

Goals, Policies, and Programs

Goal 1: Provide sufficient sites for housing development to accommodate Pleasanton's share of the regional housing need.

Policies

Policy 1.1

The City will identify and re-zone sites as needed to allow for residential development, at appropriate densities, to meet the assigned Regional Housing Needs Allocation (RHNA) of 5,965 units for the 2023-2031 (6th Cycle) Housing Element Cycle.

Policy 1.2

Maintain the amount of high-density residential acreage currently designated on the General Plan Land Use Map that permits high-density housing and maintain land use designations for sites rezoned to accommodate the 6th Cycle RHNA.

Policy 1.3

Encourage residential and mixed-use projects to be designed at the maximum building height permitted consistent with standards to be adopted in the Objective Design Standards as referenced in Program 6.1. However, in the downtown, multi-family residential building height should be consistent with the requirements of the Downtown Specific Plan and the Downtown Design Guidelines.

Policy 1.4

Support the development of sites designated for residential uses, particularly sites zoned for higher density and lower- and moderate-income housing. Actively pursue partnerships and other opportunities for the development of projects with a high proportion of affordable housing units on these sites.

Policy 1.5

For phased residential developments, ensure that the majority of units affordable to very low- and low-income households are not postponed until the final stages of development.

Policy 1.6

Promote the construction of Accessory Dwelling Units and/or Junior Accessory Dwelling Units, both in conjunction with existing residential development, and as part of new construction. As part of this policy, require new single-family residential subdivisions of 10 or more units to incorporate ADUs or JADUs in the plans and designs for new residences in at least 50 percent of the proposed lots; however, this would not be required of any new units affordable to households earning 120 to 150 percent of the Area Median Income (AMI) based on initial sales or rental cost.

Policy 1.7

Increase housing in the commercial portion of the downtown area by permitting up to three-story construction in the downtown area pursuant to the Downtown Specific Plan, with one or two stories of residential over commercial in mixed-use buildings, or residential behind commercial on the same lot, pursuant to Land Use and Design policies (e.g., LD-P.16) of the Downtown Specific Plan.

Programs

Program 1.1

Maintain zoning/rezone appropriate sites to accommodate Pleasanton's share of the regional housing need for all income levels. Parcels to be rezoned are identified in Appendix B, Table B-13. As reflected in Appendix B, each potential rezoned lower-income site will be zoned for a minimum of at least 30 units per acre, have the capacity to accommodate at least 16 units, and be available for development in the planning period where water, sewer, and dry utilities can be provided. Sites rezoned for lower-income unit capacity will permit owner-occupied and rental multi-family uses by right pursuant to Government Code §65583.2(h) and (i) for developments in which 20 percent or more of the units are affordable to lower-income households. On rezoned lower-income sites, the City will allow 100 percent residential use and shall require residential use to occupy at least 50 percent of the floor area in a mixed-use project. [Any necessary specific plan amendments \(e.g., Vineyard Avenue Specific Plan\) will be adopted concurrently with the rezoning adoption.](#)

- Responsible Agency: Planning Division
- Time Period: Complete rezoning by January 31, 2026
- Funding Source: Planning Division Budget
- Quantified Objective: Provide capacity to accommodate RHNA shortfall (capacity for at least 1,612 lower-income units, 296 moderate-income units, and 1,265 above moderate-income units)

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Program 1.2

Consistent with SB 166 (No Net Loss), the City will monitor housing sites to ensure adequate sites to accommodate the remaining unmet RHNA by each income category are maintained at all times. Reporting is anticipated to coincide with preparation of the Annual Progress Reports (Program 4.1). The City will track each site in its inventory and report annually to the City Council on the adequacy of available sites compared to the progress made towards meeting the RHNA.

- Responsible Agency: Planning Division
- Time Period: Annually track status of identified sites and report to City Council (by April 1 of each year)
- Funding Source: Planning Division Budget

Program 1.3

Adopt zoning standards consistent with the Bay Area Rapid Transit (BART) Transit Oriented Development (TOD) Place Type: Neighborhood/Town Center for AB 2923-eligible parcels within a half-mile of the West Dublin/Pleasanton and Dublin/Pleasanton BART stations. This includes requiring a minimum of 75 dwelling units per acre and five stories. To encourage the development of housing at the Dublin/Pleasanton BART parking lot parcels, the City will take the following steps:

1. Develop and adopt Objective Design Standards for the Dublin/Pleasanton BART parking lot parcels that reflect the allowable minimum development standards set forth in AB 2923.
 2. Undertake preparation of a concept plan for the Dublin/Pleasanton BART parking lot parcels, with input from BART and the community, that addresses the range of allowable land uses, including housing at the assigned density. The City will lead the planning effort and seek grant and other funding to support this effort.
 3. Ensure that the plan adequately addresses parking for new uses and existing commuter parking needs, with the goal to provide an appropriate amount of replacement parking and implement strategies to reduce and manage overall parking demand. Funding for replacement parking, including potential non-BART sources of funding, will be addressed in coordination with the City and BART.
 4. During and upon adoption of the plan, the City will work with BART to actively pursue development interest in the parcels, including soliciting developer input on the plan during plan preparation, and issuance of Request(s) for Proposals to pursue development of the site during the 6th Cycle Housing Element planning period.
- Responsible Agency: Planning Division

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- Time Period: AB 2923 standards effective July 1, 2022. Adopt zoning and Objective Design Standards (~~fourth quarter~~March 2023). Complete concept plan and work with BART to pursue developer interest (December 2025 and ongoing).
- Funding Source: Planning Division Budget; Housing Grants

Program 1.4

Pursuant to AB 1397, certain rezoning requirements apply if a lower-income housing site identified in Appendix B was identified as a housing site (for any income level) in a previous Housing Element’s site inventory. The following vacant and nonvacant lower-income sites are subject to this rezoning requirement:

1. Vacant lower-income sites that have been included in at least two consecutive Housing Element sites inventories.
2. Nonvacant lower-income sites that have been included in a prior Housing Element sites inventory.

The City will allow development by right pursuant to Government Code §65583.2(i), and subject to conformance with applicable objective design and development standards, when 20 percent or more of the units are affordable to lower-income households on sites identified in Table 4-1 to accommodate lower-income RHNA that were previously identified in past Housing Element(s).

Table 4-1: Re-Used Sites to be Rezoned

APN	Site Name	Address	Parcel Size (ac)	Zone	Lower-Income Units Capacity (realistic)
941 120105203	Kaiser	5600 Stoneridge Mall Road	6.1	PUD-MU	182
941 277101500	BART	5859 Owens Drive	6.9	PUD-MU	259
941 277800200	BART	5835 Owens Drive	8.0	PUD-MU	296
941 120109403	Stoneridge Shopping Center	1008 Stoneridge Mall Road	10.0 (zoned for residential)	C-R (m)/PUD-MU	88

Source: City of Pleasanton

- Responsible Agency: Planning Division
- Time Period: Fourth quarter 2023
- Funding Source: Planning Division Budget

Program 1.5

Acquire and/or assist in the development of one or more sites for housing affordable to lower-income households, including a focus on extremely low-income households. Specific actions the City will undertake to pursue this effort include:

