

November 30, 2022

Via E-Mail

Meghan Campbell
Associate Planner
E-Mail: mcampbell@cityofpleasantonca.gov

Re: Draft Housing Element for City of Pleasanton 2023-2031
Comments of Housing Action Coalition

Dear Ms. Campbell:

On behalf of the Housing Action Coalition,¹ we write to comment on the draft 2023-2031 Housing Element for the City of Pleasanton.

The draft Housing Element does not meet the City's obligation to plan and provide for affordable housing. Absent substantial revisions, it may be found in violation of state law.

A. The City Includes Sites That Are Not “Suitable And Available,” Even Though They Do Not Have A “Realistic And Demonstrated Potential” For Redevelopment During The Planning Period To Meet The Need For Housing.

One of the most concrete aspects of any housing element is the inventory of land “suitable and available” for residential development to meet the city's regional housing need by income level. Government Code § 65583(a)(3); HCD Housing Element Site Inventory Guidebook at p. 1. HAC Appendix Tab 1. The list is a specific means of evaluating whether the City has adequately planned for development of housing for all income levels. Where nonvacant sites are listed, there must be a “realistic and demonstrated potential for redevelopment” during the next eight years. Government Code § 65583(a)(3).

To address past abuses – cities listing unrealistic sites – the California Legislature created a high standard for listing nonvacant sites, particularly where a city claims that the site is suitable and available for redevelopment as housing affordable to those with below average incomes. Where nonvacant sites are used to address over 50% of the need for affordable housing for those

¹ The Housing Action Coalition is a nonprofit that advocates for building more homes at all levels of affordability to alleviate the Bay Area and California's housing shortage, displacement, and affordability crisis.

with lower incomes, the City must show the realistic and demonstrated potential for redevelopment by making formal findings that the existing use does not impede residential development “based on substantial evidence that the use is likely to be discontinued” during the planning period. Government Code § 65583.2(g)(2) (final sentence). The City also fails to engage in the required analysis of existing leases, and market demand for the existing uses, that would indicate whether existing uses will continue. Government Code § 65583.2(g)(1).

As explained below, applying these principles, the current draft does not meet the requirement that it identify sufficient sites that are realistic, suitable and available. The City relies heavily on the speculative and unlikely assumption that existing uses will cease during the next eight years in favor of affordable housing, even as to sites that have not made any progress towards residential development in the last eight years.

1. The BART Parking Lot (APN 941-2771-15 and 941-2778-2)

Many cities in the Bay Area hope that BART parking lots will be redeveloped as residential housing, and have listed BART parking lots on their housing element inventories. Indeed, BART has expressed an intention to eventually redevelop land at a number of its stations.

The problem for Pleasanton’s draft Housing Element is this: Nothing about what BART has said makes it “likely” that BART will cease the existing use of the Dublin/Pleasanton BART station parking lots on Owens Drive within the next eight years, and absent substantial evidence that BART is likely to discontinue use during the next eight years, the existing use is presumed to be an obstacle to the building of affordable housing. The two BART parking lot parcels are thus not appropriately counted towards the obligation to provide for the need for lower income housing.

Pleasanton itself acknowledged the unlikelihood of the redevelopment of the BART parking lot as recently as July 2021. In appealing the RHNA allocation to the Association of Bay Area Governments, Pleasanton argued: “One of the more significant theoretical development opportunities is housing on land owned by BART. BART, in its August 2020 Transit-Oriented Development Program Work Plan, identified the Pleasanton area BART stations as a low priority for investment in housing-focused projects (both BART stations are identified as priorities for commercial, not residential, development [], meaning that a significant policy shift would have to occur at BART in order to bring these sites on-line during the RHNA planning period.” Pleasanton RHNA Appeal. HAC Appendix Tab 2.

The 2021 RHNA appeal was right about the facts. BART has stated that its development of parking lots is governed by its August 2020 ten-year work plan. HAC Appendix Tab 3. The 38 page plan was “initiated as a way to differentiate zoning from development and give jurisdictions clarity around when development of BART property is anticipated to occur as they embark on rezoning efforts” BART Transit Oriented Development work plan, at p. 9. The plan discusses how it prioritized which stations would be developed during the next ten years,

and listed them. *Id.* at pp. 22-31. The Dublin/Pleasanton station failed to rank highly in any of the three categories: market readiness, local support, or infrastructure readiness including alternative parking and intermodal transit facilities. The project was shown as being a “long term” “Beyond 2030” site on figure 4 (p. 25).

Notably, on its “5-Year and 10-Year Development Priorities” chart, BART explained that it would only develop 1-2 stations per year, and in listing the sequence of stations that it would work on, listed thirteen stations as prioritized over the ten station group that included Dublin/Pleasanton. Dublin/Pleasanton was included in a group with nine other stations described as ones where BART plans to craft development plans in 2025-2030, only if it can obtain additional funding for staff to do so. A more recent update on BART’s website confirms that “as of March 2021,” development of the Dublin/Pleasanton station is not currently “in planning,” but that eight other stations are. HAC Appendix Tab 4.

Pleasanton’s draft housing element also isn’t listening to what BART itself is saying about its plans, even if they were to go forward within the next eight years. While Pleasanton’s plans for BART are for 555 units of lower income affordable housing, BART itself says it considers the capacity of all of the BART parking lots at the Dublin/Pleasanton station (both the ones on the Pleasanton side and the ones on the Dublin side) to be 557 units with 195 affordable, after taking into account the practical need for parking and intermodal facilities. BART says that it plans to develop over 550,000 square feet of commercial space on the Dublin/Pleasanton parking lots. HAC Appendix Tab 5. BART’s published plan directly rejects that it will build only residential housing at the Dublin/Pleasanton station: “BART will not consider residential only development for sites shown in Figure 5 and will proactively market them to large employers, and partner with local jurisdictions to catalyze office or other job-generating uses.” Meanwhile, BART’s discussion of the issue has not indicated whether any potential development will be on the Dublin side or Pleasanton side.

Pleasanton’s housing inventory, by listing 100% of BART’s parking lots for 100% affordable housing, lacks substantial evidence to conclude that BART will “likely” discontinue use of these two parcels. Pleasanton should not count on this site as meeting the need for 555 units of affordable housing during the 2023-2031 period.

2. The Kaiser Parking Lot (APN 941-1201-52-3)

As the letter from East Bay for Everyone notes, the parking lot at the Kaiser Pleasanton Medical Offices is actively used by the facility, for parking. The draft inventory counts this site as providing 182 lower income units.

