to 40 units per acre require podium construction which adds to costs for construction.

- (9) Consider an additional tier of potential sites for affordable housing at 20 to 30 units per acre as suitable for smaller-scale typology such as a Habitat for Humanity project.
- (10) The church property at 6900 Valley Trails should be considered for High and Medium density housing (request of the property owner). The site is easy access to B.A.R.T., with 15 minutes headway on transit line, 30 minutes headway, and adjacent to street (valley Trails Drive) which connects to a bike route (off Valley Trails and Haleakala CT). The church is in walking distance of future housing, and it could be expanded to included any non-profits or organizations that provide free services to all.
- (11) For the development of housing generally and affordable housing specifically, it would be helpful if possible to identify a number of “fast-track” sites selected to minimize potential impact on neighbors and speed the entitlement process (e.g. infill sites in the largely commercial I-580 corridor), or at least give similar criteria a role in scoring these sites. These sites should be smaller ones where a nonprofit developer could access a primary source of Federal funding (e.g. Low-Income Housing Tax Credits). These sites could be identified by ‘scoring’ them against the criteria mentioned in point A above. Utilizing this strategy could also facilitate the adoption of an affordable housing overlay zone or a change to the city code that allows the transfer of development rights for subsidy (i.e. the affordable development would sell its units for use against another market-rate developer’s inclusionary requirement).

Affordable Housing Service Providers

- (1) Recognize that a very low income project requires that it be stand-alone project.
- (2) Affordable units should be scattered in a market rate project.
- (3) Site #1 and site #20 are good locations for affordable housing.
- (4) Identify where there are other good sites near B.A.R.T.
- (5) High density should be considered a positive. We need to get a significant number of affordable units built.

For Profit Housing Developers

- (1) Evaluate other requirements and development standards in addition to density and sites at 30 units per acre or more to make site development possible.
- (2) Provide as much flexibility as possible to avoid boxing the developer into a corner.
- (3) Recognize that site #29 has had neighborhood opposition in the past.
- (4) “By right” zoning is the most effective way to provide housing.
- (5) The sunrise site is a managed single room occupancy (SR0) units.
- (6) For larger projects, it takes about 300 to 500 rental units to cover management costs.
- (7) Good management and maintenance of a project are critical for success.
- (8) Site development policies and regulations should be coherent, concise, and predictable.
- (9) Smaller sites can be developed at medium density.
- (10) Larger properties should be developed with a mix of densities. By mixing densities you get a better designed community.

- (11) The development numbers assigned to sites should be done carefully to avoid misunderstanding when the sites are developed.
- (12) There should be a method for planning for a mix of densities on the property.
- (13) Discussions with property owners should occur.
- (14) Most of the infill sites identified on the map seemed to be raw land, although there were a couple of parking lots at B.A.R.T. and Stoneridge Mall. Our experience is that infill opportunities also come from already developed but underutilized land and we think this should be analyzed and recorded.
- (15) City of Pleasanton, not unlike some other Cities, has rules on the books which strongly discourage infill from being built, including General Plan regulations, codes and fees. It is imperative that City of Pleasanton find ways to both remove or relax these barriers to infill as well as provide financial incentives.
- (16) *(See Attachment #1 pertaining to site #19).*
- (17) Meet and receive property owner' acceptance of the sites being included in the site inventory for residential rezoning.
- (18) Sites more than about 80 units may have trouble obtaining tax credits.
- (19) Sites less than 1 acre should not be considered because they are not economical to develop.
- (20) Sites near public transportation and/or amenities, such as schools, retail, and jobs, are the best sites.
- (21) Downtown sites are most suitable as they bring business revenue to downtown businesses.

Summary of Comments on Other Housing Ideas

Affordable Housing Advocates and Developers

- (1) Integrate housing for persons with special needs.
- (2) Provide for universal design and allow people to age in place. We need to provide for special needs populations.
- (3) Recognize the deep subsidy needs to provide very low income housing.
- (4) Look at establishing an affordable housing overlay zone that is site-specific or a floating zone that establishes incentives with zoning to encourage affordable housing. This could be implemented with design review requirements, and could be used to facilitate development on key sites and to provide certainty to developers and decision makers. *(See Attachment #2 Fact Sheet: Housing Overlay Zones submitted separately).*
- (5) Look at opportunities for smaller units, such as single room occupancy (SRO) units, second units, and other small unit design types. Small units should be linked to reduced requirements for parking, fees and other regulations due to their size.
- (6) Provide opportunities to bank affordable units when there are several projects that can coordinate the production of affordable units on an appropriate site.