1. Conduct outreach to and coordinate with non-profit housing developers and owners of identified sites to accommodate housing affordable to lower-income households for the purpose of facilitating discussion regarding potential opportunities, programs, financial support, etc.
 2. Actively assist owners of property zoned or designated for high-density residential development (allow at least 30 dwelling units per acre) in soliciting non-profit housing organizations for proposals to develop housing affordable to extremely low-, very low-, and low-income households on available sites using Lower-Income Housing Fees. The objective is to assure that owners of these properties are informed of City affordable housing programs and resources to support development of affordable housing.
 3. Direct outreach to religious institution site owners or operators to inform them about AB 1851 and any other regulations that encourage housing development on these sites. The City will reach out to each religious institution site owners or operators within one year following Housing Element adoption; and then provide mailed notifications to the owners within six months of the adoption of any new State legislation that reduces barriers to development of religious institution sites.
 4. In conjunction with any potential re-zoning of properties owned by the Pleasanton Unified School District (PUSD) for housing, engage with PUSD to encourage some or all of these sites to include a proportion of units that are affordable to the local workforce.
 5. When land becomes available to the City, reserve suitable sites for non-profit organizations to build below-market rate housing that includes a mix of unit sizes, including a proportion of three-bedroom units for large households (if the project is not age-restricted), in addition to smaller units for smaller households. To encourage a high proportion of affordable units on such sites, the City may issue a Request for Proposals in conjunction with non-profit or for-profit housing developers for development providing at least 20 percent of the units to very low-income households and 20 percent of the units to low-income households.
 6. Facilitate funding of site acquisition and project construction for appropriate sites through strategies such as issuance of tax-exempt bonds, and other financing mechanisms, to finance the construction of housing units affordable to extremely low-, very low- and low-income households, to purchase land for such a use, and to reduce mortgage rates.
- Responsible Agency: Planning Division, Housing Division

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- Time Period:
 - Initial lower-income sites outreach ([September 2023](#)); subsequent lower-income sites outreach ([September 2025](#) and [September 2029](#))
 - Religious institution outreach (~~second quarter of~~[June 2023](#)); ongoing (within six months of any changes to regulations that facilitate housing on such sites)
 - PUSD engagement ([June 2025](#))
 - Begin planning of at least one housing site ([January 2027-2026](#)) ([see Program 1.7 for earlier planning efforts on sites that accommodate low-income RHNA capacity](#))
 - Other program aspects on an ongoing basis
- Funding Source: Housing Grants, Housing Division Budget, Planning Division Budget, Lower Income Housing Fund, Tax-Exempt Bonds, Federal and State Housing Programs, use of City-owned land, if available
- Quantified Objective: Assist in the development of 100 below market rate units over the planning period

Program 1.6

For those properties designated for high-density residential development with existing commercial uses, conduct outreach with property owners and businesses to identify specific incentives for business relocation and to encourage property owners to develop their properties with housing. Develop appropriate incentives that would facilitate relocating existing commercial/office/industrial uses in order to enable development with residential uses. The City will facilitate the conversion of commercial, office, industrial buildings and parking structures for housing and mixed-use developments with use of incentives, which may include:

1. Transfer of development rights;
 2. A review of traffic requirements and evaluation measures to facilitate mixed use development;
 3. Development of transit alternatives;
 4. Use of development agreements;
 5. Flexibility of parking standards;
 6. Flexibility of development standards for converting existing buildings or space to residential (i.e., adaptive re-use) to ensure minimum and maximum densities can be achieved; and
 7. Expedited processing of development applications.
- Responsible Agency: Housing Division, Planning Division, Economic Development Department
 - Time Period: Initial outreach ([January 2025](#)); subsequent outreach ([January 2027](#) and [January 2029](#))

- Funding Source: Housing Division Budget, Planning Division Budget

Program 1.7

Facilitate the development of the large Kiewit and Stoneridge Mall properties with housing by undertaking the following programs:

1. *Stoneridge Mall:* Prepare and adopt a Specific Plan, Master Plan ~~or~~ PUD plan or similar planning framework for development of the Stoneridge Mall property (Area 2), in cooperation with the various property owners, that incorporates housing at the amount and densities specified in the housing sites inventory, including lower-income housing, as well as complementary commercial uses. The goal of the planning effort is to create a vibrant mixed use and transit-oriented development that provides significant housing opportunities, including affordable housing, in proximity to employment, shopping and services, that is well connected to and incorporates multimodal transportation facilities. As a first step in this process, develop initial policy guidance for the mall through a “Framework” that will be the basis for future planning and a forum to develop consensus around a vision for the mall for the affected property owners and the community.
- ~~2.~~ 2. *Kiewit Property:* Either in conjunction with preparation of a Specific Plan for East Pleasanton, or within a more focused Master Plan or PUD plan for the 50-acre Kiewit area (Area 21), work with the property owner to develop and adopt or approve a conceptual plan, including housing at mixed densities, and a significant affordable housing component. The planning will take into account infrastructure, circulation, open space and amenities for residents, with the goal of creating a sustainable new neighborhood in Pleasanton. New public infrastructure (e.g., water, sewer, roadways etc.) will be necessary throughout the East Pleasanton Specific Plan (EPSP) area, and cost sharing of public infrastructure improvements is expected to occur among EPSP developers, anticipating the use of community facilities districts or similar financing structures. The plan will encourage a diversity of housing types and seek to include innovative missing-middle type and housing that can provide more compact units and some “entry-level” market-rate homeownership and/or rental housing units that are relatively affordable compared to larger units. Such affordable by design approaches are intended to achieve more housing that is affordable to first-time home buyers and other households that are unable to afford most newly-constructed market-rate housing in Pleasanton but do not qualify for below-market rate housing.
3. *Other Sites Larger than 10 Acres (Hacienda Terrace, Metro 580 and Oracle): Conduct outreach with the owners of these three properties to discuss development constraints and opportunities, and to provide technical and planning support to facilitate development and opportunities. Such discussion might focus on – modification of parking ratios / relief from replacement parking requirements for commercial uses*

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elsewhere on the site; assistance with developing site planning concepts; and advice/assistance on the necessary steps to subdivide and re-zone the properties for the desired residential uses.

- Responsible Agency: Planning Division
- Time Period: Complete concept-level planning ([Framework](#)) for the Stoneridge Mall ([March 2023](#)). Complete and adopt/approve detailed Master Plans for Stoneridge Mall site ([July 2025](#)) and Kiewit property ([July 2024](#)). Outreach to property owners for other large sites: June 2023, and coordination to offer technical support by October 2024.
- Funding Source: Planning Division Budget, developer funds

Program 1.8

Monitor the production of accessory dwelling units (ADUs) and junior accessory dwelling units (JADUs) to determine if they are being rented and, if so, determine their rent levels. Per the City's updated ADU ordinance (2021), all ADUs must be registered in the City's monitoring program to determine rent levels of the ADUs being created. If it is determined that rent levels are exceeding those projected in the inventory or that ADU production is not keeping pace with Housing Element projections, the City will study and implement additional measures to encourage more production of, and affordability among, ADUs, such as fee waivers or reductions in exchange for deed-restricting a unit.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Monitor annually (by April 1 of each year); if ADU targets are not being met (i.e., 11.5 ADUs permitted on an annual average) by January 2025~~7~~, review and revise efforts to increase ADU construction (e.g., fee waivers, etc.) by July 2025~~7~~ pending results of monitoring. The City's action shall be commensurate with the level of shortfall from construction targets (i.e., if shortfall is significant, less than 80 percent of target, a rezoning action may be required, if shortfall is slight, 80 percent of target or greater, additional incentives may be appropriate). Review will occur every two years thereafter (i.e., January 2027 and January 2029) with action implemented within six months if targets are not being met as described above (July 2027 and July 2029).
- Funding Source: Planning Division Budget, Housing Division Budget, Building and Safety Division Budget
- Quantified Objective: 93 ADUs

Program 1.9

The following programs will be implemented to facilitate the production of ADUs:

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1. Prepare and distribute standardized and/or pre-approved building plans for ADUs that meet the requirements of Chapter 18.106 of the Pleasanton Municipal Code (Accessory and Junior Accessory Dwelling Units) and the California Building Standards Code. The City will publicize such building plans to interested persons inquiring or applying for an ADU, and incentives provided, such as reduction of permit fees, for applicants wishing to make use of such pre-approved plans.
 2. Create and maintain informational materials and an ADU resource webpage on the City's website to publicize and promote the availability of standard building plans; post information about available funding for ADUs (e.g., CalHFA ADU Grant Program that provides up to \$25,000 to reimburse homeowners for predevelopment costs). Materials will be made available through multiple outreach methods in addition to the City website, press releases, utility mailers, email distribution lists, social media, community service groups, etc.) and in multiple languages.
- Responsible Agency: Planning Division, Building and Safety Division
 - Time Period: Prepare standard building plan and informational materials by ~~first quarter~~March 2024; create ADU resource webpage by ~~first quarter~~April 2024
 - Funding Source: Planning Division Budget, Building and Safety Division Budget, Housing Division Budget
 - Quantified Objective: Prepare or approve four types of ADU standard plans; see Program 1.8

Program 1.10

- Complete annexation of the housing sites located in unincorporated Alameda County (i.e., Lester and Merritt rezone parcels). If the annexations cannot be completed within three years, the City will identify and rezone additional sites to address the City's RHNA shortfall. These parcels will also be rezoned consistent with Program 1.1. Responsible Agency: Planning Division
- Time Period: Complete annexations by January 31, 2026
- Funding Source: Planning Division Budget, developer funds

Goal 2: Use a range of tools and methods to facilitate housing production, reflecting a range of housing types, sizes, affordability levels, and tenure, and provide access to housing opportunities that meet the diverse needs of the community.