Absent substantial evidence that the use of the parking lot is likely to discontinue – which would make little sense, given the need for doctors, nurses, patients, and lab technicians to get to this busy facility – the city cannot count the parcel towards the need for affordable housing. Building department records show extensive recent renovations. *See, e.g.*, Pleasanton Building Department Record B22-2534 (estimated \$475,000 job value for tenant improvements on the 1st

and 2d floor of Kaiser Pediatrics, dated 9/16/2022); B21-2047 (estimated \$825,000 job value for tenant improvements to remodel and replace X-ray equipment in Imaging Room, and related workstations, dated 7/21/2021); B21-1365 (\$425,000 job value for tenant improvements in Adult Medicine A; dated 5/27/2021).

The 6-acre parking lot has, during the last eight years, also been covered with solar panels to supply electricity to the adjacent building; solar panels are not a temporary fixture installed by someone who plans to build on a site. The solar installation, for which Pleasanton issued building permits B17-1140 and B17-1141, cost over \$900,000. *See* Pleasanton Building Department Records B17-1140, B17-1141. HAC Appendix Tabs 6, 7. Solar installations save money on utility costs but can take seven years or more for them to recoup the cost of installation. They are an unambiguous sign that the existing uses plan to remain for the long-term.

The Kaiser parking lot was rezoned as part of the last housing element, but there have been no applications filed for redeveloping the site, no known interest expressed by Kaiser, and no plans to move the medical facility that uses the parking lot (indeed, to the contrary, Kaiser continues to make extensive and recent improvements). Given the extensive improvements to the parking lot by adding a solar system at a cost of nearly one million dollars, and these other indications, Pleasanton lacks substantial evidence that the existing use will cease during the next eight years. The site is presumed not to be realistically suitable and available for meeting the need for affordable housing.

3. Stoneridge Shopping Center

The retail mall in Pleasanton, Stoneridge Shopping Center, has previously had two portions of its parking lot rezoned to permit residential construction, and the City's draft Housing Element proposes to rezone five more parcels, including portions of the existing retail mall building. Neither the earlier rezoned portions nor the five new parcels count towards meeting Pleasanton's share of the regional need for affordable housing, however.

A. The Earlier Rezoned Parcel

The City first lists 10 acres of the 28.63 acre parcel with APN 941-120109403 on both table B-12 "Housing Sites (Under Existing Zoning)" and then lists the same parcel on table B-13 as a site to be rezoned. The charts are inconsistent about the capacity and how much of the need for lower income housing will be met by this parcel; one chart indicates that 400 units can be built, with 88 affordable for lower income; the other reports that the same site has a realistic capacity of 253, but with 141 lower income units. But regardless, given that both charts include the same parcel, the totals are wrong because they double-count the same site.

The site should not be listed on either chart, however, because there is not substantial evidence that the site is "likely" to be redeveloped during the next eight years. The site was first rezoned when the owner of the mall, Simon Property Group, indicated that it would consider

residential development on 10 acres of the parking lot. But by the time that the 2015-2023 Housing Element was adopted, its commitment to do so was already in doubt. The 2015 Housing Element² explained that Simon now had begun exploring further retail expansion including on the ten acres, and that therefore the City staff's "estimate of potentially developable area" was only 2.2 acres: "[S]taff has reduced the area available for high-density residential to 2.2 acres to accurately reflect potential development." 2015 Housing Element at pp. 67, 70. The 2015 Housing Element also acknowledged that the site would require new sewer pipelines as well as upsizing of existing pipelines to accommodate the additional demand, at a cost of "between a few hundred thousand to several [sic] hundred thousand dollars." *Id.* at 63.

Since 2015, when staff concluded that only 2.2 of the 10 acres rezoned "accurately reflect potential development," the owner has become no clearer or urgent about plans for residential development. Simon applied for and obtained Design Review approval (P18-0340) for a significant commercial expansion in 2019, to demolish the existing Sears Department store and construct up to 255,420 square feet (79,269 square feet increase) of new retail, cinema, specialty, and health club facility uses. It submitted a plan in August 2019 to construct 486 apartment units and a parking structure, but after a Planning Commission workshop in March 2020, the project languished; a new proposed project was submitted two years later, in late March 2022 it apparently proposed 360 units instead, which has been "under staff review" in the eight months since. There is very little public information available about the proposal, and no indication that it includes affordable housing.

Eight years later, the hope that the two odd-shaped portions of the parking lot will become affordable housing can no longer reasonably be considered "likely." The City lacks substantial evidence that the existing use – as a parking lot for the adjacent mall – will "likely" cease during the next eight years. To the extent that the proposal for the 360 units is considered, this shows that the site will not be used for housing affordable for lower income residents.

B. The Five New Parcels Proposed To Be Rezoned.

The other five parcels listed have even less indication that they are likely to become housing in the next eight years. While there have been general expressions of interest in creating a new neighborhood to complement the existing retail uses, none of the owners (e.g., Macy's) have applied to redevelop their property as residential, made plans to relocate, or sold to a residential developer. The existing leases also likely provide for continued parking rights, which would be an obstacle to development during the eight years. The parcel map also shows that the parcels listed on the draft Housing Element cover not just the parking lot, but portions of the retail mall building itself.

The draft Housing Element is itself internally inconsistent about how much housing is realistic here. Notably, staff acknowledges that "there are approximately 18 acres within the current surface parking lots that could realistically develop with high density residential

²HAC Appendix Tab 8.

development.” The inventory nonetheless lists 45.94 acres in five parcels, and then uses the minimum density for all 45.94 acres to claim that the sites will provide 532 units of lower income housing and 280 units of above moderate. If only 18 acres “could realistically develop,” then listing 45.94 acres is wrong.

Without substantial evidence that Macy’s, JC Penney’s, and other retail tenants plan to cease use of the retail mall and associated parking lots at the Stoneridge Mall, and without a “realistic” belief that 55.94 acres (including the 10 previously zoned) will “likely” be used for housing during the next eight years, these sites do not count towards the RHNA need for lower income housing.

4. 3675 Old Santa Rita Road

The 2.66 acre parcel at 3657-3675 Old Santa Rita Road, with APN 946-3200000205 (listed as meeting the need for 79 affordable lower income units), is lumped in with a discussion of a 43 parcel group along this road. The draft contains no individualized consideration of this particular parcel.

While some of the other properties on the street are vacant or underutilized, this site is not. It contains a shopping center currently occupied by a popular sushi restaurant (which has been there for over ten years), a pool/spa company showroom and warehouse/fabrication facility, and a fourteen year old custom car modification shop (car stereos, custom wheels, custom suspension, auto detailing, tinted windows, and car performance enhancements), among others.

