

Subject: Draft Pleasanton Housing Element concern

From: Colleen H [REDACTED]
Sent: Wednesday, June 8, 2022 11:20 AM
To: Ellen Clark [REDACTED] Gerry Beaudin [REDACTED]
Cc: Karla Brown [REDACTED] Aditi Acharya [REDACTED] JOHN SCHOLZ
[REDACTED]
Subject: Draft Pleasanton Housing Element concern

Good morning,

I am writing with my concern over the draft Pleasanton Housing Element report.

Appendix E, regarding community feedback, is what is alarming.

It completely ignores the over 100 emails and public comments City Council received from the community between Dec 2021 and April of this year asking that Donlon Field be removed from the list.

It ignores the petition from the community that has been signed over 1,200 times to Save Donlon Field:
<https://www.change.org/p/donlon-elementary-families-and-residents-petition-to-extend-donlon-elementary-fence-to-include-field-for-students-not-housing>

It ignores the Earth Day Save Donlon Field event on Apr 24th that over 300 community members came to support because they wanted Donlon field removed from the list. Mayor Brown was present for this event.

<https://www.pleasantonweekly.com/news/2022/05/06/the-community-effort-to-save-donlon-field>

How is this fair to our community efforts to be heard, to be completely left out of Appendix E?

Please fix this.

Kind regards,
Colleen E. Hake
[REDACTED]

<https://www.pleasantonhousingelement.com/>

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From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Provide comments
Date: Wednesday, June 8, 2022 11:10:06 AM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Colleen Hake

Email: [REDACTED]

Comment: I am very displeased and unhappy with Appendix E of this draft plan. It COMPLETELY ignores the community feedback about Donlon Elementary Field for the past year. I know for a fact City Council and PUSD has heard from well over 100 community members telling them to take Donlon off the list on email, or in person at meetings in Feb/March/April of this year. The petition to Save Donlon Field has been signed over 1,200 times and is available online. The Earth Day event on Apr 24th that the Mayor came to had over 300 community members show up, during a pandemic, to support saving Donlon field. That is completely ignored in this report. Fix it, please. That is being non transparent, not honest, and unfair. Regards, Colleen Hake

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From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Provide comments
Date: Saturday, June 11, 2022 8:22:22 PM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Stephanie Ann Foster

Email: 

Comment: Something I would love to see addressed is rent control or rules regarding the raising of rent. Our family of five keeps to a tight budget in order to rent a home here—where the community is clean, positive, and safe. At the end of the year, our landlord unexpectedly raised our rent by \$100 dollars a month. This is allowed because the rent is already so high that \$100 is an allowably low percentage of increase, but finding an extra \$100 a month was challenging for us. We have considered sending our children to daycare to be raised by strangers instead of by me so that I can bring in more income to manage this insane rent. How can that be what is best for Pleasanton families? How many thousands of dollars does one landlord need each thirty days? Our rent tripled to move here in the first place, and now we can't even save the \$100 we were putting into our house fund each month. I wish there were better controls in place. If our landlord does this again next year we will have to move, and we don't want to go.

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From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Provide comments
Date: Monday, June 13, 2022 11:14:37 AM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Joseph Bousaba

Email: [REDACTED]

Comment: My family I live in the Pleasanton Hills community in Pleasanton since 2009. We chose to move to Pleasanton from Fremont for the great community life, clean uncongested neighborhoods, great quality of education, and overall quality of life, that the city has maintained nicely. Regarding the potential rezoning of the PUSD District Office site for residential development I have some feedback and inputs, if I may provide respectfully. While I do agree and respect further expansion to allow more families to enjoy the great quality of life that we have in Pleasanton, I would like to point to few negative implications this will have on many existing families and neighborhoods if not done properly. The Sunol/Bernal intersection is already a very busy one and both streets are main roads feeding into downtown and other parts of Pleasanton and are pretty congested at least during rush hours. So adding a large multi-dwelling unit apartments is going to dramatically increase the traffic and noise level and create a bigger bottleneck than it already is. This would also require some road expansions and more traffic lights, and create noise and more pollution at least for some of the surrounding neighborhoods, in addition to being costly to the city. Currently the property has perfectly good buildings for the school district, a pre-school, and a nice field that is used by many families from the neighboring communities, and removing them will be costly to both the city and the communities, in addition to changing the topography of the area and taking away part of the identity of this part of town. Is this cost adder to the city really necessary and justified? In addition, cramping a large complex in a reasonably populated neighborhood will transform multiple nice communities into a large congested one and will affect the quality of life of so many families living in the neighborhoods around and take away the reasonably calm and pleasant environment and intimate sense of community that makes Pleasanton really special. I urge you to take these inputs into considerations, especially since there are many other options with already open land, some close to downtown, that can achieve the required expansion without impacting specific neighborhoods and families and creating less impact on the traffic bottleneck on Sunol/Bernal intersection and on the overall infrastructure of this side of town. Thank you for the opportunity to provide inputs and I hope that they will be taken into consideration.

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From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Provide comments
Date: Tuesday, June 14, 2022 3:34:42 PM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Becky Dennis

Email: [REDACTED]

Comment: Dear Mayor Brown, City Councilmembers, and City Staff, Thank you for the opportunity to comment on the Housing Element Draft. It shows a sincere effort to address much of the community's input and diverse perspectives. Below please find some suggestions for your consideration. Page 14, 1.F: Since so much of the Draft Housing Element enables the implementation of Pleasanton's CAP 2.0, this consistency should be called out in addition to that of other General Plan Elements. Page 14, 1.G: It is good to see lower income housing have priority access to infrastructure. The Council will need to develop a system for allocation that monitors progress in housing affordable to lower income households and preserves this capacity as market rate units come online. Page 20, Policy 1.4, Policy 1.5, Policy 1.6: Again, good to see the priority given to housing for lower income households that constitute a majority of Pleasanton's workforce. Page 22, Program 1.3: Here's an additional idea that could be implemented for housing around the Dublin/Pleasanton BART Station that could facilitate implementation of Policy 2.10 (page 31) and Policy 2.14 (page 32). Have a certain number of units set aside (could be increased over time) for residents without personal cars. These units would feature additional affordability, dedicated secure bicycle storage and charging, and access to remotely parked rental car services. This would ensure that more affordable units would service Pleasanton employees. It would also ensure that Pleasanton's considerable planned investment in bicycle and pedestrian facilities would actually reduce workforce commute emissions in addition to being attractive recreational facilities. Employers might find partnership investment attractive to meet their own emission reduction goals as well. Page 23, Program 1.5: Good to see a policy of outreach to nonprofits. The City will probably need to acquire land for this to be feasible. Raising LIH fees will probably be necessary. Page 26, Program 1.7: Both Kiewit and Stoneridge Mall would provide opportunities for additional affordability to households adopting lifestyle that does not involve owning (and parking) a car. Look for a possible partnership with the adjacent Amazon facility. Amazon Corporate has adopted an ambitious zero emissions goal. Their pay scale will condemn employees to a long commute unless affordable housing is provided nearby. Stoneridge Mall employees could walk to work, and the Mall is a bikeable distance from many other employers. Page 32 & 32, Policy 2.8, Policy 2.10, Policy 2.14: Conversion of nonresidential to residential uses will likely result in new housing proximate to other commercial properties. To favor growth of Pleasanton's "live/work" households, provide deeply discounted rents for families that do not own/park personal vehicles. This is a somewhat experimental, so start with a few units and see if the City can grow demand for a max climate friendly lifestyle. Some will gladly embrace it and give valuable feedback on how initial efforts can be improved. Page 33, Program 2.2, Program 2.3: Maybe also allow adjusted, more adequate commercial fees to be used to purchase units in market rate, high density developments for employees with car-free households. The downside is that there are not many commercially zoned, undeveloped properties within Pleasanton. New businesses locating on developed commercial sites do not have to pay LIH fees. Unfortunate, since

almost all demand for lower income housing is generated by Pleasanton's businesses. Page 42, Program 4.4: Wastewater capacity seemed to be a looming constraint during the previous HE update. The 2313 units of AMI market rate development will be first to use existing wastewater capacity. It's not clear how the City's analysis of wastewater capacity will effectively reserve a sufficient amount for lower income housing. Page 43, Policy 5.2: It seems a little odd to call housing affordable to the majority of Pleasanton's workforce "special needs housing". In the age of climate change and rising fuel prices, housing for that workforce majority (they earn 50-80% AMI) is really economic infrastructure that assures Pleasanton remains an attractive place to locate a business. Page 46, Program 5.6 (1): SROs are a great format for a car free format. Page 47, Goal 6: Policy 6.1, Policy 6.2, Policy 6.3: Appreciate the consistency of these Policies with CAP 2.0, especially the matching of housing affordability with local wages (majority VLI and LI). Maybe explicitly reference CAP 2.0 live/work emissions reductions objectives. Page 48, Policy 6.5: This Policy will provide an opportunity for more car-free employee households. Page 48, Program 6.2: Appreciate the reference to CAP 2.0. P8, P9, and P10 make most sense when implemented as climate-friendly housing for Pleasanton employees. Page 49, Program 6.4: This makes most sense as part of a plan to house the employees of Pleasanton's businesses within Pleasanton. Otherwise, the bicycle facilities will only be used for recreation on the weekends and LAVTA busses will remain empty. Page 50, Program 6.6 (LD-P 44): Locating and designing housing to accommodate households that don't own and park personal cars. It makes both living and housing more affordable. Done right, the demand among local, lower income employees for "no car units" should increase over time. Thank you again for the opportunity to comment. Sincerely, Becky Dennis
Pleasanton

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From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Provide comments
Date: Tuesday, June 14, 2022 11:47:02 AM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Andrew Gelb

Email: [REDACTED]

Comment: With respect to the Lester Property, the concerns go beyond, "Not every hillside should be developed." We recognize the property owners' and developers' interests in developing the property. However, this development will do nothing to alleviate the need for affordable housing and instead will require annexation and rezoning, and will impact traffic, water and other resource use, and will result in ripping up, grading and flattening hillsides. If it proceeds, any of the proposed several million dollar homes built should be strictly limited to the relatively flat areas close to Dublin Canyon Road, and NOT on steeply sloping cattle ranch hillsides which provide not only gorgeous views for nearby homes and visitors to the area (who come down Crosby Drive just to look and take pictures), but which are precisely the type of hillsides the citizens of Pleasanton repeatedly have demanded should be protected and not developed. Pleasanton is not Dublin, should not become Dublin, and its hillsides must be protected; and that is exactly what the citizens and courts have stated. These hillsides would require significant grading and destruction and that is not what is allowed and it is not what should be allowed. Please, very careful attention must be paid to this potential development, and developers' and realtors' voices are not the only ones to be heard. Thank you.