Policies

Policy 2.1

Use the Lower-Income Housing Fee (LIHF) to support the production of and access to housing affordable to extremely low-, very low- and low-income households, with the objective of using the Lower Income Housing Fund in a manner consistent with the City ordinance, and to support affordable housing, particularly developments proposed by non-profit developers that include a high proportion of affordable units, suitable to accommodate a variety of different household types and sizes, including units with more than two bedrooms and suitable for large families. Use of the LIHF may include but is not limited to the following uses of funds:

- To supplement and leverage State and Federal funds (i.e., provide “seed money”) in the development of housing affordable to very low- and low-income households and in-house loan programs, so that the fund may be used most efficiently and maintained over time.
- Advance homeownership opportunities, for example, through First Time Homebuyer Assistance Programs that write down mortgage costs.
- Purchase of land for affordable housing, and to support construction of housing on City-owned land.
- Extend affordable rent restriction agreements and avoid loss of at-risk units.
- Provide rental assistance to qualifying lower-income households.
- Rehabilitate existing housing.
- Support development of affordable housing, through issuance of tax-exempt bonds, posting of loan collateral, payment of pre-development costs.
- To otherwise provide direct financial and technical support to help produce housing units affordable to lower-income households.

Policy 2.2

When considering how to utilize the City’s Lower Income Housing Fund for specific housing developments, consider the ability of the project and developer (i.e., non-profit and/or for-profit) to successfully secure funding and the likelihood of the project to be developed, and prioritize allocation of funding accordingly.

Policy 2.3

In conformance with the Inclusionary Zoning Ordinance, require each residential and non-residential development to which the Ordinance applies, to include its pro-rata share of housing needs for lower- and moderate- income households or, if the Ordinance criteria are met, to contribute to the Lower Income Housing Fund or propose alternative methods to facilitate the construction of housing affordable to these groups. It is strongly encouraged that the Inclusionary

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Zoning Ordinance requirements be met by building housing affordable to lower- and moderate-income households. The City will continue to offer incentives to encourage and facilitate the production of affordable inclusionary units, as a component of the Ordinance.

Policy 2.4

Advocate for changes in Federal and State legislation that provides incentives for the development of housing for special needs and housing affordable to extremely low-, very low-, and low-income households, and that increases State and Federal funding to support the production of below-market-rate housing and overcome barriers to housing affordable to very low- and low-income households.

Policy 2.5

Seek opportunities and apply when eligible, for Federal, State and regional grants offered for mixed-use development near transit centers, including grant funding to upgrade infrastructure and transportation needed to support new high-density and transit-oriented development, as well as for the construction of affordable housing projects.

Policy 2.6

When allocating City funding or resources, or granting incentives and regulatory relief as available to the City, the City will make such decisions with Priority 1 projects deemed to be those for which the greatest consideration should be given for such measures to be applied:

Priority 1. Housing developments providing units affordable to extremely low-, very low-, and/or low-income households in perpetuity, at a proportion that is at least 10 percentage points higher than the applicable Inclusionary Zoning Ordinance (IZO) rate (e.g., if the IZO rate is 20 percent, the project provides at least 30 percent inclusionary). Such projects will be eligible for the following incentives to encourage this increased level of affordable housing:

- Priority for the Growth Management affordable-housing sub allocation, if applicable
- Expedited permit processing
- Fee waivers
- Contributions from the Lower Income Housing Fund
- Use of available City-owned land
- Density bonuses
- City assistance in obtaining financing or funding

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- Assistance in providing public improvements
- Consideration of reduced development standards, such as reducing the number of parking spaces (this consideration does not include reducing the number of required on-site parking spaces in the Downtown Specific Plan Area)
- Consideration of mortgage revenue bonds

Priority 2. Projects generating new housing involving non-profit and joint for-profit housing developers of housing affordable to extremely low-, very low-, low-, and moderate-income households. Such projects will also be eligible for incentives to encourage such housing as listed above for Priority 1 projects.

Priority 3. Projects involving smaller units that are affordable by design, including residential developments comprising at least 66 percent small units. Smaller units are 1,500 square feet or less for single-family units, either attached or detached (exclusive of garages) and 1,000 square feet or less for apartments/multi-family units and ADUs). To the extent that these developments provide resale or other deed restrictions to retain the units as affordable to moderate-income households, they may qualify for incentives at the discretion of the City Council. Deed-restricted lower-income family housing units (three-bedrooms or more) will not be counted against the proportion of small units required to qualify for prioritization or incentives.

Policy 2.7

Encourage the use of density bonuses in residential projects that include housing units affordable to extremely low-, very low-, low-, and moderate-income households.

Policy 2.8

When considering discretionary approval of projects, including proposals to re-zone property from non-residential to residential uses, provide greater preference to projects that would incorporate on-site units affordable to extremely low-, very low- and low-income households at a proportion greater than that ordinarily required by the Inclusionary Zoning Ordinance, or that otherwise facilitate or support the construction of lower-income housing units (e.g. donation of land, additional funding for construction of off-site units at a level beyond that required in strict compliance with the Inclusionary Zoning Ordinance).

Policy 2.9

Ensure that new, non-residential development, and market-rate residential development, adequately mitigates the demand it creates for new affordable housing by requiring payment of

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the Lower-Income Housing Fee or providing alternative mitigation as established by City ordinance, in proportion to its impacts.

Policy 2.10

When permissible, give additional priority or preference for lower-income housing opportunities to persons that live and/or work in Pleasanton.

Policy 2.11

Encourage at least 50 percent of new multi-family housing units constructed over the course of the 6th Cycle to be rental apartments.

Policy 2.12

Facilitate access to affordable rental housing units by offering local programs and supporting regional programs that minimize tenant displacement and help subsidize rents for eligible households.

Policy 2.13

Minimize displacement of tenants in rental apartments and encourage ownership of lower cost residential units by prior renters through the regulation of condominium conversions.

Policy 2.14

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

Policy 2.15

To achieve more housing that is affordable to first-time home buyers but is not deed-restricted below-market rate housing, encourage a proportion of new residential units to be smaller units (i.e., 1,500 square feet or less for single-family units, either attached or detached (exclusive of garages) and 1,000 square feet or less for apartments/multi-family units and ADUs). This includes encouraging small lot single-family and cluster housing (e.g., duplex, triplex, quad etc.) developments, allowing varying levels of interior amenities and finishes, and other affordable by design approaches. Target at least 10 percent of units in new for-sale housing developments to be affordably priced to households earning 120 to 150 percent of the Area Median Income (AMI).