The pool company, Adams Pool Solutions/Royal Pools is the largest swimming pool contractor in California, and has been in business in Pleasanton since 1953. 3675 Old Santa Rita Road is its headquarters. According to its website, it has 340 employees – 50 of whom have proudly worked for this nearly seventy year old company for more than twenty years – and two other locations (one in San Jose, the other in Las Vegas, after Adams acquired another pool company in the 1990s). Is Adams Pool Solutions about to go out of business? There’s no substantial evidence of this. Nor is there any reason to expect that it is about to move. As recently as October 2020, it carried out a \$67,500 re-roofing of one of the buildings. *See* Pleasanton Building Department Record B20-2229.

Absent substantial evidence that the use of this particular property is likely to cease, the City cannot count it towards the RHNA need.

5. 3400 and 3500 Boulder Court (Stanley Boulevard/Valley Avenue)

On the eastern edge of Pleasanton is a massive surface mining complex, one of the largest in the State of California. Several major concrete suppliers have surface mining permits, and use over 1,000 acres to make concrete and cement: Central Concrete Supply, Vulcan Materials Pleasanton, CEMEX Pleasanton Concrete Plant, CEMEX Eliot Aggregates Plant, Right Aware Redy Mix, and so on. The complex as a whole covers roughly four and a half square miles.

Along the western edge of the mining complex, at the corner of Stanley Boulevard and Valley Avenue at 3400 Boulder Court, is a business that transports concrete from these massive manufacturing facilities to construction sites: Pleasanton Ready Mix Concrete. Next door at 3500 Boulder Court is a site used by PERI Formwork Systems, which supplies concrete construction forms for major construction projects. Across the street is a concrete product supplier (Oldcastle Infrastructure); two doors down is BCP Concrete, a concrete contractor.

Pleasanton Ready Mix has been in business in Pleasanton for over fifty years, since 1968.³ It would make no sense at all for it to move away from the massive concrete manufacturing/mining facilities that neighbor its location on Stanley Boulevard. Likewise, PERI Formwork is in the right location given its business: it is co-located with the other cement/concrete supply related businesses that occupy this massive complex.

The City nevertheless lists the two parcels as meeting the need for 284 units of lower income housing. According to the site inventory, owner interest is “unknown.” The City apparently lists these sites solely because “The sites are considered underutilized with very low intensity uses and minimal site improvements.” This does not address the statutory requirement. In order to determine if a site is suitable and available for low income housing, nonvacant land can only be listed if there is substantial evidence that the existing use is likely to discontinue. Given the obvious logistical and cost reasons why a concrete ready-mix supplier would want to be next door to several cement manufacturing facilities, and why a concrete forms builder would want to be located in the same area as other cement-related businesses, the City cannot credibly assert that the existing use is likely to cease during the next eight years.

6. 4283 Rosewood (Rose Pavilion)

Rose Pavilion is a shopping center located just off the Santa Rita exit for interstate 580. It is anchored by a Trader Joe’s on one side, and 99 Ranch Market (a grocery store) on the other; there is also a Macy’s Home Furniture and Restoration Hardware Outlet, a Total Wine and Spirits, a CVS Pharmacy, and a number of quick service restaurants, including a Starbucks, a Taco Bell, a Blaze Pizza, and a Panda Express.⁴ According to the owner, the shopping center has 3.25 million visits per year; 8,900 visits per day. It is by any measure a busy, thriving retail center.

The main entrance to a portion of the site, according to the draft Housing Element, is the potential location for 62 units of affordable housing. The portion zoned for commercial but with multi-family housing as a permitted use is current occupied by anchor tenant 99 Ranch Market (which opened there in 2010), and a series of smaller tenants, including an acupuncturist, a hot dog restaurant, a hair salon, a spa, a boxing gym, a pho restaurant, a bank, a furniture store, and a standalone Starbucks.

³ HAC Appendix Tab 9.

⁴ HAC Appendix Tab 10.

The site is not vacant, and should not be considered “likely” to have its existing use discontinue during the next eight years. Despite the addition of multi-family housing as a permitted use to the commercial zoning of the site during the last housing element, there has been no attempt to develop housing on the site during the last eight years. Meanwhile, the current owners show every intention of continuing to operate Rose Pavilion as a commercial center. Publicly available information shows long term leases were signed with several tenants of the center 2018, extending to 2028 and 2029. HAC Appendix Tab 11. The martial arts studio recently expanded; during 2022 it performed \$80,000 worth of tenant improvements, including demolishing an existing bathroom to enlarge it for ADA compliance, enlarging a second bathroom, demolishing interior partitions to combine three existing spaces into one, and opening a wall between the unit and the adjacent space. Pleasanton Building Department Permit Number B22-1774 (June 27, 2022). In 2019-2021, a number of tenant improvements were made for several businesses, including remodeling of the spa and new signage for several tenants. Building Permits B21-1577, B19-2941, B19-2063, B19-0708, B19-0069, B18-3406.

The exterior façade was also remodeled in 2017, and solar panels were installed on the roof, showing that the earlier rezoning for residential did not result in plans to redevelop. B17-1379, B17-1241. The solar installation, on the roofs of most of the buildings on the site, including the grocery store, had an estimated cost of \$573,000. B17-1241. Solar installations save money on utility costs but can take seven years or more for them to recoup the cost of installation. They are an unambiguous sign that the existing uses plan to remain.

No one reasonably expects that within the next eight years all of these businesses are likely to relocate and the buildings torn down so that affordable housing can be built in their place. Under Government Code section 65583.2(g)(2), this site may not be counted as meeting the need for housing affordable to those with very low or low incomes.

B. Conclusion: Pleasanton Needs To Rezone Additional Sites To Comply With Its Obligation To Provide For Its Share Of The Need For Affordable Housing.

To recap, based on the sites analyzed in this letter:

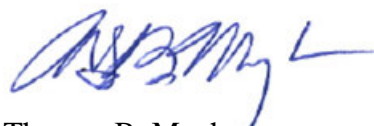
	Very low/low
Draft - Site Inventory	1,090
Draft - Rezone Sites	3,023

Subtract:	
1. BART parking lot	555
2. Kaiser parking lot	182
3a. Stoneridge 941120109403 (table B-12)	88
3b. Stoneridge 941-120109403 (table B-13)	141
3c. Stoneridge (new sites, e.g., Macy's)	532
4. 3657-3675 Old Santa Rita Road	79
5. 3400-3500 Boulder Court	284
6. Rose Pavilion shopping center	62
Total after excluding invalid sites:	2,190
RHNA need for very low/low income housing in 2023-2031 (after subtracting ADUs/Approved Projects):	2,758
Shortfall:	568

Based on the analysis above, Pleasanton's draft Housing Element does not comply with state law, because it proposes to meet more than 50% of the need for affordable housing with sites that are not vacant, and does so without substantial evidence that they are likely to be redeveloped. The City's current analysis, stating that it lacks information about whether there are leases (rather than investigating and determining whether existing leases present an obstacle), failing to take into account whether buildings are newly remodeled, and failing to evaluate other obstacles to development in the next eight years, is insufficient to meet Pleasanton's responsibility under state housing law.

