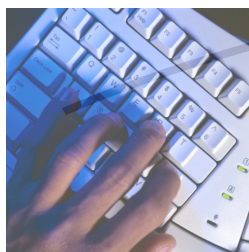
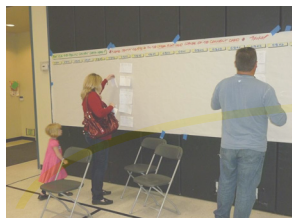


## TASK FORCE MEMBERS

Cheryl Cook-Kallio	Vice Mayor
Matt Sullivan	Council Member
Jennifer Pearce	Planning Commissioner
Kathy Narum	Planning Commission Chair
Colleen Lopez	Housing Commission Chair
David Stark	Housing Commissioner
Brian Arkin	At-large Member
Stacey Borsody	At-large Member
James Dibiase	At-large Member
James Hines	At-large Member
Mary Roberts	At-large Member



## **Community Workshops Summary Report**

A Record of Community Comments from Community Workshops and Written Correspondence during March 2011 on the City of Pleasanton Housing Element Update

Prepared for the March 30, 2011 Housing Element Update Task Force Meeting



## **Pleasanton Housing Element Update Task Force**

Cheryl Cook-Kallio, City Councilmember  
Matt Sullivan, City Councilmember  
Kathy Narum, Planning Commissioner  
Jennifer Pearce, Planning Commissioner  
Colleen Lopez, Housing Commissioner  
David Stark, Housing Commissioner  
Brian Arkin, At-Large Representative  
Stacey Borsody, At-Large Representative  
James Dibiase, At-Large Representative  
James Hines, At-Large Representative  
Mary Roberts, At-Large Representative

## **Pleasanton City Staff**

Nelson Fialho, City Manager  
Steven Bocian, Assistant City Manager  
Brian Dolan, Director of Community Development  
Janice Stern, Planning Manager  
Robin Giffin, Senior Planner  
Scott Erickson, Housing Specialist  
Terry Snyder, Senior Office Assistant

## **Consultant**

Baird + Driskell Community Planning  
Jeffery Baird, AICP

For more information, please contact Janice Stern, Community Development Department, City of Pleasanton, 200 Old Bernal Avenue, Pleasanton, CA 94566. Email: [jsstern@ci.pleasanton.ca.us](mailto:jsstern@ci.pleasanton.ca.us)  
Phone: 925.931.5606 Fax: 925.931.5483



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- B Housing Element Workshop Workbook
- C. Criteria Rating from Community Workshops
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- E. Public Comments: All public comments through March 23, 2011 may be viewed on the City's website at: <http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html>

Binders of the comments are also available for viewing at the City Offices at 200 Old Bernal Avenue, Monday through Friday, 8 a.m. to 5 p.m.



## Section I

# Overview of the Community Workshops

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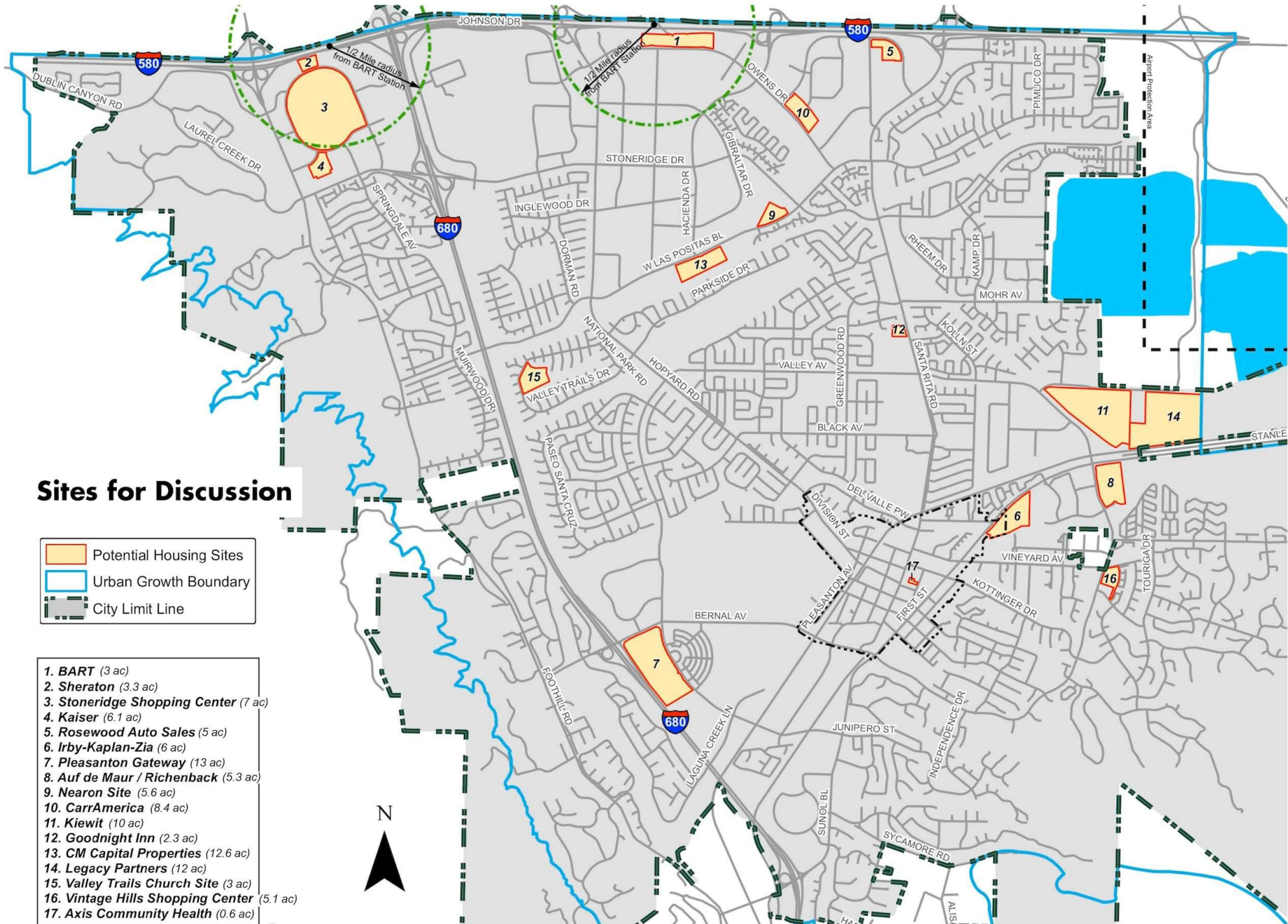
## **A** Purpose and Organization of the Workshops



Three community workshops were organized by the City's Community Development Department to provide information and to encourage community comments and discussion of the update of the City's Housing Element of the General Plan. The primary purpose of the outreach effort was to obtain feedback on rezoning of potential sites for higher density housing. A list of potential housing sites had been drafted by the 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 then used scores on a number of criteria to narrow-down the broader list of sites to a preliminary list of sites totaling 108 acres of land to be considered for rezoning. A map of the sites for discussion is provided on the following page.



The Task Force and City staff organized the workshops to provide an opportunity for community review and feedback. All three workshops were organized in the same manner and with the same agenda, as shown below. At each workshop City staff provided a presentation about the Housing Element and then participants were able to ask questions of clarification before participating in feedback activities. 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.





The workshops were held as follows:

- ❖ Tuesday, March 8th at 7:00 p.m. in the multi-purpose room of **Fairlands Elementary School**, 4151 West Las Positas Boulevard.
- ❖ Saturday, March 12th at 9:30 a.m. at the **Pleasanton Senior Center**, 5353 Sunol Boulevard.
- ❖ Monday, March 14th at 7:00 p.m. at the **Lydiksen Elementary School** multi-purpose room, 7700 Highland Oaks Drive.

## City of Pleasanton Housing Element Workshop

THE CITY OF PLEASANTON  
2007-2014  
Housing Element Update

# Welcome!

### A · G · E · N · D · A

*For Those Arriving Early — Obtain Background Material and Walk-Through the Housing Element Workshop Stations*

- 1 LARGE GROUP: Welcome and Purpose**
  - A. Welcome and Introductions
  - B. Review of the Workshop Purpose and Agenda
- 2 LARGE GROUP: Presentation of Housing Element Background Information and Overview of the Workshop Stations**
  - A. Housing Element Overview
  - B. Potential Housing Sites
  - C. Questions of Clarification
  - D. Overview of the Workshop Stations
- 3 VISIT THE WORKSHOP STATIONS: Please Visit the Workshop Stations for Information and Feedback Activities**

*(Please see the Workshop Workbook)*

  - A. Pleasanton Housing Needs
  - B. How We Rated Potential Housing Sites
  - C. Potential Housing Sites — Your Input is Needed!
  - D. Arrived Late? (and Other Questions)

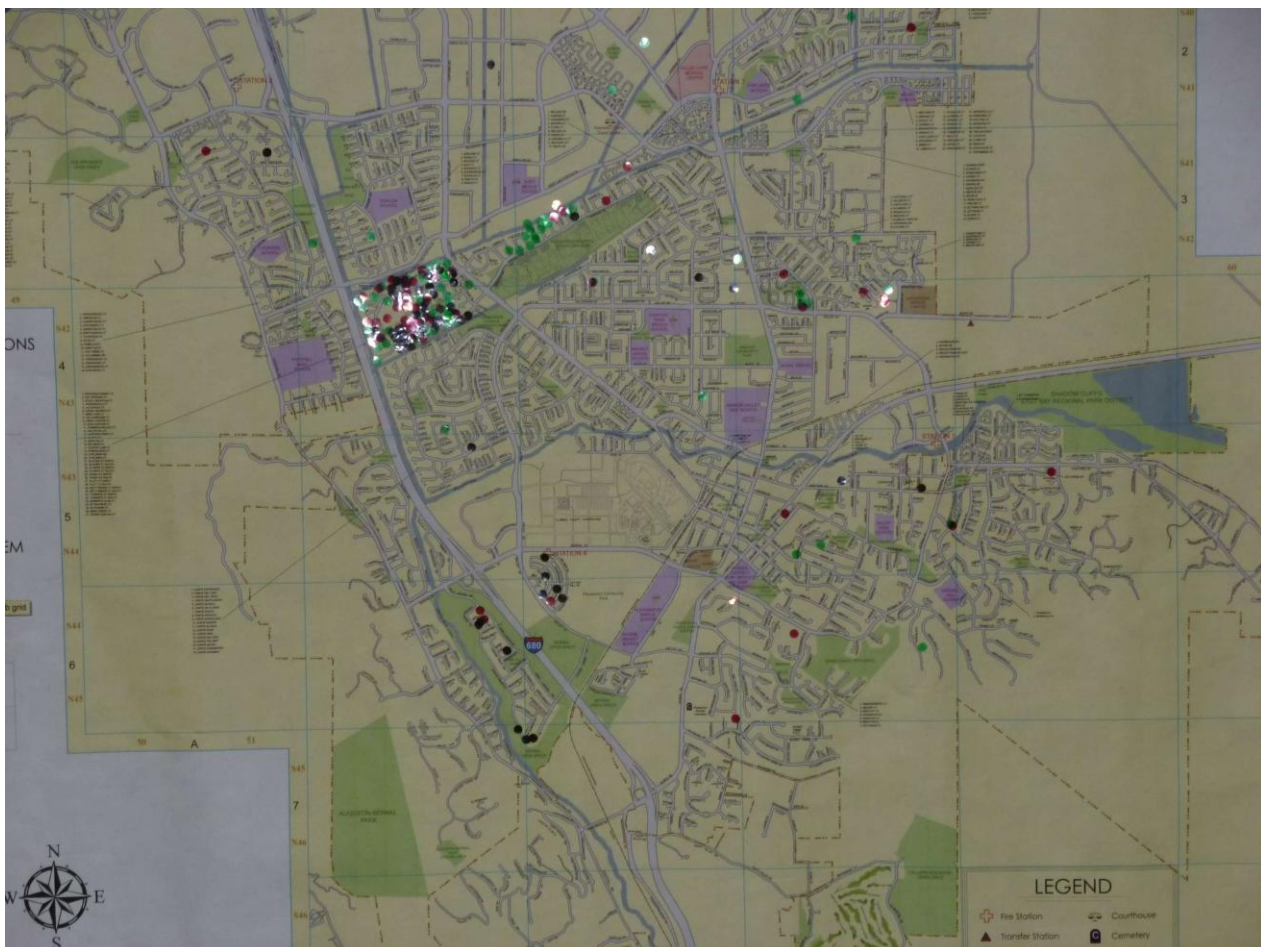


## B Outreach for the Workshops and Who Attended



The Pleasanton community was provided advanced information about the community workshops in a variety of ways: the City mailed over 7,000 flyers (see Appendix A) 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, 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. Of that total, only 9 participants live outside of Pleasanton. At all three workshops, participants were asked to place a dot where they live. The map below shows the geographic distribution of workshop participants.





## C Activities at the Workshop Stations

**Welcome Table** — Participants were asked to sign-in at the “Welcome” table and provide their contact information to stay informed about the Housing Element process. Participants also placed a dot on a map where they live (see previous section).

**Pleasanton Housing Needs** — The Housing Needs station provided an overview of population, households and housing needs in Pleasanton. Information was provided for various types of households in the community (young, middle age, and seniors). We also included information about housing design and density. An opportunity was provided for participants to comment at the station using post-it notes.



**How We Rated Potential Housing Sites** — This station provided a listing of all sites considered by the Housing Element Task Force and information on the criteria used to identify the best sites for higher density housing. Activities encouraged participants’ feedback on the criteria — participants received colored “DOTS” to place next to the “Criteria” (or factors) they felt were the most important to consider in evaluating sites for housing. There was also an opportunity for participants to add comments about additional criteria that should be considered. Participants received three GREEN DOTS and one RED DOT. The green dots were placed next to those criteria participants felt were very important in evaluating potential sites for housing. Participants placed the red dot next to the criterion they felt was the most critical in evaluating potential sites for housing.



**Potential Housing Sites – Your Input is Needed!** — This station included information and aerial maps showing the sites selected by the Housing Element Update Task Force. Participants were asked to use the Comment Card provided at the station to write down their comments on any of the sites (#1 through #17), including: (1) What do you consider to be important factors that make this a good site for housing? (2) What do you consider to be important factors that make this not a good site for housing? And, (3) What do you consider to be important design or site development considerations if this site was developed for housing? Comment cards were then taped to the wall next to the site.

## Section 2

# Community Workshop Summaries

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## **A** Summary of Comments Related to Evaluation Criteria

At the Community Workshops, participants were asked to use dots to identify the criteria most important to them (three dots which could be distributed on one or more criteria) and a red dot that would be used on the most critical criteria. A summary of the distribution of dots is shown in Appendix C: Criteria Rating from Community Workshops. Three topics received substantially more dots than the others: proximity to modes of transportation; height and mass compatibility; and, potential inconsistency with General Plan themes. Other high-scoring criteria included: Site is not adjacent to a freeway; project will not create significant environmental impacts; development of the site will be accepted by the surrounding community; project will not contribute to overconcentration of existing and potential high density housing in a few areas; and site is within 1/3 mile of transit stop with 15 minute headway to BART; and site is within ½ mile of an existing or approved grocery store; site is within ½ mile of an existing elementary school.

Participants also suggested some additional criteria to be added. Overcrowded schools and impact on existing residents were mentioned by the most participants, followed by increase in traffic congestion/traffic impact on businesses, not in flood zone, and decreased property values.

Staff also analyzed the written comments and noted which criteria they referenced. This analysis is shown in Appendix D: Written Public Comments on Criteria Rating (forthcoming).

## **B** Summary of Comments Related to Specific Sites

Comments regarding each of the potential sites for rezoning were generated at the three Community Workshops, and the City also received multiple e-mails following the Community Workshops. The summary information below includes both Community Workshop comments and follow-up comments received by the City up to March 23, 2011. Over 500 pages of comments were received. All the comments may be viewed on the City's website at: <http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html> where they are sorted both by site and by source (i.e. Community Workshop 1, 2 or 3 or received via e-mail).

Site #1: BART:



Comments from three respondents were received. Two were positive comments regarding proximity to transit; one commented on over-crowded schools.

Site #2: Sheraton:

Comments from two respondents were received. One positive; one commented on over-crowded schools.

Site #3: Stoneridge Shopping Center:

Comments from three respondents were received. One commented that expanded shopping opportunities would be better than housing; another commented on over-crowded schools.

Site #4: Kaiser:

One comment was received regarding over-crowded schools.

Site #5: Rosewood Auto Sales:

Two comments were received. One stating it is a good choice for housing; the other commenting on over-crowded schools.

Site #6: Irby-Kaplan-Zia:

Comments from three respondents were received. One asked that Pleasanton not be “overcrowded”. One noted that the historic portion of the site should be preserved. One commented on overcrowded schools.

Site #7: Pleasanton Gateway:

Approximately 225 pages of comments were received, many of them e-mails or letters sent after the Community Workshops. The overwhelming majority of the comments were against the rezoning of this site for multifamily housing. The most-frequently mentioned factors against rezoning of the site included:

- Traffic impacts
- Overcrowded schools
- Negative impact on property values
- Increases in crime as a result of additional multifamily (or affordable) housing
- The fact that the area already incorporates units designated for lower income households
- That owners bought homes with the expectation that offices would be built on that site
- There is no/limited public transit serving the area
- Concerned about impacts on nearby wetlands and wildland areas
- Inconsistency with the size and massing of existing homes

Site #8: Auf De Maur/Rickenback:

Comments from two respondents were received. Comments included: too much density in one area (referring to sites 8, 11 and 14); negative impact on Valley Avenue; and over-crowded schools.

Site #9: Nearon Site:

Comments from four respondents were received. Comments included: kids will get into trouble here; increase in crime; negative traffic impacts; negative impact on creek and the environment; and over-crowded schools.

Site #10: CarrAmerica:

One comment was received: over-crowded schools.

Site #11: Kiewit:

Twelve respondents commented on this site, fairly evenly divided between positive and negative comments. Comments included: negative impacts on traffic; needs to be buffered from transfer station; over-crowded schools; too big, too much density in one area (referring to sites 8, 11 and 14); bad site (drugs, crime, etc.), a good site for housing.

Site #12: Goodnight Inn:

Five respondents commented on this site. Comments included: needs to be one-story; need to consider community fit; prior City Council said no to housing here; too small a site; needs adequate setbacks from existing residential; over-crowded schools; negative impact on existing residential.

Site # 13: CM Capital Properties:

Nineteen respondents commented on this site. Comments included: Parkside area already too congested with activities at the park; it's unfair to also have activities (traffic and noise) to the rear of the residential area; bad location across from Hart Middle School because of crime and drug problems; negative impact on home values; over-crowded schools; need jobs not homes; too close to creek; will limit the type of tenants that can locate nearby; rezoning will reduce synergies of businesses locating close to each other; should retain the business area. Several comments included items to consider if the site was developed, such as: allow the same number of stories that would be allowed under commercial development; allow only one story or two story; mitigate visual impact with landscaping and with stepping back upper stories.

Site #14: Legacy Partners:

Nine respondents commented on this site. A majority of the comments were positive. Comments included: Good site for housing; on edge of City with plenty of land for mixed use potential; too big and too many sites in one area (referring to Sites 8, 11 and 14 in east Pleasanton); negative impact on traffic.

Site #15: Valley Trails Church Site:

Over 160 pages of comments were received including several pages of signatures of residents who opposed the selection of the site, e-mails and comments received at the Community Workshops. The overwhelming majority of comments were in opposition to the selection of this site. The most frequently mentioned factors against the rezoning of the site included:

- Traffic impacts, including impacts on safety
- Negative impact on property values
- Increased crime
- The rating criteria for distance to schools and grocery store were calculated incorrectly
- Impacts on schools/overcrowded schools
- Inappropriate development to put in an established residential neighborhood
- Soils/settlement issues make this an inappropriate location for multifamily housing
- Overloaded sewer/flooding issues in area
- Noise and air quality impacts from freeway
- Impacts on wildlife
- Impacts on existing views to the hills
- No public transit close by

Site #16: Vintage Hills Shopping Center:

Four respondents commented on this site. These comments included: just started to get some commercial uses that residents enjoy; surrounding residents have been hit hard with reduced house values; already have high density housing nearby; no BART or other transit; poor freeway access; over-crowded schools; crime and graffiti; traffic impacts. Comments concerning issues to consider if the site is developed: require bit setbacks from existing residents; no mixed use – it will make building too tall; require adequate parking.

Site #17: Axis Community Health:

One responded commented: over-crowded schools.