Programs

Program 2.1

Continue to implement the Inclusionary Zoning Ordinance and actively pursue strategies to improve its effectiveness in producing affordable housing units in conjunction with new development. The following actions will be undertaken by the City:

1. Study the following amendments to the Inclusionary Zoning Ordinance and adopt such amendments provided they are not found to be an undue constraint on the production of housing:
 - An increase to the proportion of inclusionary units required in multi-family projects to be up to 20 percent, rather than the current 15 percent requirement.
 - Identification of a target mix of affordable units (including proportions of very-low, low- and moderate-income units), with the potential for an alternative mix of affordability to be proposed and approved if it would better meet other housing policy objectives to do so. For example, if the project provided deeper affordability, and/or resulted in the production of units suitable for special needs groups such as seniors or persons with mental or physical disabilities. Target affordability mix and unit size standards, including a required proportion of larger (3 or more bedroom) lower-income units, may be implemented through Objective Design Standards (Program 4.2) or the amended Inclusionary Zoning Ordinance.
2. Monitor the ongoing effectiveness of the Ordinance in producing new housing units. Monitoring will include a review of the extent to which developers are building on-site affordable units versus paying in-lieu fees with new developments, with the goal that a majority of required inclusionary units over the course of the next eight years are either provided on-site or constructed off-site, at the same time as projects are constructed. At the mid-point of the Housing Element cycle, if it is determined that the Inclusionary Zoning Ordinance is not meeting this goal, evaluate and modify the Ordinance so that it can better achieve that objective, including consideration of additional incentives or mandates to encourage units to be constructed. As part of the Inclusionary Zoning Ordinance review, conduct meetings with developers to identify specific changes that may be considered by the City.
 - Responsible Agency: Planning Division, Housing Division
 - Time Period: Study the Inclusionary Zoning Ordinance (~~third quarter~~September 2025); amend the Inclusionary Zoning Ordinance based on study (~~first quarter~~March 2026); evaluate Inclusionary Zoning Ordinance (and modify, if needed) (~~first quarter~~April 2027)
 - Funding Source: Planning Division Budget, Housing Division Budget
 - Quantified Objective: Amend the Inclusionary Zoning Ordinance and achieve higher proportions and/or lower affordability levels of inclusionary units from projects approved consistent with the amended Ordinance

Program 2.2

Require new commercial development to pay the Lower-Income Housing Fee established by City Ordinance and adopted by the City, or to otherwise mitigate demand for new employee housing as allowed by the Pleasanton Municipal Code (e.g., through construction of units or dedication of land). Regularly evaluate the amount of these fees to ensure that they: (1) remain commensurate with the needs generated by the development; (2) are established at a level proportionate with the actual cost to provide new housing; and (3) are in conformance with state law while ensuring that Pleasanton remains locally and regionally competitive in attracting new commercial investment.

- Responsible Agency: Housing Division, Planning Division, Economic Development Department
- Time Period: Evaluate fee and adopt new fee as appropriate ([December 2025](#))
- Funding Source: Planning Division Budget, Housing Division Budget

Program 2.3

Regularly review the Lower-Income Housing Fee for market-rate residential development, including consideration of adjustments to the fee within the amounts supportable by the existing Nexus Study to ensure the fee reflects the cost to mitigate demand for new affordable housing created by new development, and while ensuring that fee levels remain such that they do not present an undue constraint to housing production. As part of the review of existing fees, [consider evaluate and change](#)ing the basis of the residential fee to be structured on a per square foot basis, so as to incentivize the production of smaller units.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Review and consider updates to fees based on existing Nexus Study ([by end of January 2025](#)); commence comprehensive Nexus Study update (~~no later than January 2026~~); [adopted amended fees based on comprehensive Nexus Study update, including fees on a per square foot basis \(October 2026\)](#)
- Funding Source: Planning Division Budget, Housing Division Budget

Program 2.4

Continue to make available funding from sources such as the City's Lower Income Housing Fund, and the City's Federal HOME and CDBG funds to assist local non-profit agencies and housing developers. The City will also provide technical support to agencies to seek other sources of funding and to plan and develop affordable and special needs housing.

- Responsible Agency: Housing Division

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- Time Period: Ongoing; seek funding biannually (first quarter 2024, 2026, 2028, and 2030)
- Funding Source: Lower Income Housing Fund, HOME funds

Program 2.5

Continue to offer waivers or reductions of City fees for affordable housing units, including the following:

1. Exempt all housing units affordable to very low- and low-income households and Accessory Dwelling Units from payment of the Lower-Income Housing Fee.
 2. Allow for the approval of fee waivers and/or reductions for inclusionary units and the housing developments of which they are a part, for projects that meet the requirements of the Inclusionary Zoning Ordinance in terms of the proportion of proposed affordable units to be provided. When considering such discretionary fee waivers or reductions, greater consideration will be given to their approval when a housing development's proposed proportion of lower-income units exceeds the minimum required by the Inclusionary Zoning Ordinance (i.e., not all market rate units in projects that comply with minimum inclusionary requirements will necessarily receive fee waivers or reductions).
- Responsible Agency: Planning Division
 - Time Period: Ongoing as projects applications are processed
 - Funding Source: Lower Income Housing Fund, developer funds

Program 2.6

Continue to make housing education programs and information available on the City's website, at other public venues, through City publications and mailings, City social media accounts, and through partnerships with regional organizations. Continue to coordinate public information with surrounding communities to provide up-to-date listings of opportunities for regional affordable housing and programs. In order to ensure program information is disseminated to the broadest range of households, including lower-income households, special needs groups such as seniors, the disabled, people experiencing homelessness, and non-English-speaking households, the City will develop a comprehensive marketing program that a) identifies partner organizations through which information can be shared with their clientele, b) builds relationships with those organizations including regular check ins, c) provides translation of printed and online materials into multiple languages, and d) effectively deploys traditional media and social media to increase outreach.

- Responsible Agency: Housing Division

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- Time Period: Review/update information annually or as needed; develop comprehensive marketing program (2024)
- Funding Source: Housing Division Budget; Housing Grants

Program 2.7

Amend the affordable housing density bonus provisions of the Pleasanton Municipal Code (Chapter 17.38, Density Bonus), as well as General Plan Land Use Element Policy 11 to align with state density bonus law (Government Code §65915 et seq.) as it has been amended in recent years. The City will continue to apply current state law even before local amendments are adopted.

- Responsible Agency: Planning Division
- Time Period: ~~Second quarter of~~March 2024
- Funding Source: Planning Division Budget

Program 2.8

Support access to rental housing for lower- and moderate-income households, and protect tenants from displacement, through the following programs:

1. Work with the Alameda County Housing Authority and other agencies to maintain funding for Section 8 Housing Choice Voucher Program and other Federal subsidy programs.
 2. Inform owners of rental units of the requirement to accept Section 8 Housing Choice certificates/vouchers and/or Project Based Section 8 Housing Choice Vouchers in their developments.
 3. Apply the provisions of the City's Condominium Conversion Ordinance, and Government Code, §65863.7 (as to mobile homes) to minimize displacement of renters and protect special needs households. For condominium conversions this includes requirements to maintain rental units for households with special needs including those with developmental disabilities, such as lifetime leases with rental caps for persons with disabilities, to the extent permitted by state law; and denying conversion of apartment units to condominiums if the percentage of multi-family units available for rent, city wide, is below 50 percent.
 4. Study the development of an enhanced local rental assistance program for the workforce that would help to off-set the costs of market-rate rents for qualifying very-low, low- and moderate-income households, when payment of those rents would result in overpayment or severe overpayment as defined in Appendix A. The City will implement the program unless it is determined it would be financially infeasible, or would negatively affect the City's ability to fund other housing and human services programs that benefit these same income groups.
- Responsible Agency: Housing Division, Planning Division
 - Time Period: Produce new outreach materials ~~first quarter~~ [January 2026](#)~~2025~~; apply Condominium Conversion Ordinance (ongoing as applications are received); study development of an enhanced rental assistance program ~~by first quarter~~ [January 2028-2027](#) with implementation to follow based on study ~~(2029 and 2030)~~
 - Funding Source: Housing Division Budget, Lower-Income Housing Fund.
 - Quantified Objective: Although Housing Choice Vouchers are portable and administered by Alameda County Housing Authority, the City's objective is to continue to have at least 295 Housing Choice Voucher program participants reside in Pleasanton

Program 2.9

Seek County, State, and Federal assistance for the development of housing to meet the housing needs of households with extremely low, low, and very low incomes as well as those with disabilities (including developmental disabilities). Potential sources may include State/Federal lower-income housing tax credits, grant funding (e.g., Affordable Housing and Sustainable Communities Program, etc.) and bond financing. The timing of application will depend upon the schedule for specific projects proposed by individual developers in as much as the City does not currently own any land for development of housing affordable to low- and very low-income households and those with disabilities. If the City is successful in securing an open source of funding for housing affordable to low- and very low-income households the availability of these funds will be promoted through the City's website, in local newspapers, social media, and through posting at public places subject to normal procedures. The objective of this program is to secure available funding required to finance gap funding for affordable housing development. A timeline would be developed on a project-by-project basis as affordable development inquiries/applications are submitted to the City.