Given the substantial need for suitable, available, and realistic housing sites zoned to meet Pleasanton's share of the regional need, additional sites will need to be identified and rezoned to ensure compliance with state housing law.

Very truly yours,



Thomas B. Mayhew

PUBLIC COMMENTS



The letter dated November 30, 2022, from Thomas B. Mayhew (Farella Braun + Martel LLP) includes a series of attachments. These attachments are available digitally located here:

<http://admin.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=36753>

From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Contact Us
Date: Tuesday, November 1, 2022 2:45:30 PM

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

Name: Carolyn DeVault

Email: [REDACTED]

Message: Hello-I am trying to understand the type of units that would possibly be constructed behind my home on the St. Augustine lot. When will it be decided if this is going to happen, if so, when will construction begin? What type of housing?

This is very upsetting as I purchased my home with the knowledge of this space being zoned for the church.

Thank you,

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

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

From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Stay in the loop!
Date: Thursday, October 20, 2022 5:48:38 PM

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

Name: James Hague

Email: [REDACTED]

Message: What is affordable housing? Does everyone who lives and works in pleasanton make \$150-200k ? I hope some common sense kicks in and not builders profits.

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

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

From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Stay in the loop!
Date: Monday, September 26, 2022 8:56:23 PM

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

Name: Michael Weddle

Email: 

Message: A serious concern of ours in that we live a block from the Stoneridge Mall and they are planning 900-1450 new units.
Changing our area to look like LA

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

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

From: [Squarespace](#)
To: [Megan Campbell](#)
Subject: Form Submission - Stay in the loop!
Date: Monday, September 26, 2022 8:01:28 PM

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

Name: Viswanathan Chander

Email: [REDACTED]

Message: Deeply concerned with the housing development that is getting pushed in the commercial area.

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

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

From: [REDACTED]
To: [Megan Campbell](#)
Cc: [REDACTED]
Subject: Equity Focused Input for Housing Elements
Date: Friday, August 26, 2022 11:40:15 AM
Attachments: [image107398.png](#)
[image060046.png](#)
[image784232.png](#)
[image130996.png](#)
[PBF Priority Policies 082022.pptx](#)
[PBF HE priorities - Pleasanton.pdf](#)

Dear City of Pleasanton:

Thank you for the opportunity to provide input on the city of Pleasanton's housing element. The Partnership for the Bay's Future ("PBF") is a public-private-nonprofit partnership working to create a more livable Bay Area in which diverse people of all walks of life can afford to live and thrive. To do so, we address the challenges of housing and protecting tenants through the support of equitable policy change as well as investing in the production and preservation of affordable housing.

In consultation with government leaders, housing policy experts, and communities, we have compiled a list of equitable housing priorities that we hope Pleasanton will consider incorporating into the new housing element. We are including the following resources for your review and consideration:

- a slide deck covering each priority policy idea, with template language for your jurisdiction to consider,
- examples of places where the policy has been adopted, and
- additional links and resources.

We believe that your current efforts already include some of the listed policies, which we applaud. In addition to the attached equitable policy resources, we are offering technical assistance from Baird + Driskell Community Planning if your jurisdiction is interested in exploring or developing some of these policies even further. If you have any questions, please contact me [REDACTED] and our colleagues at Baird + Driskell (Kristy Wang, [REDACTED], and Joshua Abrams, [REDACTED]). We will follow up with you shortly to see if we can provide further support.

Thank you again for the opportunity to provide input into Pleasanton's housing element. We appreciate all your efforts to address the housing needs of Bay Area and California residents.

Sincerely,

Khanh Russo
Vice President of Policy and Innovation
San Francisco Foundation



Khanh Russo

Vice President of Policy and Innovation

One Embarcadero Center, Suite 1400 | San Francisco, CA 94111

[Redacted] | www.sff.org



Pronouns: He, Him, His

Please follow the **Partnership for the Bay's Future** on [Twitter](#)  [Facebook](#)  [LinkedIn](#) 

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

August 24, 2022



Submitted by email to: Megan Campbell, mcampbell@cityofpleasantonca.gov

RE: Pleasanton's 6th Cycle Housing Element Update

Dear City of Pleasanton:

Thank you for the opportunity to provide input on the city of Pleasanton's housing element. Your work supporting your community to meet its housing needs is critical in addressing the current housing affordability crisis. We understand that at this moment in the housing element process, your jurisdiction is waiting for comments from HCD. As such, we request that you incorporate additional equitable housing policies into your draft housing element during your next revision. We offer the attached equitable policy resources as well as potential technical assistance from Baird + Driskell Community Planning ("B+D") if your jurisdiction is interested in this level of support.

The Partnership for the Bay's Future ("PBF") is a public-private-nonprofit partnership working to create a more livable Bay Area in which diverse people of all walks of life can afford to live and thrive. To do so, we address the challenges of housing and protecting tenants through the support of equitable policy change as well as investing in the production and preservation of affordable housing.

In consultation with government leaders, housing policy experts, and communities, we have compiled a list of equitable housing priorities that we request Pleasanton incorporate into the new housing element. In some cases, these are policies that housing element law requires jurisdictions to address as a potential action or recommendation in their housing elements, but in other cases, these are suggested policies that we are raising up as PBF's equitable planning priorities. We are including the following resources for your review and consideration:

- a slide deck covering each priority policy idea, with template language for your jurisdiction to consider,
- examples of places where the policy has been adopted, and
- additional links and resources.

We believe that Pleasanton's current efforts already include some of the listed policies, which we applaud. We also believe that all Bay Area communities can take more steps to make their housing elements more equitable. The attached summaries can be used as resources for staff as they communicate with both decision makers and the public, and we are happy to provide further assistance to incorporate these policies into your housing element as well as help draft talking points that can be tailored for local implementation.