- (7) Provide flexibility in how affordable housing requirements are met. This could be done by a market rate project purchasing units or a site elsewhere.
- (8) Recognize that affordable housing developers need cash in hand to facilitate the development of affordable units.
- (9) Provide for sale affordable units as well as rental units. These could be smaller units are smaller projects that combine various income levels.
- (10) Evaluate the density bonus and a sliding scale building fee to encourage smaller units.
- (11) Provide environmental review affordability incentives.
- (12) Provide for universal design.
- (13) Provide environmental review relief in select circumstances for affordable housing projects.
- (14) The entitlement process is the area of greatest risk for real estate developers. To the extent possible, the selection of locations that are compatible with new development alongside advance work to appropriately modify zoning and building codes would be a great help in facilitating development.
- (15) If there are specific goals that the city has in terms of populations to serve, the city may want to consider directing its available financial resources and impact fees or exactions from developers towards satisfying those specific goals. That may mean requiring or encouraging the payment of in-lieu fees to satisfy inclusionary requirements as some of these populations may not be compatible with some market-rate development products.
- (16) The city should allow for two-story developments at 20 units per acre and three-story construction for 30 units per acre. Many sites could be precluded if they are located close to single-family, single-story neighborhoods.
- (17) The 30 unit per acre density requirement should have an exception. It is very limited if a project is 100% affordable. You should also be able to build at a lower density, such as 20 units per acre, in case the neighbors do not want to see a three-story product. Most of Pleasanton does not allow for a three-story product. The city can still fill its affordable requirements with lower density affordable units at two stories.

Affordable Housing Service Providers

- (1) Integrate housing for persons with special needs.
- (2) Provide for universal design and allow people to age in place. We need to provide for special needs populations.
- (3) Recognize the deep subsidy needs to provide very low income housing.
- (4) Look at establishing an affordable housing overlay zone that is site-specific or a floating zone that establishes incentives with zoning to encourage affordable housing. This could be implemented with design review requirements.
- (5) Integrated, not segregated, housing should be encouraged. People with disabilities desperately need housing, but we should not desegregating people into housing that is only for people with disabilities, seniors, or any other group.

- (6) We need to provide for deep affordability levels. We need very low income and extremely low income housing so people on SSI and others have a place to live. We must consider this from the start so we do not end up building only low income housing.
- (7) Universal design must be considered, including requiring features such as zero step entry, lever door handles and faucets, lower lighting and heating controls so that people of all ages and abilities can live there. This also allows for aging in place to occur.
- (8) Include a program in the housing element to adopt a universal design ordinance. This would require universal design in all new units, and has already passed in a number of other cities.

For Profit Housing Developers

- (1) Look at parking standards.
- (2) Add all properties designated for residential use to the potential sites inventory.
- (3) Look at 20 to 30 units per acre as a solution.
- (4) Reduce fees and requirements for smaller units and provided incentives.
- (5) Establish minimum densities for residentially zoned properties under the general plan.
- (6) Provide for partnerships between nonprofit and for-profit developers. This would be a way to provide very low and low income housing.
- (7) Shortened the review process, including environmental review.
- (8) Count inclusionary units that are expected.
- (9) Revisit units per acre for this housing zoning change. Consider 20 as compared to 30 units per acre. Conduct study, if necessary.
- (10) Provide by-right zoning.
- (11) Reduce city fees for housing.
- (12) Shorten the review process.
- (13) Should allow mixed income projects that are on the same site to be separate. It is easier to build by allowing an affordable developer to obtain financing for a separate building or project. They also know better how to develop affordable units than a market rate developer.
- (14) Take the decision-making away from the neighbors and leave it with the planning staff and developers
- (15) Put an end to task force committees.
- (16) Emotional issues should not interfere with the feasibility issues in developing a project.
- (17) Set goals in the housing element and stick to them for affordable housing. Affordable housing is a necessity and there is a great need for it.
- (18) Increase height limits.
- (19) Allow for such things as a percent of parking being allowed as tandem parking.
- (20) Minimum density is clear but is there a maximum density?