- Responsible Agency: Housing Division
- Time Period: Seek funding annually and when specific development proposals are brought forward
- Funding Source: Housing Division Budget, Housing Grants

Program 2.10

Continue to monitor, on an annual basis, forthcoming State legislation and support legislation that seeks to improve and make more accurate and transparent the RHNA process, and that which provides funding, and financial and other incentives to strengthen local jurisdictions' abilities to meet their fair share responsibilities, while retaining an appropriate degree of local control over land use and planning decisions.

- Responsible Agency: Planning Division
- Time Period: Ongoing (annually)
- Funding Source: Planning Division Budget

Program 2.11

The City will analyze and explore State programs and/or potential public/private partnerships with major employers to acquire existing market rate housing units or develop new housing units to create moderate or workforce housing (available to households with incomes at 80 percent to 120 percent of AMI). Potential programs could include concessions or incentives to large existing or future Pleasanton employers when they agree to construct or fund workforce housing beyond

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payment of in-lieu fees, and/or collaborations between employers and developers to construct workforce housing.

- Responsible Agency: Planning Division
- Time Period: Analyze State programs biannually (2024, 2026, 2028, and 2030); Outreach to current and/or future major employers (2025 and 2027)
- Funding Source: Planning Division Budget, Housing Division Budget, developer funds

Program 2.12

The City will promote and administer the Pleasanton Down Payment Assistance Loan Program (PDALP), which currently offers \$100,000 in down payment assistance loan for potential first-time homebuyers whose household income does not exceed 120 percent of Area Median Income (AMI). Assistance is in the form of a 30-year, zero interest loan with no required monthly payment provided the homeowner occupies the home. The PDALP loan is structured as a shared appreciation loan with the principal balance amount plus a share of the appreciation due at the end of the 30-year term or when the homeowner sells or transfers the property.

- Responsible Agency: Housing Division, Planning Division
- Time Period: Ongoing
- Funding Source: Lower Income Housing Fund, Housing Division Budget
- Quantified Objective: PDALP loans issued to XX households through January 2031 (average of XX each year)

Goal 3: Conserve and improve the existing housing stock.

Policies

Policy 3.1

Encourage the maintenance of safe, sound, and well-kept housing city-wide, and over time, eliminate all substandard housing conditions within the community with substantial progress by the end of the planning period.

Policy 3.2

Preserve the existing stock of mobile homes and mobile home parks and permit mobile homes and factory-built housing on appropriately located sites.

Policy 3.3

Preserve the affordability of restricted units affordable to extremely low-, very low- and low-income households for the longest term feasible, including requiring such units to be deed-restricted in perpetuity whenever allowable, to minimize the risk of affordable units being converted to market-rate housing over time.

Policy 3.4

Support the rehabilitation of housing affordable to lower- and moderate-income households, including “naturally affordable” housing units as well as deed-restricted units. When assistance is provided for rehabilitation of non-deed-restricted units, encourage the maintenance of affordability in the units that are rehabilitated.

Programs

Program 3.1

Amend the Zoning Ordinance to define single-family homes (or equivalent) to include manufactured homes on a foundation as a conventional single-family home consistent with Government Code §65852.3.

- Responsible Agency: Planning Division
- Time Period: ~~Third quarter~~June 2024
- Funding Source: Planning Division Budget

Program 3.2

Continue to work cooperatively with the owners of existing mobile home parks to stabilize rents through implementation of existing agreements and of Pleasanton Municipal Code Chapter 6.60 and ensure mobile home parks proposed for conversion to other uses only do so in accordance with Government Code §65863.7.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Ongoing
- Funding Source: Planning Division Budget, Housing Division Budget

Program 3.3

Although no existing restricted units are currently at risk for conversion to market rate, the City will monitor rent restricted assisted projects to assess the most effective methods of future assistance to retain rent restrictions as needed. Methods to evaluate include the City providing rehabilitation funds in addition to other incentives (e.g., density bonus, City-issued bonds or other funding to reduce apartment complex mortgage rates, etc.) in exchange for extended or perpetual affordability terms.

- Responsible Agency: Housing Division
- Time Period: Outreach to property owners/representatives of projects with potential expirations in the future (2029)
- Funding Source: Lower Income Housing Fund, Housing Division Budget
- Quantified Objective: Preserve all existing below-market rate housing units during the planning period, including rental and Single Room Occupancy units consisting of 19 extremely low-, 509 very low-, 564 low-, and 31 moderate-income units (see Appendix A, Tables A-18 and A-19, for a listing of units)

Program 3.4

Maintain building and housing code enforcement programs, monitor project conditions of approval, and use code enforcement efforts to refer property owners to available rehabilitation and other programs.

- Responsible Agency: Community Development Department
- Time Period: Ongoing
- Funding Source: Community Development Department Budget
- Quantified Objective: See Program 3.5

Program 3.5

Proactively work to assist in the rehabilitation of existing housing units determined to have substandard conditions and/or known building code violations, occupied by extremely low-, very low-, or low-income households, through the following measures:

1. Provide funding on an annual basis to the Housing Rehabilitation Program, including available grant funding and City-derived funds (such as the Lower-Income Housing Fee), and partner with non-profits and outside organizations to support their housing rehabilitation programs and efforts.
 2. Identify eligible single-family residential properties and households through the outreach program offered the City's Housing Rehabilitation Program, as well as partnerships with agencies and non-profits that support housing rehabilitation.
 3. Create an inventory of multi-family properties built prior to 1970, as well as properties where Building Code violations have been verified, conduct a visual survey of these properties, and conduct outreach to owners to identify needs and opportunities for rehabilitation assistance through the Rental Housing Rehabilitation Program. As part of this effort, prioritize review of older multi-unit residential properties located within the Downtown area, which provides some of the most naturally affordable rental housing in Pleasanton.
 4. When rehabilitation assistance is offered for multi-family rental units, require, as a condition of receipt of funds, owners to provide, in exchange, a commitment to deed restrict or limit rent increases for a proportion of units in the complex to maintain their existing long-term affordability for current or future tenants.
- Responsible Agency: Housing Division, Building and Safety Division
 - Time Period: Ongoing administration of the Housing Rehabilitation Program; create eligibility list and inventory (~~fourth quarter~~January 2025)
 - Funding Source: Housing Division Budget, HOME Funds, Lower Income Housing Fund
 - Quantified Objective: 15 lower-income units rehabilitated during the planning period

Program 3.6

Recognizing the impacts of residential displacement, the State has enacted several new laws to protect existing tenants, including:

- AB 1482: prohibits evictions and non-renewals of leases without “just cause,” and limits rent increases to five percent per year plus CPI or 10 percent (whichever is lower);
- SB 330: bans the approval of development projects on sites that would eliminate existing protected units unless the units are replaced with affordable units;
- AB 1397: requires development on Housing Element sites occupied by lower income households within the last five years to be replaced with affordable units; and
- Density Bonus Law: requires replacement of units occupied by lower income households within the last five years at an affordable housing cost.

Pursuant to Government Code 65583.2(g)(3) and 65915, the City will require the replacement of units affordable to the same or lower-income level as a condition of any development on a non-vacant site as required by SB 330 and State law.

- Responsible Body: Planning Division
- Funding Source: Planning Division budget
- Time Frame: As applications for redevelopment of sites with existing housing are submitted
- Objective: Implement State law requirements when applicable during development applications. The City’s objective is that 100 percent of protected units are replaced in all applicable projects through 2031

Goal 4: Reduce governmental constraints to the development and improvement of housing where feasible.

Policies

Policy 4.1

Update and amend existing City design and development guidelines and standards for residential and mixed-use development, to incorporate objective standards whenever possible, so as reduce uncertainty in the development process while ensuring high quality, livable projects.