We believe the following policies can play an important role in meeting the requirements of this housing element and supporting thriving communities, and we request that Pleasanton include them in the next housing element draft:

1. Favorable Zoning and Land Use
 - Make multifamily infill easier to develop
 - Allow, require or encourage multifamily housing in more places
 - Allow or encourage missing middle housing in single-family neighborhoods
 - Provide incentives for affordable housing development
 - Provide incentives for affordable ADUs and "missing middle" housing
2. Accelerating Production Timeframes
 - Streamline development approvals and environmental review process for multifamily housing
 - Streamline permitting process for multifamily housing
3. Reducing Construction and Development Costs
 - Ensure local requirements are not making development more expensive without requisite benefits
 - Actively support the use of modular and factory-built construction methods
4. Providing Financial Subsidies: Generate new or dedicate existing revenue for affordable housing
5. Advocating for Rent Control and Just Cause for Eviction Policies
 - Adopt or update rent stabilization policies
 - Adopt or update just cause eviction policies
6. Advocating for Community Land Trusts (CLTs): Support the formation and operation of community land trusts
7. Advocating for Inclusionary Zoning and Impact Fees: Create or review/update inclusionary housing (including in-lieu fees) and commercial linkage fee requirements
8. Inventory of Sites: Ensure that land is equitably zoned for multifamily housing, especially in high-opportunity areas

If you have any questions, please contact me ([REDACTED]) and our colleagues at Baird + Driskell (Kristy Wang, [REDACTED] [m](#), and Joshua Abrams, [REDACTED]). We will follow up with you shortly to see if we can provide further support, including technical assistance from the B+D team to further explore some of these policies.

Thank you again for the opportunity to provide input into Pleasanton's housing element. We appreciate your efforts to address the housing needs of Bay Area and California residents.

Sincerely,



Khanh Russo
Vice President of Policy and Innovation
San Francisco Foundation

PBF's Priorities for 6th Cycle Housing Elements

August 2022

PARTNERSHIP FOR

**THE
BAY'S
FUTURE**



Priority Policies and Actions

1. Favorable Zoning and Land Use

- Make multifamily infill easier to develop
- Allow, require or encourage multifamily housing in more places
- Allow or encourage missing middle housing in single-family neighborhoods
- Provide incentives for affordable housing development
- Provide incentives for affordable ADUs and "missing middle" housing

2. Accelerating Production Timeframes

- Streamline development approvals and environmental review process for multifamily housing
- Streamline permitting process for multifamily housing

3. Reducing Construction and Development Costs

- Ensure local requirements are not making development more expensive without requisite benefits
- Actively support the use of modular and factory-built construction methods

4. Providing Financial Subsidies: Generate new or dedicate existing revenue for affordable housing

5. Advocating for Rent Control and Just Cause for Eviction Policies

- Adopt or update rent stabilization policies
- Adopt or update just cause eviction policies

6. Advocating for Community Land Trusts (CLTs): Support the formation and operation of community land trusts (CLTs)

7. Advocating for Inclusionary Zoning and Impact Fees: Create or review/update inclusionary housing (including in-lieu fees) and commercial linkage fee requirements

8. Inventory of Sites: Ensure that land is equitably zoned for multifamily housing, especially in high-opportunity areas

Make multifamily infill easier to develop

Explore the following policies and programs:

- **Revise development codes:** Review multifamily development standards to allow greater density, including floor area ratio, height limits, minimum lot or unit sizes, setbacks, lot coverage and/or allowable dwelling units per acre.
- **Reduced parking requirements:** Adopt policies that reduce parking minimums, establish parking maximums and encourage other practices that reduce cost and the amount of space dedicated to cars.
- **Eliminate design standards:** Eliminate or replace subjective development and design standards with objective standards that simplify zoning clearance and improve approval certainty and timing.
- **Form-based codes:** Establish form-based codes that can be paired with by-right approvals.



EXAMPLES

San Francisco, Berkeley and San Diego have eliminated minimum parking requirements in new housing development. San Francisco also has parking maximums.

[Redwood City's Downtown Precise Plan](#) links adherence to development standards with a streamlined approvals process.

Allow, require or encourage multifamily housing in more places

Explore the following policies and programs:

In mixed-use zones where commercial uses outcompete residential uses, cities could:

- **Change zoning standards:** Offer greater FAR, height and other zoning standards for residential developments in mixed use zones.
- **Encourage mixed-use:** Require applicants to build housing when applying to build commercial developments in mixed use zones

Cities can also ensure their regulations don't preclude the development of microunits, single room occupancy (SRO) buildings.



EXAMPLES

Redwood City's Mixed-Use Neighborhood District allows greater height and FAR for residential-only and mixed-use buildings than for commercial-only buildings.

In 2019, San Jose revised its planning regulations to allow for co-living housing types.

Allow or encourage missing middle housing in single-family neighborhoods

Explore the following policies and programs:

- **Rezoning:** Rezone in single-family neighborhoods to allow [additional ADUs](#), duplexes, triplexes and other small-scale multifamily ("[missing middle](#)") housing
- **New standards and guidelines:** Establish design and development standards and guidelines that support missing [middle housing](#) types
- **SB 9 ordinances:** Develop local SB 9 implementing ordinances that encourage and support the creation of small-scale multifamily housing rather than merely comply with state requirements.



EXAMPLES

Portland has established a strong missing middle policy, including their [Better Housing by Design](#) work, focused on design guidelines and related zoning code changes in multi-family zones, and the [Residential Infill Project](#) development standards focused on single family neighborhoods.

Eugene, Oregon approved [Middle Housing Code Amendments](#) to comply with state law. The amendments include smaller minimum lot sizes, lot size reductions for affordable units, parking reductions for housing built near transit, and other changes.

Provide incentives for affordable housing development

Explore the following policies and programs:

- **Overlay zones:** Establish an affordable housing overlay zone to encourage the production of below-market-rate affordable housing with targeted incentives or relaxed requirements that go beyond state density bonus law
- **Incentives for developers:** Offer zoning concessions and fee exemptions as incentives to developers of multifamily housing projects which meet [JURISDICTION]'s housing needs, in exchange for an agreement that more than [#%] of the total number of units constructed will be affordable to lower-income households



EXAMPLES

[Menlo Park's Affordable Housing Overlay Zone](#)

[Foster City's Affordable Housing Overlay Zone](#)

[Oakley's Affordable Housing Overlay Zone](#)

[Sunnyvale's waiver of parking requirements](#)

[Half Moon Bay's waiver of development standards](#)

Provide incentives for deed-restricted affordable ADUs and "missing middle" housing

Explore the following policies and programs:

- **Lot splits:** Allow nonprofits and community land trusts (CLTs) to sell deed restricted affordable ADUs separately from the main house.
- **Increase ADUs per lot:** Allow nonprofits/CLTs to build two detached, deed restricted, affordable ADUs per property.
- **Community partnerships:** Develop zoning standards that provide additional flexibility to nonprofits/CLTs that want to build ADUs, including 2-story ADUs.
- **Upzoning partnerships:** Allow nonprofits/CLTs to convert single family homes into deed restricted, affordable duplexes, triplexes or quads (more permissive than SB 9)
- **Density bonuses:** Develop rules that extend the density bonus to 100 percent affordable projects smaller than 5 units.