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From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Provide comments
Date: Tuesday, June 14, 2022 4:33:12 PM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Ken Benhamou

Email: [REDACTED]

Comment: Members of the Commission, My name is Ken Benhamou. I own and operate SAS German Auto in Pleasanton. I have been operating my business in Pleasanton since 1991. I understand the need for affordable housing and I am aware that the currently proposed areas being considered for re-zoning (specifically Area 11) are ideal locations for such housing. The issue that I am concerned over is the fact that the City of Pleasanton zoning currently allows for automotive service and repair business to be located in only two locations citywide. The properties in Area 11, on Old Santa Rita Road are one of the two. The other location, Stanley Business Park, is at maximum occupancy. If Area 11 is re-zoned for affordable housing and the currently zoned units intended for light industrial use are removed, there will not be any locations suitable under the current zoning structure where light industrial and automotive service and repairs can be performed. There will not be any locations available for new businesses and there will be no opportunity for expansion of currently operating businesses. Without options, the residents of the city will need to look elsewhere for their automotive service and repair needs. The lack of locations for automotive service and repair facilities will also lead to higher rents at current units as landlords realize the value in the small amount of inventory available to the businesses. The increased costs for business operations will translate into higher prices for the residents of Pleasanton or a need to travel to a neighboring city for affordable fulfillment of their automotive service and repair needs. While I understand that outreach and time for discussion has been ongoing and is considered to have been completed I do have some concerns. I must ask, does this project conform to the general plan adopted by the City Council in 2009? If not, are there to be amendments to the general plan? If so, then there needs to be discussion and outreach to gather ideas and concerns from residents and businesses that may be most greatly affected by the adoption of said amendments. I request that the consideration of replacement zoning locations for light industrial use/ automotive service and repairs, be included in the draft for this project. If the project goes through without consideration of the need to relocate or establish new locations for the businesses displaced the residents of the city will surely suffer substantial unintended and inconvenient consequences. In all, the proposed draft for the housing development project does adequately describe the need and means used to solve the established housing shortfall however the current draft does not include any provisions for addressing the substantial burden and loss of services that would be the result of this action.

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From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Provide comments
Date: Tuesday, June 14, 2022 6:49:14 PM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Jill Buck

Email: [REDACTED]

Comment: Dear Ellen, Megan and Shweta; Thank you so much for all the hard work you are doing on the Housing Element! I just have a couple of comments I'd like to submit in writing: 1. I strongly believe that Pleasanton public schools graduate some of the most intelligent, capable and hardworking young people in the world. I believe they will do great things wherever they go, but Pleasanton will be great if they come home to live, work and play. I fear that we are exporting our City's future each year we fail to provide affordable housing options for the many Amador, Foothill and Village graduates who would love to come back to Pleasanton and have the requisite education to engage in our diverse and strong economy. I would love to see more residential options that are tailored to young people just beginning their careers in the area, and potentially some creative financing options for graduates of our high schools. I realize that this would require public-private partnerships, but I genuinely believe there are enterprises that would be willing to engage in those partnerships if the City signaled interest. 2. I am a stalwart supporter of the Climate Action Plan, but I do not favor its use as means to stall housing in any way. I do not favor any efforts to require the City to meet any threshold of GHG emissions before approving housing projects, and I do not favor restricting the personal freedoms of future homeowners based on the City's climate goals. I believe that with a combination of built-in infrastructure efficiencies and good-faith efforts on the part of ALL Pleasanton residents, we can meet our GHG emission reduction goals. Restrictions on private property, like owning a car, should not be conditions placed on new residents when existing residents are allowed these freedoms. I believe this would form inequities and dissent among residents that is needless. Thank you so much for your time and consideration, Jill Buck

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City Website Contact Us

Submitted On: Feb 10, 2022, 12:01PM EST

City of Pleasanton

Full Name	First Name: Dan Last Name: Garcia
Full Address	Street Address: [REDACTED] City: Pleasanton State: CA Zip: 94566
Phone Number	[REDACTED]
Email	[REDACTED]
Select Recipient	Affordable Housing Programs
Comments and Questions	Is there a proposal to build additional low income housing in Pleasanton? If so, can you provide the process and who votes on approving/rejecting proposal (mayor, board of supervisors...)? Also, where is the location of proposed build. I heard this from a concerned neighbor and wanted to confirm/get specifics. Thanks.

Megan Campbell

From: Joanne du Plooy <[REDACTED]>
Sent: Saturday, February 12, 2022 12:51 PM
To: Megan Campbell
Subject: Building on Donlon site

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Ms Campbell,

As a home owner in Pleasanton I would like to provide my thoughts on allocating the land next to Donlon Elementary School towards new houses.

There was a talk a few years back about this land been used to expand the school given the overcrowding in all the elementary schools. I understand enrolment is now down because of covid and so the plan was shelved but enrolment fluctuates and I would imagine it will rebound and grow even further with all these new houses proposed putting even more pressure on the schools than there was Pre covid. I am curious what the plan is to deal with this in the future? Particularly when the land that was allocated for expanding the school site is now taken?

Where do the Donlon students currently play sport at recess and do P.E? I would have thought this land could be best used to provide sports space for the students and community.

Has thought also been put into the disruption a construction site next the school will cause to the students wellbeing and ability to teach/learn at the school?

Thank you for taking this into consideration.

Joanne du Plooy

Sent from my iPhone

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City Website Contact Us

Submitted On: Feb 12, 2022, 02:20PM EST

City of Pleasanton

Full Name	First Name: Glenn Last Name: Morse
Full Address	Street Address: [REDACTED] City: Pleasanton State: CA Zip: 94588
Phone Number	[REDACTED]
Email	[REDACTED]
Select Recipient	Affordable Housing Programs
Comments and Questions	<p>Im contacting you regarding the plan to build homes on the land where Donlon Elementary is. I've been a resident of Pleasanton for almost 20 years. I have a 6 year old who's in first grade at Donlon. My son is one of 24 students in his class. That already seems like a lot of students for the first grade. The school is a madhouse during pickup and dropoff. The principal is constantly sending out emails addressing all of the traffic issues around the school. Please don't build any more homes next to Donlon.</p>

Megan Campbell

Subject: FW: Remove Donlon from you list for housing

From: Carol Martella <[REDACTED]>
Sent: Monday, February 14, 2022 6:06 PM
To: pod <pod@cityofpleasantonca.gov>
Subject: Remove Donlon from you list for housing

City of Pleasanton

Please remove the Donlon play area from the housing list.

I am a long term homeowner in the Val Vista area and feel this is not a good use for this property. Why not add a play area? This is not fair to the long term homeowners in this development.

I posted this proposal on Facebook and hundreds of people agree this is not wanted

Carol Martella
Fisher Ct homeowner

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Megan Campbell

Subject: FW: Remove Donlon from zoned housing list

From: Liezl Cruz [REDACTED]
Sent: Wednesday, February 16, 2022 11:27 PM
To: Megan Campbell <mcampbell@cityofpleasantonca.gov>
Subject: Remove Donlon from zoned housing list

Hi Megan,

My name is Liezl Cruz-Hou and I am a parent of one Donlon Cub and one future Cub. I live 1.8 miles from Donlon Elementary. Children need green spaces at their school, especially for the largest elementary school in the district. Having a maintained green space will benefit 700+ elementary school kids (and the staff too) vs. housing that will only benefit 28 households. Also, Donlon's student population is already heavily impacted, leading to overflow to other elementary schools. With the city preparing for a 20% increase in population, the field needs to be saved to serve more students. I urge the mayor and city council to rethink their decision to keep Donlon on the zoned housing list. I welcome an opportunity to chat about this more.

Thank you for reading,

Liezl Cruz-Hou

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Megan Campbell

Subject: FW: Donlon Housing

-----Original Message-----

From: Glenn Morse [REDACTED]
Sent: Sunday, February 20, 2022 8:39 PM
To: Megan Campbell <mcampbell@cityofpleasantonca.gov>
Cc: [REDACTED]
Subject: Donlon Housing

Hello,

I'm contacting you regarding the plan to build homes on the land where Donlon Elementary is. I've been a resident of Pleasanton for almost 20 years. I have a 6 year old who's in first grade at Donlon. My son is one of 24 students in his class. That already seems like a lot of students for the first grade. The school is a madhouse during pickup and dropoff. The principal is constantly sending out emails addressing all of the traffic issues around the school. As it is already, our Donlon students don't have a grassy area that can be used. They have PE on the hot asphalt in the summertime.

Please don't build any more homes next to Donlon.

Sincerely
Glenn Morse

Click https://www.mailcontrol.com/sr/jhzXgJlfvzjGX2PQPOMvUuhr9La_g-yv5Y2JhLuaYEEGNjFw6L30XbtmYff0KgHZtDKY8D0R5oIYNBM7q0TQEQ== to report this email as spam.

Megan Campbell

Subject: FW: Do not support building behind Donlon

-----Original Message-----

From: Helen Barbato [REDACTED]
Sent: Saturday, February 12, 2022 9:54 AM
To: Megan Campbell <mcampbell@cityofpleasantonca.gov>
Subject: Do not support building behind Donlon

As a 36 year resident of Pleasanton, I have seen many changes as a result of growth. Some of those changes are welcomed as our beautiful city adapts to changing times. But a couple of the changes proposed for Pleasanton have upset me. What we love about Pleasanton and brag to outsiders are the the parks with playgrounds and green space for kids and adults to enjoy.

I do not support housing on Donlon. It is a lovely residential neighborhood and the park behind Donlon is an added treasure to that community.

I do not support the proposed Pickle ball and Cricket Pitch at Muirwood Community Park.

I live across from the Sports Park we get overflows of cars during games, but is manageable because it has a large parking lot in. Muirwood Park does not offer that kind of parking availability. It would increase traffic in that neighborhood.

Helen Barbato
[REDACTED]

Pleasanton

[REDACTED]
Sent from my iPhone

Sent from my iPhone

Click
<https://www.mailcontrol.com/sr/6glCxsiJbdnGX2PQPomvUIQqnVH2UXcWUPWzXztEQZvUgrJDI9WLTcnsaTEzECT0OkfpN2I97uNm4uq9tqSB7g==> to report this email as spam.