Policy 4.2

Ensure that adequate infrastructure is available to support future planned residential growth.

Policy 4.3

Update City codes, policies and regulations, or the implementation thereof, as needed to comply with state law and remove governmental constraints to housing production.

Programs

Program 4.1

As required by state law, the City will review the status of Housing Element programs by April of each year and deliver the review on the form required by the State Department of Housing and Community Development. Various Housing Element programs will result in amendments to the Zoning Ordinance and other regulatory changes to facilitate the production of housing (e.g., Programs 5.6).

- Responsible Agency: Housing Division, Planning Division
- Time Period: Annually (by April 1 of each year)
- Funding Source: Planning Division Budget, Housing Division Budget

Program 4.2

Develop oObjective Design Standards for multi-family and mixed-use development to eliminate subjectivity, consistent with state law including SB 35 and SB 330. This effort will evaluate and address subjective standards and findings required for approval in the Zoning Ordinance and the City's Design Guidelines, including in multi-family and mixed-use districts both within and outside the Downtown. The Housing Site Development Standards and Design Guidelines will also be reviewed, revised, and integrated in~~es~~such that they reflect objective design standards. The purpose of these standards is to expedite the approval process for such projects and support the City in meeting its housing goals, while ensuring projects are attractive, well-designed, and provide adequate amenities and livability for residents. As part of this process, engage with experts in the field, and with property owners and developers to ensure that standards will result in financially and physically feasible projects that can achieve the densities assigned to various properties.

- Responsible Agency: Planning Division
- Time Period: ~~Fourth quarter of March 2024~~February 2023
- Funding Source: Planning Division Budget, Housing Grants

Program 4.3

Suspend enforcement of the Growth Management Program and Ordinance (Pleasanton Municipal Code 17.36) as necessary to comply with state law, specifically the Housing Crisis Act (SB 330).

- Responsible Agency: Planning Division, City Manager
- Time Period: Ongoing
- Funding Source: Planning Division Budget

Program 4.4

Develop and update plans and programs to identify and address infrastructure deficiencies, including funding mechanisms for infrastructure improvements necessary to accommodate the planned and projected growth identified in the General Plan and to accommodate the 6th Cycle RHNA. These efforts will include the following:

1. Conduct a sewer/wastewater capacity analysis to ensure future sewer infrastructure needs, including sewer infrastructure upgrades and facilities to accommodate the 6th Cycle RHNA, and on the basis of that study, identify and prioritize capital improvement projects and funding needs.
 2. Adopt written policies and procedures that grant priority for sewer hookups for residential development that helps meet Pleasanton's share of the regional need for lower-income housing, consistent with Government Code §65589.7.
 3. Continue to assess and plan for adequate water supply and infrastructure, including completion of groundwater treatment improvements to address known contaminants in City-operated wells; completion of water supply and operational plan updates, undertaking required updates to the City's Urban Water Management Plan; working with water suppliers including Zone 7 to ensure adequate supplies; and implementation of the City's recycled water and water conservation programs ([see Program XX, below](#)).
 4. Identify funding mechanisms for infrastructure improvements contained in the General Plan to accommodate projected housing growth. The City will continue to make infrastructure improvements on an as-needed basis, and based on the priorities established in the above-referenced water and sewer capacity and needs assessments, to accommodate existing and planned growth, typically funded through the Capital Improvement Program (CIP), in turn funded by the General Fund and developer impact fees and connection fees.
- Responsible Agency: Operation Services Department, Planning Division
 - Time Period: Complete a sewer/wastewater capacity analysis and adopt written policies and procedures that grant sewer hookups priority ([September 2023](#)); review Capital

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Improvement Program (CIP) and make affirmative changes by next CIP adoption ([June 2023](#))

- Funding Source: Capital Improvement Program Budget, Sewer Enterprise Fund, Housing Grants, Planning Division Budget
- Quantified Objective: Implement seven identified projects during the planning period

Program 4.5

The City will take action to ensure adequate water supply to serve the needs of existing and future residents resulting from the additional housing capacity described in this Housing Element. As stated in Appendix C (Housing Constraints), potential options include:

1. Implementation of the PFAS and Groundwater Wells Rehabilitation Project, which includes constructing new a new treatment facility for groundwater from City wells, as well as rehabilitating existing wells.
2. Drilling of new City wells with or without PFAS treatment, depending on the location of the wells. This would require test drilling and groundwater sampling.
3. Developing an agreement with the Zone 7 Water Agency ~~providing to provide~~ 100 percent of all water supply, both in the near term and in the future.
4. Purchasing water supply from outside Zone 7.

- Responsible Agency: Operation Services Department, Planning Division
- Time Period: ~~XXXX~~Complete study of alternatives: October 2023. Implementation of selected project alternative: December 2025.
- Funding Source: Grant Funding, General Fund, and other sources as appropriate

Program 4.6

The City allows for parking reductions in certain circumstances, and state law establishes no minimum parking requirement or highly reduced parking rates for qualifying projects (e.g., state density bonus law, SB 35, AB 2097, etc.). To further reduce the impacts of parking requirements on the production of housing, the City will assess and update multi-family parking standards citywide to establish lower rates for studios and one-bedroom units and reduce the covered parking requirement (i.e., not require covered parking for studio and one-bedroom units).

- Responsible Agency: Planning Division
- Time Period: June 2024
- Funding Source: Planning Division Budget

Program 4.7

The City will analyze and test standards in the RM zones to determine standards (e.g., setbacks, parking, on-site open space requirements, etc.) that constrain developments and limit the ability to achieve maximum allowed density. Based on the analysis, the City will modify RM zones standards in the Zoning Ordinance to ensure maximum density can be achieved without exception (e.g., planned unit development, etc.).

- Responsible Agency: Planning Division
- Time Period: Complete analysis (June 2024); amend Zoning Ordinance (December 2024)
- Funding Source: Planning Division Budget

Program 4.8

The City will develop a modified Planned Unit Development (PUD) process that serves strictly as a conformance review. This PUD conformance review will evaluate projects proposed on housing sites against objective standards and will not require City Council approval.

- Responsible Agency: Planning Division
- Time Period: Develop and implement modified PUD process (March 2023)
- Funding Source: Planning Division Budget

Goal 5: Address the community's special-housing needs.

Policies

Policy 5.1

Provide housing opportunities in residential, mixed-use and infill areas, especially near high frequency transit and other services, for households with special needs such as studio and one-bedroom apartments for the elderly and single-person households, Single Room Occupancy (SROs), three-bedroom apartments for large households, specially designed units for persons with disabilities, and units affordable to extremely low-, very low- and low-income households with single-parent heads of households or those with disabilities (including developmental disabilities).

Policy 5.2

Proactively encourage the production of housing which is affordable to extremely low-income households (less than 50 percent of area median income) and to households at the low end of the low-income range (50 to 80 percent of median income).

Policy 5.3

Participate in local and regional efforts to combat homelessness in Pleasanton and work to effectively meet the needs of the city's unhoused residents.

Policy 5.4

Provide opportunities, including appropriately zoned sites, to accommodate housing that can assist with individuals' transitions from homelessness, including Single Room Occupancy units (SROs), emergency shelter and transitional housing for unhoused residents.

Policy 5.5

Support development and maintenance of affordable senior housing and supportive services to facilitate maximum independence and the ability of seniors to remain in their homes and/or the community.

Policy 5.6

Encourage the development of residential units that are accessible to persons with disabilities or are adaptable for conversion to residential use by persons with disabilities.