## Workshop Summaries

## March 8, 2011 Workshop (Fairlands Elementary School)

The community workshop was opened with a presentation by Brian Dolan, Director of Community Development, Janice Stern, Planning Manager, and Jeff Baird, consultant with Baird + Driskell Community Planning. At the conclusion of the workshop presentation, the workshop was opened for public comment. Comments about site numbers relate to the numbers shown on the sites map. A summary of verbal comments follows. Written comments received at the workshop can be viewed on the City's website at:

<http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html> .

Approximately 127 people, not including City staff and Housing Element Task Force members, attended the workshop.

### Summary of verbal comments

Below is a summary of public questions and comments received verbally when the workshop presentation was opened for public comment. Staff and consultant responses provided at the workshop are shown in italics.

1. Is there a list of alternative sites which can be reviewed?

*In response, it was stated that other sites reviewed are shown on a poster board at the criteria rating workstation.*

2. Are the maps to scale?

*It was noted that the wall maps include a scale.*

3. What were the criteria for the sites which are no longer under consideration?

*It was noted that the rating criteria is posted at the criteria rating workstation and input on the criteria is requested. It was noted that the criteria can change.*

4. How can the public oppose opening up more land for development?

*There was an explanation of how the City's housing cap was found inconsistent with State law. There was an explanation of a lawsuit related to the housing cap and the Housing Element and how the court ruled in favor of the petitioners and not the City. It was suggested that members of the public contact the State legislature if they are unhappy with the law.*

5. What is the definition of a unit?

*It was stated that it is housing for one household.*

6. Is there a priority ranking for sites?

*It was noted that the sites are not ranked; however, there are criteria by which they were rated. A purpose of the workshop is to receive input on the criteria and the potential sites for multi-family housing.*

7. Why is a site in Valley Trails on the list of potential sites for multi-family high density housing if it scored low, and why aren't some of the Hacienda sites on the list since they received a high score?

*It was noted that the three Hacienda sites in questions were recently rezoned to allow for multi-family high density housing, so they have been removed from the list. One purpose of the workshop is to receive input on other potential sites for rezoning.*

8. Can the multi-family housing be senior housing?

*It was stated that the housing can be senior housing; however, the lawsuit does call for large-family housing too.*

9. It was questioned why Valley Trails is the only existing single-family neighborhood where a rezoning for high density housing is under consideration within an existing neighborhood. The speaker also stated that access to the Valley Trails site would be through the entire existing neighborhood. Pollution from the freeway was noted as a concern at the Valley Trails site. The speaker stated he is experienced with air quality matters and there is soot build up at the site area which is by the freeway. Expansive soils supporting a three story structure was noted as a concern at the Valley Trails site.

*There was a request for a call of hands in support of the speaker's comments. Almost the entire audience raised their hands.*

10. A speaker stated that a rezoning in Valley Trails will create parking problems near the site.

11. A speaker stated that a rezoning in Valley Trails will decrease property values.

12. A concern about changing the character of Valley Trails was raised. It was noted that Valley Trails is a single-family home neighborhood and a rezoning allowing high density residential development will change the character of the neighborhood.

13. It was noted that the potential for future services to be provided, such as a grocery store, near a site should be a consideration when evaluating sites.
14. It was noted that many of the other sites seem appropriate for rezoning, but not Valley Trails.
15. How many developers will build housing? What if there are no proposals to construct housing?

*It was noted that the market will determine how many proposals are received.*

16. How will the public know their comments are being reported and when updates to the list of criteria/potential sites are being made?

*It was noted that there is a Housing Element Task Force Meeting on March 30<sup>th</sup> in the Veteran's Hall and community input from the workshops will be discussed at this meeting. It was also noted that written comments will be part of the public record.*

17. A concern about a blind turn and an increase in traffic near the Valley Trails site, if it were rezoned, was noted.
18. A concern about the number of children on bikes, the blind turn, and an increase in traffic near the Valley Trails site was noted.
19. A concern about a potential increase in crime near the Valley Trails site, if it were rezoned, was noted.
20. There were several requests to not include the Valley Trails site on the list of potential housing sites.
21. It was noted that the criteria for rating potential sites are mostly about how a site will relate to future residents on the site and not about how a rezoning of the site will impact the existing residents in the surrounding area. It was noted that if residential property values decline, this will impact the City.
22. It was noted that Valley Trails residents have expressed in the past that they want a park on the site, not housing.
23. There was a request for a glossary of terms.



*It was noted that a glossary of terms will be provided on the City's web page for the Housing Element Update.*

24. It was noted that there is vacant land in Pleasanton which is not on the list of potential sites for rezoning. It was suggested that the Valley Trails site be taken off the list.
25. There was a suggestion to rezone the fairgrounds parking lot to allow for high density housing.
26. There was a suggestion to not approve another grocery store and to use this land as a potential high density residential site.

*It was noted that if the speaker is referring to Safeway, the grocery store has already been approved.*

27. It was noted that some criteria are more important. There was a request that the more important site rating criteria be worth more than 1 point.
28. There was a request to receive an acknowledgement when a comment is received.

*It was noted that the City is accepting comments via e-mail and that this would be the best way to receive a confirmation.*

29. There was a request to let the City Council know this process will be easier if the Valley Trails site is removed as a potential housing site.
30. Can the public's comments from the workshops be posted on the City's website?

*It was noted that comments from the workshops will be posted on the City's website prior to the next Housing Element Task Force meeting on March 30<sup>th</sup>.*

31. Can comments be e-mailed to the City Council?

*Yes, comments can be e-mailed to Janice Stern, and she will forward them to the City Council. It was noted that Ms. Stern's e-mail address is listed in the workshop workbook on the comment sheet.*

32. Has the impact on local schools been taken into account? How can more housing in Valley Trails be supported given the impact on Donlon Elementary? The speaker mentioned speaking with a school board member who indicated that the recent Hacienda rezonings will send 180 more students to Donlon Elementary.

*It was noted that the school board is exploring whether or not to propose a parcel tax for the schools.*

33. Are the school impact fees lower for multi-family unit development than for single-family unit development?

*It was noted that the school impact fee is lower for multi-family development than for single family development.*

34. Is the City Council for or against the development of more high density, affordable housing?

*It was noted that the City Council was disappointed when the housing cap was overturned by the court.*

35. On site #13 (CM Capital Properties) can they build two stories instead of three or four? The speaker stated she could live with two stories.

36. A lack of support for the Valley Trails site was reiterated. It was noted that the residents of Valley Trails want a park on the site in Valley Trails identified for a potential rezoning. It was noted that the residents do not want housing on this site and the neighborhood is not supportive of high density residential development on the Valley Trails site. It was noted that rezoning the Valley Trails site would not be consistent with the neighborhood's character. It was noted that emergency access and safety is a concern with a potential rezoning of the Valley Trails site since there are only two access points into the neighborhood and the site is located at the end of the neighborhood. It was noted that the pad for the site in Valley Trails may have to be raised due to potential flooding which would make a high density development even more inconsistent with the neighborhood character. It was noted that the proposal for the Valley Trails site may block views and if the pad were to be raised, views would be even further blocked. It was noted that if the Valley Trails site were rezoned, sellers in the neighborhood would have to disclose this.

It was requested that the impact to existing schools be considered when sites are evaluated.

37. It was noted that sewer capacity is a fixed capacity in the Valley Trails area which may impact development.

38. It was noted that 27 acres of high density housing is proposed by the Home Depot site which seems like too much. It was noted that this is an overconcentration in one area.

*It was noted that only a portion of the sites in this area are on the list for a potential rezoning. It was noted that the Housing Element Task Force and City Council may want to discuss whether or not there are too many sites on the list in this area.*

39. It was noted that site #13 is across from Hart Middle School and high density residential development in this area will cause a traffic impact and other area impacts. The speaker requested to know how to appeal.

### **Site Evaluation Criteria**

Below is a summary of the dot exercise at the site criteria rating workshop station. At this station, workshop attendees were requested to place one red dot by the criterion believed to be the most important when evaluating sites, and three green dots by the criteria believed to be important.

The criteria Height and Mass Compatibility and Proximity to Modes of Transportation received the most dots. Height and Mass Compatibility received the most dots overall; whereas, Proximity to Modes of Transportation received the next highest number of dots and most red dots. With regard to Proximity to Modes of Transportation, almost all of the dots were by the proximity to BART or the headway to BART criteria: 1) Site is within ½ Mile of BART; 2) Site is within ¾ Mile of BART; and 3) Site is within 1/3 Mile of Transit Stop with 15 Minute Headway to BART.

The criteria Potential Inconsistency with General Plan Themes and Criteria for Later Round of Evaluation also received the most dots after the criteria Height and Mass Compatibility and Proximity to Modes of Transportation. With regard to Criteria for Later Round of Evaluation, the dots were fairly evenly split between the three following sub criteria: 1) The Project Will Create No Significant Environmental Impacts or Will Create No Significant Environmental Impacts Which Cannot Be Mitigated with Reasonable Mitigation Measures; 2) Will Development of the Site with Housing Be Accepted by the Surrounding Community; and 3) Project Will Not Significantly Contribute to an Overconcentration of Existing and Potential High Density Housing into a Few Areas of Pleasanton. The criterion Rezoning of the Site Will Not Have a Significant Fiscal Impact

on the City, which is also under the heading Criteria for Later Round of Evaluation, received no dots.

All of the remaining criteria for evaluating sites received five or fewer dots. Three criteria received no dots: 1) Property Owner Developer Has Expressed Interest in the Site for High Density Residential Development; 2) Economic Interest—Site Is Not Adjacent to a Freeway; 3) Rezoning of the Site Will Not Have a Significant Fiscal Impact on the City.

### **March 12, 2011 Workshop (Pleasanton Senior Center)**

The community workshop was opened with a presentation by Brian Dolan, Director of Community Development, Janice Stern, Planning Manager, and Jeff Baird, consultant with Baird + Driskell Community Planning. Public comments were taken during the workshop presentation and at the conclusion of the workshop presentation. Comments about site numbers relate to the numbers shown on the sites map. A summary of verbal comments follows. Written comments can be viewed on the City's website at:

<http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html>

Approximately 69 people, not including City staff and Housing Element Task Force members, attended the workshop. During its workshop presentation, staff asked how many people in the audience did not attend the workshop on Tuesday. About half of the audience raised their hands.

### **Summary of Verbal Comments**

Below is a summary of public questions and comments received verbally during and at the close of the workshop presentation. Staff and consultant responses provided at the workshop are shown in italics.

1. What is the City's obligation to build housing on the sites? Is just a plan required?

*The City's obligation is to provide a plan in August of this year and to rezone the sites. The State assumes that if properties are rezoned at a certain minimum density the units will be affordable once they are constructed.*

2. Once a plan is approved, is development of a rezoned site developer driven?

*Yes, and funding for affordable housing is limited. Non-profit developers may need free land to build housing. Pleasanton does have an Inclusionary Housing Ordinance.*

3. For clarification, the City of Pleasanton is required to plan for the units, but the City is not required to construct the units?

*This is correct.*

4. Why can't Pleasanton identify existing units on the housing market and count these as affordable units? It was suggested that the City consider units in foreclosure or condominiums for sale. It was noted that this would be less expensive than new construction.

*The State's housing need assessment is for new units. There are potentially some programs the City could adopt to create new affordable units, such as second units.*

5. It was noted that the affordability level of affordable units expire over time thus creating the need to provide for more affordable units in the future.
6. Why didn't voters get to decide whether or not to continue fighting the lawsuit in court?

*The City lost the court case. After losing the case the City requested an agreement so that it could have a planning process associated with the Hacienda developments.*

7. Why don't we put units at Staples Ranch? Valley Trails is in an existing neighborhood, why not put units where they would have less of an impact on existing residents? It was noted that Valley Trails is a quiet, safe neighborhood.
8. It was noted that in the past certain projects were constructed which were suppose to include affordable units but the developers ran out of money. A few projects were mentioned including one by Andrews Drive. It was noted that this is a reason why Pleasanton is behind in its affordable unit numbers. It was asked if this is going to happen again.
9. Why isn't the land adjacent to the West Pleasanton/Dublin BART on the list of Potential sites?

*This site has already been rezoned and counted.*

10. It was noted that affordable housing isn't being proposed in higher income areas. Why isn't more affordable housing being proposed by the I-680 further south?

*It was noted that land on a hillside is more expensive to build and is likely to have more environmental constraints.*

11. It was noted that the sites by Stanley Blvd. and Bernal Avenue, sites #8, #11, and #14, are not dispersed.

12. A speaker noted that he did not want the housing cap to go away.

13. It was questioned why Pleasanton has to rezone for affordable housing, but areas like Orinda, Moraga, and Blackhawk do not?

*It was noted that the number of jobs in an area is a consideration when the housing needs numbers are assigned. It was also noted that areas like Orinda and Moraga will also have to provide for affordable housing.*

14. If the rezonings are approved, how is this going to impact Pleasanton schools?

15. It was noted that once public and institutional land is rezoned to allow housing the City will never get this land back.

16. How long will it take for the sites to be built?

*The City only has the obligation to rezone the sites. The City is not obligated to build on the sites. It is impossible to predict how long it will take for the sites to be developed.*

17. Are there developers for the sites which have been rezoned?

*Yes, the owner of two of the three sites in Hacienda Business Park is ready to move forward.*

18. Does the City have the responsibility to make this easy for developers?

*The sites do have to be buildable and in locations which make sense.*

19. Would the developer have to address impacts such as noise and put in double pane windows?

Yes.



20. The park proximity criterion doesn't make much sense. There are parks within 5 minutes of driving everywhere in Pleasanton.

21. It seems that we are always going to need more housing, when is this going to stop?

22. Is it assumed that Vintage Hills Shopping Center would need to be demolished if it remains as a potential housing site?

*Yes. It has been difficult for the center to retain tenants. A housing proposal has been considered on the site in the past and it was controversial.*

*It was noted by staff that if the housing sites are not developed within the Housing Element planning period, the sites will roll into the next planning period.*

23. If a rezoning causes impacts to property values in a neighborhood, will residents be compensated?

*No, and it is difficult to prove property value impacts.*

24. Why wasn't Staples Ranch considered?

*The plan for Staples Ranch was recently adopted..*

25. Does the housing have to be condominiums or apartments?

*It can be either.*

26. Are some of the units required to be Section 8 units?

*No, this is not a specific requirement.*

27. Can some existing apartments be used to meet Pleasanton's housing need?

*It was noted that this isn't easy to do.*

28. It was expressed again that areas like Orinda and Moraga should be required to build more affordable housing. It was noted that these areas are rural and have land available.

29. The City should have fought harder to retain the housing cap.

*It was noted that it was expensive to fight the court case. After the City lost the case, Council received legal advice recommending against a further fight.*

30. *It was noted that the Auf der Maur site should be on the list of potential housing sites.*

*This site is on the list. The other Auf der Maur site farther southwest on Bernal is already zoned for housing.*

31. It was asked if the Housing Element Task Force is just looking at vacant land.

*It was noted that underutilized land is being evaluated too.*

32. There was a comment that Pleasanton approves large businesses like Clorox, and it should provide housing for people who work here.

33. It was noted that the City should purchase condominiums which are affordable and for sale to meet its housing need.

### **Site Evaluation Criteria**

The criteria Overcrowded Schools (a new criterion added by a member of the public to the ranking sheet) and Height and Mass Compatibility received the most and the same number of dots. Overcrowded Schools received the most red dots. Within the criterion Height and Mass Compatibility, the sub criterion Site Is Not Adjacent to or Across (a Residential Collector or Local Street) from an Existing Single-Family Detached Residential Home(s) received the most dots.

The criteria Impact on Existing Residents (a new criterion added by a member of the public to the ranking sheet) and Increase in Traffic Congestion/Traffic Impact on Existing Residents (a new criterion added by a member of the public to the ranking sheet) received the most dots after Overcrowded Schools and Height and Mass Compatibility.

The rest of the criteria received 5 or fewer dots; however, three criteria received at least 1 red dot: 1) Site is within ½ mile or ¾ mile of BART, 2) Potential Inconsistency with General Plan Themes, and 3) Decrease Property Values (a new criterion added by a member of the public).

The other criteria which received 1 to 5 dots were: 1) Site Is within ½ Mile of an Existing or Approved Grocery Store; 2) Site Is within ½ Mile of an Existing Elementary School; 3) Site Is 5 Acres or More in Size Allowing for Design Flexibility; and 4) Site Is in a Flood Zone (a new criterion added by a member of the public). With the exception of the above-mentioned criteria, none of the other criteria received any dots.

## March 14, 2010 Workshop (Lydiksen Elementary School)

The community workshop was opened with introductory comments by Cheryl Cook-Kallio, Council member, and Brian Dolan, Director of Community Development. It was noted that the community workshop is one step in the review process and the potential housing sites can change. It was noted that if a member of the public could not attend one of the three workshops, he/she still has an opportunity to comment.

A presentation was provided by Brian Dolan, Director of Community Development, Janice Stern, Planning Manager, and Jeff Baird, consultant with Baird + Driskell Community Planning. During the presentation Council member Cheryl Cook-Kallio spoke about Pleasanton's jobs housing imbalance. The imbalance is a primary reason Pleasanton is being required by the State to provide more housing.

Public comments were taken during and at the conclusion of the workshop presentation. Comments about site numbers relate to the numbers shown on the sites map. A summary of verbal comments follows. Written comments may be viewed on the City's website at: <http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html> Approximately 68 people, not including City staff and Housing Element Task Force members, attended the workshop. One attendee requested to not sign the Sign In Sheet, but has been represented in the above-mentioned number of attendees. During its workshop presentation, staff asked how many people in the audience had not attended one of the previous workshops. Most of the audience members raised their hands.

### Summary of Verbal Comments

Below is a summary of public questions and comments received verbally during and at the close of the workshop presentation. Responses provided by staff, the consultant, and Council member Cheryl Cook-Kallio are shown in italics.

1. How were the meetings noticed? The noticing seems sparse, given the number of changes proposed.

*Notices were sent to property owners and residents within 1000' of each potential housing site and all of Valley Trails.*

2. It was noted that someone didn't receive a notice.

3. It was noted that Pleasanton is the way it is because it was planned that way, without high density housing. It was noted that to change an established neighborhood now by including high density housing is a significant change and very different.
4. A comment was noted that a resident didn't purchase a house in Dublin because she didn't want to live in/near high density housing.
5. Why wasn't Staples Ranch considered as a potential housing site?

*It was noted that the Staples Ranch area was recently planned, but this is an area which could be reconsidered. However, a large portion of the site is within the Airport Protection Area in which residential development is prohibited.*

6. It was stated that it doesn't seem like all of the possible sites for high density housing were considered if Staples Ranch wasn't considered.
7. Why wasn't the vacant site across from the library considered?

*This site was considered.*

8. How can the outcome of what is proposed be changed? It seems like this has been pre-determined.

*It was noted that the potential sites for high density housing can change and several comments related to the Valley Trails site have been received.*

9. Do the squeaky wheels get to have their sites changed?

*It was noted that the Housing Element Task Force will be making a recommendation regarding the potential sites for high density housing, and this may occur at the next Housing Element Task Force meeting on March 30<sup>th</sup>. After this, the Housing Commission and then the Planning Commission will make recommendations. The City Council will make the final decision.*

10. It was noted that the process of selecting sites seems to be a done deal and the entire process will be completed in approximately 30 days.

*It was noted that the review and site selection process for high density housing is not going to end in 30 days. It was noted that the City Council does not always agree with staff and City Council members can take other factors into consideration such as public input and factors gleaned during a site visit.*

11. It was noted that only the Valley Trails residents are commenting in large numbers at the workshops and other areas are not being heard.

12. Pleasanton is a great place to live and if more housing supply is built, housing values will decline. The resident stated she is attending the meeting due to site #7. She stated that if this area is rezoned, and high density housing is built, this will change the area dramatically.

13. What does the 70 acres needed for rezoning include?

*It includes what housing needs still need to be met.*

14. When is the start of the next Housing Element planning period?

*The next planning period starts in 2015 and the rezoned sites for high density housing would be available for the next planning period if nothing is constructed on them within the current planning period.*

15. How is the criteria scoring going to be corrected?

*It was suggested that members of the audience write their comments and staff will double check the scoring to make sure it is correct.*

16. It was requested that the distance criteria not be measured as the crow flies.

17. What about criteria which is deemed important?

*Staff will review the distance criteria and will review the other noted criteria.*

18. The General Plan includes several references to preserving neighborhood character and violations of this are proposed.

19. It seems like there is always an attempt to force something in the Valley Trails neighborhood which the residents do not want.