EXAMPLES

San Diego allows an [extra ADU](#) on a site that has reached the maximum ADU limit if the extra one is deed-restricted affordable.

Piedmont has flexibility built into their ADU ordinance where [larger ADUs are permitted](#) if they are deed restricted affordable for low-income households.

Pasadena incentivizes the creation of ADUs affordable to Section 8 voucher holders with incomes below 80% of AMI. The city offers [comprehensive assistance](#) (with financing, designing, permitting, and constructing) and low-interest construction loans.

[LA ADU Accelerator](#) matches homeowners with older renters, providing landlord support and reliable rent in return for affordability.

[LA Mas's Backyard Homes Project](#)

Streamline development approvals and environmental review process for multifamily housing

Explore the following policies and programs:

In locations that have not yet met their housing targets, [SB 35](#) pairs a streamlined approval process with objective design standards for infill projects that provide a certain level of affordability and comply with existing residential and mixed-use zoning and other requirements.

Localities could take it further by:

- Establishing [by-right zoning](#) and local systems/dedicated staff for more types of housing beyond SB 35-eligible projects
- Establishing by-right zoning in certain areas or neighborhoods



EXAMPLES

[Redwood City's Downtown Precise Plan](#)

allows for the ministerial approval of certain multifamily infill projects.

Streamline permitting process for multifamily housing

Explore the following policies and programs:

- **Improve application processes:** Review application review and approvals process to identify improvements (convene stakeholders, hire an outside firm).
- **Pre-application checks:** Establish pre-application checks to ensure that applications are complete before submission.
- **One-stop-shops:** Establish one-stop-shop permitting process and/or a single point of contact for coordinating permitting across city approval functions (e.g., planning, public works, building) from entitlement application to certificate of occupancy.
- **Special expedited permits:** Establish priority permit processing or reduced plan check times for specific categories of housing (ADU/JADUs, multifamily housing, affordable housing, etc.)



EXAMPLES

San Diego has an [expedited permitting process](#) for affordable, infill and sustainable buildings.

Seattle has a [expedited approvals program](#) for new construction projects that meet certain sustainability requirements.

San Francisco's [Mayoral Executive Directives](#) on ADUs and setting timelines for approvals have sped up permitting processes by providing a rationale to create a sense of urgency and focus city staff.

San Jose had "[ADU Tuesdays](#)" at the city's permit counter in order to streamline ADU permit processing.

Ensure local requirements do not make development more costly without requisite benefits

Explore the following policies and programs:

- **Flexible standards:** Provide additional flexibility on development standards, including parking standards, for affordable housing
- **Reduce construction costs:** Review current local construction requirements and building standards for excessive and costly terms



EXAMPLES

Half Moon Bay's zoning code allows for flexibility in the application of development standards for affordable housing projects.

Actively support the use of modular and factory-built construction methods

Explore the following policies and programs:

- **Expedited permits:** Establish a clear and expedited approval and permitting process for modular and manufactured homes.
- **Pre-fab trainings:** Conduct or require a training for building officials and relevant staff to ensure they are aware of current state processes and requirements and how they intersect with local authority/responsibilities.

Generate new revenue and/or dedicate existing revenue towards affordable housing

Explore the following policies and programs:

- **Explore new or increased taxes:** Generate new dedicated revenue for affordable housing. This could include:
 - Sales tax increases
 - General obligation bonds
 - Transient occupancy taxes
 - Parcel taxes
 - Head taxes
 - Business license (landlord) taxes
 - Real estate transfer taxes
 - Vacant property and vacancy taxes
- **Prioritize existing revenue:** Establish priorities or set-aside existing local general funds for affordable housing.



EXAMPLES

In 2016, Santa Clara County voters and Alameda County voters approved general obligation bonds for affordable housing through Measure A (\$950 million in Santa Clara County) and Measure A1 (\$580 million in Alameda County).

In 2018, Oakland voters approved a vacant property tax that generates revenue for homeless services.

By resolution, San Mateo County's Board of Supervisors established funding priorities – including affordable housing uses – for 2016's Measure K half-cent sales tax extension.

In 2012, San Francisco established its Housing Trust Fund through a set-aside in the General Fund.

Adopt or update rent stabilization policies

Explore the following policies and programs:

Under [California's Tenant Protection Act of 2019](#) (AB 1482):

- Rent cannot be increased more than 5% + your local CPI (Consumer Price Index) OR 10% annually – whichever of these is lower.

Localities could take it further by:

- Adopting a local ordinance with a smaller allowable annual rent increase
- Adopting a local ordinance that does not sunset in 2030

Localities could also dedicate funding and resources toward education and enforcement.



EXAMPLES

Several Bay Area jurisdictions have [rent stabilization policies](#) that go beyond state law (such as smaller allowed rent increases), including:

- San Francisco
- San Jose
- Oakland
- Berkeley
- East Palo Alto
- Mountain View
- Richmond

Adopt or update just cause eviction policies

Explore the following policies and programs:

[California's Tenant Protection Act of 2019](#) (AB 1482) limits the reasons for which tenants can be evicted. This law does not cover all buildings or all tenants. It expires on Jan. 1, 2030.

Localities could take it further by:

- Applying protections on day 1 of a tenancy (instead of day 365)
- Requiring landlords to have a permit in hand before evicting tenants using the "substantial remodel" provision
- Passing a local ordinance that is permanent
- Expanding just cause eviction policies to cover new construction, single-family homes and condominiums

Localities could also dedicate funding and resources toward education and enforcement.



EXAMPLES

Berkeley, East Palo Alto and Oakland are some Bay Area jurisdictions that have existing permanent [Just Cause evictions](#) ordinances.

Most rental units in [Oakland](#) and [Richmond](#) are subject to their just cause eviction ordinances.