Programs

Program 5.1

Support implementation of applicable recommendations of the 2021 Alameda County "Home Together 2026 Implementation Plan" and pursue development and adoption of a local or subregional (Tri-Valley) homeless strategic framework to complement the Countywide effort, that would incorporate strategies and programs tailored towards the specific needs of Pleasanton's unhoused residents. To initiate this effort, convene one or more stakeholder meetings to evaluate trends, needs, resources and strategies that could be included in a future framework document.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Convene stakeholder meeting by ~~third quarter~~ September 2024; adopt local or Tri-Valley Framework or equivalent strategic plan by ~~fourth quarter~~ December 2025
- Funding Source: Planning Division Budget, Housing Division Budget
- Quantified Objective: Reduce unhoused persons as counted in the bi-annual Point-in-Time (PIT) count for the 2026 and subsequent PIT counts during the planning period (2028 and 2030)

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Program 5.2

Continue to dedicate funding and staff resources to support regional and subregional efforts to address homelessness. Ongoing and future programs may include:

1. Providing annual funding through the Housing and Human Services Grant Program to non-profit agencies that provide shelter, resources and supportive services to the homeless.
 2. Allocating funding as available, and as opportunities arise, to support innovative programs to provide shelter to homeless individuals, such as the Goodness Village tiny homes project in Livermore.
 3. Convening regular meetings of the City's interdepartmental Homeless Outreach Team that directly interfaces with homeless service providers and homeless individuals and provides coordinated assistance and support to address homeless issues.
 4. Actively participate in the periodic Point-in-Time (PIT) Count efforts to document the incidence and nature of homelessness in Pleasanton and offer services accordingly.
- Responsible Agency: Planning Division, Housing Division
 - Time Period: Provide funding (annually); convene regular meetings of the Homeless Outreach Team (annually); participate in PIT Count efforts (biannually, in 2023, 2025, 2027, and 2029)
 - Funding Source: Planning Division Budget, Housing Division Budget, CDBG Funds, HOME Funds

Program 5.3

Provide regulatory incentives such as expedited permit processing in conformance with the Community Care Facilities Act and fee reductions where the development would result in an agreement to provide below-market housing or services. The City provides fee reductions per Pleasanton Municipal Code Chapter 18.86 (Reasonable Accommodations) on the basis of hardship. The City will maintain flexibility within the Zoning Ordinance to permit such uses in non-residential zoning districts.

- Responsible Agency: Planning Division
- Time Period: Ongoing
- Funding Source: Planning Division Budget

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Program 5.4

Continue to require both market-rate and affordable projects to conform to Chapters 11A and 11B of the California Building Code with respect to incorporation of accessibility features. Additionally, for multi-family projects with more than 15 units, strongly encourage developers to incorporate enhanced accessibility features in required adaptable units (such as roll-in showers, variable height work surfaces, and wider hallway and door widths) through expedited review or other methods. An equal or greater proportion of required adaptable very low- and low-income units as adaptable market-rate units in the project shall be provided with such features, to meet the needs of persons with disabilities and to allow for aging in place. With respect to single-family, duplex, and tri-plex projects not covered by Chapters 11A and 11B, adopt a local Universal Design Ordinance consistent with the HCD Universal Design Model Ordinance that requires enhanced accessibility in a proportion of units within projects of a specified size.

- Responsible Agency: Planning Division, Building and Safety Division
- Time Period: Adopt Universal Design Ordinance by ~~third quarter~~September 2023; implement Universal Design Ordinance and multi-family accessibility requirements as project applications are submitted
- Funding Source: Planning Division Budget, Building and Safety Division Budget, developer funds
- Quantified Objective: Enhanced accessibility features included in all projects subject to the Universal Design Ordinance during the planning period; target the application of Universal Design Ordinance and multi-family accessibility requirements to the production of 50 units by ~~first quarter~~March 2026

Program 5.5

Assign a portion of the City's Lower Income Housing Fund for housing projects which accommodate the needs of special housing groups such as for persons with physical, mental, and/or developmental disabilities, and persons with extremely low-incomes and experiencing homelessness.

- Responsible Agency: Housing Division, Planning Division
- Time Period: Annually, as part of the allocation process for the Lower Income Housing Fund; target development of assisted units by 2031
- Funding Source: Lower Income Housing Fund
- Quantified Objective: Reserve a minimum of 10 percent of available funding for this purpose, with the goal of providing 25 assisted units

Program 5.6

Implement the following amendments to Title 18 of the Pleasanton Municipal Code, Zoning, to remove governmental constraints and facilitate special needs housing:

1. Explicitly allow for Single Room Occupancy units (SROs) to facilitate the provision of affordable housing for lower-income individuals, including seniors, persons with disabilities, and extremely low-income persons.
2. Allow residential care facilities (sometimes called group homes) with six or fewer residents as a residential use and subject to the same development standards as a single-family dwelling. No conditional use permit, zoning variance, or other zoning clearance will be required of a residential facility that serves six or fewer persons that is not required of a family dwelling of the same type in the same zone. Also, allow residential care facilities with seven or more residents in all residential zones subject to a determination that such uses will conform to City noise, parking, and similar standards such that conformance with objective standards (to be developed as part of this program) to ensure these larger facilities do not negatively impact neighborhoods, but are reviewed in an objective manner similar to other residential uses. The residents and operators of a residential care facility will be considered a family for the purposes of any law or zoning ordinance that relates to the residential use of property. However, “six or fewer persons” does not include the operator, operator’s family, or persons employed as staff.
3. Allow transitional and supportive housing by right in all zones which allow residential uses, subject to the same standards of similar dwellings, consistent with state law. Additionally, transitional and supportive housing that qualifies under AB 2162 will be allowed by right in zones where multi-family and mixed uses are allowed, including nonresidential zones that allow multi-family uses, consistent with AB 2162 (Government Code §65651) and other state law provisions.
4. Allow low barrier navigation centers by-right in all areas zoned for mixed-uses and nonresidential zones permitting multi-family uses, consistent with AB 101 (Government Code §65660 et seq.).
5. Amend the emergency shelter ~~separation~~ requirements in the Zoning Ordinance to be consistent with the state law (i.e., the required parking shall only be the number necessary to accommodate shelter staff and the maximum separation requirement cannot exceed 300 feet).
- 5.6. Amend the definition of “family” in the Zoning Ordinance to remove the description of relation by blood or marriage (e.g., “Family” means one or more persons living together in a dwelling unit with common use of all living, kitchen, and eating areas within the dwelling unit).

- Responsible Agency: Planning Division
- Time Period: First quarter of March 2024

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- Funding Source: Planning Division Budget

Program 5.7

To facilitate reasonable accommodation requests and approvals, the City will amend two Zoning Ordinance findings to clarify intent while ensuring health and safety objectives are maintained. The two reasonable accommodation findings are related to fundamental alterations in the nature of a City program or law and potential impacts on surrounding uses (Municipal Code 18.86.060.A.4 and 5). The City will also promote reasonable accommodations in a variety of languages and formats to raise awareness and encourage requests to accommodate housing for persons with disabilities.

- Responsible Agency: Planning Division
- Time Period: June 2024 (amend Zoning Ordinance); prepare and distribute informational material on reasonable accommodations (December 2024)
- Funding Source: Planning Division Budget
- Quantified Objective: Approve three reasonable accommodation requests by January 2031

Goal 6: Plan effectively for new development and ensure housing is developed in a manner that reduces its environmental impacts, keeps pace with available infrastructure and services, improves the quality of life for existing and new residents, and is compatible with existing development and adjacent uses.

Policies

Policy 6.1

Disperse high-density housing throughout the community, in areas near public transit, major thoroughfares, shopping, and employment centers, and ensure that livability is considered when considering proposals for high density residential developments, including open space, amenities, and facilities for the intended occupants.

Policy 6.2

Seek to improve the local jobs-housing balance and match and increase the percentage of residents that both live and work in Pleasanton, by accommodating additional housing within the City and facilitating the provision of housing at affordability levels that match local wages, including households with lower-wage jobs.

Policy 6.3

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

Policy 6.4

Ensure that new housing development and improvements to existing housing (e.g., rehabilitation, remodels and additions) integrate sustainable design and energy efficiency features, including a reduced lifecycle carbon footprint of materials required for the development of housing (i.e., remodels, additions, and new units), reduced energy and water consumption and efficiency, and expanded use of renewable energy sources.

Policy 6.5

Encourage new housing to be located in areas well-served by public transit and the active transportation network (e.g., pedestrian and bicycle facilities), and seek to improve these facilities throughout the city, in order to improve access to all modes of transportation and reduce Vehicle Miles Travelled (VMT) associated with new development.