Megan Campbell

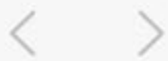
Subject: FW: Microhome article from the East Bay Times

From: Jocelyn Combs [REDACTED]
Sent: Tuesday, February 22, 2022 11:28 AM
To: Shweta Bonn <sbonn@cityofpleasantonca.gov>
Subject: Microhome article from the East Bay Times

Hi Shweta,
Could you please forward this email to the Planning Commission?
Thanks,
Jocelyn

Dear Planning Commissioners,
Attached is a recent article from the East Bay Times about affordable microhomes in Hayward.
Note the use of non-profit housing developers, Low Income Housing Funds, a lease back arrangement, grants, and a creative approach.
From what I have read, working with non profit developers seems to have given cities much more variety and more creative approaches to all types of affordable housing.
I believe this would be the best approach for Pleasanton.
Thanks,
Jocelyn

Click <https://www.mailcontrol.com/sr/PkadffiyR5zGX2PQPOMvUrTWOQPRvz4DWCIKZjmYXAailf-mAZah1cuE8xbqsrVz5yDNU2BcyDNfN-NdwfdFw==> to report this email as spam.



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Tiny home project for homeless underw

Construction starts on 125 micro-apartments that are affordable,

By Angelica Cabral

acabral@bayareanewsgroup.com

HAYWARD >> Construction has started on Hayward's first affordable micro-apartments, being built to help house homeless residents and those currently being on the street.

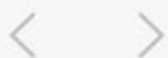
The 125 300-square-foot apartments are being built by the nonprofit Services of Fremont, whose mission is to end homelessness.

The city put up \$6 million from its inclusionary housing trust fund and a housing authority to help cover some of the cost of the \$45 million project.

The rest of the money is coming from the state's Multifamily Housing Trust funds, county assistance through Measure A1 and a private construction bond. Alameda County voters approved A1, an affordable housing bond.

Construction began in November on the Depot Community Apartments on Depot Road, approved by the city in 2018. In addition to sleeping quarters, each apartment will have a full kitchen.





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and ADA-accessible bathroom. They are intended for one or two
A long-vacant Victorian home on the property, built in 1900 by F
Mohr, was razed to make room for the apartments. The building
disrepair.

Construction is expected to be completed in summer 2023. Ther
an expected delay because of rain late last year, which made un
challenging, according to Jon White, Abode's chief real estate of

The rent from the tenants will help cover operating costs. Rent v
about 30% of the renter's income and will range from \$300 to \$

Renters will be able to move in a few weeks after the project is f
half will be referred through Alameda County's Coordinated Entr
selects tenants based on income, health conditions, disability sta
housing situation. The rest will be chosen by a lottery.

"There's been a lot of people that have slipped into homelessness
so the need for affordable housing that is designed for people th
experiencing home-lessness, with the appropriate support servic
make them able to thrive, is needed now more than ever," White

Though the units are not as big as some apartments — by comp
average size of a studio apartment is 600 square feet — there w
community areas and storage lockers for tenants. Abode also wi
around services, including on-site social workers, case manager
classes and workshops for residents.

"The units are a little bit on the small side, but we put a lot of ef
them very livable and a place that people want to call home," W
Another nonprofit, Horizon Services, sold the 3.07-acre parcel to
Abode is leasing part of the site back to Horizon. The Hayward n
continue to run a residential rehabilitation facility, Cronin House,
property. Cronin House, which serves adult men affected by alcc
and mental health issues, has been open for more than 20 years

The apartments will be about a mile from Hayward's 2-year-old
Navigation Center, which provides temporary housing for people

SUPPLEMENTAL MATERIAL
Provided to the Planning Commission
After Distribution of Packet

Date Distributed: SR 2/23/2022

From: [Sachiko Riddle](#)
To: [Sachiko Riddle](#)
Subject: FW: Letter to the Planning Commission
Date: Wednesday, February 23, 2022 8:30:40 AM
Attachments: [PlanningCommission22322.pdf](#)

From: Jocelyn Combs <[REDACTED]>
Sent: Tuesday, February 22, 2022 5:29 PM
To: Sachiko Riddle <sriddle@cityofpleasantonca.gov>
Subject: Letter to the Planning Commission

Dear Sachiko,
Please forward this letter to the Planning Commission.

Thanks,
Jocelyn Combs

[REDACTED]

--

Jocelyn Combs

[REDACTED]
[REDACTED]

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February 22, 2022

Re: Item 7, Pleasanton Housing Element Policies, February 23, 2022 Agenda

Dear Planning Commissioners,

Following are my observations on the recommendations in the staff report and a few more recommendations. These and other recommendations create an “Affordable Housing Toolbox” that the Commission, Council, and staff can pick and choose from in the future.

1. Define Workforce Housing

I support Definition #1 with a slight adjustment. “Housing intended for and affordable to Pleasanton employees and households earning local wages...”. Call it “Pleasanton Workforce”, which I believe was the intent in the past. The phrase has morphed over time to represent a specific income subset which I think is unfortunate. Everyone in the workforce works. Limiting it implies otherwise. We can build housing targeted for all AMIs relative to their % of jobs in Pleasanton and our RHNA requirements.

2. Streamline ADU Production

Yes. The ADU I am building would have been more affordable and quicker to build if these elements had been in place. Yes, ask ADU companies to submit sample plans. Mine already has.

3. Complete Objective Design Standards

Yes. Make them achievable but not too expensive. We want to create housing, not scare it away. Has Pleasanton ever had a development working group of non-profit and for-profit developers look at design guidelines to assess feasibility and suggest less expensive modifications? I recommend it.

4. Small Units, Multifamily Guidelines

Yes. I sent you an article from the East Bay Times that discusses smaller units in Hayward. More tools might need to be added to the Affordable Housing Toolbox to make these available in a for-profit setting.

5. Municipal Code Amendments for Small-scale Infill

Yes, for every type of housing.

Please do not use the phrase “Missing Middle”. Pleasanton is missing every housing type, except Above Moderate Income. It is jargon that may work in cities with only low income and high-income units.

According to our brochure “Below Market Rate Apartments in Pleasanton” we have:

660 senior apartments
444 below market rate apartments
4879 market rate apartments
5983 total

or

11% senior apartments
7.4% non-senior apartments

Assuming for the moment that seniors are not working, only 7.4% of apartments are available to Pleasanton’s lower income workforce.

Figure 1 on page 3 of the staff report shows that at least 55%, or 33,073 jobs, and likely many more, earn less than 100% AMI. Our 444 units barely make a dent in the need.

I could not find any statistics for deed-restricted, for-sale, affordable units. How many are there in Pleasanton and at what income levels? How are they tracked?

6. Partnerships with Key Local Employers

Eliminate the word “key”. Why limit us? Perhaps Workday would like to convert some of their office space to employee housing. Any business might be willing to participate. The Chamber could help facilitate this “Tool”.

7. Crunch the Numbers

Compare RHNA required housing units by category to our workforce needs by category to assure that our Toolbox can facilitate both.

8. Enlist Non-Profit Housing Developers

Work pro-actively with non-profit housing developers to help create an affordable housing mix and to locate funding.

Inclusionary housing will never meet our need. 20% of the total RHNA number of 5,965 is 1,193. It is certainly a large number, but very short of our total of 3652 for Extremely Low, Very Low, Low and Moderate.

We need 100% affordable housing sites and only non-profit housing developers can deliver that.

9. Use LIHF to Purchase Land

This is how affordable housing non-profits work. With “free” land they can find funding for building. I recently sent you an article about how Fremont uses their LIHF for this.

10. The “Sportono Policy”

Require, or encourage with incentives, developers to both include ADUs and pay into the LIHF on large lot developments.

SUPPLEMENTAL MATERIAL
Provided to the Planning Commission
After Distribution of Packet
Date Distributed: SR 2/23/2022

From: [Sachiko Riddle](#)
To: [Sachiko Riddle](#)
Subject: FW: Correspondence for the Planning Commission meeting
Date: Wednesday, February 23, 2022 8:30:10 AM
Attachments: [2022-02-23_PC_HE_policies.pdf](#)

From: Becky Dennis <[REDACTED]>
Sent: Tuesday, February 22, 2022 4:36 PM
To: Sachiko Riddle <sriddle@cityofpleasantonca.gov>
Subject: Correspondence for the Planning Commission meeting

Dear Sachiko,
Please forward a copy of this letter to the Planning Commission for their meeting tomorrow evening.
Thanks!
Becky Dennis
[REDACTED]

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

February 23, 2022

Pleasanton Planning Commission
City of Pleasanton
Agenda Item 7

Dear Chairperson Chase and Planning Commissioners,

Thank you for the opportunity to comment further on your proposed recommendations to the City Council for inclusion in the Housing Element update. In addition to staff's recommendations provided at the end of their report I have provided some additional policy suggestions I hope you will forward to the Council. These are based upon staff's discussion (page 2) regarding implementation of our current Housing Element's Goals 5 and 14, as well as Policy 36 and Program 36.1. My modifications to their recommendations are intended to improve Pleasanton's performance in these critical housing areas.

RECOMMENDATIONS:

1. Define "workforce housing" to reflect the true income characteristics of those currently employed by all businesses in Pleasanton, consistent with Goals 5, 14, Policy 36 and Program 36.1. This is option#1. Choosing option #2 treats most of our workforce as though they are unemployed, and unworthy of housing in our community.
2. Recommend an efficient land use strategy giving highest priority to developing affordable employee housing for those working at jobs in Pleasanton which pay less than 100%AMI. This group constitutes at least 60% of unmet housing need, a need that Pleasanton can only meet with nonprofit, mixed income housing. This category is truly Pleasanton's "missing housing". The City should follow the example of other job rich communities like Fremont which buy land to facilitate construction of nonprofit workforce housing.
3. Second highest priority should be the minority of the local workforce that earns more than 100% AMI. According to the charts provided by staff, the needs of this group can be adequately provided by market rate rental housing. The IZO could be used to provide more affordable units for households earning between 80 and 100% AMI. This should allow for profit developers to provide 25%-30% affordable units within their complex. (Archstone Hacienda provides 25% of its units at 80% AMI in perpetuity.) For sale development produces too few affordable units, and affordability is too difficult to track and maintain in perpetuity.
4. Develop Employer Assisted Housing (EAH) programs to serve all sizes of Pleasanton businesses, not just "select" businesses. The needs of small businesses may differ from those of corporations and large public agencies. But all businesses need access to affordable employee housing to thrive. This could provide an important use of your recommended increased business LIHF fees, as well as encouraging additional investment by businesses that paid lower LIHF fees in the past.
5. Require carbon neutral design for all housing developments. From rural residential (ala Spotorno Flat) to High Density Residential. This should be a fundamental aspect of all designs, not merely an option.