*It was noted that until the site is developed, there will likely continue to be future proposals for the site since a portion of the site is vacant.*

20. Are some potential housing sites in industrial areas?

*Several of the sites are in commercial areas. There is not a significant amount of vacant land in Pleasanton.*

21. There was a request to remove the Valley Trails Church site from the list of potential housing sites.

*Staff stated it does not have the authority to do this. The Housing Element Task Force can recommend its removal from the list.*

### **Site Evaluation Criteria**

The criteria Proximity to Transportation (only as it relates to proximity to BART), Height and Mass Compatibility, Potential Inconsistency with General Plan Themes, and Site Is Not Adjacent to the Freeway (Economic Interest) received the most and approximately the same number of dots. Proximity to BART (1/2 and 3/4 mile) received the most red dots. Within the criterion Height and Mass Compatibility, the sub criterion all received dots and the criteria Will the FAR of the Proposed Project Site (Assuming an FAR of 80%) Be Less than Twice of the Allowable FAR for Development on All Adjacent Sites (Not Including Parks) and Sites across a Residential Collector or Local Street received the most dots.

The remainder of the criteria received 5 or fewer dots. Criteria which received 1 to 5 dots were: 1) Site Is an Infill Site; 2) Site Is Not Anticipated to Require Off-Site Sewer/Water Infrastructure; 3) Site Is within ½ Mile of an Existing or Approved Grocery Store; 4) Site Is within ½ Mile of an Existing Middle School; 5) The Project Is Anticipated to Meet Noise Standards with No or with Reasonable Mitigation Measures; 6) The Site Is within the Standard Response Time for Emergency Services; 7) Property Owner/Developer Has Expressed Interest in the Site for High Density Residential Development; 8) Will Development of the Site with Housing Be Accepted by the Surrounding Community; and 9) Project Will Not Significantly Contribute to an Overconcentration of Existing and Potential High Density Housing into a Few Areas of Pleasanton. With the exception of the above-mentioned criteria, none of the other criteria received any dots.

## **APPENDIX A: Workshop Flyer**



# Housing Element Update



## UPCOMING COMMUNITY WORKSHOPS

— *Please attend and have your say* —

**Why are we rezoning land to accommodate residential growth?** State Law requires that as part of the City's Housing Element, we provide our regional fair share of land available for residential development.

**What is a Housing Element?** The Housing Element is a state mandated component of the City's General Plan. It is a policy and implementation document which identifies how and where we will provide for the housing needs of our community. It includes a "housing sites inventory" which identifies specific properties that are to be zoned in order to meet

our fair share of regional housing need.

**What is our fair share of regional housing need, and who determines what our share is?** The Association of Bay Area Governments (ABAG) is assigned the responsibility by the State of California to distribute the need amongst cities and counties in the nine counties that comprise the San Francisco Bay Area. The housing need for this planning period has been determined by the State Housing and Community Development Department to be 214,500. ABAG has determined that Pleasanton's share of that need is

3,277 housing units.

**What is the housing sites inventory?** This inventory identifies lands which have been identified for rezoning to accommodate our fair share of the regional housing need. A portion of the land in the inventory must be zoned for development of at least 30 units per acre. This density of development is considered by the state to be the density that is needed in our community to provide affordable housing. Pleasanton must zone approximately 70 acres at 30 units per acre.

## What is the process for preparing a Housing Element?

In October 2010, the City Council appointed a Housing Element Update Task Force comprised of two City Council members, two Planning Commissioners, two Housing Commissioners, and five at-large members. The Task Force has met on four occasions and to date has recommended a preliminary list of sites to consider for rezoning consisting of 17 potential housing sites totaling 108 acres (see map on other side). This list will be re-

duced to sites more closely totaling the required 70 acres.

**What happens if the City does not complete a Housing Element meeting State requirements?** The City was supposed to have completed the Housing Element update by June 30, 2009, but did not do so as the outcome of the litigation on the City's Housing Cap was unclear. The Settlement Agreement for the Housing Cap litigation committed the City to a

new deadline of August 16, 2011. Failure to prepare an acceptable Housing Element by the deadline could result in additional court sanctions, including the loss of the City's power to issue building and related permits, cessation of the City's ability to zone property and issue variances, and court ordered approval of building permits, tentative and final subdivision maps in order to meet the City's regional housing obligation.

*Please Mark  
Your Calendar!*

### **Community Workshop Dates:**

The City of Pleasanton encourages you to attend one of the following Community Workshops to share your thought in helping shape the future of the City (information and agendas will be the same at each workshop):

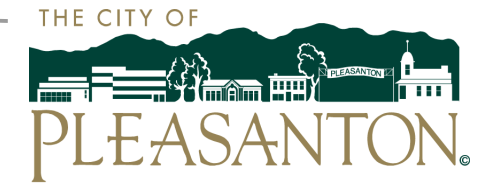
- **TUESDAY, MARCH 8, 7 PM**  
FAIRLANDS ELEMENTARY SCHOOL  
MULTIPURPOSE ROOM  
4151 W. LAS POSITAS BLVD
- **SATURDAY MARCH 12, 9:30 AM**  
PLEASANTON SENIOR CENTER  
5353 SUNOL BLVD
- **MONDAY MARCH 14, 7 PM**  
LYDICKSEN ELEMENTARY SCHOOL  
MULTIPURPOSE ROOM  
7700 HIGHLAND OAKS DRIVE

THE PLANNING COMMISSION AND CITY COUNCIL WILL ALSO HOLD HEARINGS ON THE HOUSING ELEMENT UPDATE AND THE HOUSING SITES EARLY THIS SUMMER.

For further information or questions, please contact Janice Stern, Planning Manager, at (925) 931-5606 or by email at [jsstern@ci.pleasanton.ca.us](mailto:jsstern@ci.pleasanton.ca.us).

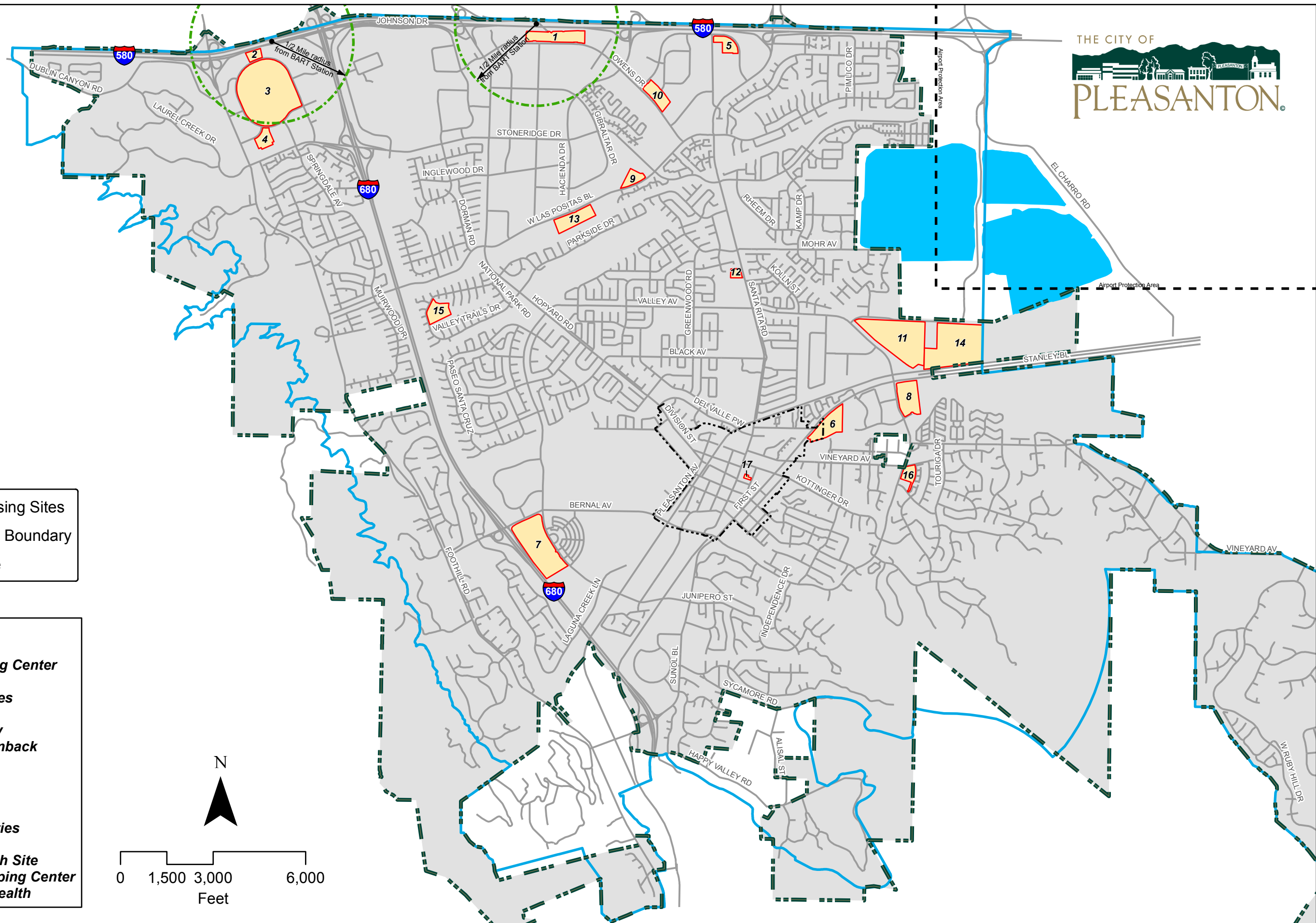
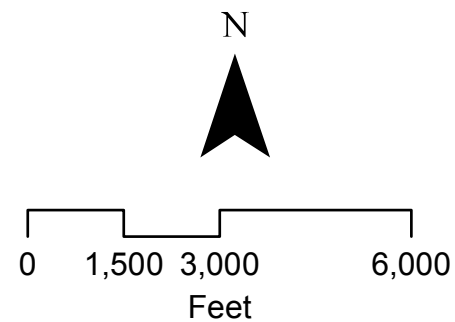
# Potential Sites for Discussion

Feb 17th, 2011



- Potential Housing Sites
- Urban Growth Boundary
- City Limit Line

1. BART
2. Sheraton
3. Stoneridge Shopping Center
4. Kaiser
5. Rosewood Auto Sales
6. Irby-Kaplan-Zia
7. Pleasanton Gateway
8. Auf de Maur / Richenback
9. Nearon Site
10. CarrAmerica
11. Kiewit
12. Goodnight Inn
13. CM Capital Properties
14. Legacy Partners
15. Valley Trails Church Site
16. Vintage Hills Shopping Center
17. Axis Community Health





## **APPENDIX B: Housing Element Workshop Workbook**



*Your Guide to  
the Workshop!*



THE CITY OF 2007-2014



Housing Element Update

# **Housing Element Workshop Workbook**

March 2011





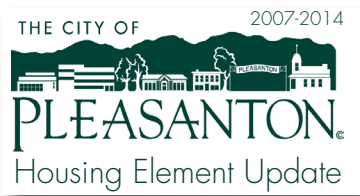
## WORKBOOK Contents

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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.







# Housing Element Workshop WORKBOOK

Prepared March 2011

## Thank you for Coming — Your Participation Is Important!

We have organized this workshop so you can hear a brief presentation about the Housing Element and then spend as much time as you want at the various “stations” set-up for you to provide your comments and ideas. Below is a brief description of the workshop stations. The agenda for the workshop is on the next page.



**Welcome Table** — Please make sure you sign-in at the “Welcome” table and provide your contact information so you can stay informed about the Housing Element process as we go forward. Also, please make sure to get a name tag and place a DOT on the map WHERE YOU LIVE.



**Pleasanton Housing Needs** — The Housing Needs station provides an overview of population, households and housing needs in Pleasanton. Information is provided for various types of households in the community (young, middle age, and seniors). We also have information about housing design and density. Please provide your comments at the station.



**How We Rated Potential Housing Sites** — A number of potential housing sites were considered in this process before we narrowed down the list to what the Housing Element Update Task Force considers to be a workable list. This station includes the criteria considered in evaluating housing sites so you can see how the various sites were rated. We’d like to get your thoughts about the criteria — so at this station you will receive COLORED “DOTS” to place next to the “Criteria” (or factors) you think are the most important to consider in evaluating sites for housing. You also can add comments about additional criteria that should be considered.



**Potential Housing Sites – Your Input is Needed!** — This station includes information and aerial maps showing the sites selected by the Housing Element Update Task Force. We’d like your feedback about particular housing sites, including (1) what you like about the site, (2) what you don’t like about the site, and (3) any site design or development considerations that would be important to consider if a site were developed for housing. You will be provided with a comment sheet for your comments that we will tape to the wall.



**Arrived Late?** — Please go to this station if you arrived late or if you should have any additional questions that cannot be answered at the other stations.

## Housing Element Process

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 has met on five occasions and to date has recommended a preliminary list of sites totaling 108 acres to consider for rezoning. This list will be pared down to sites more closely totaling about 70 acres.

The City of Pleasanton is hosting three Community Workshops to get community feedback and assistance in identifying potential sites for housing and to obtain ideas and suggestions for the Housing Element update. All three meetings will have the same agenda. Participants will learn about the progress of the Task Force and have an opportunity to provide comments.

■ The first meeting is scheduled on Tuesday, March 8th at 7:00 p.m. in the multi-purpose room of **Fairlands Elementary School** at 4151 West Las Positas Boulevard.

■ The second meeting is scheduled on Saturday, March 12th at 9:30 a.m. at the **Pleasanton Senior Center** at 5353 Sunol Boulevard.

■ The third meeting is on Monday, March 14th at 7:00 p.m. at the **Lydiksen Elementary School** multi-purpose room at 7700 Highland Oaks Drive.

The Planning Commission and City Council will also hold public hearings on the Housing Element Update and housing sites inventory early this summer. The deadline for submitting the Housing Element to the State for its review is August 16, 2011. The graphic on the next page shows the next steps in the process.

**City of Pleasanton  
Housing Element  
Workshop**

THE CITY OF  
**PLEASANTON**  
2007-2014  
Housing Element Update

*Welcome!*

A · G · E · N · D · A

*For Those Arriving Early — Obtain Background Material and Walk-Through the Housing Element Workshop Stations*

- 1 LARGE GROUP: Welcome and Purpose**
  - A. Welcome and Introductions
  - B. Review of the Workshop Purpose and Agenda
- 2 LARGE GROUP: Presentation of Housing Element Background Information and Overview of the Workshop Stations**
  - A. Housing Element Overview
  - B. Potential Housing Sites
  - C. Questions of Clarification
  - D. Overview of the Workshop Stations
- 3 VISIT THE WORKSHOP STATIONS: Please Visit the Workshop Stations for Information and Feedback Activities**  
*(Please see the Workshop Workbook)*
  - A. Pleasanton Housing Needs
  - B. How We Rated Potential Housing Sites
  - C. Potential Housing Sites — Your Input is Needed!
  - D. Arrived Late? (and Other Questions)

# City of Pleasanton Housing Element Update Schedule of Meetings

Prepared for the March 2011  
 Community Workshops

**WE ARE  
 HERE!**



Activity	Location	Date	Meeting Type
Task Force Meeting #3 Outreach	Pleasanton Library	Jan 5 2011	Task Force Meeting
Housing Expert Meetings	Pleasanton City Hall	Mid-January	Housing Expert Meeting
Task Force Meeting #4 Outreach	Pleasanton Library	Feb 2 2011	Task Force Meeting
Task Force Meeting #5 Outreach	Pleasanton Library	March 2 2011	Task Force Meeting
Community Workshops	Various Locations	March 8, 12 and 14, 2011	Community Workshop
Task Force Meeting #6 Outreach	Pleasanton Library	March 30 2011	Task Force Meeting
Housing Commission Check-In	City Council Chambers	April 21 2011	Housing Commission Meeting
Planning Commission Check-In	City Council Chambers	April 27 2011	Planning Commission Meeting
City Council Check-In	City Council Chambers	May 3 2011	City Council Meeting
Task Force Meetings #7 and #8	Pleasanton Library	May - June	Task Force Meeting
HC / PC / CC Work Sessions	City Council Chambers	July 2011	Housing Commission Meeting
60-Day HCD Review	City Council Chambers	Starts on August 16, 2011	Housing Commission Meeting
HC Meeting/PC Public Hearing	City Council Chambers	October 2011	Housing Commission Meeting
City Council Public Hearing	City Council Chambers	November 2011	City Council Meeting
Adoption of the Updated Housing Element	City Council Chambers		City Council Meeting

Activity	Location	Date	Meeting Type
<input type="checkbox"/> Receive Additional Housing Background Information	Pleasanton Library	Jan 5 2011	Task Force Meeting
<input type="checkbox"/> Undertake Additional Discussion of Potential Housing Sites	Pleasanton Library	Jan 5 2011	Task Force Meeting
<input type="checkbox"/> Review Outreach Approach for Stakeholder Meetings	Pleasanton Library	Jan 5 2011	Task Force Meeting
<input type="checkbox"/> Present Background Information on the Housing Element	Pleasanton City Hall	Mid-January	Housing Expert Meeting
<input type="checkbox"/> Discuss Housing Strategy Choices	Pleasanton City Hall	Mid-January	Housing Expert Meeting
<input type="checkbox"/> Identify Any Other Considerations for the Housing Element Update	Pleasanton City Hall	Mid-January	Housing Expert Meeting
<input type="checkbox"/> Review Outreach Approach for Stakeholder Meetings	Pleasanton Library	Feb 2 2011	Task Force Meeting
<input type="checkbox"/> Review Outreach Results and Stakeholder Meetings	Pleasanton Library	Feb 2 2011	Task Force Meeting
<input type="checkbox"/> Review Other Housing Element Topics and Background Information	Pleasanton Library	March 2 2011	Task Force Meeting
<input type="checkbox"/> Present Background Information on the Housing Element	Various Locations	March 8, 12 and 14, 2011	Community Workshop
<input type="checkbox"/> Review Outreach Results from Community Workshops	Pleasanton Library	March 30 2011	Task Force Meeting
<input type="checkbox"/> Refine Policy Directions for Key Issues	Pleasanton Library	March 30 2011	Task Force Meeting
<input type="checkbox"/> Review Approach for Outreach with HC, PC and CC	Pleasanton Library	March 30 2011	Task Force Meeting
<input type="checkbox"/> Present Background Information on the Housing Element	City Council Chambers	April 21 2011	Housing Commission Meeting
<input type="checkbox"/> Review Outreach Results and Task Force Rec.	City Council Chambers	April 21 2011	Housing Commission Meeting
<input type="checkbox"/> Provide Direction on Key Issues for the Housing Element by the City Council	City Council Chambers	April 21 2011	Housing Commission Meeting
<input type="checkbox"/> Present Background Information on the Housing Element	City Council Chambers	April 27 2011	Planning Commission Meeting
<input type="checkbox"/> Review Outreach Results and Task Force Rec.	City Council Chambers	April 27 2011	Planning Commission Meeting
<input type="checkbox"/> Provide Direction on Key Issues for the Housing Element by the City Council	City Council Chambers	April 27 2011	Planning Commission Meeting
<input type="checkbox"/> Present Background Information on the Housing Element	City Council Chambers	May 3 2011	City Council Meeting
<input type="checkbox"/> Review Outreach Results and Task Force Rec.	City Council Chambers	May 3 2011	City Council Meeting
<input type="checkbox"/> Provide Direction on Key Issues for the Housing Element	City Council Chambers	May 3 2011	City Council Meeting
<input type="checkbox"/> Review Directions from the City Council	Pleasanton Library	May - June	Task Force Meeting
<input type="checkbox"/> Receive Complete Background Section of the Preliminary Draft Housing Element	Pleasanton Library	May - June	Task Force Meeting
<input type="checkbox"/> Conduct Multiple Outreach Meetings to Review Strategies, Programs and Directions for the Preliminary Draft Housing Element	Pleasanton Library	May - June	Task Force Meeting
<input type="checkbox"/> Review Commission, Planning and City Council Review of the Preliminary Draft Housing Element	City Council Chambers	July 2011	Housing Commission Meeting
<input type="checkbox"/> Direct Staff to Prepare the Draft Housing Element Based Initial Review	City Council Chambers	July 2011	Housing Commission Meeting
<input type="checkbox"/> City Staff May Meet with HCD Staff to Review Any Comments and to Answer Questions During this Time	City Council Chambers	August 16, 2011	Housing Commission Meeting
<input type="checkbox"/> Review Draft Housing Element with Changes as a result of HCD and Public Comments	City Council Chambers	October 2011	Housing Commission Meeting
<input type="checkbox"/> Public Hearing to Review the Draft Housing Element	City Council Chambers	October 2011	Housing Commission Meeting
<input type="checkbox"/> Recommend to City Council	City Council Chambers	October 2011	Housing Commission Meeting
<input type="checkbox"/> Adoption of the Updated Housing Element within 90 days of receiving HCD comments on the Draft Housing Element	City Council Chambers	November 2011	City Council Meeting
<input type="checkbox"/> Public Hearing	City Council Chambers	November 2011	City Council Meeting
<input type="checkbox"/> Adoption of the Updated Housing Element	City Council Chambers	November 2011	City Council Meeting

Possible Modifications to the Draft Housing Element Based on HCD Comments

Adoption of the Updated Housing Element within 90 days of receiving HCD comments on the Draft Housing Element.