Support the formation and operation of community land trusts (CLTs)

Explore the following policies and programs:

- **Eligibility:** Ensure CLTs are eligible for local housing funding.
- **Opportunity to Purchase:** Establish a right of first offer/refusal that gives nonprofits/CLTs enhanced ability to buy property
- **CLT Incubation:** Establish an initiative to support the incubation or creation of a new community land trust. Provide financial support to CLTs in the early stages of organizational development.
- **CLT Pipeline Development:** Study the feasibility of requiring new inclusionary ownership units to be stewarded by a CLT.
- **Extra Flexibility:** Give CLTs extra flexibility to develop/steward ADUs, allowing CLTs to sell ADUs to low-income buyers and giving CLTs more flexibility with development standards (multiple ADUs, 2-story ADUs, etc.). See *affordable ADU slide*



EXAMPLES

In 2018, New York City funded a [citywide CLT initiative](#) to support the incubation/expansion of 10 CLTs

Cities like [Irvine](#) and [Chicago](#) have city sponsored/chartered CLTs that manage the affordable ownership stock.

Create or review/update inclusionary housing and commercial linkage fee requirements

Explore the following policies and programs:

- **Establish New Inclusionary Requirements:** Require the provision of affordable housing by the private sector through an [inclusionary requirement](#) for market-rate housing (including in-lieu fee options) and a commercial linkage fee paid by new commercial development.
- **Regularly Update Inclusionary Requirements:** Conduct an [inclusionary housing feasibility](#) study in [20XX] and develop policy recommendations on inclusionary zoning in [20XX].



EXAMPLES

[Inclusionary housing requirements](#) have been widely, but not universally, adopted by jurisdictions across the Bay Area.

[San Mateo](#) (city) and [Boulder, CO](#) are two examples of small to mid-sized cities that have set up strong inclusionary programs that deliver affordable units and maintain affordability over time.

Ensure that land is equitably zoned for multifamily housing, especially in high-opportunity areas

Explore the following policies and programs:

- **Zoning:** Rezone sites for [multi-unit housing in high resource areas](#).
- **Public Land:** Set-aside publicly owned land in high opportunity areas for housing development.
- **Affordable Housing Siting Policy:** Develop an affordable housing siting policy to provide affordable housing equitably across a jurisdiction.
- **Tax Credit Competitiveness:** Conduct an analysis of a jurisdiction's geography for [tax credit amenity scoring](#).
 - Zone more land for multi-family in amenity-rich areas, and do land assembly/acquisition in places that score highly for tax credits
 - Address gaps in communities that do not score highly for tax credit amenities, especially if they are high resource areas



EXAMPLES

Los Angeles's 6th Cycle housing element includes an objective to "[increase the utilization of public land](#) for affordable housing with particular emphasis in high resource and gentrifying areas."

Seattle has a [development siting policy](#) that seeks to provide housing opportunities for the lowest-income and the most vulnerable populations across the city, including amenity-rich neighborhoods.

San Jose has begun a process to develop an [affordable housing siting process](#) to ensure the city meets its fair housing and affordable housing goals, including providing affordable housing in higher-opportunity neighborhoods.

Other equitable housing policies for further exploration

Explore the following policies and programs:

- **Anti-tenant harassment policies (Oakland and Concord)**
- **Preservation policies including acquisition/rehab models**
- **Transit Oriented Communities (TOC) policies**

baysfuture.org

PARTNERSHIP FOR
**THE
BAY'S
FUTURE**

[HOME](#) [ABOUT US](#) [THE OPPORTUNITY](#) [CONNECT WITH US](#) [NEWS](#)

A photograph of a man in a dark jacket holding a young child in a park. They are standing on a grassy field with trees and a large building in the background. The sun is low on the horizon, creating a warm, golden glow. The text "A Vision For a Vibrant, Inclusive Bay Area" is overlaid in white on the image.

**A Vision For a Vibrant, Inclusive
Bay Area**

UNITED BROTHERHOOD OF CARPENTERS & JOINERS OF AMERICA Carpenters Local 713, Alameda County

Mailing Address
1050 Mattox Road
Hayward, California 94541-1298



Union Meetings:
Second and Fourth
Thursdays

• www.carpenters713.org



August 2, 2022

City of Pleasanton
Planning Division
200 Old Bernal Avenue
Pleasanton, CA 94566
Attn: Megan Campbell, Housing Element Planning Lead
Via Email: mcampbell@cityofpleasantonca.gov

Re: City of Pleasanton Draft Housing Element Update

Dear Ms. Megan Campbell,

Please accept these comments on the above referenced Housing Element Update on behalf of the members of Carpenters Local 713, which represents working men and women in the City of Pleasanton and Alameda County. We appreciate the opportunity and look forward to working together on this important endeavor.

To meet the urgent need for housing units outlined in the State's Regional Housing Needs Allocation (RHNA), as well as the policy goals outlined in the City of Pleasanton Housing Element and larger General Plan, it is vital that the City of Pleasanton support efforts to build the local construction workforce. Local 713 has long been at the forefront of training the next generation of construction workers, opening pathways to the industry for diverse and traditionally underserved populations, and embracing new technologies and delivery methods to expedite the construction of much needed housing.

Currently, neither Alameda County nor the City of Pleasanton have enough skilled, highly productive residential construction workers to build the 5,965 units that the city of Pleasanton is supposed to produce over an 8 year time period.¹ This is itself a 189 percent increase from the prior Housing Element cycle's RHNA goals.² However, as the housing crisis in our communities has continued to deteriorate in recent years, the number of workers employed in residential building construction in Alameda County has actually decreased by 18% since 2004.³ A continuously shrinking residential construction workforce cannot build nearly 6,000 units of housing in 8 years.

¹ Page 25: Final Regional Housing Needs Allocation (RHNA) Plan: San Francisco Bay Area, 2023-2031

² Page 3: City of Pleasanton 2014-22 Housing Element (RHNA goal over this period = 2,067 units)

³ QCEW data: Difference between 2004 employment and 2020 (latest available) in Private NAICS 2361 Residential building construction for All establishment sizes in Alameda County, California, NSA

The Draft Housing Element notes that Pleasanton is a net importer of workers for jobs at all wage levels in the City. A mere 8 percent of people employed in Pleasanton actually live in Pleasanton.⁴ This results in substantial commuting into the City, which itself begets traffic congestion and increased greenhouse gas emissions. There are, however, policies the City can adopt that would encourage jobs for more locally-based workers, as well as nurture the workforce necessary to realize the City's housing construction needs. To support the policy goals of the Housing Element, Local 713 is requesting that the City add local hire and apprenticeship requirements to the final Housing Element for all residential construction projects larger than 10 units. The standards Local 713 is proposing in this comment letter would help to ensure greater benefits for the broader community, help ensure that construction labor needs are met, and guarantee that new residential development projects within the City are making needed investments in the region's skilled construction industry workforce.