Other staff recommendations for streamlining ADU production, and municipal code amendments for small scale infill will not, by themselves, have enough impact to meet Goals 5, 14, Policy 36, Program 36.1, our current RHNA, or the goals of CAP 2.0.

The staff report focusses much attention on “missing middle” housing. However, their own charts show that employees at this income level can easily pay for Pleasanton’s market rate rentals. In contrast, if staff had included charts showing the ability of workers earning below the Area Median Income, the chart would show them priced out of Pleasanton’s rental market. The inability of first-time homebuyers to afford the purchase of a home in Pleasanton is a problem. However, for local businesses in need of essential workers, and for a community concerned about commute emissions’ impact on our carbon footprint, it’s not our biggest problem. Also, consider that not all homebuyers are first time homebuyers. Many have sold homes elsewhere in California’s inflated housing market, and therefore can afford more than a 20% down payment. Employer Assisted Housing programs can, more easily than the City, manage home purchase assistance for their employees.

In sum, please recommend to the Council that Pleasanton’s Housing Element contain new programs and policies to assure the development of nonprofit housing. It’s the only housing that can bring a majority of Pleasanton job holders closer to their place of employment. These programs include buying land to facilitate nonprofit development, raising the LIHF an new commercial development closer to the maximum, and seeking business investments in affordable residential infrastructure to assure housing for their essential service employees. The lofty Housing Element goals and policies remain the same, but we need to replace the old, failed programs with a new approach that gets results.

Thank you for your consideration.

Sincerely,

Becky Dennis

Pleasanton CA

11. Incentivize Affordable Housing

Traditionally cities exact fees and have requirements. Are there any incentives that the city could use to promote affordable housing? Faster plan check? Clear and concise design standards? Quicker inspections? Where are the carrots to balance the sticks?

Notes:

- The fact that our out-commute is like other cities in the Tri-Valley is no reason to continue the status quo. Livermore's 20% could be a goal. (Page 3 footnote)
- The 1799 Pleasanton households that earn 80-100% AMI probably include many retired homeowners like me who enjoy Proposition 13 benefits and might be willing to downsize if there were more choices. That's why I'm building an ADU, to create my own downsized home. As more of us move, only very high-income homeowners will be able to buy our homes, further increasing our Above Moderate-Income housing stock and increasing the need for 80-110 AMI% affordable housing. (Page 5 first paragraph)

Thank you for the opportunity to comment on these important policies.

Jocelyn Combs

██████████

February 24, 2022

Mayor Brown and City Councilmembers
Chair Case and Planning Commissioners
Housing Commissioners

Re: Pleasanton and Alameda County Affordable Housing

With my interest in Pleasanton's Housing Element discussions, I became curious about how Pleasanton compares with other cities in Alameda County with creating affordable housing.

What I discovered is that Pleasanton is the only city in Alameda County that does not have an affordable housing project, non-profit or for-profit, under consideration, approved, or being built. Links included below.

This sets Pleasanton back years from completion of any affordable housing project. This leaves Pleasanton with less available grant funding for affordable housing. This makes Pleasanton a target for the California Department of Housing and Community Development. If Pleasanton does not create affordable housing, we will be singled out by the State and we will lose more control over local housing choices.

It is not too late to start discussions with non-profit affordable housing developers to set us on the path to achieving the affordable housing goals stated in our current and future Housing Elements.

Sincerely,
Jocelyn Combs



Hayward, Union City, Livermore, Piedmont:

<https://www.mercurynews.com/2022/01/26/four-alameda-county-cities-seeking-state-grant-to-buy-homes-for-homeless-people/>

San Leandro:

<https://www.eastbaytimes.com/2021/08/18/san-leandro-2/>

Newark:

<https://www.mercurynews.com/2021/10/29/newark-approves-senior-affordable-apartment-complex/>

Alameda:

<https://www.mercurynews.com/2021/04/13/exclusive-drone-photos-and-video-of-new-housing-development-at-alameda-point/>

Emeryville:

<https://www.sfchronicle.com/eastbay/article/The-city-that-is-happy-to-cast-shade-How-16683334.php>

Albany:

<https://www.mercurynews.com/2021/03/18/former-albany-bowl-site-could-be-replaced-with-housing/>

Oakland:

<https://www.mercurynews.com/2022/01/06/affordable-home-big-oakland-residential-real-estate-project-develop/>

Berkeley:

<https://www.mercurynews.com/2021/04/29/berkeley-allocates-large-investment-for-affordable-housing-project-near-bart>

Dublin:

<https://www.mercurynews.com/2021/04/21/dublin-approves-millions-to-help-fund-affordable-housing-project-near-bart/>

Fremont:

<https://www.mercurynews.com/2021/11/14/fremont-pumping-millions-into-affordable-housing-projects/>

February 24, 2022

Pleasanton Housing Element Policies, February 28, 2022 Agenda

Dear Housing Commissioners,

Following are my observations on the recommendations in the staff report and a few more recommendations. These create an “Affordable Housing Toolbox” of policies that the Commissions, Council, and staff can pick and choose from in the future to create affordable housing.

- **Low Income Housing Fund**

This fund has been nibbled away at with housing-related expenses rather building affordable housing or purchasing land so non-profit housing developers can build affordable housing. The fee is too low for commercial and industrial projects. For housing projects consider charging per square foot, thereby incentivizing smaller units.

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- **Density Bonus Ordinance**

It should be updated.

- **Affordable Housing Overlay Zone**

Yes, let’s explore this. Another tool in our Affordable Housing Toolbox.

- **Define Workforce Housing**

I support Definition #1 with a slight adjustment. “Housing intended for and affordable to Pleasanton employees and households earning local wages...”. Call it “Pleasanton Workforce”, which I believe was the intent in the past. The phrase has morphed over time to represent a specific income subset which I think is unfortunate. Everyone in the workforce works. Limiting it implies otherwise. We can build housing targeted for all AMIs relative to their % of jobs in Pleasanton and our RHNA requirements.

- **Streamline ADU Production**

Yes. I believe that currently ADUs are the only potentially affordable units being built in Pleasanton. Any ADUs, affordable or not, increase housing supply. Streamlining the process will make it less expensive and faster.

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Yes. Make them achievable but not too expensive. We want to create housing, not scare it away. Has Pleasanton ever had a development working group of non-profit and for-profit developers look at design guidelines to assess feasibility and suggest less expensive modifications? I recommend it.

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Figure 1 on page 8 of the staff report shows that at least 55%, or 33,073 jobs, and likely many more, earn less than 100% AMI. Our 444 non-senior affordable units of the 5983 apartments (and 29,000 housing units) in the city, barely make a dent in the need.

NOTE: I could not find any statistics for deed-restricted, for-sale, affordable units. How many are there in Pleasanton and at what income levels? How are they tracked? Please ask staff for this information.

- **Partnerships with Key Local Employers**
Eliminate the word “key”. Why limit us? Perhaps Workday would like to convert some of their office space to employee housing. Any business might be willing to participate in programs to house their employees. The Chamber could help facilitate this Affordable Housing Tool.
- **Crunch the Numbers**
Compare RHNA required housing units by category to our workforce needs by category to assure that our Toolbox can facilitate both.
- **Enlist Non-Profit Housing Developers**
Work pro-actively with non-profit housing developers to help create an affordable housing mix and to locate funding.
We need 100% affordable housing sites and only non-profit housing developers can deliver that.
- **Use LIHF to Purchase Land**
This is how affordable housing non-profits work. With “free” land they can find funding for building.
- **Adopt the “Sportono Policy”**
Require, or encourage with incentives, developers to include ADUs **and** pay into the LIHF on large lot developments.
- **Incentivize Affordable Housing**
Traditionally cities exact fees and have requirements. Are there any incentives that the city could use to promote affordable housing? Are there carrots to balance the sticks?

Please look at these policies through of lens of “The goal is to increase affordable housing” rather than “The goal is to revise policies”. Thank you for the opportunity to comment.

Jocelyn Combs


February 25, 2022

Pleasanton Housing Commission
City of Pleasanton
Re: February 28 meeting, Housing Element Update

Dear Chairperson Galvan and Housing Commissioners,

Thank you for the opportunity to comment on policies proposed for the 2023 2031 Housing Element Update. Because you will be considering and discussing the same issues considered by the Planning Commission at their meetings on February 9 and February 23, you will find my comments to them attached below.

I am hopeful that the Council will adopt new policies that will improve the City's success in providing housing opportunities for the severely underserved 60% of employees currently working in Pleasanton who hold jobs paying below the Area Median Income. The lack of housing close to their jobs requires long commutes, resulting in Pleasanton's responsibility for many tons of GHG emissions. The City Council recently recognized this by adding a policy to our CAP 2.0 that will measure Pleasanton's success in terms of increasing the number of local jobholders (currently only 8%) who currently live here.

Judging from the declining numbers of local employees who also live in Pleasanton, from 27.3% in 1990 to only 8% today, the tools available in our current Housing Element need an update that will accomplish our "fair share" RHNA numbers and environmental goals. I believe that a combination of inadequate LIHF fees designed to favor commercial development at the expense of the environment and the workforce, deference to market rate housing developers' desire to limit the number of deeply affordable units they include, and a persistent aversion to workforce serving nonprofit development explain the trend. I sincerely hope that the Housing Commission will recommend to the Council a focus on policies that will foster the investment of City resources in nonprofit workforce housing. This is the only solution that will produce the numbers of housing units needed, and the housing that will serve the "missing majority" of our local workforce.

Please feel free to call me if you have any questions. Thank you for your consideration.

Sincerely,

Becky Dennis

925- [REDACTED]

925- [REDACTED] mobile

February 9, 2022

Planning Commission
City of Pleasanton
February 9 Meeting, Agenda Item 4

Dear Chairperson Chase and Planning Commissioners,

Thank you for the opportunity to comment on new policies for the Housing Element update. I see that staff has done a thorough review of past policy decisions. First, let me say that I realize that neither you, nor the current staff, are the architects of a housing strategy past due for change.