Completion of GPA's, rezoning prior to or concurrent with Housing Element adoption.

General Plan Amendments (GPA) and Rezoning would occur concurrently

Recommend to City Council

Review the Draft Housing Element with Changes as a result of HCD and Public Comments

City Council Chambers

## Background on the Housing Element Update

### ■ **What is a Housing Element?**

The Housing Element is a state mandated component of the City's General Plan. It is a policy and implementation document which identifies how and where we will provide for the housing needs of our community. It includes a "housing sites inventory" which identifies specific pieces of property that are to be rezoned in order to meet our fair share of regional housing need.

### ■ **Why are we rezoning land to accommodate residential growth?**

State law requires that as part of the City's Housing Element, we provide our regional fair share of land available for residential development.

### ■ **What is our fair share of regional housing need, and who determines what our share is?**

The Association of Bay Area Governments (ABAG) is assigned the responsibility by the State of California to distribute housing need amongst the cities and counties in the nine counties that comprise the San Francisco Bay Area. The housing need for the Bay Area for this planning period has been determined by the State Housing and Community Development Department to be 214,500 for the Bay Area. ABAG has determined that Pleasanton's share of that need is 3,277 housing units.

### ■ **What is the housing sites inventory?**

This inventory identifies lands which have been identified for rezoning to accommodate our fair share of the regional housing need. A portion of the land in the inventory must be zoned for development of at least 30 units per acre; some land may be zoned for development at 23 units per acre. This density of development is considered by the State to be the density that is needed in our community to provide affordable housing. Pleasanton must zone approximately 55 acres at 30 units per acre, and 14 acres at 23 units per acre.

### ■ **What happens if the City does not complete a Housing Element that meets State requirements?**

The City was supposed to have completed the Housing Element update by June 30, 2009, but did not do so as the outcome of the litigation on the City's Housing Cap was unclear. The Settlement Agreement for the Housing Cap litigation committed the City to a new deadline of August 16, 2011 to submit a Draft Housing Element to the State of California Department of Housing and Community Development (HCD) for review. Failure to prepare an acceptable Housing Element by the deadline could result in additional court sanctions, including the loss of the City's power to issue building and related permits, cessation of the City's ability to zone property and issue variances, and court ordered approval of building permits, tentative and final subdivision maps, in order to meet the City's regional housing obligations.

## Workshop Stations and Feedback Activities

### ■ Pleasanton Housing Needs

Please make sure you provide comments on housing needs and housing density.

### ■ How We Rated Potential Housing Sites

Please make sure you use the dots to identify important CRITERIA (or factors) for evaluating potential sites for housing. You will receive 3 GREEN DOTS and ONE RED DOT.

**3 Green Dots** — Please place the green dots next to those criteria you feel are very important to you in evaluating potential sites for housing. Please place only one green dot per criterion.

**1 Red Dot** — Please place the red dot next to the criterion you feel is the most critical to you in evaluating potential sites for housing. If you want, you can place your red dot on any of the items you also identified with a green dot.

### ■ Potential Housing Sites — Your Input is Needed!

Please use the COMMENT CARD provided at the station to write down your comments on any of the sites (#1 through #17), including: (1) What do you consider to be important factors that make this a good site for housing? (2) What do you consider to be important factors that make this not a good site for housing? and (3) What do you consider to be important design or site development considerations if this site was developed for housing? We will then tape your comment card to the wall next to the site.

### ■ Additional Comments?

At the end of this WORKBOOK is a COMMENT SHEET so that you can provide any additional comments. If you want to take more time, you can submit your comments by March 18th. There is information on the comment sheet about where to submit your comments.





## Pleasanton Housing Needs

In April 2010, the City of Pleasanton had a population of 70,711 persons (estimated by the California Department of Finance). The population has increased from a 1990 level of 50,553, to 63,654 in 2000, and then to the current 70,771. The number of employed residents in Pleasanton has increased from 29,580 in 1990, to 33,608 in 2000, and to an estimated 37,376 by 2010. The table below shows these trends.

### Projections for Population, Households and Total Jobs (2000-2025)

Geographical Area	2000	2005	2010	2015	2020	2025	2010-2025 Change
<b>Bay Area Regional Total</b>							
Population	6,783,762	7,096,500	7,341,700	7,677,500	8,018,000	8,364,900	1,023,200
Households	2,400,020	2,583,080	2,667,340	2,784,690	2,911,000	3,039,910	372,570
Persons Per Household	2.69	2.69	2.70	2.70	2.70	2.70	0.00
Employed Residents	3,452,117	3,225,100	3,410,300	3,633,700	3,962,800	4,264,600	854,300
Jobs	3,753,460	3,449,740	3,475,840	3,734,590	4,040,690	4,379,900	904,060
Employed Residents/Job	0.92	0.93	0.98	0.97	0.98	0.97	-0.01
<b>Alameda County</b>							
Population	1,443,741	1,505,300	1,549,800	1,626,100	1,705,900	1,787,300	237,500
Households	523,366	543,790	557,270	585,400	615,470	645,680	88,410
Persons Per Household	2.71	2.72	2.73	2.72	2.72	2.72	-0.01
Employed Residents	709,557	705,900	725,200	778,900	868,800	950,800	225,600
Jobs	750,160	730,270	712,850	761,270	825,070	897,810	184,960
Employed Residents/Job	0.95	0.97	1.02	1.02	1.05	1.06	0.04
Percent of Bay Area Population	21.3%	21.2%	21.1%	21.2%	21.3%	21.4%	0.3%
Percent of Bay Area Jobs	20.0%	21.2%	20.5%	20.4%	20.4%	20.5%	0.0%
<b>City of Pleasanton</b>							
Population	63,654	67,500	70,711	72,200	75,600	78,800	8,089
Households	23,311	24,660	25,260	26,350	27,550	28,750	3,490
Persons Per Household	2.72	2.73	2.79				
Jobs	58,670	57,300	55,770	61,320	66,760	70,240	14,470
Percent of County Population	4.4%	4.5%	4.6%	4.4%	4.4%	4.4%	-0.2%
Percent of County Jobs	7.8%	7.8%	7.8%	8.1%	8.1%	7.8%	0.0%

Source: ABAG Projections and Priorities 2009; data for Pleasanton from the California Department of Finance

### The Current Distribution of Households in Pleasanton by Income

In 2010, it was estimated that 27.6% of the City's households were considered lower income (earning less than 80% of median income). In a general way, about 6% of the current households in Pleasanton are estimated to be extremely low income (earning less than 30% of median income), 9% are estimated to be very low income (less than 50%), 13% are estimated to be low income (50-80%), 21% are estimated to be moderate income (80-120%), and the remaining 52% are estimated to be above moderate income (earning above 120% of median income). The table and graphs at the station show 2010 estimates of household income by household age.

## **Housing Affordability and the Ability to Pay for Housing**

Market rate ownership housing continues to be affordable only to high-end moderate income and above moderate income households, while market rate rental housing is generally affordable to moderate income households and above. In 2010, 74.4% of the occupied homes in Pleasanton were owner-occupied and 25.6% renter occupied. Homeownership is up slightly from 2000. On the next page are tables illustrating in a generalized way the “ability to pay for housing” for sales and rental housing for households at various income levels. Sales prices are from the Bay East Association of Realtors (2010), and rental rates are from the City’s 2010 survey of rents.

## **Growing Senior Population**

The senior population in Alameda County (age 65+) is projected to double between 2000 and 2030, and the population of those over 85 will increase even more according to the California Department of Finance, Association of Bay Area Governments (ABAG) and other sources. The median age in Alameda County is projected to increase from 34.5 years in 2000 to 37.9 years in 2030. Most seniors, upwards of 90 percent, prefer to age in their home and there are a number of services that make this possible. However, it is important to have a variety of housing options in the community for seniors to move to when they are ready. Many seniors will be mobility impaired at some point in their life and most seniors would prefer to walk more and drive less (Surface Transportation Policy Partnership. Attitudes toward Walking, 2003). If communities are not set up for pedestrians and public transportation, seniors can become trapped in their homes. Examples of senior housing considerations include the need for smaller and more efficient housing, barrier free and accessible housing, housing with health care and/or personal services, and a continuum of care as elderly households become less self-reliant.

## **Increasing Need for Smaller Units to House a Growing Single-Person Household Population**

Nationwide, about 1 in every 3 new households created during the 1990s was a single person household. In Pleasanton in 2010, it was estimated there were a total of 24,578 households, with 18,404 considered family households (9,653 with children) and 6,174 considered non-family households. Single-person households comprised an estimated 4,648 households in Pleasanton in 2010 (18.9% of households). For future planning purposes, it should be anticipated that about one-quarter of new households in Pleasanton will be comprised of one adult. A social connection for people has powerful effects on their health. Socially connected people live longer, respond better to stress, use fewer resources, have more robust immune systems, and do better at fighting a variety of specific illnesses. It’s important to create quality living environments that include common areas, gathering places and connections for people to interact.

## Estimate of the Ability to Pay for Sales Housing in Pleasanton (2010)

Household Size and Income Category	Monthly Income	Annual Income	Maximum Affordable Home Price*	Median Priced	Gap Between
				Single Family Detached Home (Sept 2010)	Maximum Affordable Home Price and Median Sales Price Detached Single Family Home
<b>Single Person</b>					
High End Extremely Low Income	\$1,583	\$19,000	\$89,606	\$729,000	-\$639,394
High End Very Low Income	\$2,638	\$31,650	\$163,821	\$729,000	-\$565,179
High End Low Income	\$3,758	\$45,100	\$235,463	\$729,000	-\$493,537
Median Income	\$5,267	\$63,200	\$328,043	\$729,000	-\$400,957
High End Moderate Income	\$6,321	\$75,850	\$395,414	\$729,000	-\$333,586
<b>Two Persons</b>					
High End Extremely Low Income	\$1,808	\$21,700	\$102,725	\$729,000	-\$626,275
High End Very Low Income	\$3,013	\$36,150	\$188,365	\$729,000	-\$540,635
High End Low Income	\$4,296	\$51,550	\$267,552	\$729,000	-\$461,448
Median Income	\$6,021	\$72,250	\$375,606	\$729,000	-\$353,394
High End Moderate Income	\$7,225	\$86,700	\$448,985	\$729,000	-\$280,015
<b>Four Persons</b>					
High End Extremely Low Income	\$2,258	\$27,100	\$140,750	\$729,000	-\$588,250
High End Very Low Income	\$3,763	\$45,150	\$235,721	\$729,000	-\$493,279
High End Low Income	\$5,367	\$64,400	\$333,203	\$729,000	-\$395,797
Median Income	\$7,525	\$90,300	\$468,793	\$729,000	-\$260,207
High End Moderate Income	\$9,029	\$108,350	\$561,115	\$729,000	-\$167,885

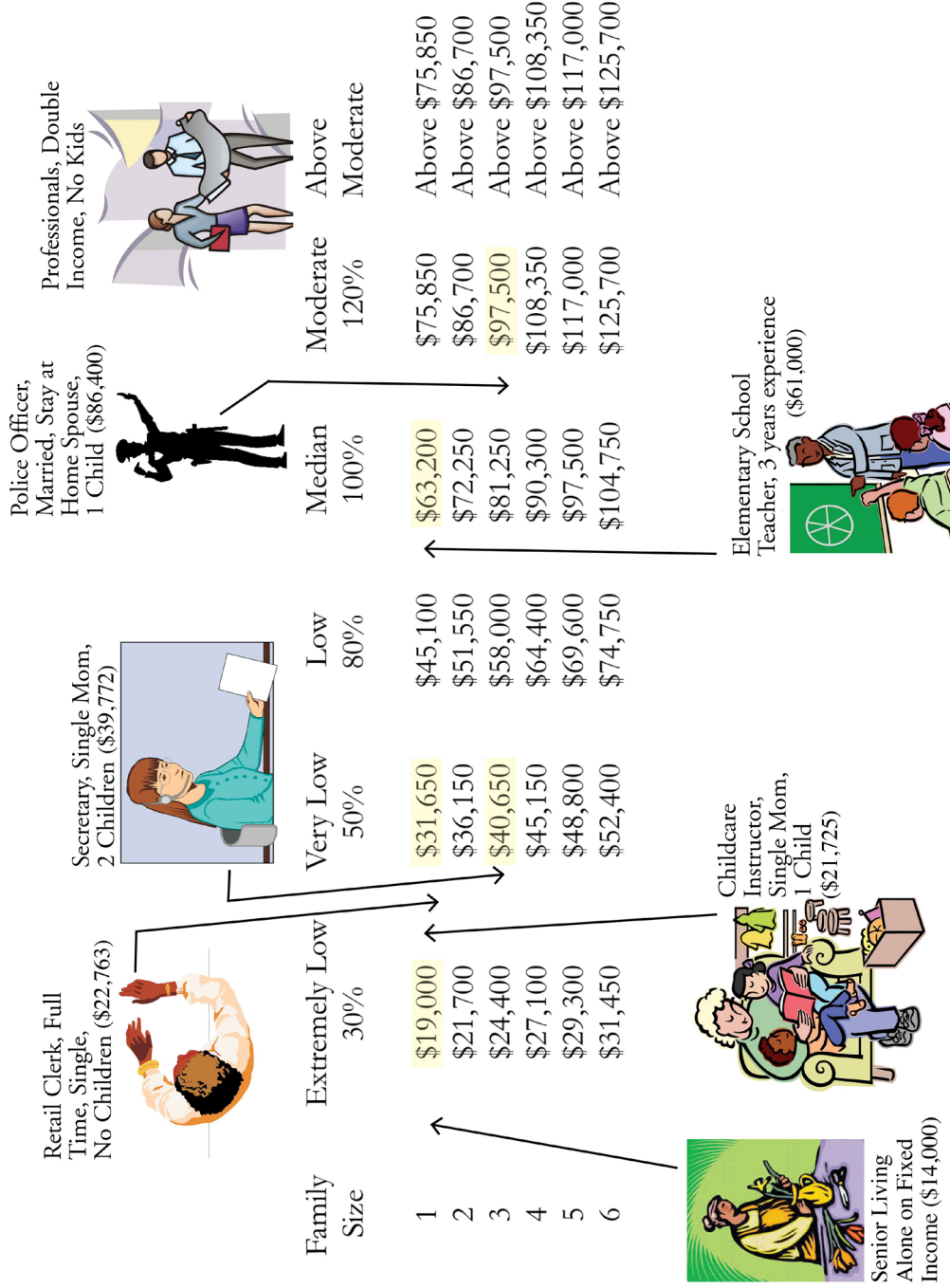
\*Based on the following assumptions: 5.0% interest rate; 30-year fixed loan; 20% downpayment; 1% property tax; and no addition

## Estimate of the Ability to Pay for Rental Housing in Pleasanton (2010)

Household Size and Income Category	Monthly Income	Annual Income	Rent @ 30% of	Expected Unit Size	Low End	Ability to Pay
			Monthly Income		Average Rent (2010)	"Gap" for Low End Unit
<b>Single Person</b>						
High End Extremely Low Income	\$1,583	\$19,000	\$475	1 BR	\$1,131	-\$656
High End Very Low Income	\$2,638	\$31,650	\$791	1 BR	\$1,131	-\$340
High End Low Income	\$3,758	\$45,100	\$1,128	1 BR	\$1,131	-\$4
Median Income	\$5,267	\$63,200	\$1,580	1 BR	\$1,131	\$449
High End Moderate Income	\$6,321	\$75,850	\$1,896	1 BR	\$1,131	\$765
<b>Two Persons</b>						
High End Extremely Low Income	\$1,808	\$21,700	\$543	2 BR	\$1,377	-\$835
High End Very Low Income	\$3,013	\$36,150	\$904	2 BR	\$1,377	-\$473
High End Low Income	\$4,296	\$51,550	\$1,289	2 BR	\$1,377	-\$88
Median Income	\$6,021	\$72,250	\$1,806	2 BR	\$1,377	\$429
High End Moderate Income	\$7,225	\$86,700	\$2,168	2 BR	\$1,377	\$791
<b>Four Persons</b>						
High End Extremely Low Income	\$2,258	\$27,100	\$678	3 BR	\$1,859	-\$1,182
High End Very Low Income	\$3,763	\$45,150	\$1,129	3 BR	\$1,859	-\$730
High End Low Income	\$5,367	\$64,400	\$1,610	3 BR	\$1,859	-\$249
Median Income	\$7,525	\$90,300	\$2,258	3 BR	\$1,859	\$399
High End Moderate Income	\$9,029	\$108,350	\$2,709	3 BR	\$1,859	\$850

Source: Baird + Driskell/Community Planning; City of Pleasanton Annual Survey of Apartment Rents and Vacancy Rates (2010)

# City of Pleasanton and Alameda County 2010 Household Income

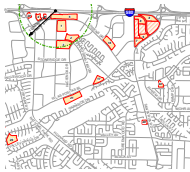


Source: Official State Income Limits for 2010 (Alameda County) as determined by the U.S. Department of Housing and Urban Development (HUD), adjusted for family size; the 2010 Area Median Income is \$90,300. Examples for the 2010 salaries are from California Employment Development Department for East Bay Area (Oakland-Fremont-Hayward MSA). Salaries for teachers and police officers are local to Pleasanton (sources are the Pleasanton Unified School District and City of Pleasanton in 2010).



## Need for Housing for Persons Living with Special Needs

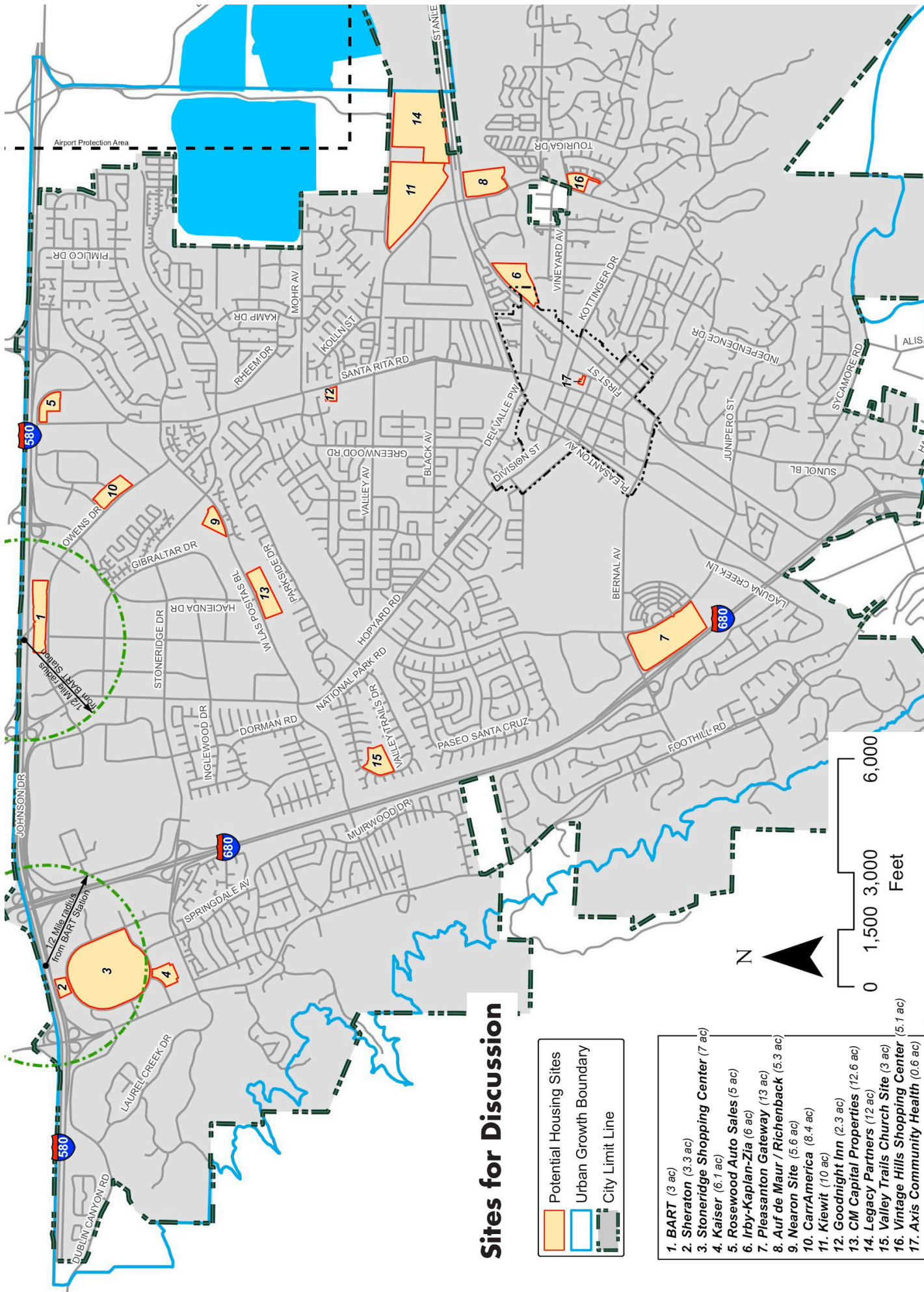
The City must also plan for special housing needs, these can include housing for seniors, people living with disabilities, large families, female headed households, homeless persons and families, and those persons needing housing with supportive services, or persons needing transitional housing until they can find permanent housing. According to the 2000 Census, there were approximately 5,550 non-institutionalized persons age 16 or older in Pleasanton with mobility and/or self-care limitations that might require special housing accommodations and supportive services. This number represented about 10 percent of the population. In 2000, almost 38% of persons over the age of 65 had a mobility and/or self-care limitation in Pleasanton.