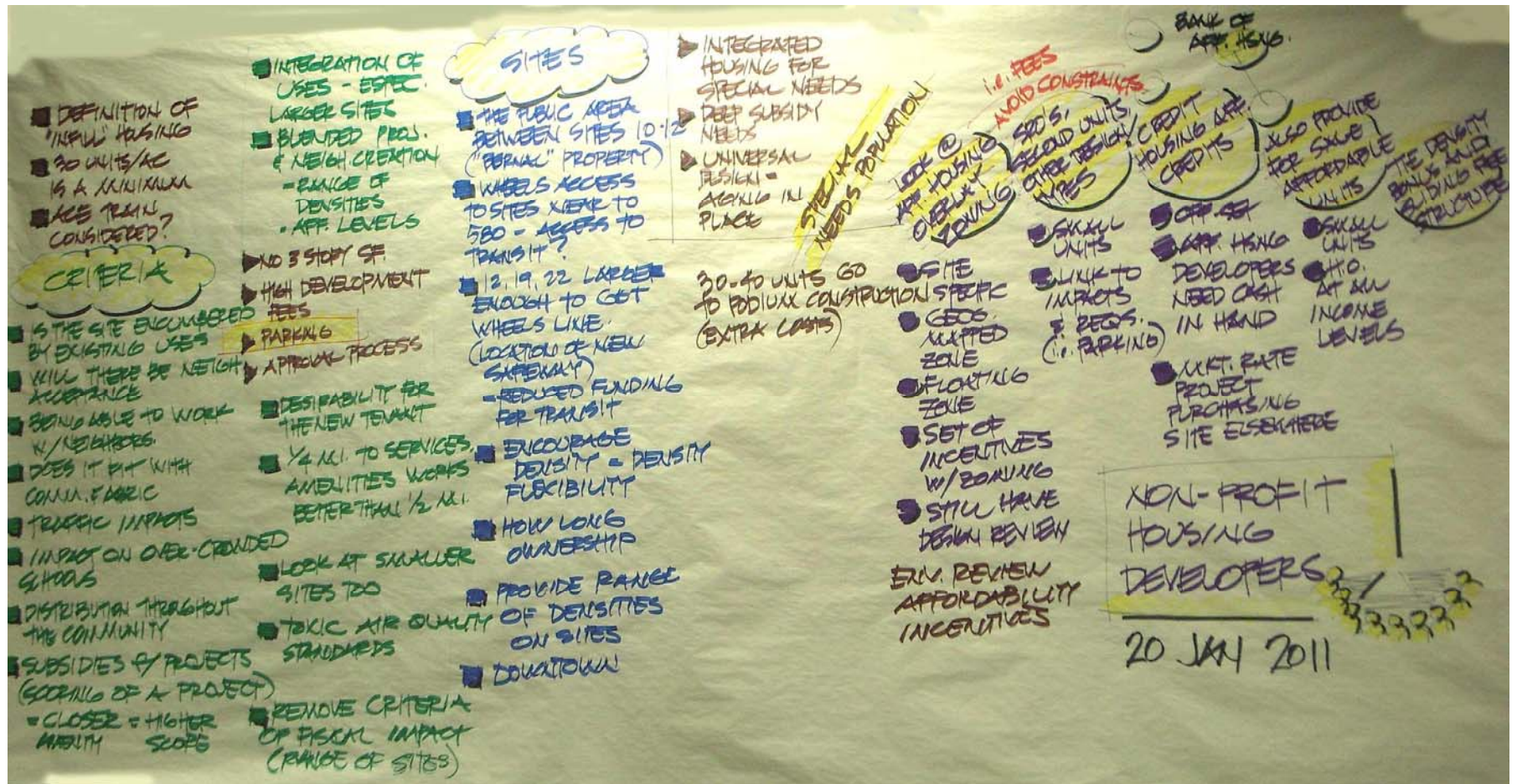
- (21) 30 units per acre does not work for for sale residential housing. It only works for apartments and the apartment market and demand is limited.
- (22) It is better when you can blend or average densities to permit some for sale housing act 9 to 18 units per acre, although that requires larger sites to be able to accomplish this blending or average.

Attachments

#1 Letter from Lauri Moffet-Fehlberg of the Dahlin Group Architecture and Planning pertaining to site #19

#2 Fact Sheet: Housing Overlay Zones submitted by Peter Cohen, East Bay Housing Organizations

For further information call Janice Stern at (925) 931-5606 or jstern@ci.pleasanton.ca.us



Wall-Graphic Summary of Comments
Non-Profit Housing Developers



Wall-Graphic Summary of Comments
Housing Service Providers



Wall-Graphic Summary of Comments
For-Profit Housing Developers