As a longtime advocate for affordable housing in Pleasanton, I believe you should evaluate the effectiveness of the City's past decisions in delivering what ABAG has defined as our "fair share" of housing. In terms of providing housing opportunities for the workforce employed in Pleasanton, the majority of whom earn less than 60% of the Area Median Income, past strategies have failed to address even a small percentage of the total need generated by Pleasanton based employers. Furthermore, new aspects of California housing law will now require Pleasanton to find a way to achieve RHNA assigned targets for ELI, VLI, LI, and MI housing if we wish to retain local control over project design and location. It's time for a fresh approach. Here are some suggestions to put Pleasanton in control going forward:

Pursue an all nonprofit housing approach to balance Pleasanton's housing stock, and to bring our currently in-commuting workforce closer to their jobs.

1. Increase LIH fees for all new commercial development to the 2018 maximum, at least. Payment of the fee should provide an employee housing entitlement to the business and/or commercial property owner. Established businesses that paid the previous lower fee would also be allowed to buy in for employee housing entitlements. Nonprofit development could provide a tax benefit. Every new non-commuting employee could then also provide a share of carbon offsets value to the employer.
2. Refocus the IZO, which has produced 0 ELI units, very few VLI units, and only a few LI units at the upper end of the range. Allow market rate development to be 100% AMI in a range of sizes and prices. Or use the IZO exclusively to add units affordable at 80% to 100% AMI. Focus on climate friendly design. Include planning for luxury HDR condominium development.
3. For Pleasanton to have a density bonus incentive seems beside the point if we pursue the nonprofit development our current workforce situation requires.

Comments on the staff report: ([Housing Commission Staff Report, Pages 2 – 5](#))

There's a lot of room to increase LIHF fees on commercial development, even without the expense of a new nexus study. You can see from the 2018 study that commercial development was charged a tiny fraction of the maximum allowable.

*Nonresidential Housing Linkage Fee Nexus Study
Draft Report 02/26/18*

Table 1 Summary of Maximum Allowable Fees and EPS Recommended Fee Levels

Land Use	Maximum Fee	Previously Recommended Fee Range (1)		
		10%	15%	20%
		<i>per sq. ft.</i>	<i>per sq. ft.</i>	<i>per sq. ft.</i>
Hotels/Motel	\$49.69	\$5.12	\$7.68	\$10.24
Retail	\$211.08	\$21.74	\$32.61	\$43.48
Office/Light Industrial/R&D	\$82.56	\$8.50	\$12.76	\$17.01

(1) Includes stated share of 2016 maximum fee plus 3% administrative costs.

Please raise fees for commercial development! Pleasanton today has a HUGE jobs/housing imbalance that burdens our region with in-commute traffic and emissions from outside the Tri-Valley. Do we really need to attract even more business with the lure of inadequate fees? Let's attract businesses that value housing benefits for their employees and opportunities for long term financial partnership with an emerging carbon neutral city in the carbon economy. Providing employers with the ability to secure nearby, attractive, housing for their workforce should be the new goal.

In terms of the uses of the LIHF, I strongly believe this money should be reserved for building affordable housing only. For instance, why was Covid-19 rent supplement grant program LIHF funded as opposed to using some of the \$8 million Pleasanton received in Covid relief? Enforcing reduced rents charged for IZO units in perpetuity seems cumbersome and expensive, especially considering the small number of units provided. Some of the fund expenditures, such as the rapid rehousing program, housing counseling services, legal eviction services, and homeless intervention services, seem to be the direct result of failing to invest LIHF funds in a enough affordable units. If businesses are required or asked to make increased contributions to the LIHF, they will rightly expect their money to provide affordable housing opportunities for their employees. Pleasanton housing policy should support that expectation.

Facilitating nonprofit development should be the primary use of the LIHF. While initially more costly, nonprofit development is also the most well-managed and designed, especially if it includes Moderate Income units. Furthermore, nonprofit development is the best way for Pleasanton to assure efficient use and planning control of its limited land

supply while meeting State requirements to accommodate housing for the full range of housing needs per Gov. Code, § 65583, subd. (c)(1)

“Sites shall be identified as needed to facilitate and encourage the development of a variety of types of housing for all income levels, including multifamily rental housing, factory-built housing, mobile homes, housing for agricultural employees, supportive housing, single-room occupancy units, emergency shelters, and transitional housing.”

After finalizing site selection, the City should reach out to nonprofits immediately to provide their input on the feasibility of all sites for the full range of housing types required by HCD. This action is a program in our current Housing Element. We do not have to wait for HCD instruction.

(Housing Commission Staff Report, page 6)

As for the IZO and Density Bonus rules, I believe Pleasanton has too few remaining acres for us to achieve our RHNA requirements for ELI, VLI, and LI housing if affordable units constitute only 20-30% of the total. Also, the IZO and density bonus allowances have never provided the deeply affordable units State law now requires.

Thanks for your consideration.

Sincerely,

Becky Dennis

Pleasanton CA

925- [REDACTED]

Pleasanton Planning Commission
City of Pleasanton
Agenda Item 7

Dear Chairperson Chase and Planning Commissioners,

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RECOMMENDATIONS:

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Pleasanton CA

February 24, 2022

Pleasanton Housing Element Policies, February 28, 2022 Agenda

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- **Adopt the “Sportono Policy”**
Require, or encourage with incentives, developers to include ADUs **and** pay into the LIHF on large lot developments.
- **Incentivize Affordable Housing**
Traditionally cities exact fees and have requirements. Are there any incentives that the city could use to promote affordable housing? Are there carrots to balance the sticks?

Please look at these policies through of lens of “The goal is to increase affordable housing” rather than “The goal is to revise policies”. Thank you for the opportunity to comment.

Jocelyn Combs
925 [REDACTED]

March 14, 2022

Pleasanton City Council
City of Pleasanton
Re: Agenda Item 21, Housing Policy Direction

Dear Mayor Brown and City Councilmembers,

Thank you for the opportunity to comment on these policy decisions.

Let me begin by noting my support for the following Planning Commission and Housing Commission recommendations:

- LIHF: Consider increasing the LIHF based upon the current Nexus Study. The Staff report account of the Commissions' discussion focusses on the LIHF for housing. However, there was also Commission interest in increasing the LIHF for commercial development.
- Consider using much more than the current proportion of only 55% of the LIHF for affordable housing production. The City should provide housing-related counseling and homeless prevention services from other funding sources.
- Define "Workforce Housing" as Option #1, with the modification that it specify employees, households, and wages for those working for Pleasanton located businesses. (Housing Commission)
- Streamline ADU production.
- Complete Objective Design Standards
- Consider Partnerships with Local Employers. (Commissions' discussion supported extending partnership opportunities to ALL Pleasanton employers, not just "Key" businesses.

DISCUSSION RE: Staff Recommendations:

- Page 5, Increasing the LIHF for commercial development.
As I understand it, LIHFs are paid only by new commercial development on a previously undeveloped site. (For instance, I found nothing in the City's records regarding 10x Genomics paying into the LIHF as part of their development agreement, I assume because the property had already paid when the site developed as a shopping center.) Assuming commercial development only pays into the LIHF one time upon initial development, raising the LIHF should have little impact on Pleasanton's ability to attract commercial investment, since we have so little undeveloped land left. Fee free redevelopment is the more abundant option. Since we aren't planning to build another major shopping mall or business park, raising the commercial LIHF fee seems largely symbolic (exception: the Kiewit and Steelwave properties). A fee increase in Pleasanton could allow other Tri-Valley cities with more undeveloped land to raise their LIHFs. This could increase the amount of affordable workforce housing in the entire region to the benefit of all.

With that long-term potential for redevelopment in mind, it might not be prudent to assume that all commercial development would remain "low intensity" for the long term.

- Page 5, Allocation and Expenditure of the LIHF
If the City wishes to pursue partnerships with local businesses, the use of either assessed or voluntary contributions should be dedicated to affordable employee housing construction and related expenses such as land purchases. A change of policy regarding use of the LIHF provides an excellent opportunity to collaborate with the business community on program development with tax and climate benefits. Facilitating the availability of affordable housing will probably accomplish more than \$12,150,000 in housing counseling has over the last 27 years.
- Page 10. Workforce Housing Definition
The adoption of Option #1 provides the most “employer partnership friendly” definition of the population need Pleasanton’s affordable housing programs should serve. This implementation focus would also result in the biggest reduction in GHG emissions for both Pleasanton and employers with carbon neutrality goals.
- Page 10, Rental vs Ownership
I concur with staff on giving rental housing the highest priority. Many of the concerns regarding unit size and opportunities for families can be addressed most effectively by nonprofit development.
- Page 10. Partnerships
Many Commissioners expressed a desire to include the full range of Pleasanton employers, from restaurants to the PUSD, Stanford ValleyCare, Kaiser, Workday, and Amazon. All are important, but the needs of governmental agencies like PUSD, healthcare organizations, and large for-profit corporations will require different incentives and structures. This is another opportunity for the City to reach out and explore mutual benefits.
- Page 13, IZO
For Pleasanton, the IZO has proved a cumbersome and ineffective method for providing sufficient affordable units, either for rent or for sale. With the passage of time the City can easily lose track of unit affordability and enforcement in spite of requiring affordability in perpetuity.

Nonprofit housing provides permanent affordability and can be developed in a mixed income format. Since so much of Pleasanton’s actual employee housing demand falls below 60% AMI, consider a nonprofit IZO model that includes 25% of the units affordable at 80 – 100% AMI. This not only helps to make nonprofit development more feasible, but it would ensure the efficient use of LIHF contributions, as well as tax benefits for Pleasanton’s business partners.

Thank you for your consideration.

Sincerely,

Becky Dennis

Pleasanton CA

From: [Ellen Holmgren](#)
To: [REDACTED]; [Mayor and City Council](#)
Cc: [Pleasanton City Clerk](#); [Ellen Clark](#); [Megan Campbell](#); [Shweta Bonn](#); [Sachiko Riddle](#); [Becky Hopkins](#); [Steve Hernandez](#)
Subject: FW: March 15, 2022 City Council Agenda Item 21
Date: Monday, March 14, 2022 1:09:20 PM

Dear Jeff Schroeder,

Thank you for your email regarding Item 21 on the City Council Agenda for Tuesday, March 15, 2022.