## Potential Housing Sites

The Task force has met on five occasions and to date has recommended a preliminary list of sites to consider for rezoning consisting of 17 potential housing sites totaling 108 acres (see map on next page and aerial photos which follow). This list will be pared down to sites more closely totaling the required 70 acres. Please visit the stations for more information.

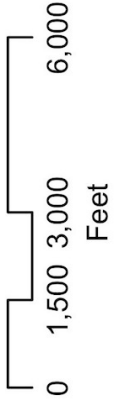
## *Your Notes:*



## Sites for Discussion

- Potential Housing Sites
- Urban Growth Boundary
- City Limit Line

1. **BART** (3 ac)
2. **Sheraton** (3.3 ac)
3. **Stoneridge Shopping Center** (7 ac)
4. **Kaiser** (6.1 ac)
5. **Rosewood Auto Sales** (5 ac)
6. **Irby-Kaplan-Zia** (6 ac)
7. **Pleasanton Gateway** (13 ac)
8. **Auf de Maur / Richenback** (5.3 ac)
9. **Nearon Site** (5.6 ac)
10. **CarrAmerica** (8.4 ac)
11. **Kiewit** (10 ac)
12. **Goodnight Inn** (2.3 ac)
13. **CM Capital Properties** (12.6 ac)
14. **Legacy Partners** (12 ac)
15. **Valley Trails Church Site** (3 ac)
16. **Vintage Hills Shopping Center** (5.1 ac)
17. **Axis Community Health** (0.6 ac)







1. BART

5. Rosewood Auto Sales

10. Carr America

9. Nearon Site

13. CM Capital Properties

Existing Uses On Site:

- 1. Parking Lot
- 5. Auto Sales
- 9. Parking Lot / Vacant
- 10. Parking Lot
- 13. Office



2. Sheraton

3. Stoneridge Shopping Center

4. Kaiser

LAUREL CREEK PARK

Existing Uses On Site:

- 2. Hotel
- 3. Stoneridge Shopping Center
- 4. Vacant and parking lot







**Safeway  
(under construction)**

# 7. Pleasanton Gateway

Pleasanton Community Park

**BERNAL  
OPEN SPACE**

Existing Uses On Site:  
7. Safeway and shopping center uses  
(under construction on northern portion of site)  
and vacant land



BICENTENNIAL PARK

12. Goodnight Inn



LOCKHART LN

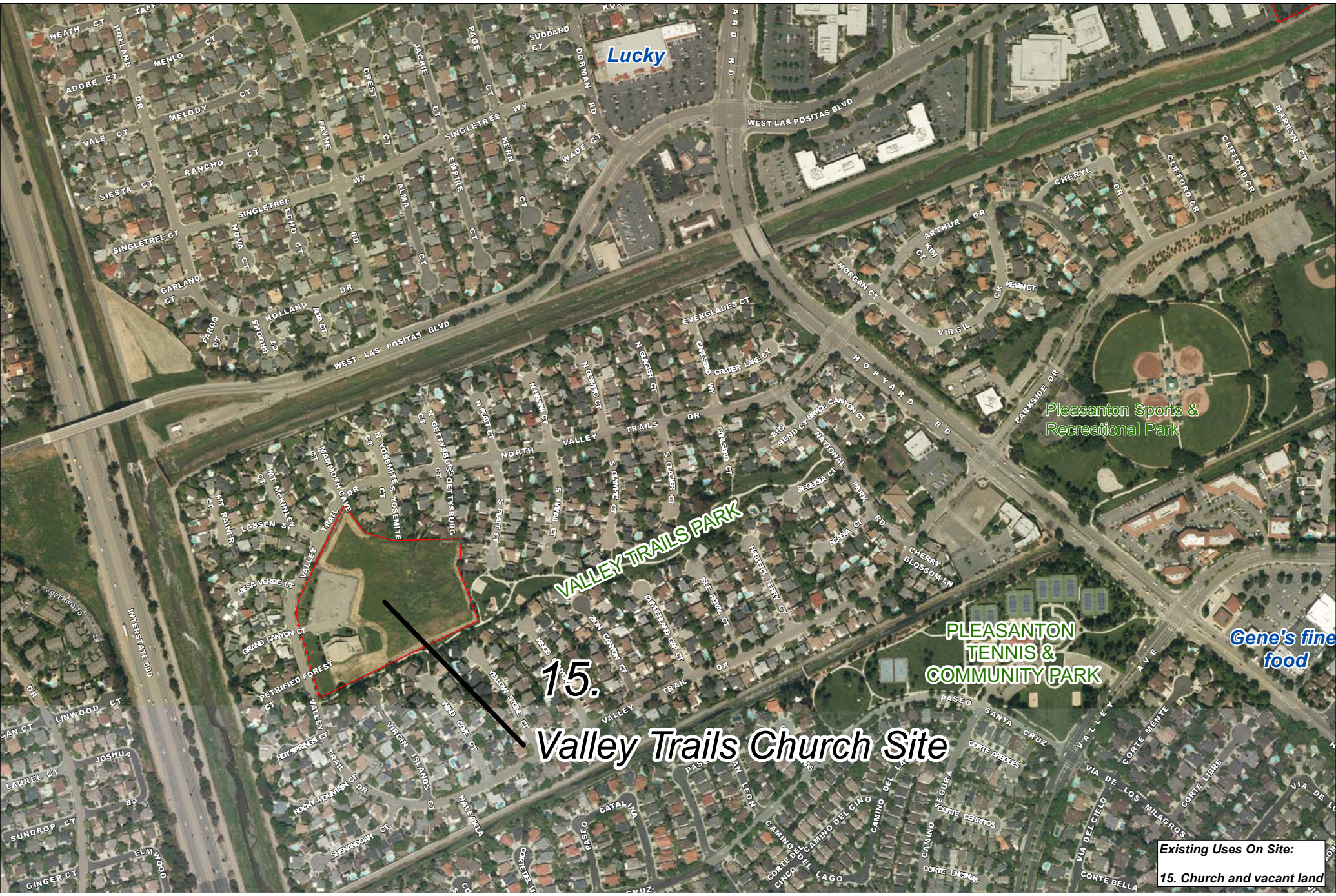
ORLOFF PARK

HARVEST PARK MIDDLE SCHOOL

Safeway

Existing Uses On Site:  
12. Hotel and restaurant





Lucky

VALLEY TRAILS PARK

Pleasanton Sports & Recreational Park

PLEASANTON TENNIS & COMMUNITY PARK

Gene's fine food

15. Valley Trails Church Site

Existing Uses On Site:  
15. Church and vacant land



AMADOR VALLEY HIGH SCHOOL

6. Irby-Kaplan-Zia

MAIN ST GREEN

17. Axis Community Health

Cole's Market

KOTTINGER VILLAGE COMMUNITY PARK

VETERAN'S PLAZA

LIONS WAYSIDE PARK

DELUCCI PARK

McKINLEY PARK

VALLEY VIEW

Existing Uses On Site:  
6. House, barn, storage and vacant land  
17. Medical Office (existing medical office is relocating)





11.  
Kiewit

14.  
Legacy  
Partners

8.  
Auf de Maur / Richenback

16.  
Vintage Hills  
Shopping Center

Existing Uses On Site:  
8. Vacant  
11. Storage / Vacant  
14. Vacant  
16. Shopping Center

VALLEY  
VIEW  
SCHOOL

KOTTINGER

COMMUNITY  
PARK

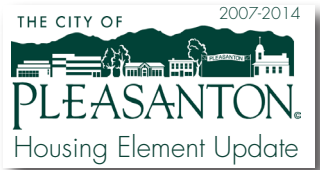
BMX  
PARK

EAST BAY

TAWNY  
PARK

VINTAGE





*Please Tear-Off!*

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## COMMENT SHEET

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# City of Pleasanton Housing Element

*Prepared for the March, 2011  
Community Workshops*

Please use the space below and on the back to provide any additional thoughts concerning the City of Pleasanton Housing Element update. This could include your comments on any additional housing sites that could be considered, to other suggestions related to housing needs or other considerations for the Housing Element. Please be as specific as possible. We would like to collect your comment sheet at the end of the workshop to supplement the ideas generated at the stations. If you would like to email, fax or mail your comments, please send them **NO LATER THAN MARCH 18, 2011** to Janice Stern, Community Development Services, City of Pleasanton, 200 Old Bernal Avenue, Pleasanton, CA 94566.

❖ Email: [jsstern@ci.pleasanton.ca.us](mailto:jsstern@ci.pleasanton.ca.us) ❖ Phone: 925.931.5606 ❖ Fax: 925.931.5483 — **Thanks!**

*Additional Comments*

### **Pleasanton Housing Needs**

*Additional Comments*

### **How We Rated Potential Housing Sites**

*Additional Comments*

**Pleasanton Housing Sites —Your Input is Needed!**

*Other Comments or Suggestions for the Pleasanton Housing Element Update:*



## **APPENDIX C: Criteria Rating from Community Workshops**

APPENDIX C						
Criteria Rating from Community Workshops						
	Dots Received (Total)	Red Dots Received (Total)	Dots Received (Total for Category)	Red Dots Received (Total for Category)	Comments	
<b>I. Criteria for Initial Round of Evaluation</b>						
<b>1. Infill</b>						
a. Site is an infill site	3	0				
b. Site is not anticipated to require off-site sewer/water infrastructure improvements	1	0				
<b>2. Proximity to Modes of Transportation</b>	51	27	51	27	Headway to BART criteria scored approx. 7 dots; Adjacent to bike route and proximity to freeway on ramp each scored approx. 1 dot; All other dots by sub criteria were by proximity to BART 1/2 and 3/4 miles	
a. Site is within 1/4 mile of BART						
b. Site is within 1/2 mile of BART						
c. Site is within 1/3 mile of transit stop with 15 minute headway to BART						
d. Site is within 1/3 mile of transit stop with 30 minute headway						
e. Site is adjacent to bike route						
f. Site is within 1/2 mile of freeway on ramp						
<b>3. Proximity to Services and Amenities</b>	2	1	12	1		
a. Site is within 1/2 mile of an existing or approved grocery store	5	0				
b. Site is within 1/2 mile of an existing elementary school	4	0				
c. Site is within 1/2 mile of an existing middle school	1	0				
d. Site is within 1/2 mile of an existing or planned park/open space						
<b>4. Impact on Future Residents</b>			6	0		
a. Site is not anticipated to have odor impacts	4	0				
b. The project is anticipated to meet noise standards with no or with reasonable mitigation measures (if adjacent to or across the street from freeway or rail line = 0)	1	0				
c. The site is not within BAAQMD's air quality screening distance for new sensitive receptors	0	0				
d. The site is within the standard response time for emergency services	1	0				
e. The site is outside geological and fire hazard areas	0	0				
Site is not within Alquist Priolo zone or fault zone	0	0				
Site is not within earthquake induced landslide zone	0	0				
Site is not within Special Fire Protection Area	0	0				
f. The site is outside a 300-foot radius of an existing wireless facility	0	0				
g. The site will be at least 150 feet from overhead portions of the 230 kV line and at least 37.5 feet from underground portions of the 230 kV line	0	0				
<b>5. Height and Mass Compatibility</b>	41	6	69	8		
a. Will the project (assuming 3 stories) be no more than one story higher than all adjacent residential development or all residential development across a residential collector or local street	8	0				
b. Will the FAR of the proposed project (assuming an FAR of 80%) be less than twice of the allowable FAR for development on all adjacent sites (not including parks) and sites across a residential collector or local street	6	0				
c. Site is not adjacent to or across (a residential collector or local street) from an existing single-family detached residential home(s)	14	2				
<b>6. Impact Trees, Species, Historic Resources</b>	0	0	0	0		
a. The site will not likely require a significant tree mitigation/consideration	0	0				
b. The site will not likely require an environmental analysis related loss of suitable habitat for or the taking of sensitive species	0	0				
c. The site will not likely require an analysis related to impacts on historic resources	0	0				
<b>7. Potential Inconsistency with General Plan Themes</b>						
a. Development of the site (assuming 3-4 stories) will not likely be inconsistent with the overarching goals/themes stated in the Introduction section of Pleasanton's General Plan: preserving and enhancing Pleasanton's character <sup>1</sup> and quality of life, and encouraging sustainable <sup>2</sup> development (if potentially inconsistent score = 0)	38	11	38	11		
<b>8. Site Size</b>			4	0		
a. The site is 5 acres or more in size allowing for design flexibility	4	0				
b. The site is 1 acre or more in size allowing for more State/Federal financing opportunities	0	0				
<b>9. Interest in Site</b>			1	0		
a. Property owner/developer has expressed interest in the site for high density residential development	1	0				
<b>10. Economic Interest</b>						
a. Site is not adjacent to a freeway	15	1	15	1		
<b>II. Criteria for Later Round of Evaluation</b>						
1. The project will create no significant environmental impacts or will create no significant environmental impacts which cannot be mitigated with reasonable mitigation measures	6	2	6	2		
2. Will development of the site with housing be accepted by the surrounding community	7	2	7	2		
3. Rezoning of the site will not have a significant fiscal impact on City	0	0				







**APPENDIX D: Criteria Rating from Public Comments  
(Forthcoming)**

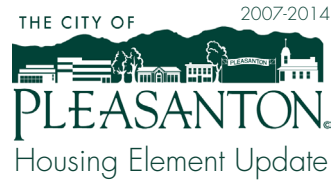


## **APPENDIX E: Public Comments**

All comments public comments through March 23, 2011 may be viewed on the City's website at:

<http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html>

Binders of the comments are also available for viewing at the City Offices, 200 Old Bernal, Monday through Friday, 8 a.m. to 5 p.m.



# City of Pleasanton Housing Element Update

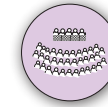
## Schedule of Meetings

April 14, 2011

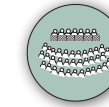
\*\*\* Meetings with Housing Experts



Housing Element Task Force Meeting



City Council (CC) Meeting



Housing Commission (HC) and/or Planning Commission (PC) Meeting



Community Outreach



Review by CA Department of Housing and Community Development (HCD) Staff

<b>Task Force Meeting #3 Outreach</b> Jan 5 2011	<b>Housing Expert Meetings</b> Mid-January	<b>Task Force Meeting #4 Outreach</b> Feb 2 2011	<b>Task Force Meeting #5 Outreach</b> March 2 2011	<b>Community Workshops</b> March 8, 12 and 14, 2011	<b>Task Force Meeting #6 Outreach</b> March 30 2011	<b>Housing Commission Check-In</b> April 21 2011	<b>Planning Commission Check-In</b> April 27 2011	<b>City Council Check-In</b> May 3 2011	<b>Task Force Meetings #7 and #8</b> May - June	<b>HC / PC / CC Work Sessions</b> July 2011	<b>60-Day HCD Review</b> Starts on August 16, 2011	<b>HC Meeting/ PC Public Hearing</b> October 2011	<b>City Council Public Hearing</b> November 2011	<b>Adoption of the Updated Housing Element</b>
Pleasanton Library	Pleasanton City Hall	Pleasanton Library	Pleasanton Library	Various Locations	Veterans Hall	City Council Chambers	City Council Chambers	City Council Chambers	Pleasanton Library	City Council Chambers	City Council Chambers	City Council Chambers	City Council Chambers	

<ul style="list-style-type: none"> <li>Receive Additional Housing Background Information</li> <li>Undertake Additional Discussion of Potential Housing Sites</li> <li>Review Outreach Approach for Stakeholder Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Present Background Information on the Housing Element</li> <li>Discuss Housing Strategy Choices</li> <li>Identify Any Other Considerations for the Housing Element Update</li> </ul> <p><i>A minimum of two Stakeholder Meetings would be conducted</i></p>	<ul style="list-style-type: none"> <li>Review Outreach Results and Stakeholder Meetings</li> <li>Receive, Review and Finalize DRAFT Housing Sites Inventory for Community Review</li> <li>Review Outreach Approach for Community Workshops</li> </ul>	<ul style="list-style-type: none"> <li>Review of Other Housing Element Topics and Background Information</li> </ul> <p><i>Community Workshops / other outreach coordinated with the release of the Draft Housing Sites Inventory by February 20, 2011</i></p>	<ul style="list-style-type: none"> <li>Present Background Information on the Housing Element</li> <li>Discuss Housing Strategy Choices and DRAFT Housing Sites Inventory</li> <li>Identify Any Other Considerations for the Housing Element Update</li> </ul>	<ul style="list-style-type: none"> <li>Review Outreach Results from Community Workshops</li> <li>Refine Policy Directions for Key Issues</li> <li>Review Outreach Approach for Check-In with HC, PC and CC</li> </ul>	<ul style="list-style-type: none"> <li>Present Background Information on the Housing Element and Key Findings of the Housing Needs Analysis</li> <li>Review Outreach Results and Task Force Rec.</li> <li>Provide Direction on Key Issues for the Housing Element for Consideration by the City Council</li> </ul>	<ul style="list-style-type: none"> <li>Present Background Information on the Housing Element and Key Findings of the Housing Needs Analysis</li> <li>Review Outreach Results and Task Force Rec.</li> <li>Provide Direction on Key Issues for the Housing Element for Consideration by the City Council</li> </ul>	<ul style="list-style-type: none"> <li>Present Background Information on the Housing Element and Key Findings of the Housing Needs Analysis</li> <li>Review of Outreach Results and HC, PC, and Task Force Rec.</li> <li>Provide Direction on Key Issues for the Housing Element</li> </ul>	<ul style="list-style-type: none"> <li>Review Directions from the City Council</li> <li>Receive Complete Background Section of the Preliminary Draft Housing Element</li> <li>Conduct Multiple Outreach Meetings to Review Strategies, Programs and Directions for the Preliminary Draft Housing Element</li> </ul>	<ul style="list-style-type: none"> <li>Housing Commission, Planning Commission and City Council Review of the Preliminary Draft Housing Element</li> <li>Direct Staff to Prepare the Draft Housing Element Based on City Council Initial Review</li> </ul> <p><i>Submittal of the Draft Housing Element to HCD no later than August 16, 2011</i></p>	<ul style="list-style-type: none"> <li>City Staff May Meet with HCD Staff to Review Any Comments and to Answer Questions During this Time</li> </ul> <p><i>Possible Modifications to the Draft Housing Element Based on HCD Comments</i></p>	<ul style="list-style-type: none"> <li>Public Hearing to Review the Draft Housing Element with Changes as a result of HCD and Public Comments</li> <li>Recommend to City Council</li> </ul>	<ul style="list-style-type: none"> <li>Public Hearing</li> <li>Adoption of the Updated Housing Element by the City Council</li> </ul> <p><i>General Plan Amendments (GPA) and Rezoning would occur concurrently</i></p>	<p><i>Adoption of the Updated Housing Element within 90 days of receiving HCD comments on the Draft Housing Element.</i></p> <p><i>Completion of GPA's, rezonings prior to or concurrent with Housing Element adoption.</i></p>
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## Draft Information Regarding Potential Housing Sites