Programs

Program 6.1

Develop and adopt Objective Design and Development Standards for each of the sites zoned for densities above 30 dwelling units per acre, including appropriate height limits, Floor Area Ratio, setbacks, massing, open space and parking requirements, and approval criteria (i.e., findings for approval) to ensure projects can accomplish their assigned densities, while mitigating potential incompatibilities between those higher density projects and adjacent uses, for example by providing for buffers or stepping heights between existing lower-density and new higher density buildings.

- Responsible Agency: Planning Division
- Time Period: ~~Fourth quarter of 2024~~[March 2023](#)
- Funding Source: Planning Division Budget, Housing Grants

Program 6.2

Implement the Climate Action Plan's (CAP 2.0) applicable actions related to new residential construction, improving residential water and energy efficiency, and reducing VMTs associated with new units including the following: P1 - All Electric Reach Code, P2 - Existing Building Electrification Plan, P4 - Solar and Storage on New Construction, P5 - Zero Emissions Infrastructure, P8 - Improve Bicycle Amenities, P9 - Bicycle Rack Incentive Program, P10 - Increase Transit Ridership, P11 - Promote LEED Neighborhood Development, P15 - Water Efficiency Retrofits, S1 - Refrigerant Management, S2 - Energy Efficiency Upgrades, and S6 - Embodied Carbon Reduction Plan.

- Responsible Agency: Planning Division, Building and Safety Division
- Time Period: Ongoing
- Funding Source: Planning Division Budget; Building and Safety Division Budget; other sources (see CAP 2.0 Section 4.6 (Funding and Financing))

Program 6.3

Seek out and utilize available energy efficiency upgrade program funding for low-interest loans to support alternative energy usage and/or significant water conservation systems in exchange for securing new and/or existing rental housing units affordable to very low- and low-income households.

- Responsible Agency: Housing Division
- Time Period: Ongoing
- Funding Source: Housing Division Budget

Program 6.4

Work to enhance multimodal transportation throughout Pleasanton by:

1. Implementing the network of bicycle and pedestrian facilities envisioned in the Bicycle and Pedestrian Master Plan, to enhance the citywide network of bikeways, walkways, and trails that are accessible, safe, comfortable, and convenient for people of all ages and abilities, and to maximize multimodal transportation options by improving access to BART, ACE, and bus lines. The City will accomplish this by dedicating local and regional transportation funds as available to advance high priority bicycle and pedestrian improvement projects, pursuing grant opportunities to augment local these funds whenever feasible, and by requiring developers to implement multimodal improvements as part of projects.
 2. Actively participating as a member agency of LAVTA and ValleyLink, and through State and regional advocacy efforts to secure improved transit service to and throughout Pleasanton, including more frequent and convenient bus and rail service.
- Responsible Agency: Engineering Division, Traffic Division, Planning Division
 - Time Period: Ongoing
 - Funding Source: Capital Improvement Program Budget, Grant Funds, Community Development Department Budget

Program 6.5

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

1. Programs 1.5, 1.7, 1.8, 1.12, 1.13, 1.14, and 3.12 of the Water Element
 2. Program 9.1 of the Community Character Element
 3. Policies 2, 3, 4, 6 and 7 and programs 2.1-2.7, 3.1-3.5, 4.1-4.3, 6.1-6.4, 7.1-7.3, and 7.6 of the Energy Element
- Responsible Agency: Planning Division
 - Time Period: Ongoing
 - Funding Source: Planning Division Budget

Program 6.6

Implement the policies and programs of the Downtown Specific Plan (DSP) that aim to improve the amenities, livability, and level of investment in Downtown neighborhoods, including areas that today provide relatively affordable housing opportunities for lower-income residents. DSP policies and programs that support this effort include:

- Policy LD-P.43 to retain and allow for remodeling and enlargement of existing residential units
- Policy LD-P.44 to encourage affordability in future multifamily residential projects through incentives and development concessions such as reduced parking standards
- Policy LD-P.45 to encourage development at densities that exceed the General Plan midpoint to encourage affordable housing
- Policy LD-P.46 to encourage a diversity of housing types including smaller units that are affordable by design
- Policy LD-P.48 to encourage use of the City's housing rehabilitation program
- Policy LD-P.49 to develop a referral program for qualifying homeowners to be connected to non-profit/volunteer organizations that provide home repair services
- Program LD-I.10 to develop and implement a streetscape improvement program
- Program LD-I.18 to provide improved design standards and guidelines for context-sensitive infill development
- Programs PF-1-1 through PF-1.7 to upgrade and improve various components of the sewer, water, and storm drainage system within the downtown to support existing and future development

- Responsible Agency: Planning Division, Housing Division, Engineering Division
- Time Period: Ongoing
- Funding Source: Planning Division Budget, Housing Division Budget, Capital Improvement Program Budget, Grant Funds

Goal 7: Equal Housing/Affirmatively Furthering Fair Housing

Policies

Policy 7.1

Promote fair and equal access to housing for all persons regardless of race, color, religion, gender, disability, sexual orientation, age, national origin, or family status.

Policy 7.3

Assist in the relocation of persons displaced by public projects in accordance with the requirements of State and federal law.

Programs

Program 7.1

Support State and Federal provisions for enforcing anti-discrimination laws. The City Attorney's Office remains available to support State and Federal provisions for enforcing anti-discrimination laws, as appropriate.

- Responsible Agency: Planning Division, City Attorney's Office
- Time Period: Ongoing
- Funding Source: General Fund

Program 7:2

Develop incentive/revitalization programs for neighborhoods to encourage support for affordable housing opportunities. Such incentives could include enhanced public amenities or other investment in areas where additional multi-family housing is planned.

- Responsible Agency: Housing Division, Planning Division, Engineering Division
- Time Period: Develop incentive/revitalization program (2027), complete at least one project in an existing or planned multi-family area, such as the Downtown area where generally older homes are located (2030)
- Funding Source: Housing Division Budget, Capital Improvement Program Budget, Grant Funds

DRAFT Redlines
Housing Element Section 4B

Program 7.3

Publicize information on fair housing laws and refer all complaints to the US Department of Housing and Urban Development, ECHO Housing, and the California Department of Fair Employment and Housing. The City will provide information about Fair Housing Policies in a variety of languages and formats to ensure it is accessible to all residents, including print and electronic versions.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Prepare information in multiple languages (second quarter 2025); provide materials on the City's website and distribute through various outlets (second quarter 2025), update and re-distribute material regularly but no later than every three years (second quarter 2028 and 2031)
- Funding Source: Planning Division Budget, Housing Division Budget

Program 7.4

As part of the City's Diversity, Equity, and Inclusion (DEI) efforts, identify and adopt specific practices and strategies to foster greater inclusivity and equity in access to all City programs and services, including housing- and human services programs. Such strategies will include developing improved partnerships with community serving organizations and consulting on ways to better reach traditionally underserved populations and build community relationships, fostering greater diversity among City staff and appointed officials who develop and implement City programs, and ensuring public outreach is available in multiple languages.

- Responsible Agency: Planning Division, Housing Division
- Time Period: Begin ~~first quarter~~ no later than March 2023 and continue throughout the planning period
- Funding Source: Planning Division Budget, Housing Division Budget
- Quantified Objective: Convene City-led working group including City departments and outside agencies for bi-annual coordinating meetings starting in 2023 (i.e., first meeting held no later than September 2023)

DRAFT Redlines
Housing Element Section 4B

Program 7.5

Conduct outreach to educate the community about affordable housing and its benefits to the community. This would include multi-lingual educational flyers with graphics and photographs showing examples of affordable housing projects in Pleasanton and/or the surrounding region (e.g., Tri-Valley, East Bay, etc.).

- Responsible Agency: Planning Division, Housing Division
- Time Period: Prepare outreach materials by ~~first quarter~~March 2024 and distribute throughout the planning period biannually
- Funding Source: Planning Division Budget, Housing Division Budget
- Quantified Objective: The aim is to ~~reduce or~~ eliminate appeals filed against City approvals of affordable housing developments