This email acknowledges receipt of your email to the Mayor and City Council, the Interim City Manager, and City staff.

Thank you again for your interest in the City of Pleasanton.

Regards,

Ellen Holmgren, Administrative Assistant
City of Pleasanton

From: Pleasanton City Clerk
Sent: Monday, March 14, 2022 12:58 PM
To: Ellen Holmgren [REDACTED]
Subject: FW: March 15, 2022 City Council Agenda Item 21

From: Jeff Schroeder [REDACTED]
Sent: Monday, March 14, 2022 12:09 PM
To: Pleasanton City Clerk [REDACTED]
Subject: March 15, 2022 City Council Agenda Item 21

Dear Mayor and City Council Members:

A few remarks regarding Housing Element Policies as discussed in the Staff Report:

1. LIHF expenditures: It is important to note that State Law requires that projects accepting public monies pay prevailing wages for the construction of affordable housing. This can easily add Thirty (30%) percent or more to the cost of the project so this expenditure should be made very judiciously if at all. These funds may be better spent providing assistance to home buyers, renter assistance, etc.
 - a. Another way to capitalize on these fees would be to incentivize projects to go beyond the minimum requirement in the IZO by allowing them to receive IZO fee credits for units provided in excess of the requirement directly from another developer. This would prevent the City from having to receive the funds and create a public funding contribution.

2. Rental vs. Ownership: The provision of rental housing via the Inclusionary Zoning Ordinance is by far the most effective and efficient use of this policy/ordinance. Rental units make the most sense because:
 - a. Renters have to qualify every year for the subsidy, owners only once.
 - b. Rental units are easily monitored for compliance. It is much more difficult to prevent an owner from renting their unit and the sale provisions can be difficult to monitor/enforce.
 - c. Rental units can provide a broader range of affordability than ownership units.
 - d. Rental units are typically more dense and a better use of scarce land resources. Larger projects can create a critical mass for producing significant affordable housing opportunities.

3. Missing Middle/Affordable By Design: We can address this issue by creative design of smaller units. Several issues need to be addressed to maximize effectiveness.
 - a. Larger projects can provide these units with a mix of housing products.
 - b. Need to allow design creativity which current standards won't allow. Look at lot sizes, setbacks, parking requirements, street standards (widths, parking, sidewalks). Although you need Objective Development Standards for complicit with State legislation, don't let that constrain creativity. Buyers are willing to purchase smaller units in places like Pleasanton
 - c. Impact fees which do not reflect size/use. Water, Sewer, Capital, IZO fees identical regardless of lot/unit size. This makes it much more difficult to develop smaller units.

Thank you for your consideration and I will be available to answer any questions regarding these or other Housing Element Issues.

PONDEROSA HOMES II, INC.

Jeff Schroeder
Senior Vice President, Land, Planning & Operations



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From: [Ellen Holmgren](#)
To: [Jocelyn Combs](#); [Mayor and City Council](#)
Cc: [Pleasanton City Clerk](#); [Ellen Clark](#); [Megan Campbell](#); [Sachiko Riddle](#); [Shweta Bonn](#); [Steve Hernandez](#); [Becky Hopkins](#)
Subject: RE: Item #21, Housing Policies, March 15, 2022 City Council
Date: Tuesday, March 15, 2022 4:50:44 PM

Dear Jocelyn Combs,

Thank you for your email regarding Item 21 on the City Council Agenda for tonight, Tuesday, March 15, 2022.

This email acknowledges receipt of your email to the Mayor and City Council, the Interim City Manager, and City staff.

Thank you again for your interest in the City of Pleasanton.

Regards,

Ellen Holmgren, Administrative Assistant
City of Pleasanton

-----Original Message-----

From: Jocelyn Combs [REDACTED]
Sent: Tuesday, March 15, 2022 4:27 PM
To: Mayor and City Council [REDACTED]
Subject: Item #21, Housing Policies, March 15, 2022 City Council

Dear Mayor Brown and Councilmembers,

Thank you for the opportunity to comment on our Housing Policies. You have my previous comments and clippings in the packet.

From everything I've read and sent to you, I've seen that funding, next to community support, is the biggest predictor of successful affordable housing projects in communities.

So I see the Lower Income Housing Fee as critical to our success. It has two parts. Where the money comes from and where the money goes.

Where the money comes from:

I appreciate staff's caution. I believe that a more in depth fee review should be done sooner rather than later. Pleasanton is a desirable community. We will continue to have investment. Let's be bold and thoughtful with our fee structure.

Where the money goes:

I strongly recommend that ALL of the Lower Income Housing Fund, not just 55%, go to build low income housing, as the name implies. Aren't we misleading businesses that pay into the fund if the money isn't really creating affordable housing? Aren't we limiting our ability to buy land or match grants?

This complex issue deserves a workshop. The creative ideas were just beginning to percolate at the Housing and Planning Commission meetings.

I think of this policy, and all of the housing policies, as tools in our affordable housing toolbox. As you review each policy, I encourage you to choose the option that would increase affordable housing.

Individually and as a Council you have stated your support for affordable housing. And our community seems to be following suit.

The next reasonable step is to ask the Interim City Manager and staff to start discussions now with non-

profit affordable housing developers, similar to what we did with Kottinger Gardens, about our current and potential sites, like the BART site. It's not too early to look for partners and financing opportunities. Pleasanton is the only city in Alameda County that does not have an affordable housing project underway. Those other cities are finding OPM, other people's money, for their projects and we aren't. Don't you think it's time we change that?

Thank you,
Jocelyn

Jocelyn Combs



Click <https://www.mailcontrol.com/sr/9t-2S0B0cGHGX2PQPOMvUIQqnVH2UXcWanIJQIxLRfkKakrhKfA8ssIFxi3fyJhOGmLEQiNUldQ5W2BPFL9JFA==> to report this email as spam.

From: [Ellen Holmgren](#)
To: [Kim Hereld](#); [Mayor and City Council](#)
Cc: [Ellen Clark](#); [Megan Campbell](#); [Shweta Bonn](#); [Sachiko Riddle](#); [Steve Hernandez](#); [Becky Hopkins](#)
Subject: RE: The Donlon Field and The Big Yellow Taxi
Date: Tuesday, April 5, 2022 9:14:50 AM

Dear Kim Hereld,

Thank you for your email regarding Donlon Field.

This email acknowledges receipt of your email to the Pleasanton Mayor and City Council, the Interim City Manager, and City staff.

Thank you again for your interest in the City of Pleasanton.

Regards,

Ellen Holmgren, Administrative Assistant
City of Pleasanton

From: Kim Hereld [mailto:khereld10@gmail.com]

Sent: Sunday, April 03, 2022 10:53 AM

To: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Subject: The Donlon Field and The Big Yellow Taxi

School Board Members, City Council Members, Superintendent, and Mrs. Gates,

As I sit at my kitchen table on a quiet Sunday morning, the song Big Yellow Taxi comes on. Joni Mitchell wrote it in the 70's and The Counting Crows covered it in 2019. When I have heard this song in the past I have teared up as I thought of how many trees this song could be written about. It starts with the lyrics "they paved paradise and put up a parking lot".

This morning the song made me think of my neighborhood. I live just to the East of Donlon Elementary. One of the reasons we moved to this neighborhood was that it wraps around Donlon and has green fields that open up to the open area of Val Vista Park. Unfortunately it seems as though there are some who are interested in selling the western Donlon field to build townhouses. The money would benefit the school district and the townhouses would benefit the city by building some much needed low-income housing. These are important benefits but what is the long term benefit to the community, the students and the future?

I believe we need to keep the field open to the students and community. We need green grass, open space and a place to play and learn. We can't replace those things after building townhouses and the parking area they would need. We can't magically make more room for the Donlon students to move about.

Many of the schools in Pleasanton send their 5th grade students to Outdoor Ed. Many of

those students come back with a new appreciation for Mother Nature. How can we look at those faces and explain that an open green field is not as important as money?

If you can take the time, listen to Big Yellow Taxi. Think about Donlon Field as you listen and then figure out a way to leave the field for the kids and neighborhood.

"They paved paradise and put up a parking lot
Hey now, now, don't it always seem to go
That you don't know what you got 'til it's gone
They paved paradise to put up a parking lot"

Kim Hereld
Neighbor -6230 Homer Way
Mother of a past Donlon student
Retired PUSD teacher
Tax payer
Voter

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4305 HACIENDA DRIVE, SUITE 330 PLEASANTON, CA 94588
E: info@hacienda.org P: 925.734.6500 F: 925.734.6501
WWW.HACIENDA.ORG

April 26, 2022

Honorable Mayor Karla Brown
Pleasanton City Councilmembers
City of Pleasanton
Post Office Box 520
Pleasanton, California 94566

Re: **CSCDA Workforce Housing Program Support**

Dear Honorable Mayor Karla Brown and Pleasanton City Councilmembers:

Hacienda sends this letter in support of the City of Pleasanton joining California Statewide Communities Development Authority's (CSCDA) Joint Powers Authority (JPA) with the objective of eventual participation in the CSCDA Workforce Housing Program. Hacienda has had a long history of supporting positive workforce housing initiatives in Pleasanton that address the needs of our owners and investors, the residents and employees who make Hacienda their home, and the entire community. As discussions take place on this program, we urge you to consider taking advantage of this opportunity.

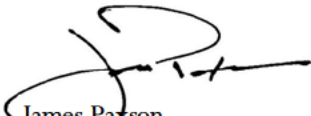
While the 2021 version of the CSCDA Workforce Housing Program was outstanding, the new mechanics of this program, where there is zero loss of city property tax funds while giving long term rental savings to Pleasanton residents, makes this a winning proposition with value for all involved. Adding in the significant long term economic benefit to the city makes this a highly attractive proposition.

The financial returns alone are worthwhile enough to implement this plan. However, Pleasanton will also have other opportunities to contour the program to meet specific needs, should it so desire, such as to provide priority placement to teachers, veterans, public safety and craftsmen that the community relies on for critical services. The benefit of utilizing the CSCDA JPA ensures that there will be professional management of the project without any liability to the city. The CSCDA model for the Workforce Housing Program has been developed through the League of California Cities and the California State Association of Counties. These organizations have a long history of advocating for local government and are trusted partners in this process.

By joining the CSCDA JPA at this time, Pleasanton will be ready to quickly take advantage of opportunities to move candidate projects into the program as they arise. As all contemplated transactions will come back to the City Council prior to final approval, the city will retain its discretionary authority; meaning it can elect to join the JPA now without risk.