Revised 4-14-11 (Without Renumbering--Rosewood Auto Sales and Valley Trails Church Site Removed, and Downtown (SF Site) Added)

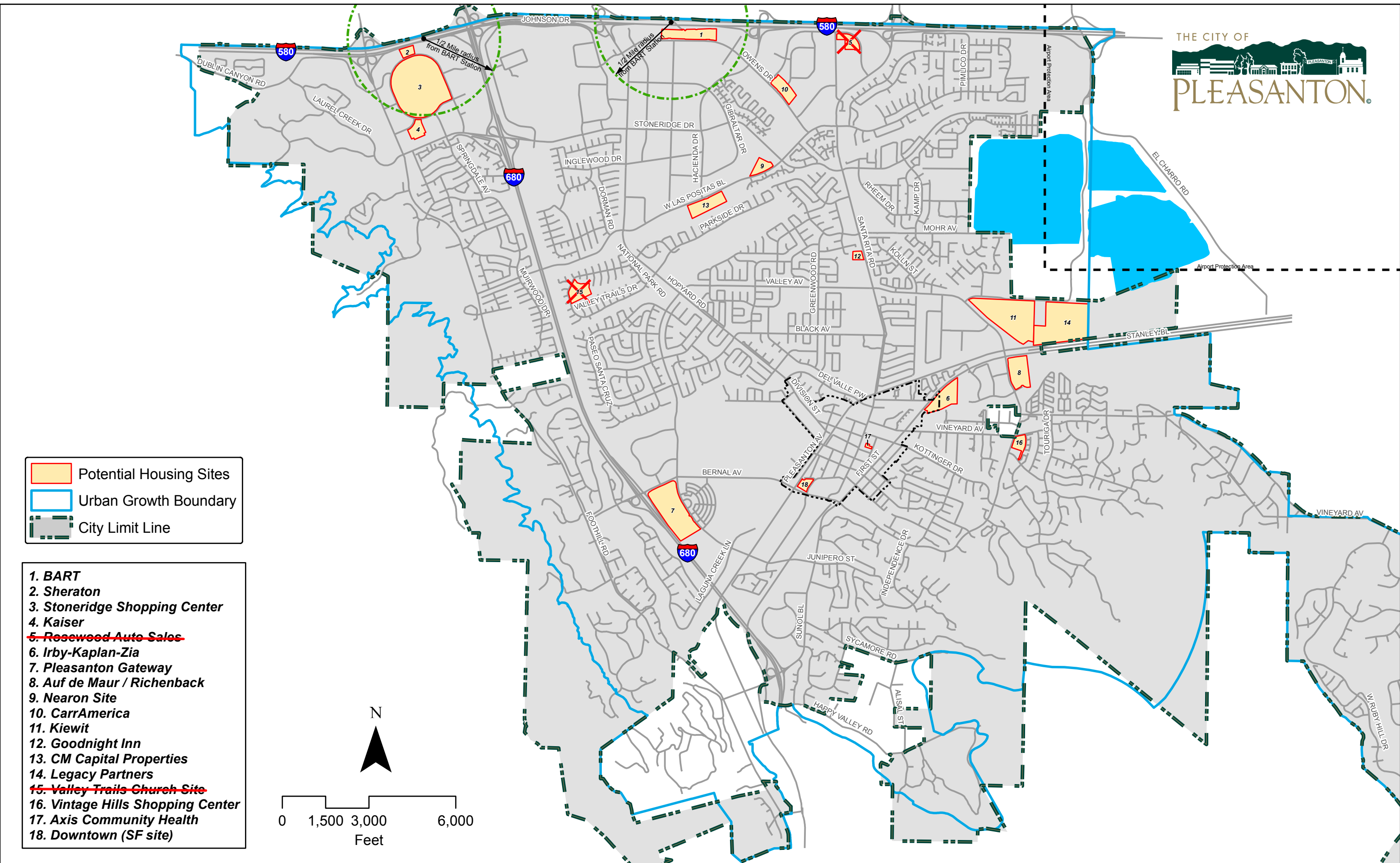
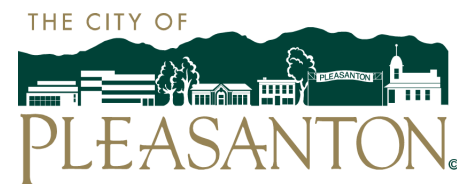
Site	APN	General Plan Designation	Total site acreage	Potential acreage for multi-family development	No. of units @ 23 units/ac	No. of units @ 30 units/ac
1. BART <sup>1</sup>	941-2771-015-00 941-2778-002-00	Mixed Use/Business Park	14.9	3.0		90
2. Sheraton	941-1201-057-02	Retail/Highway/Service Commercial, Business & Prof. Offices	3.3	3.3		99
3. Stoneridge Shopping Center <sup>1</sup>	941-1201-028-00 941-1201-029-00 941-1201-030-06 941-1201-092-00 941-1201-094-03 941-1201-095-00	Retail/Highway/Service Commercial, Business & Prof. Offices	74.6	7.0		210
4. Kaiser	941-1201-052-03	Retail/Highway/Service Commercial, Business & Prof. Offices	6.1	6.1		183
<del>5. Rosewood Auto Sales<sup>2</sup></del>	<del>946-1100-048-00 946-1100-049-00 946-1100-047-00</del>	<del>Retail/Highway/Service Commercial, Business &amp; Prof. Offices Public Health and Safety</del>	<del>5.0</del>	<del>5.0</del>		<del>150</del>
6. Irby-Kaplan-Zia <sup>2,5</sup>	946-1680-004-04 946-1680-003-02 946-1680-002-03	Retail/Highway/Service Commercial, Business & Prof. Offices Public Health and Safety Wildland Overlay	14.8	6.0		180
7. Pleasanton Gateway <sup>3</sup>	947-0008-017-00	Retail/Highway/Service Commercial, Business & Prof. Offices	39.6	10.0		300
8. Auf de Maur/Rickenback Site	946-4542-045-03	Retail/Highway/Service Commercial, Business & Prof. Offices	16.0	5.3		159
9. Nearon Site	941-2764-015-00	Mixed Use/Business Park	5.6	5.6		168
10. CarrAmerica <sup>1</sup>	941-2780-019-01	Mixed Use/Business Park	60.0	8.4		252
11. Kiewit Site	946-1251-007-04	East Pleasanton SP	49.0	10.0		300
12. Goodnight Inn	946-3295-001-04	Retail/Highway/Service Commercial, Business & Prof. Offices	2.3	2.3		69
13. CM Capital Properties	941-2762-006-00 941-2762-011-01	Mixed Use/Business Park	12.6	12.6		378

Site	APN	General Plan Designation	Total site acreage	Potential acreage for multi-family development	No. of units @ 23 units/ac	No. of units @ 30 units/ac
14. Legacy Partners <sup>4</sup>	946-1250-019-05 946-1350-003-08	East Pleasanton SP	51.2	12.0		360
<del>15. Valley Trails Church Site</del>	<del>941-0903-057-09</del>	<del>Medium Density Residential Public &amp; Institutional</del>	<del>9.0</del>	<del>3.0</del>	<del>69.0</del>	
16. Vintage Hills Shopping Center	946-2551-090-00	Retail/Highway/Service Commercial, Business & Prof. Offices	5.1	5.1		153
17. Axis Community Health	094-0107-011-20	Retail/Highway/Service Commercial, Business & Prof. Offices	0.6	0.6	12.7	
18. Downtown (SF Site)	094-0157-005-17 094-0157-022-00	Public & Institutional	3.2	3.2		96
<b>TOTAL</b>				<b>100.5</b>	<b>12.7</b>	<b>2,997</b>
<b>Endnotes:</b>						
<sup>1</sup> Estimate of potentially developable area						
<sup>2</sup> Acreage within the Public Health and Safety Designation (hazard areas in which new development--other than 1 existing home on a lot of record before Sept. 1986--is prohibited) has been subtracted						
<sup>3</sup> Remainder of site after development of Safeway retail center						
<sup>4</sup> Reflects property owner's requested acreage for high density residential development						
<sup>5</sup> Acreage within the Wildland Overlay Designation (wildlife corridors in which new development--other than 1 existing home on a lot of record before Sept. 1986--is prohibited) has been subtracted						



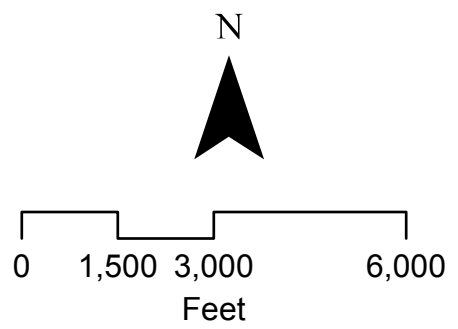
# Potential Multi-Family Housing Sites Requiring General Plan Amendment or Rezoning (Preliminary Draft)

April 13th, 2011



- Potential Housing Sites
- Urban Growth Boundary
- City Limit Line

1. BART
2. Sheraton
3. Stoneridge Shopping Center
4. Kaiser
- ~~5. Rosewood Auto Sales~~
6. Irby-Kaplan-Zia
7. Pleasanton Gateway
8. Auf de Maur / Richenback
9. Nearon Site
10. CarrAmerica
11. Kiewit
12. Goodnight Inn
13. CM Capital Properties
14. Legacy Partners
- ~~15. Valley Trails Church Site~~
16. Vintage Hills Shopping Center
17. Axis Community Health
18. Downtown (SF site)



**REVIEW AND ASSESSMENT OF 2003 HOUSING ELEMENT PROGRAMS**  
 February 2011 – ***DRAFT***  
 Planning Period Review: January 1, 1999 to June 30, 2009

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
<b>GOAL 1:</b> 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.				
<b>GOAL 2:</b> Encourage residential densities capable of supporting affordable housing while taking into account the character and development pattern of the surrounding area.				
<u>Policy 1:</u> Maintain at least 25 percent of the total housing stock at full development as multiple family, both owner and renter-occupied.				
<u>Program 1.1:</u> Ensure that at least 25 percent of all residential development permits are allocated to multiple family housing through the City's Growth Management Program as long as level-of-service standards and other City policies are maintained. Use the Inclusionary Zoning Ordinance and incentives listed in Policies 29 and 30 to achieve this objective.	Annually, and as development proposals are reviewed.	City Council	Objective met. Between January 1, 1999 and June 30, 2009, 26% of units built (797 of 3046 units, including second units, and not including the 105 units in the Parkview assisted living facility project for elderly) were either apartments, condominiums, duets, or townhouses.	
<u>Policy 2:</u> At a minimum, maintain the amount of high-density residential acreage currently designated on the General Plan Map.				
<u>Program 2.1:</u> Discourage the redesignation of areas designated for High Density Residential.	On-going	City Council	Objective met. High-density acreage has been maintained. There were no General Plan Amendment applications between January 1, 1999 and June 30, 2009.	
<u>Policy 3:</u> Increase the midpoint of the General Plan High Density Residential density range to 20 dwelling units per acre.				
<u>Program 3.1:</u> Encourage through the use of the incentives listed in Policies 30 and 31 densities of at least 20 units per acre; encourage developments of at least 25 units per acre to enable affordable housing so as to comply with the Inclusionary Zoning Ordinance.	On-going	City Council	Objective met. Windstar apartments near the new West Dublin/Pleasanton BART station were approved in 2008 at 51 units per acre. The Gardens at Ironwood (senior apartments) completed in 2005 were built at 28 units per acre. In 2002, the	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			Greenbriar Apartments on the Bernal Property were built at 20 units per acre.	
<u>Policy 4:</u> Permit mobile homes and factory-built housing on appropriately located sites.				
<u>Program 4.1:</u> 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.	On-going	Planning Commission, City Council	Objective met. No applications for this type of construction have been received in the reporting period.	
<u>Policy 5:</u> 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.				
<u>Policy 6:</u> Affordable housing shall be an amenity for purposes of developing new housing at a density above the mid-point of the General Plan density range.				
<u>Policy 7:</u> Give favorable consideration for approval at a density of at least the mid-point of the General Plan density range for proposed developments which meet their entire Inclusionary Zoning Ordinance requirement by building very-low- and low-income housing units, as long as all other City development standards are met.				
<u>Policy 8:</u> Give favorable consideration for approval at a density of at least the mid-point of the High Density Residential General Plan density range (20 dwelling units per acre) for proposed developments of rental apartments which would remain as rentals.				
<u>Policy 9:</u> Promote mixed-use development where appropriate throughout the city, such as residential uses constructed over commercial uses and adjacent to transit. Use the PUD process to reduce residential development standards in mixed-use developments, such as sharing parking and reducing open space. Apply for federal and state grants offered for mixed-use development near transit centers.				
<u>Policy 10:</u> Actively promote the creation of second units on single-family residential lots and their maintenance as sources of moderate-, low-, and very-low-income housing.				
<u>Program 10.1:</u> Institute a monitoring program for second units to determine if they are being rented and, if so, determine their rent levels. Include conditions of approval for second unit use permits requiring a monitoring program.	2002/Ongoing	Housing Div., Housing Commission, Planning Dept.,	Objective met. On June 17, 2003 the City Council adopted a Code amendment to Section 18.106.060.K of the Pleasanton	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
		Planning Commission	Municipal Code requiring property owners to participate in the City's second unit rent monitoring program if they receive a new use permit for a second unit. The Code amendment requires a restrictive covenant about the monitoring requirements to be recorded against the property owner's lot. The monitoring requirements are also included as a condition of approval for new use permits. A monitoring survey conducted in 2007 found that 3% of second units are currently rented and 28% are interested in potentially renting their second units.	
<p><u>Program 10.2:</u> Create incentives to 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 use permit process.</p>	2002 - 2003	Housing Div., Housing Commission, Planning Dept., Planning Commission	In progress. Staff is developing an outreach plan with resources to support owners who would like to rent their second units. The City will seek consultant services to operate this program.	
<p><u>Program 10.3:</u> Modify the Second Unit Ordinance to comply with AB1866, making second units permitted uses in residential districts.</p>	June 2003	Planning Dept., Planning Commission, City Council	Objective met. New ordinance adopted June 17, 2003.	
<p><b><u>GOAL 3:</u> Ensure that sufficient rental housing units are provided and retained to serve Pleasanton residents who choose to rent or who cannot afford ownership housing.</b></p>				
<p><b><u>GOAL 4:</u> Encourage the production of market-rate moderate-income ownership housing and assisted low- and very-low-income ownership housing.</b></p>				
<p><u>Policy 11:</u> Encourage at least 50 percent of multiple-family housing units to be rental apartments at build-out.</p>				
<p><u>Program 11.1:</u> 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.</p>	On-going	Housing Division	Objective met. Between January 1, 1999 and June 30, 2009, of the 797 condominiums, apartments, duets, and	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			townhomes built, 660 or 82 percent were rentals. Monitoring continues as part of the City's Condominium Conversion Ordinance.	
<u>Policy 12:</u> 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.				
<u>Program 12.1:</u> 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).	As needed	City Council	Objective met—revisions not needed. Revisions to the Condominium Conversion Ordinance were prepared in 2007 to address mitigating tenant displacement, retaining at least 50 percent rentals, moving assistance, and maintaining leasehold rights for seniors, handicapped, and low income families who have occupied a unit for at least 24 months. The revisions were put on hold due to no more demand for condo conversions.	
<u>Program 12.2:</u> Deny conversion of apartment units to condominiums if the percentage of multiple-family units available for rent, city-wide, is below 50 percent.	As needed.	City Council	Objective met—revisions not needed. See above.	
<u>Program 12.3:</u> Require moving assistance and other means to minimize hardship of persons displaced by condominium and mobile home conversions.	As needed.	City Council	Objective met—revisions not needed. See above.	
<u>Program 12.4:</u> Require condominium converters to maintain rental units for households with special needs, such as lifetime leases with rental caps for the disabled.	As needed.	City Council	Objective met—revisions not needed. See above.	
<b>GOAL 5:</b> Encourage the production and retention of a sufficient number of moderate-, low-, and very-low-income housing units to meet Pleasanton's needs.				
<b>GOAL 6:</b> Promote the production of affordable housing by actively working with and creating incentives for non-profit housing developers.				
<u>Policy 13:</u> Target 15 percent of the housing stock at full development to be affordable to the needs of low- and very-low- income households.				
<u>Program 13.1:</u> Use the Growth Management Program to establish an	Annually	City Council	Objective partially met. No	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
<p>annual objective for low- and very-low-income housing units through Growth Management allocations. This allocation should take into account the information contained in the Growth Management Report including housing need, job growth, jobs/housing relationship, General Plan policies, regional share allocations, and other available evaluations of need.</p>			<p>specific objectives for low- or very-low-income units have been established, other than by the Inclusionary Housing Ordinance. However, since 2003, the Growth Management Program has imposed no constraint on development. Proposed units have not exceeded the annual allocation.</p>	
<p><u>Program 13.2:</u> Require the duration of low- and very-low-income set-aside units within apartment projects to be in perpetuity.</p>	On-going	City Council	Objective met. All BMR agreements since 1999 have retained units in perpetuity.	
<p><u>Program 13.3:</u> 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.</p>	Maintenance: on-going; replacement study: 2005.	Housing Div., Housing Commission, City Council	In progress. In 2006, the City approved a contract with Christian Church Homes for a predevelopment analysis of the potential for increasing the number of affordable units at Kottinger Place and the possibility of combining with Pleasanton Gardens. In 2010, the City issued an RFP to identify a developer for the project.	
<p><u>Program 13.4:</u> Seek State and Federal assistance for the development of housing to meet low- and very-low-income housing needs. Potential sources may include the HUD Section 202 and 811 programs (for senior and disabled housing), 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 affordable housing development. If the City is successful in securing an open source of funding for affordable housing, 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.</p>	On-going: dependent on specific development proposals.	Housing Division	Objective met. Assistance from these programs has been used for the Parkview assisted living project and housing rehabilitation.	
<p><u>Program 13.5:</u> Reserve sufficient numbers of housing units per year through the Growth Management Program to meet City objectives for owner-occupied and rental housing developments which provide at least</p>	On-going	City Council	Objective partially met. The Growth Management Program has not been a constraint to	



Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
25 percent low- and very-low-income units.			development in recent years since development proposals have not exceeded the annual limit on new residential units.	
<p><u>Program 13.6:</u> 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 very-low, low-, and moderate-income housing. 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.</p>	On-going	City Council	Objective met. Since 1999, the City has expended over \$13m in fee waivers and subsidies to projects including BMR units (or an average of approximately \$30,000 per affordable unit). In addition, over \$5m in Lower Income Housing Fees were waived. The PUD designation allows increases in density for affordable housing and flexibility in site development standards. For example, the Silverstone condo development was approved in 2006 with 8 units above the mid-point density to allow for development of income-restricted units and "affordable by design" units.	
<p><u>Program 13.7:</u> Seek alternative, non-traditional means suited to the community to fill very-low-, low-, and moderate-income housing needs, and to preserve the affordability of assisted-housing units.</p>	On-going	Planning Dept., Housing Div.	Objective met. A 105-bed assisted living facility (Parkview) with 9 beds affordable to seniors with 25% AMI and 22 beds for seniors with 50% AMI was opened in 2007.	
<p><u>Program 13.8:</u> Target a minimum of 25 percent of all new housing to be affordable to low- and very-low-income households.</p>	Annually	City Council	Objective partially met. On November 7, 2000, the City Council adopted an Inclusionary Housing Ordinance requiring 15 percent of the total number of units of all new multi-family residential projects containing 15 or more units to be affordable to very-low- and low-income households and 20 percent of the total number of units of all	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			new single-family residential projects of 15 or more units to be affordable to very-low- and low-income households. Projects not providing affordable units pay into the City's Lower Income Housing Fund.	
Policy 14: Give greater priority to providing housing which is at the low end of the low-income range (50 to 80 percent of median income).				
Policy 15: Target a minimum of 20 percent of all new housing needs to be affordable to moderate-income households.				
Program 15.1: Use the Growth Management Program to establish an annual objective for moderate-income housing units through Growth Management allocations. This allocation should take into account the information contained in the Growth Management Report including housing need, job growth, jobs/housing relationship, General Plan policies, regional share allocations, and other available evaluations of housing need.	Annually	City Council	Objective partially met. No specific objectives for moderate income units have been established through the Growth Management Program. However, because of the lower level of development activity during the past few years, the Growth Management Program has not acted as a constraint on development, and could accommodate growth consistent with the City's Regional Housing Needs Determination.	
Program 15.2: Continue to provide within each year's Growth Management allocation projects fulfilling the moderate-income housing objective established above.	Annually	City Council	Objective partially met. See above.	
Policy 16: Strive toward meeting Pleasanton's share of regional housing needs, as defined by the Regional Housing Needs Determination (RHND).				
Program 16.1: Designate sufficient land at appropriate densities to meet local and regional housing needs.	Annually	City Council	In progress. The City completed a General Plan Update in 2009 which identified additional land for multifamily residential/mixed uses (e.g., East Pleasanton Specific Plan Area, Hacienda Business Park, by the West Dublin/Pleasanton BART). A more specific site inventory is being developed as part of the	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			current Housing Element Update.	
<p><u>Program 16.2:</u> Attempt to rehabilitate five affordable ownership-housing units identified as having major building code violations each year between 2001 and 2006, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 2006. 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.</p>	<p>Annually; on-going beginning in 2001</p>	<p>Housing Division</p>	<p>Objective partially met. The City has generally met the annual goal for major rehab of ownership homes through its Housing Rehabilitation Program with an average of 2-4 homes per year. Demand has decreased recently as many owners are reluctant to assume debt even if deferred. In 2006, the City hired a consultant (Neighborhood Solutions) to identify any rental complexes in need of rehabilitation. The consultant was not been able to identify an apartment complex for rehabilitation due to the lack of interested owners and the generally good condition of older rental complexes in Pleasanton. The City is ready and willing to utilize this component of the Housing Rehabilitation Program should an opportunity present itself.</p>	
<p><u>Program 16.3:</u> 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 - June 30, 2006.</p>	<p>1999-2006</p>	<p>City Council</p>	<p>Objective partially met. In the reporting period (January 1, 1999 to June 30, 2009) residential new construction has included:</p> <ul style="list-style-type: none"> <li>• Above moderate: 2,003</li> <li>• Moderate: 684</li> <li>• Low income: 270</li> <li>• Very low income: 89</li> </ul> <p>In addition 105 units were constructed at the Parkview assisted living facility project for elderly. None of the above-</p>	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			mentioned units were achieved through rehabilitation with regulatory agreements, although the City continues to consider future opportunities.	
<p><u>Program 16.4:</u> In order to increase affordability, encourage innovation in housing design, local regulations, and construction consistent with Pleasanton's heritage and community character.</p>	On-going	Planning Department	Objective met. In addition to implementing the requirements of the Inclusionary Zoning Ordinance, the City has encouraged and required the incorporation of units that are "affordable by design" in projects such as the Silverstone condo project on Vineyard Avenue. The City also started a "Solar Affordable Housing Program" in 2004 to enhance affordability for existing low-income home owners by making available low-cost solar electric systems with free technical assistance and volunteer labor.	
<p><u>Program 16.5:</u> Work with employers to develop partnerships for participating in programs to make housing affordable to their workers.</p>	On-going	Housing Division	Objective met. The City partnered with its Tri-Valley neighbor cities to create the Tri-Valley Housing Opportunity Center (TVHOC) which offers housing counseling, homebuyer education classes, information about City programs, foreclosure assistance, and credit and debt counseling. The TVHOC opened in September 2005 and served over 600 clients in its first year, 30 of whom were able to purchase homes in the area. A key component of the Center's business plan is the establishment of employer-assisted housing programs to	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			enhance housing opportunities for local workers.	
<u>Policy 17:</u> Give priority for affordable housing opportunities to households with persons that live and work in Pleasanton.				
<b>GOAL 7:</b> Preserve and/or replace assisted rental apartment housing which is at risk of changing to market-rate housing.				
<b>GOAL 8:</b> 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.				
<u>Policy 18:</u> Preserve for the longest term feasible, preferably in perpetuity, and strive to replace the 132 low-income assisted-housing units which are at risk of changing to market-rate housing by the year 2006.				
<u>Program 18.1:</u> Monitor at-risk assisted projects which become eligible to terminate affordable controls, and provide technical assistance to tenant organizations which may be interested in purchasing the units.	On-going	Housing Division	Objective met. City monitored at-risk assisted projects until the last one expired in 2007, working through a Mayor's Task Force and meeting with project owners. In all, three projects expired since 2003 as a result of owners being unwilling to extend BMR agreements. This resulted in a loss of 117 BMR units. All remaining BMR projects have restrictions that apply in perpetuity.	
<u>Program 18.2:</u> Assist in the identification of potential purchasers of at-risk units such as resident councils, the City, other public agencies, and non-profit organizations.	As needed	Housing Division	Objective met. See above.	
<u>Program 18.3:</u> Provide grants or direct technical assistance where appropriate to management groups and non-profit organizations capable of acquiring and managing at-risk projects.	As needed	City Council, Housing Div.	Objective met. See above; the City remains available and willing to offer this assistance.	
<u>Program 18.4:</u> 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 affordable housing, 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	Two years prior to expiration of contract.	Housing Division	Objective partially met. Despite the efforts of a task force led by Pleasanton's mayor, the City was unsuccessful in its efforts to negotiate extensions to three below-market regulatory agreements which subsequently expired in 2003, 2004, and 2005 (involving 117 below-market	



Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
<p>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.</p>			<p>rental units). However, the City was able to negotiate enhanced protections for the affected tenants (for example, most owners agreed to continue accepting below-market rents for one year after the termination of their agreements).</p> <p>In 2006, the City initiated changes to its Condominium Conversion Ordinance to incorporate an inclusionary requirement (consistent with the Inclusionary Zoning Ordinance) and to update protections for tenants who are subject to displacement. The revisions were put on hold due to no more demand for condo conversions.</p>	
<p><u>Program 18.5:</u> Strive to develop additional joint-venture very-low- and low-income housing projects with other public agencies and non-profit organizations by the year 2005 to replace potentially lost assisted units elsewhere in the City.</p>	2002-2005	Housing Div., City Council	<p>Objective met. The City worked with BRIDGE Housing Corporation during this period to develop a 105-unit assisted living facility (The Parkview) which includes 31 units for very low and extremely low income seniors. The project opened in 2007. In 2006, the City began an analysis for redeveloping Kottinger Place and Pleasanton Gardens with a goal of potentially doubling the number of affordable units on those adjacent properties.</p>	
<p><u>Program 18.6:</u> 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.</p>	As needed	Housing Commission, City Council	<p>Objective met. Rent restricted projects approved since 1999 have required units to remain affordable in perpetuity.</p>	
<p><u>Program 18.7:</u> Structure future rent-restriction contract agreements for all</p>	On-going	Housing	<p>Objective met. See above.</p>	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
new assisted projects with limited or no time restrictions to minimize the displacement of tenants.		Commission, City Council		
<u>Program 18.8:</u> Provide rehabilitation funds where appropriate for apartment complexes in exchange for extended or perpetual assisted-housing time periods.	On-going	City Council	Objective partially met. City has not yet found a willing owner.	
<u>Program 18.9:</u> Issue bonds or provide other funding where appropriate to reduce apartment complex mortgage rates in exchange for extended or perpetual assisted-housing time periods.	On-going	City Council, Finance Dept.	Objective met. The Gardens at Ironwood senior apartments and Greenbriar apartments were financed under this program.	
<b>GOAL 9: Process affordable housing proposals and use available City programs and incentives so as to promote and facilitate the housing affordability.</b>				
<b>GOAL 10: Remove unnecessary governmental constraints to the provision of housing and public services and facilities.</b>				
<u>Policy 19:</u> 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.				
<u>Program 19.1:</u> Within one year of adoption of the Housing Element, complete land use studies to identify for conversion as many of the sites identified in Table IV-6 from non-residential to high density residential use as are necessary at appropriate densities (for example, approximately 30 acres at 30 units per acre or 40 acres at 20 units per acre) to meet the City's regional housing needs goal. Follow through with appropriate modifications to the Land Use Element and rezonings as soon as possible, but no later than June 2004, so that implementation can occur within the planning period.	2003	Planning Dept., Planning Commission, City Council	In progress. In 2010, Staples Ranch (site #1 in Table IV-6) was rezoned and a PUD was approved which allows 635 independent senior housing units. An affordable agreement was approved as part of this project.  On October 19, 2010, three sites in Hacienda Business Park (WP Carey, BRE, and Roche) were rezoned for high density housing.  A more specific site inventory map is being developed as part of the current Housing Element update.	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
<p><u>Program 19.2:</u> The land use studies on designated unincorporated sites with potential for land use changes to residential will be conducted as follows:</p> <ol style="list-style-type: none"> <li>1. Study each site for its potential and desirability for residential development considering both the City's needs for additional land for housing and constraints such as traffic, land use compatibility with adjacent properties and uses, and environmental issues such as soil contamination.</li> <li>2. Sites identified for potential residential use will be re- designated for such on the General Plan and pre-zoned to a residential zoning district. The City will work with the Local Agency Formation Commission (LAFCO) regarding annexation.</li> <li>3. Sites will be annexed to the City of Pleasanton, either as part of a development plan or separately.</li> </ol>	2003	Planning Dept., Planning Commission, City Council	<p>In progress. Staples Ranch has been studied, rezoned, and approved for 635 new senior units and an affordable housing agreement was approved as part of this project. In January 2011, the property was annexed.</p> <p>A more specific site inventory is being developed as part of the current Housing Element update and two sites in this area are on the draft list of potential housing sites for high density residential development.</p>	
<p><u>Program 19.3:</u> Fund the infrastructure improvements contained in the Public Facilities Element to accommodate projected housing growth.</p>	Annually	City Council	<p>Objective met. The City's infrastructure improvements are funded through the City's CIP program and by new development needing the improvements. During the reporting period, several infrastructure improvements were funded including the extension of Valley Avenue to accommodate the Greenbriar apartments, and the restriping of Busch Road to accommodate the Gardens senior apartments at Ironwood.</p>	
<p><u>Program 19.4:</u> Waive City fees for very-low- and low-income housing developments.</p>	On-going	City Council	<p>Objective met. Since 2003, the City has waived a total of approximately \$4m in fees for three affordable projects.</p>	
<p><u>Program 19.5:</u> Examine the relationship between housing fees and housing unit size and, depending on the outcome of that study, consider reducing development fees for smaller residential dwelling units in order to attract smaller, moderate-priced housing.</p>	2002	Housing Div., Housing Commission, City Council	<p>Objective met. A housing impact fee study completed in 2003 resulted in the reduction of fees for small single family homes (1,500 s.f. or smaller).</p>	
<p><u>Program 19.6:</u> Expedite the development review process for very- low-,</p>	On-going	Planning Dept.	<p>Objective met. Has been done</p>	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
low-, and moderate-income housing proposals.			as required.	
<u>Program 19.7:</u> Advocate changes in Federal and State legislation to provide incentives for the development of affordable housing and to overcome barriers to affordable housing.	2003-2004	Housing Commission, City Council	In progress. There have not been any active legislative efforts during this time period in which the City could participate. However, the City remains committed to supporting future legislative efforts that would provide incentives for affordable housing.	
<u>Program 19.8:</u> 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.	2002-2003	Housing Commission, City Council	Objective met. City staff has participated actively with Pleasanton's mayor on committees to review and reform the regional fair share allocation process including the consideration of subregional allocations. These efforts are on-going.	
<u>Policy 10:</u> Educate the public regarding Pleasanton's affordable housing program. This program should identify existing affordable housing developments, residents, and those who would qualify for residency, and should explain the mechanics of creating affordable housing proposals.				
<u>Program 20.1:</u> Develop housing education programs available on the City's website, on the local cable channels, on video, and through City publications and mailings.	2003-2004	Housing Div., Housing Commission	Objective partially met. The City provides a wide scope of information on affordable housing through its Internet web site. In addition, the City was a key partner in the establishment of the Tri-Valley Housing Opportunity Center (TVHOC) which opened in 2005 and provides free home buyer training and financial counseling to Tri-Valley residents. The City has hosted annual housing events in collaboration with the TVHOC and neighbor cities (e.g., in August and November 2010, the City collaborated with	



Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			Housing and Economic Rights Advocates [HERA] to hold foreclosure assistance workshops for homeowners).	
<p><u>Policy 21:</u> 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 very-low- and low-income housing needs or, if the Ordinance criteria are met, to contribute an in-lieu fee to the lower-income housing fund to facilitate the construction of very-low- and low-income housing. It is strongly encouraged that the Inclusionary Zoning Ordinance requirements be met by building housing affordable to low- and very-low-income households.</p>				
<p><u>Program 21.1:</u> Monitor the results of the Inclusionary Zoning Ordinance annually to determine if developers are primarily building new low- and very-low-income housing units 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 low- and very-low-income housing, consider modifying the Ordinance so that it can better achieve that objective.</p>	Annually/On-going	Housing Div., Housing Commission, City Council	Objective met. The City participated in several regional surveys related to the performance of its inclusionary policies (e.g., NPIH). Although the low overall rate of residential construction in Pleasanton has made the results of the City's inclusionary efforts difficult to assess and measure, the City has made minor changes to several policies to enhance production (e.g., incorporation of a lower in-lieu fee rate for smaller single family units to encourage "affordable by design" homes).	
<p><u>Policy 22:</u> Use the lower-income-housing fee to generate funds for the provision of very-low- and low-income housing. The low-income housing fund should be used primarily to leverage State and Federal funds in the development of very-low- and low-income housing and in-housing loan programs, so that the fund may be used most efficiently and maintained over time.</p>				
<p><u>Program 22.1:</u> 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.</p>	2002/Annually	Finance Dept., Housing Div., Housing Commission, City Council	Objective met. This is done annually on January 1.	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
<u>Program 22.2:</u> Exempt all low- and very-low-income housing units from the low-income housing fee.	On-going	Housing Commission, City Council	Objective met. These units are exempted.	
<u>Program 22.3:</u> Use the Lower-Income Housing Fund to help build low- and very-low-income housing on City-owned land.	As needed / Ongoing	City Council	Objective met. The City donated land valued at \$3.5m for the Parkview Assisted Living Facility project.	
<u>Program 22.4:</u> 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.	As needed / Ongoing	City Council	Objective met. The City used many of these techniques during the program period to facilitate the production of affordable units (e.g., establishment of a down payment assistance program, pre-development and constructions loans for affordable housing projects, City payment of fees on behalf of developers, etc.).	
<u>Policy 23:</u> Encourage the use of density bonuses for housing which is affordable to moderate-, low-, and very-low-income households.				
<u>Policy 24:</u> 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.				
<u>Policy 25:</u> Work with the Alameda County Housing Authority and other agencies to maintain funding for Section 8 and other Federal subsidy programs.				
<u>Policy 26:</u> Assist in the relocation of persons displaced by public projects.				
<u>Policy 27:</u> Encourage the development of housing units affordable to low- and very-low-income households when rezoning non-residential properties to high-density residential.				
<u>Policy 28:</u> Use the City's lower-income housing fund as seed money for Federal and State tax credits to promote the construction of very- low- and low-income housing.				
<u>Policy 29:</u> Ensure that livability is considered when considering proposals for high-density residential developments, including open space, amenities, and facilities for the intended occupants.				

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
<p>Policy 30: Encourage non-profit housing developments by offering incentives. Non-profit developers of very-low-, low-, and moderate-income housing shall have the highest City priority for approval. Specific City incentives to encourage such housing developments are the following:</p> <ul style="list-style-type: none"> <li>• Priority for the Growth Management affordable-housing sub allocation;</li> <li>• Expedited permit processing;</li> <li>• Fee waivers;</li> <li>• Contributions from the lower-income housing fund;</li> <li>• Use of available City-owned land;</li> <li>• Density bonuses;</li> <li>• Waiver of amenities for projects over the mid-point of the General Plan density range;</li> <li>• City assistance in obtaining financing or funding;</li> <li>• Assistance in providing public improvements;</li> <li>• Consideration of reduced development standards, such as reducing the number of parking spaces; and</li> <li>• Mortgage revenue bonds.</li> </ul>				
<p><u>Program 30.1:</u> Actively solicit non-profit housing organizations to develop very-low-, low-, and moderate-income housing on available sites using lower-income-housing fees.</p>	On-going	Housing Division	In progress. The City contracted with Christian Church Homes to conduct a predevelopment analysis of the potential for increasing the number of affordable units at Kottinger Place and the possibility of combining Kottinger Place with Pleasanton Gardens. The City recently issued a second RFP (focusing on non-profit housing organizations) to solicit a project developer.	
<p><u>Program 30.2:</u> Actively support the activities of non-profit organizations that provide affordable housing, through technical assistance or other means.</p>	On-going	City Council, Housing Commission, Housing Div.	Objective met. The City allocates the majority of its annual federal CDBG and HOME grants (approximately \$275,000 and \$150,000, respectively) directly to local non-profit agencies that provide either affordable housing or related services. The federal funds have frequently been	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			supplemented by local funds from the City's Lower Income Housing Fund and General Fund. In 2010, the City consolidated and reorganized its grant program under a new Housing and Human Services Grant (HHSG) program which draws from CDBG, HOME, General Funds, and Lower Income Housing Funds to assist projects and programs benefiting low-income residents.	
<p><u>Program 30.3:</u> When land becomes available to the City, consider reserving those sites for non-profit organizations to build very-low, low-, and moderate-income housing.</p>	As needed	City Council	Objective met. The City has consistently reserved City-owned parcels with residential land use designations for non-profit housing organizations in the past (e.g., the Promenade family apartments, the Parkview assisted living facility, Kottinger Place redevelopment). The City will continue to consider this policy if it acquires land in the future.	



Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
<p>Policy 31: Encourage housing developments which include at least 25 percent very-low- and low-income housing units held as such in perpetuity. Such development proposals shall be considered to have the second highest priority in terms of City approval. Incentives shall include the following:</p> <ul style="list-style-type: none"> <li>• Priority for the Growth Management affordable-housing sub-allocation for the affordable-housing component;</li> <li>• Expedited permit processing;</li> <li>• Fee waivers;</li> <li>• Contributions from the lower-income housing fund;</li> <li>• Density bonuses;</li> <li>• Assistance in obtaining financing;</li> <li>• Waiver of amenities for projects over the mid-point General Plan density;</li> <li>• Assistance in obtaining Federal and State tax credits through use of City resources as seed money when significant numbers of low- and very-low-income housing units are provided;</li> <li>• Assistance in providing public improvements;</li> <li>• Consideration of reduced development standards, such as reducing the number of required parking spaces; and</li> <li>• Mortgage revenue bonds.</li> </ul>				
<p>Policy 32: Strongly encourage housing developers to build small housing units. Multiple-family residential developments with units less than 800 square feet in floor area and single-family residential developments with units less than 1,200 square feet in floor area, which provide housing at moderate-income levels, 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 some of the incentives listed in Policy 31, at the discretion of the City Council.</p>				
<p><b>GOAL 11: Manage residential growth in an orderly fashion while enabling Pleasanton to meet its housing needs.</b></p>				
<p><b>GOAL 12: Retain flexibility in the growth management process in order to accommodate housing affordability.</b></p>				
<p>Policy 33: Retain flexibility in the growth management process in order to accommodate housing affordability.</p>				
<p>Policy 34: Encourage substantial private development of affordable housing through the Growth Management Program.</p>				
<p>Program 34.1: Use the City's Growth Management Program to regulate residential growth so that the City is able to issue residential building</p>	<p>Annually</p>	<p>City Council</p>	<p>Objective partially met. The current 350-unit/year allocation</p>	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
permits for developments which include 25 percent or more very-low- or low-income housing units plus up to 650 residential building permits per year for the other categories of housing projects, for a total of up to 750 units per year. The annual allocation should be based on a periodic assessment of housing needs, employment growth, the availability of infrastructure, and the City's ability to provide public services.			has exceeded development requests and therefore has not imposed a constraint on affordable housing.	
<u>Program 34.2:</u> Use the Growth Management Program to establish an annual objective for housing units within each income category as part of the City's growth management allocations. This allocation should take into account the information contained in the Growth Management Report, including housing need, job growth, jobs/housing relationship, General Plan policies, regional share allocations, etc.	Annually	City Council	Objective partially met. No annual objectives have been established. However, as noted above, the current allocation has not constrained housing development.	
<u>Program 34.3:</u> Grant priority within each year's Growth Management allocation to those projects fulfilling the income category housing objectives established above.	Annually	City Council	Objective partially met. This has not been necessary given the lower than anticipated level of residential growth. In addition, the Growth Management Program includes a suballocation for affordable units which can be accumulated over several years. Thus, the Growth Management Program has not acted as a constraint on the production of affordable housing.	
<u>Program 34.4:</u> Use the Growth Management Program to ensure that residential development does not occur unless adequate infrastructure is present to ensure that the City's quality of life and level of services are maintained.	Annually	City Council	In progress.	
<u>Program 34.5:</u> Amend the Growth Management Ordinance to allow the City Council to override the annual housing allocations in order to grant approvals to projects so that the City is able to meet its total regional housing needs goal by the end of the planning period. Exceptional affordable housing projects which meet the community's goals and policies, have mitigated their impacts, and can be served with infrastructure and services consistent with City policies are especially encouraged with such overrides.	2003	City Council	Objective met after reporting period. In 2010 the City Council amended section 17.36.060.A of the Growth Management Ordinance to allow all projects needed for RHNA to override the annual housing allocations.	
<u>Program 34.6:</u> Continue to use the annual 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.	Annually, with preparation of the Growth Management	Planning Dept., City Council	Objective met. Although the City has not recently prepared a Growth Management report, the City continually monitors finalized	

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	Report		residential building permits.	
<b>GOAL 13: Give high priority to the preservation and rehabilitation of the existing housing stock.</b>				
<u>Policy 35:</u> Provide incentives to encourage the maintenance of affordability in existing housing that is rehabilitated.				
<u>Policy 36:</u> 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.				
<u>Policy 37:</u> Develop a program to promote existing education, technical assistance, and incentives for building owners, homeowners, landlords, and tenants to install energy and water conserving fixtures, equipment, and systems when they rehabilitate their housing. The City should develop a centralized information system of available energy conservation incentives.				
<u>Policy 38:</u> Encourage the maintenance of safe, sound, and well-kept housing city-wide.				
Program 38.1: Enforce the provisions of the City Zoning, Building, and Fire Codes.	On-going	Planning, Building, and Fire Depts.	Objective met. This activity is on-going through the Planning and Building Divisions, and Fire Department.	
<u>Policy 39:</u> Encourage the preservation of historically and architecturally significant residential structures especially in the Downtown area, pursuant to the Downtown Specific Plan.				
<u>Program 39.1:</u> Preserve historically significant structures through the development and implementation of a historic landmark preservation ordinance.	2002	Planning Dept., Planning Commission, City Council	In progress. In 2002, the City adopted the Downtown Specific Plan which includes historic preservation goals, objectives, policies, programs. Downtown Design Guidelines were adopted in May 2006. All significant structures in the Downtown area have been inventoried. A historic landmark preservation ordinance is anticipated to be prepared in the future.	
<u>Policy 40:</u> Eliminate all substandard housing conditions within the community.				
<u>Program 40.1:</u> Maintain building and housing code enforcement programs, and monitor project conditions of approval.	On-going	Planning and Building Depts.	Objective met. Code enforcement and building programs continue.	
<u>Program 40.2:</u> Continue the Rental Housing Rehabilitation Program to	On-going	Housing	Objective met. The Rental	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
improve low- and very-low- income rental units.		Division	Housing Rehabilitation Program continues to be available as a sub-program within the City's Housing Rehabilitation Program. As noted earlier, in 2006 the City contracted with a new service provider (Neighborhood Solutions) who actively marketed this program component. The consultant was not been able to identify an apartment complex for rehabilitation due to the lack of interested owners and the generally good condition of older rental complexes in Pleasanton. The City is ready and willing to utilize this component of the Housing Rehabilitation Program should an opportunity present itself.	
<u>Program 40.3:</u> Supplement CDBG funds with the City's Lower- Income Housing Fund for rehabilitation of very-low- and low-income-housing units.	2003/on-going	Housing Div., City Council	Objective met. The City has historically supplemented its CDBG funding for housing rehabilitation services with approximately \$50,000 to \$100,000 yearly from its Lower Income Housing Fund.	
<b>GOAL 14:</b> Provide adequate locations for housing of all types and in sufficient quantities to meet Pleasanton's housing needs.				
<b>GOAL 15:</b> Adopt land use changes from non-residential to residential designations where appropriate.				
<u>Policy 41:</u> Disperse high-density housing throughout the community, especially in the Downtown and in other areas near public transit, major thoroughfares, shopping, and employment centers.				
<u>Program 41.1:</u> Provide sites for multi-family housing, especially in locations near existing and planned transportation and other services.	2002-2003	Planning Dept., Planning Commission, City Council	Objective partially met after reporting period. In the updated General Plan adopted on July 21, 2009, areas near Pleasanton's two BART stations	



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			are designated to allow for mixed use.	
<u>Policy 42:</u> Strongly encourage residential infill in areas where public facilities are or can be made to be adequate to support such development.				
<u>Program 42.1:</u> Zone infill sites at densities compatible with infrastructure capacity and General Plan Map designations.	2002-2003	Planning Dept., Planning Commission, City Council	Objective met. Infrastructure constraints are reviewed when projects are rezoned.	
<u>Program 42.2:</u> 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. Institute a monitoring program to track the use of second units for low- and very-low-income housing.	2002/On-going	Planning Department	Objective met. Approximately 164 second units were constructed between 1999 and June 30, 2009. Monitoring program has been created.	
<u>Program 42.3:</u> Encourage mixed-use developments that combine residential uses with compatible commercial uses, especially in the Downtown. Use the reduced residential development standards of the Core Area Overlay District to encourage apartments in second-story commercial spaces and behind commercial buildings in the Downtown.	2002/On-going	Planning Dept., Planning Commission, City Council	Objective met. The 2002 Downtown Specific Plan encourages the development of residential uses above the first floor in Downtown Commercial areas; the Pleasanton Municipal Code allows multifamily development in the Central Commercial district. The Core Area Overlay District standards are still applicable.  In the updated General Plan adopted on July 21, 2009, Hacienda Business Park and area near the West Dublin/Pleasanton BART station are designated to allow for mixed use.	
<u>Program 42.4:</u> Adopt incentives and design guidelines for constructing residential uses above-ground-floor commercial establishments.	2002-2003	Planning Dept., Planning Commission, City Council	Not yet done.	
<u>Program 42.5:</u> Institute a program by which the City would assist developers of mixed-use projects to secure loans from financial institutions.	2002-2003	Housing Div., Finance Dept., Housing Commission	Not yet done.	

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<p><u>Program 42.6:</u> 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:</p> <ul style="list-style-type: none"> <li>• Transfer of development rights;</li> <li>• A review of traffic requirements and evaluation measures to facilitate mixed use development;</li> <li>• Development of transit alternatives;</li> <li>• Use of development agreements;</li> <li>• Flexibility of parking standards; and</li> <li>• Expedited processing of development applications.</li> </ul>	2002-2003	Housing Div. and Planning Dept. to identify potential options for Housing Commission, Planning Commission, City Council review	Objective partially met after reporting period. A development agreement was approved in 2010 for the relocation of the Pleasanton Automall to Staples Ranch. A more specific site inventory for high density housing is being developed as part of the current Housing Element update and a portion of the existing automall site is on the draft site inventory list.	
<p><u>Policy 43:</u> Disperse affordable housing units throughout new residential developments. For phased developments, ensure that the majority of affordable units are not postponed until the final stages of development.</p>				
<p><u>Policy 44:</u> Reserve suitable sites for subsidized very-low- and low-income housing.</p>				
<p><u>Program 44.1:</u> Acquire and/or assist in the development of one or more sites for very-low- and low-income housing.</p>	2003-2004	Housing Div., City Council	Objective met. In 2008, the City approved the 350-unit Windstar apartments adjacent to the new West Dublin/Pleasanton BART station. When built, the project will include 70 rental units for very low income families. The City monitors these types of opportunities on an on-going basis.	
<p><u>Program 44.2:</u> Issue tax-exempt bonds to finance the construction of very-low- and low-income housing units, to purchase land for such a use, and to reduce mortgage rates.</p>	2003-2004	City Council	Objective met. City issued tax exempt bonds for the Gardens senior apartments at Ironwood (2005) and for the Greenbriar apartments (2002).	
<p><u>Program 44.3:</u> Issue RFPs to developers of low- and very-low- income housing, including both non-profit and for-profit developers, to construct low- and very-low-income housing on identified sites.</p>	As appropriate, based on land availability.	Housing Div., Housing Commission, City Council	Objective met. As described above, the City issued RFP's in 2005 and 2010 to solicit the services of a non-profit housing developer to conduct preliminary studies and development services regarding the potential	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			for redeveloping Kottinger Place and potential the adjacent Pleasanton Gardens. A contract for a preliminary study was awarded to Christian Church Homes in 2006, and the City is currently reviewing proposals to identify a project developer.	
<p><u>Policy 45:</u> Study non-residential properties identified in Table IV-6 for conversion to residential land use in conjunction with the Land Use Element update. Undertake the Land Use study and update within one year of adoption of the Housing Element. Follow-up changes to the Land Use Element modifications with appropriate rezonings.</p>				
<p><u>Policy 46:</u> 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.</p>				
<p><b>GOAL 16: Eliminate discrimination in housing opportunities in Pleasanton.</b></p>				
<p><u>Policy 47:</u> 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 affordable housing opportunities and fair housing issues on its web site.</p>				
<p><u>Program 47.1:</u> Support State and Federal provisions for enforcing anti-discrimination laws.</p>	As needed.	City Attorney's Office	Objective met. The City contracts with ECHO Housing, a non-profit agency, to provide housing counseling, fair housing, and tenant-landlord services to Pleasanton residents. Approximately \$65,000 per year is allocated for these services.	
<p><u>Program 47.2:</u> 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.</p>	Ongoing/As needed	City Attorney's Office	Objective met. Through its annual contract with ECHO Housing, the City provides printed materials to the public on fair housing laws and related information. Information is also posted on the City's web site.	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			When necessary, complaints are referred to HUD and other applicable agencies for investigation.	
<b>GOAL 17: Identify and make special provisions for the community's special-housing needs.</b>				
<u>Policy 48:</u> Provide for the special-housing needs of large families, the elderly, the disabled, the homeless, and families with single-parent heads of households.				
<u>Program 48.1:</u> Provide housing opportunities for households with special needs such as studio and one-bedroom apartments for the elderly, three-bedroom apartments for large families, specially designed units for the disabled, emergency shelter and transitional housing for the homeless, and affordable units for single-parent heads of households. The City will make available funding from sources such as the City's Lower-Income Housing Fund, the City Grant Program (for services), 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.	On-going	Housing Div., City Council	Objective met. The City has worked with BRIDGE Housing to develop the Parkview assisted living facility project for elderly, including a special component of dementia housing. The City provided over \$600,000 through two deferred loans to Tri-Valley REACH (formerly HOUSE, Inc.) to purchase its fourth and fifth group homes in Pleasanton for developmentally disabled adults. The City provided \$250,000 through a Section 108 loan from HUD to acquire the Family Crisis Shelter (now called "Sojourner House") in Livermore for homeless families. The City has also recently provided funding through its federal HOME allocation to three regional housing projects in Livermore, Fremont, and Castro Valley to serve the needs of formerly homeless persons, domestic violence victims, and deaf senior citizens.	
<u>Program 48.2:</u> Require as many low- and very-low-income units as is feasible within large rental projects to be accessible and adaptable to the disabled.	As needed	City Council	Objective met. In addition to the normal accessibility requirements in the Uniform Building Code, the City has	



Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			required a specific number of dedicated units for physically disabled persons in recent rental projects (e.g., The Promenade, Greenbriar). In addition, the City has worked with non-profit agencies such as Tri-Valley REACH and East Bay Innovations to rehabilitation individual units to be accessible for disabled residents.	
<u>Program 48.3:</u> Set aside a portion of the City's CDBG funds each year to developers of special need housing and service providers.	Annually	City Council	Objective met. The City has allocated approximately \$600,000 during the past several years for acquisition and rehabilitation activities related to special needs housing (e.g., Tri-Valley REACH).	
<u>Program 48.4:</u> 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 the physically, mentally, or developmentally disabled.	Annually	City Council	Objective met. Approximately \$50,000 per year from the City's Lower Income Housing Fund has been allocated for projects and/or programs benefiting disabled persons (e.g., Community Resources for Independent Living / CRIL, Housing Rehabilitation Program).	
<u>Program 48.5:</u> Work with local non-profit agencies such as HOUSE, Inc., East Bay Innovations, and Housing Consortium of the East Bay (HCEB) to plan and develop eight (8) units of housing for persons with developmental disabilities between 2002 and 2006.	Begin January 2003, continue until 8 units developed	Housing Div., Housing Commission, City Council	Objective met. The City worked with Tri-Valley REACH (formerly HOUSE, Inc.) to assist the agency in acquiring three 3-unit group homes since 2003, for a total of nine (9) units to date.	
<u>Program 48.6:</u> Encourage the production of housing for the disabled in infill locations, which are accessible to City services.	On-going	Housing Div., City Council	Objective met. The Parkview assisted living facility is an infill project involving new construction. The facility provides housing and services for persons with disabilities. As	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			noted above, the City has also supported the efforts of Tri-Valley REACH to acquire group homes in existing neighborhoods. The City is also currently working with HCEB on a similar concept to acquire and rehabilitation group homes.	
<p><u>Program 48.7:</u> Encourage the conversion or development of group homes for six persons or less (i.e., community care facilities) in appropriate locations throughout the community.</p>	On-going	Housing Div., City Council	Objective met. More than 30 licensed community care facilities currently exist in Pleasanton and provide housing and/or services for a variety of special needs groups. The City provides information and assistance on a routine basis through its Planning Division to persons who are seeking to convert or develop new facilities.	
<p><u>Program 48.8:</u> Encourage the provision of special-needs housing, such as community care facilities for the elderly, the mentally or physically disabled, and dependent or neglected children, 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.</p>	On-going	Housing Div., City Council	Objective met. See above.	
<p><u>Program 48.9:</u> Designate areas within Pleasanton for the location of emergency shelters and for transitional housing for the homeless, and amend the Zoning Ordinance to allow such facilities.</p>	2004-2005	Housing Div., Housing Commission, Planning Dept., Planning Commission, City Council	Objective met. The Pleasanton Municipal Code allows charitable institutions in the C-C and C-S districts subject to conditional use permit approval. In accordance with SB 2, appropriate locations for emergency shelters and transitional housing will be re-evaluated as part of the current Housing Element update.	
<p><u>Program 48.10:</u> Work with social service organizations and other</p>	2002-2003	Housing Div.,	Objective met. The City provided	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
<p>jurisdictions to assist the City in locating and constructing an adequate facility for use as an emergency shelter and for transitional housing for the homeless.</p>		<p>Housing Commission, Human Services Commission, City Council</p>	<p>\$250,000 through a Section 108 loan from HUD to acquire the Family Crisis Shelter (now called "Sojourner House") in Livermore for homeless families. The City has also recently provided funding through its federal HOME allocation to three regional housing projects in Livermore, Fremont, and Castro Valley to serve the needs of formerly homeless persons, domestic violence victims, and deaf senior citizens.</p> <p>In accordance with SB 2, appropriate locations for emergency shelters and transitional housing will be re-evaluated as part of the current Housing Element update.</p>	
<p><u>Policy 49:</u> Highlight senior citizen housing issues so that the senior population of Pleasanton has access to housing which meets their needs as the population ages.</p>				
<p><b>GOAL 18: Promote resource conservation and environmental protection for new and existing housing.</b></p>				
<p><u>Policy 50:</u> Preserve and enhance environmental quality in conjunction with the development of housing.</p>				
<p><u>Program 50.1:</u> Continue environmental impact review procedures as required by the California Environmental Quality Act (CEQA).</p>	<p>On-going</p>	<p>Planning Department</p>	<p>Objective met. This is incorporated into Planning Division review of projects.</p>	
<p><u>Policy 51:</u> Strongly encourage energy and water conservation designs and features in residential developments.</p>				
<p><u>Program 51.1:</u> Encourage street designs that maximize street tree canopy to reduce local neighborhood heat build up and associated home cooling energy needs and costs.</p>	<p>On-going</p>	<p>Planning Dept., Engineering Dept.</p>	<p>Objective met. Done as part of Planning Division project review.</p>	
<p><u>Program 51.2:</u> Promote tree planting to shade new homes and developments.</p>	<p>On-going</p>	<p>Planning Department</p>	<p>Objective met. Done as part of Planning Division project review.</p>	
<p><u>Program 51.3:</u> Evaluate the feasibility of using light-colored paving materials in new streets and repaving projects, and consider revising</p>	<p>2002-2003</p>	<p>Engineering Department</p>	<p>Objective met. Lighter-colored aggregates have been used for</p>	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
street standards to require the use of such materials.			<p>slurry sealing on some streets. However, residents have expressed a preference for black aggregate because it looks like what people perceive as "new" asphalt pavement.</p> <p>Pavers are required in many new residential projects for aesthetic and stormwater retention reasons. Pavers are lighter in color than traditional asphalt.</p>	
<u>Program 51.4:</u> Promote awareness of energy-saving roofing materials.	On-going	Planning Dept., Building Dept.	Objective met. Building Division distributes a handout related to residential cool roofs. Effective January 1, 2010 the Title 24 mandates that all residential roofs (including remodels) be cool roofs (with a minimum solar reflectance) or meet a standard equivalent to a cool roof (such as by adding extra insulation)	
<u>Program 51.5:</u> Encourage the efficient use of water through the use of natural drainage, drought tolerant landscaping, efficient irrigation systems, and recycling in new housing development projects.	On-going	Planning Department	Objective met. Done as part of Planning Division project review.	
<u>Program 51.6:</u> Provide guidance and assistance to applicants to make compliance with Title 24 Energy requirements as effective and efficient as possible.	On-going	Building Department	Objective met. Assistance and handouts are provided by Building Division.	
<u>Program 51.7:</u> Encourage developers and builders to exceed State energy and water efficiency standards. Consider fee adjustments or rebates for projects which exceed these standards and which incorporate green building measures that are over and above the minimum requirements.	2003	Building Dept., Planning Dept., City Council	<p>Objective met. In 2006, the City adopted an amendment to the Green Building Ordinance that requires all multifamily development and homes over 2,000 s.f. to incorporate green building practices.</p> <p>Incentives for Green Building are anticipated to be developed as part of the City's Climate Action</p>	



Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
			Plan process.	
<u>Program 51.8:</u> Encourage pool covers and solar pool heating systems in place of conventional methods for pools in public and private facilities, multi-family developments, and single-family properties.	On-going	Building Department	Objective met. Assistance provided by Building Division.	
<u>Program 51.9:</u> Facilitate homeowner and developer awareness of existing state and utility energy-efficient new construction programs and residential renewable energy programs, and provide information on these programs on the City's website. Facilitate the use of energy-efficiency mortgage programs for energy-efficient houses to enhance affordability.	2002-2003	Planning Dept., Building Dept.	Objective partially met. From 1999 to June 30, 2009, various links to energy efficiency programs have been posted on the City of Pleasanton's website.  Energy efficient mortgage programs such as PACE (California First) is in litigation at the Federal level. Incentives to encourage energy efficiency will be considered as part of the City's Climate Action Plan process.	
<u>Policy 52:</u> Ensure that new development projects comply with the City's green building policies and requirements which result from the City's Energy Committee.				
<u>Program 52.1:</u> Consider building orientation, street layout, lot design, landscaping, and street tree configuration in subdivision review for purposes of solar access and energy conservation.	On-going	Planning Dept., Engineering Dept.	Objective met. Done as part of project review by the Planning Division and Engineering Division.	
<u>Policy 53:</u> Improve energy and water conservation in existing homes.				
<u>Program 53.1:</u> Consider adopting an ordinance requiring energy-efficiency and water-conservation improvements in residential buildings upon major renovation.	2003-2004	Planning Dept., Building Dept.	Objective met. The amendment to the Green Building Ordinance adopted in 2006 requires major additions (over 2,000 s.f.) meet Green Building requirements.	
<u>Program 53.2:</u> Work with local electric, gas, and water utilities to develop and/or promote existing education, technical assistance, and incentives programs for building owners, homeowners, landlords, and tenants to install energy and water conserving fixtures, equipment, and systems. The City should develop a centralized information system of available energy conservation incentives.	2003-2004	Planning Department	Objective met. From 1999 to June 30, 2009, various links to energy efficiency programs have been posted on the City of Pleasanton's website.	
<u>Program 53.3:</u> Encourage tree planting and landscaping to promote energy conservation in existing homes.	On-going	Planning Department	Objective met. Done as part of the Planning Division's review process.	

Goals, Policies and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete
Policy 54: Draft future energy and green building ordinances to support and implement the above energy conservation objectives.				