Thank you for your consideration of this request. We are excited at the prospect of seeing the CSCDA Workforce Housing Program in Pleasanton and hope that you will join the CSCDA JPA at the earliest opportunity.

Sincerely,



James Paxson
General Manager, HBPOA

cc: Brian Dolan
Ellen Clark

From: [Squarespace](#)
To: [Housing Element](#)
Subject: Form Submission - Stay in the loop!
Date: Thursday, April 7, 2022 3:01:30 PM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Jennifer Hosterman

Email: [REDACTED]

Message: Hi! I understand well RHNA numbers and the push by the State to zone for additional housing. However, with this ongoing drought, I do believe we should call a moratorium on all new projects.

Does this submission look like spam? [Report it here.](#)

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

From: [Squarespace](#)
To: [Housing Element](#)
Subject: Form Submission - Stay in the loop!
Date: Thursday, April 7, 2022 4:56:24 PM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Scott Robinson

Email: [REDACTED]

Message: Looking for more low income houseing. I am a single father with a 12 year old son. I have grown up in Pleasanton. I can't even find an apartment for my son and I in Pleasanton..I have worked for Safeway for over 20 years in Pleasanton, San Ramon, Danville and Dublin. Is there any help for us.

Does this submission look like spam? [Report it here.](#)

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

From: [Squarespace](#)
To: [Housing Element](#)
Subject: Form Submission - Stay in the loop!
Date: Monday, April 11, 2022 12:32:17 AM

Sent via form submission from [Pleasanton Housing Element Update](#)

Name: Ana Gonzalez

Email: [REDACTED]

Message: Some of the suggestitons I would have is to provide single level home. Many babyboomers are too old and with health issues to live in a home with stairs. Also, to allow people, a couple o a single person, to have a two unit home to use the second bedroom either as an office to be able to accomodate family who visit during the holidays.

Does this submission look like spam? [Report it here.](#)

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April 12, 2022

Mayor Karla Brown and Councilmembers
City of Pleasanton
P.O. Box 520
Pleasanton, CA 94566

RE: Workforce Affordable Housing California Statewide Community Development Authority Joint Powers Authority (CSCDA)

Dear Honorable Mayor and Councilmembers:

Please consider this letter as the Pleasanton Chamber of Commerce's enthusiastic support of the City of Pleasanton joining the CSCDA Workforce Affordable Housing JPA.

Our June 2021 letter and support for this program is even greater now that the only possible obstacle for the City; the property tax take, has now been taken off the table, enabling only a positive outcome for the City and the residents that will benefit from this program. This is truly a step forward for the working people of Pleasanton and their employers.

Future projects that are purchased under this JPA will provide significant benefit to the entire Pleasanton community. The benefit it will provide the middle-income workers and residents of our community, while also providing a significant long term economic upside to the city is very compelling. It is rare that we see an opportunity of this scale while adding no liability to the city.

We hope that you will proceed immediately with membership in the JPA, the first step in providing these benefits to the community.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steve Van Dorn".

Steve Van Dorn
President/CEO

Megan Campbell

From: Ellen Holmgren
Sent: Thursday, April 14, 2022 8:23 AM
To: Guy Houston; Mayor and City Council; Steve Van Dorn
Cc: Ellen Clark; Megan Campbell; Shweta Bonn; Steve Hernandez; Becky Hopkins; Sachiko Riddle
Subject: RE: Support letter

Follow Up Flag: Flag for follow up
Flag Status: Flagged

Dear Guy Houston,

Thank you for your email regarding the California Statewide Communities Development Authority (CSCDA) Workforce Housing Program.

This email acknowledges receipt of your email to the Mayor and City Council, the Interim City Manager, and City staff.

Thank you again for your interest in the City of Pleasanton.

Regards,

Ellen Holmgren, Administrative Assistant
City of Pleasanton

From: Guy Houston [REDACTED]
Sent: Tuesday, April 12, 2022 3:15 PM
To: Mayor and City Council <citycouncil@cityofpleasantonca.gov>; Steve Van Dorn <steve@pleasanton.org>
Subject: Support letter

Thank you!

Guy Houston
[REDACTED]

On Tuesday, April 12, 2022, 01:43:46 PM PDT, Steve Van Dorn [REDACTED] wrote:

Dear Honorable Mayor and City Councilmembers,

Please consider our comments in the attached letter regarding your upcoming discussions in joining the California Statewide Community Development Authority Joint Powers Authority.

Thank you for your consideration of our comments.

Sincerely,

Steve Van Dorn, IOM

President & CEO

Pleasanton Chamber of Commerce

[Redacted signature block]



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Megan Campbell

From: Ellen Holmgren
Sent: Tuesday, April 26, 2022 2:22 PM
To: Mark and Audrey Purnell; Mayor and City Council
Cc: Ellen Clark; Megan Campbell; Shweta Bonn; Sachiko Riddle; Steve Hernandez; Becky Hopkins
Subject: RE: Donlon Field

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Audrey Purnell,

Thank you for your pictures and email regarding Donlon Field.

This email acknowledges receipt of your email to the Mayor and City Council, the Interim City Manager, and City staff.

Thank you again for your interest in the City of Pleasanton.

Regards,

Ellen Holmgren, Administrative Assistant
City of Pleasanton

From: Mark and Audrey Purnell [REDACTED]
Sent: Tuesday, April 26, 2022 10:19 AM

To: [REDACTED]

Subject: Donlon Field







I've lived in Val Vista for 30 years and my husband for over 50 years. In all of our years living here we have not seen any improvements to Donlon's field. The first money spent on it is to put up a fence to limit the public's access yet still not allowing the Donlon Cubs to play on it! We did notice that we you mowed the lawn extra for our rally. It's never looked better.

Donlon Cubs deserve (like the other Pleasanton schools) lawn to play on. The Val Vista neighborhood deserve not to have to fight for decades to save this field.

I appreciate Steve, Kelly and Karla Brown for coming out to engage with our community. There was a mix of people - informed advocates and neighbors who knew absolutely nothing about PUSD's plans.

 Once a Donlon Cub Mom
Always a Donlon Cub Mom 
My Cubs are 20 & 17

I bow to the new Donlon Cub Moms who are vocal, energetic, organized and determined.
4 acres for the kids - 4 acres for the community.

Audrey Purnell

Sent from my iPhone

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City Website Contact Us

Submitted On: Apr 26, 2022, 10:40AM EDT

City of Pleasanton

Full Name	First Name: Janice Last Name: Barros
Full Address	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
Phone Number	[REDACTED]
Email	[REDACTED]
Select Recipient	City Community Development Department
Comments and Questions	<p>I'm writing to you in regard to the development of the Donlon School field on Payne Ave. Our family is definitely against developing that property into homes. First because it impacts our children's recreational area. Develop it into more play are for are children Traffic is another big concern for us who live in and around Donlon school. If you do go though with this project it will cause a massive traffic problem for the surrounding streets and Dorman Rd. Presently In the morning and afternoon Donlon Rd is a parking lot with the parents trying to drop off and pickup their children. It is already a safety hazard trying to drive down Donlon with the cars parked in the middle of both ways waiting for school to be dismissed. With the already added kids coming from the home expansion in Valley Trails and the possibility of kids not going to be pickup or let off on Payne and Denker the front of Donlon will be the only point to enter the school. I hope you will please give this your utmost consideration. Thank you Barros Family It I sent this to the wrong department can you forward it on please.</p>

Megan Campbell

From: James Paxson [REDACTED]
Sent: Wednesday, April 27, 2022 10:13 AM
To: Megan Campbell
Cc: Ellen Clark
Subject: Housing Element Environmental Analysis

[REDACTED] [REDACTED]

Megan -

I wanted to thank you again for taking the time to discuss the Housing Element EIR with me last week. The information you provided was very helpful.

As the city prepares to have the environmental analysis performed, there are a number of considerations concerning the scope of the analysis as it relates to Hacienda that we want to make sure are addressed. Some of the key considerations we believe need to be incorporated into the analysis are as follows:

- There have been a number of discussions around appropriate sites for densification beyond levels that have currently been seen in Pleasanton projects. We believe that both the BART site and the Oracle site are prime candidates for this type of evaluation. While there may be others, including other sites in Hacienda, we believe that it is particularly important to look at the opportunities for both higher density and taller structures at these two locations given their proximity to resources that will support such density and the ability to integrate such projects within Hacienda.
- It has been Hacienda's expressed interest, which is also supported within the PUD, that residential development within Hacienda not displace current non-residential entitlement. For this reason, it is particularly important that the EIR conduct a buildout analysis that considers development of office that is not currently entitled. We have worked with the Traffic Engineering Department in the past to help provide reasonable assumptions about where future un-entitled office development might occur so that the traffic model used for the environmental analysis can be properly structured to consider both uses in an evaluation of future residential additions.
- Further to the previous point, we also want to make sure that reasonable assumptions are made to consider both near-term and long-term development and that care is provided to examine what projects are likely to advance in each timeframe.

Thank you for the opportunity to comment. Please let me know if any clarification of the foregoing is needed or if I can provide any additional information. We look forward to working with staff as the Housing Element progresses.

Regards

James Paxson
General Manager, Hacienda

[REDACTED]
www.Hacienda.org | [Hacienda Online!](#) | [LinkedIn](#)

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Jared Blumenfeld
Secretary for
Environmental Protection



Department of Toxic Substances Control

Meredith Williams, Ph.D., Director



Gavin Newsom
Governor

SENT VIA ELECTRONIC MAIL

May 5, 2022

Ms. Megan Campbell
Associate Planner
Community Development Department, City of Pleasanton
Post Office Box 520
Pleasanton, CA 94566
MCampbell@cityofpleasantonca.gov

NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT FOR THE CITY OF PLEASANTON 2023-2031 (6th CYCLE) HOUSING ELEMENT UPDATE PROGRAM – DATED APRIL 2022 (STATE CLEARINGHOUSE NUMBER: 2022040091)

Dear Ms. Campbell:

The Department of Toxic Substances Control (DTSC) received a Notice of Preparation of a Draft Environmental Impact Report (NOP of DEIR) for the City of Pleasanton 2023-2031 (6th Cycle) Housing Element Update Program (Project). The Lead Agency is receiving this notice from DTSC because the Project includes one or more of the following: groundbreaking activities, work in close proximity to a roadway, work in close proximity to mining or suspected mining or former mining activities, presence of site buildings that may require demolition or modifications, importation of backfill soil, and/or work on or in close proximity to an agricultural or former agricultural site.

The [Ponderosa Homes](#) Site is a DTSC Site located at 4131 Foothill Road in Pleasanton which is currently inactive but needs further evaluation regarding previously detected volatile organic chemicals (VOCs) and organochlorine pesticides in soil and groundwater. This location appears to be in the vicinity of the #22 Merritt location proposed for Residential–Low Density housing. DTSC recommends that any parties interested in further development of the [Ponderosa Homes](#) Site enter into a [Voluntary Cleanup Agreement](#) with DTSC in order to assure that any contaminants of potential concern are addressed.

In addition, DTSC recommends that the following issues be evaluated in the Hazards and Hazardous Materials section of the DEIR:

1. The DEIR should acknowledge the potential for historic or future activities on or near the project site to result in the release of hazardous wastes/substances on the project site. In instances in which releases have occurred or may occur, further studies should be carried out to delineate the nature and extent of the contamination, and the potential threat to public health and/or the environment should be evaluated. The DEIR should also identify the mechanism(s) to initiate any required investigation and/or remediation and the government agency who will be responsible for providing appropriate regulatory oversight.
2. Refiners in the United States started adding lead compounds to gasoline in the 1920s in order to boost octane levels and improve engine performance. This practice did not officially end until 1992 when lead was banned as a fuel additive in California. Tailpipe emissions from automobiles using leaded gasoline contained lead and resulted in aerially deposited lead (ADL) being deposited in and along roadways throughout the state. ADL-contaminated soils still exist along roadsides and medians and can also be found underneath some existing road surfaces due to past construction activities. Due to the potential for ADL-contaminated soil DTSC, recommends collecting soil samples for lead analysis prior to performing any intrusive activities for the project described in the DEIR.
3. If any sites within the project area or sites located within the vicinity of the project have been used or are suspected of having been used for mining activities, proper investigation for mine waste should be discussed in the DEIR. DTSC recommends that any project sites with current and/or former mining operations onsite or in the project site area should be evaluated for mine waste according to DTSC's 1998 [Abandoned Mine Land Mines Preliminary Assessment Handbook](#).
4. If buildings or other structures are to be demolished on any project sites included in the proposed project, surveys should be conducted for the presence of lead-based paints or products, mercury, asbestos containing materials, and polychlorinated biphenyl caulk. Removal, demolition and disposal of any of the above-mentioned chemicals should be conducted in compliance with California environmental regulations and policies. In addition, sampling near current and/or former buildings should be conducted in accordance with DTSC's 2006 [Interim Guidance Evaluation of School Sites with Potential Contamination from Lead Based Paint, Termiticides, and Electrical Transformers](#).

5. If any projects initiated as part of the proposed project require the importation of soil to backfill any excavated areas, proper sampling should be conducted to ensure that the imported soil is free of contamination. DTSC recommends the imported materials be characterized according to [DTSC's 2001 Information Advisory Clean Imported Fill Material](#).
6. If any sites included as part of the proposed project have been used for agricultural, weed abatement or related activities, proper investigation for organochlorinated pesticides should be discussed in the DEIR. DTSC recommends the current and former agricultural lands be evaluated in accordance with DTSC's 2008 [Interim Guidance for Sampling Agricultural Properties \(Third Revision\)](#).

DTSC appreciates the opportunity to comment on the DEIR. Should you need any assistance with an environmental investigation, please visit DTSC's [Site Mitigation and Restoration Program](#) page to apply for lead agency oversight. Additional information regarding voluntary agreements with DTSC can be found at [DTSC's Brownfield website](#).

If you have any questions, please contact me at (916) 255-3582 or via email at Brian.McAloon@dtsc.ca.gov.

Sincerely,



Brian McAloon
Project Manager
Site Evaluation and Remediation Unit
Site Mitigation and Restoration Program
Department of Toxic Substances Control

cc: (via email)

Governor's Office of Planning and Research
State Clearinghouse

[REDACTED]

Mr. Dave Kereazis
Office of Planning & Environmental Analysis
Department of Toxic Substances Control

[REDACTED]

May 5, 2022

[REDACTED]
Megan Campbell, Associate Planner
City of Pleasanton
Community Development Department
Post Office Box 520
Pleasanton, CA 94566

**Re: Comments on Notice of Preparation of the City of Pleasanton 2023-2031
(6th Cycle) Housing Element Update Program EIR**

Dear Ms. Campbell:

This letter provides comments on the NOP for the EIR the City will be preparing for its new Housing Element,¹ which I am submitting on behalf of our client, Simon Property Group (SPG). The NOP states that the City will be studying the impacts of designating an unspecified 18 acres within Stoneridge Mall for residential uses at a density of 50 to 80 units per acre. Much of that property is owned by SPG. Our comments are focused on ensuring that the EIR studies a complete, stable and finite project description.

1. The EIR must indicate more clearly what land is proposed for residential development within Stoneridge Mall. The NOP references APNs and addresses that encompass the store buildings and existing structured parking (at the former Sears site), and it refers vaguely to "parking lots." The NOP lists 18 acres for redevelopment, whereas there is about twice that amount in open parking lot areas that are not within the areas already zoned mixed use, and these open parking lots straddle parcel lines for properties owned by at least six distinct ownership entities. The project description should clarify which of these areas are proposed to be redeveloped, and the EIR should study the impacts of that development. SPG offers to assist the City with identifying specific areas at Stoneridge Mall.
2. The NOP does not mention the possibility that density bonus units could be developed, even though the City must ministerially approve those additional units when sufficient affordable units are included in the base project. Density bonus units are especially likely given the affordability requirements the City is intending to assign. The City should make a good faith, reasonable projection of how many projects will propose density bonus units and study those additional units in the EIR. Alternatively, if the EIR is to study only 80 units per acre as the maximum, the project description should be revised to specify that the maximum allowable density will be 53 units per acre, such that the current maximum 50% State Law density bonus would result in the 80 units per acre the City proposes to study in the EIR.

¹ Available at https://static1.squarespace.com/static/60774c0969df227a3b4ab0a6/t/624e281ad5018c40c4dea7bd/1649289250681/21480022+City+of+Pleasanton+NOP_Companded.pdf

3. The NOP project description does not include the additional redevelopment that will be triggered by redevelopment of the proposed sites into housing. Specifically, the EIR must project how the parking needs of the commercial development at Stoneridge Mall will be met, and study the impacts associated with development of those replacement parking facilities. Similarly, with respect to Stoneridge Mall, the NOP states: “Extent of any potential demolition currently unknown.” The EIR must make a good faith effort to project what demolition will occur, and study the impacts of that demolition.
4. Incorporating more than one affordability level in a single “low income” category in the site inventory does not allow for a complete and accurate project description, since affordability levels may affect at least some of the impact analyses. Because the City has indicated to SPG in connection with its current residential project that the City intends to apply the no net loss law in a way that assigns specific affordability levels to each site, the new Housing Element must identify specific affordability levels. The City cannot omit a description of how specific affordability levels will be distributed at each site, and then surprise developers as they come forward with individual projects by announcing that no net loss requirements would be triggered by previously undisclosed affordability level requirements.
5. In a similar vein, the project description should clarify the number and level of affordability of units per parcel. The Stoneridge site is comprised of six parcels owned by several entities. Other sites may also be comprised of more than one parcel. If, as staff is proposing in connection with SPG’s current residential project, the City will take the position that 100% of the affordable units must be developed in the area that happens to be developed first, the project description should so state. For example, for Stoneridge Mall, the project description should note that though six parcels are listed in the inventory, all the affordable housing is projected to be sited on the first parcel(s) to be developed, and the remaining parcels will then be removed from the housing site inventory. If this approach is not consistent with the position the City intends to take (and we hope it is not), the EIR should confirm that affordable units will be distributed among parcels without regard to the order of development, according to a disclosed formula that provides a reliable measure of equal treatment to each ownership.
6. The EIR must address the feasibility of mitigation in light of the economic consequences of the City’s proposed site inventory. As currently proposed, the Housing Element relies upon the Government Code presumption that high densities can be assumed to be affordable. It includes 100% of the high density units in the site inventory, then indicates the inventory will reflect a total number of units that leaves a “buffer” in case 100% of the high density units are not developed as affordable units. The result is that the actual projection for the high density sites is somewhat less than 100% affordable but likely well over 50% affordable. Deed restricting more than 50% of the units in a project to affordable levels is generally not feasible absent substantial subsidies. Even if such projects were economically feasible to build, it likely would not be economically feasible for them to fund many mitigation measures. The EIR must assess the feasibility of implementing mitigation measures in light of these factors.

7. For sites carried over from the prior cycle, the project description must indicate how the City proposes to create a zoning district that will allow residential units by right for those developers who choose to include 20% affordable, pursuant to Government Code section 65583.2(c). The PUD-MUR district proposed for Stoneridge Mall does not meet this requirement. (We note that some staff reports regarding the new Housing Element stated erroneously that Stoneridge Mall was previously designated for 400 affordable units. To the contrary, the 2015 Housing Element site inventory clearly lists only 88 affordable units at Stoneridge Mall.)
8. Finally, the NOP indicates that a program EIR will be prepared. In order to facilitate development of housing before expiration of the 6th Cycle, the EIR should be as detailed as possible. A conceptual EIR may be appropriate for a project that proposes only broad rules or policies that will be implemented with more specific rules later, but the Housing Element is not such a project. It proposes specific densities on identified sites, making detailed analysis not only possible, but appropriate. A detailed study is necessary to address the project details required by Housing Element law, and to avoid hindering the timely development of housing projects. As stated in CEQA Guideline 15168:

A program EIR will be most helpful in dealing with later activities if it provides a description of planned activities that would implement the program and deals with the effects of the program as specifically and comprehensively as possible. With a good and detailed project description and analysis of the program, many later activities could be found to be within the scope of the project described in the program EIR, and no further environmental documents would be required.

If, however, the city nonetheless chooses to provide only a conceptual analysis, then the Housing Element must evaluate the constraint that will be created by having to conduct more detailed environmental review later.

Thank you for considering these comments.

Sincerely,



Marie Cooper

cc: Ellen Clark, Community Development Director
Charles Davis, Simon Property Group
Cecily Barclay, Perkins Coie