The City Should Bar Issuance of Building Permits Unless Each Future Residential Development of 10 units or Above has a Viable Apprenticeship Program and Local Hiring Requirements

The Carpenters propose the following additions to the Municipal Code of the City of Pleasanton for any residential project larger than 10 units

Permitting requirements in the Municipal Code of the City of Pleasanton.

A person, firm, corporation, or other entity applying for a building permit under the relevant section of the Municipal Code of the City of Pleasanton, California shall be required to comply with the apprenticeship, healthcare, and local hire requirements of the Housing Element and General Plan. Failure to comply with the requirements set forth in this section shall be deemed a violation of this article.

Apprenticeship:

For every apprenticeable craft, each general contractor and each subcontractor (at every tier for the project) will sign a certified statement under penalty of perjury that it participates in a Joint Apprenticeship Program Approved by the State of California, Division of Apprenticeship Standards **OR** in an apprenticeship program approved by the State of California Division of Apprenticeship Standards that has a graduation rate of 50% or higher and has graduated at least thirty (30) apprentices each consecutive year for the five (5) years immediately preceding submission of the pre-qualification documents. The contractor or subcontractor will also maintain at least the ratio of apprentices required by California Labor Code section 1777.5.

⁴ Page 60: Draft City of Pleasanton 2023-31 Housing Element

Local Hire Policy:

Contractor will be required to provide documentation that the contractor will hire a minimum of twenty-five percent (25%) of staff for any job classification with more than four (4) employees employed whose primary residence, which is not a post office box, is, and has been, within Alameda County within 180 days of the expected date of issuance of the Notice to Proceed for the project.

While there has been a remarkable economic expansion in Pleasanton since 2010, rising inequality and displacement adds to the City's affordability crisis and threatens to undermine the region's strong economy. Policies that require the utilization of apprentices and a local construction workforce will, however, help counteract such trends. In tandem with programs currently operational by Local 713 outlined below, such policies will help improve local access to the type of living-wage job the community needs, and also help ensure that the City meets its RHNA targets.

Local 713 has implemented many programs that will enable the City to meet the General Plan and Housing Element goals. These programs include a robust Joint Apprenticeship Training Committee, vigorous utilization of apprentices in the City of Pleasanton, healthcare coverage for all members and their families, and innovation within the construction industry.

Joint Apprenticeship Training Committees (JATC's), such as the Carpenters Training Committee for Northern California (CTCNC), are a proven method of career training built around a strong partnership between employers, training programs and the government. This tripartite system is financially beneficial not only for the apprentice, but is a major benefit for the employer and the overall economy of the City of Pleasanton. The CTCNC monitors current market conditions and adjusts the workflow of apprentices to meet the needs of the community, heading off any shortage of skilled workers. History has demonstrated that strong utilization of apprentices throughout the private sector helped California builders produce millions of units of housing.

CTCNC recruitment strategies include robust diversity and inclusionary outreach programs, such as pre-apprenticeship, with proven results in representative workplaces and strong local economies. It is imperative that our underserved populations have supportive and effective pathways to viable construction careers, while ensuring that employers are able to find and develop the best and brightest talent needed to thrive in a competitive economy.

Employer-paid health insurance plans for our members and their families provides preventative services to stay healthy and prevent serious illness. Timely care reduces the fiscal burden for our members and their families, and significantly reduces the utilization of safety-net programs administered by the City of Pleasanton and Alameda County.

Embracing new technologies and delivery systems will have a significant impact on the construction industry, particularly the residential sector. Increasing housing delivery methods reduces project durations and provides City of Pleasanton residents housing sooner. Local 713 is at the forefront of ensuring that new construction technologies deliver those benefits while also creating work opportunities for those already in the trades as well as those looking to begin a construction career.

Local 713 is in a unique position to address many of the key ideas outline in the City of Pleasanton Housing Element Update. By investing in the training and utilization of apprentices, performing outreach to ensure that the workforce closely mirrors the demographics of our local community, providing employer-paid healthcare for our members and their families, and promoting innovation in the residential construction sector, Local 713 is prepared to assist in closing the affordability gap in the City of Pleasanton and the Bay Area. We look forward to engaging City staff and elected leaders as the Housing Element moves forward and working cooperatively to bridge the needs of the City with the skills and tools of Local 713.

Thank you for your time and consideration of these comments.

Sincerely,



Daniel Gregg
Senior Field Representative
Carpenters Local 713
CC: City Clerk: PleasantonCityClerk@cityofpleasantonca.gov

DG:jg
Opeu#29
Afl-cio

From: [Ellen Holmgren](#)
To: [REDACTED]; [Mayor and City Council](#)
Cc: [Ellen Clark](#); [Megan Campbell](#); [Shweta Bonn](#); [Estela Ramirez](#); [Becky Hopkins](#)
Subject: RE: Current Pleasanton School District Property
Date: Thursday, July 21, 2022 9:27:50 AM

Dear Cheryl and Dan McCarthy,

Thank you for your email regarding Item 19 that was on the City Council Meeting Agenda on Tuesday, July 19, 2022.

This email acknowledges receipt of your email to the Mayor and City Council, the 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: Cheryl McCarthy [REDACTED]
Sent: Thursday, July 21, 2022 12:01 AM
To: Mayor and City Council <citycouncil@cityofpleasantonca.gov>
Subject: Re: Current Pleasanton School District Property

I am sorry that I missed the meeting on July 19.

My husband and I do have opinions about what happens to the school district property.

We live on First Street. We moved to First Street in 2014 fully knowing about the traffic on our street.

The problem is that since Covid, the traffic and noise on First Street has almost doubled.

Not sure if it is because people are not using public transportation or just because highway 84 is not a reliable freeway.

It is already out of hand.

First Street is NOT a highway built for such traffic.

It is a residential street that has become increasingly more dangerous to all our citizens due to: the sheer volume of traffic, people speeding at all hours of the day and night (unless they simply cannot due to backup), the number of emergency vehicles racing to fires and the nearby nursing home multiple times daily, the traffic competing with the Meadowlark Dairy Line daily, the farmers market, etc.

The unbelievable **loudness** of the traffic has decreased our well-being in our First Street neighborhood.

I wish this on no one.

If the school district property rezones into housing this will cause MORE traffic on Bernal, First Street and the "inside" streets of 2nd, 3rd, Neal, Angela, etc.
People will do anything to avoid First Street.

This would not be a safe or desirable option for safety, living, and well being in our beautiful downtown neighborhood that EVERYONE enjoys.

When we bought our home here in the downtown, we took on the responsibility of maintaining our 150 year old historic home for all to enjoy. A California historic resource.
One of the reasons Pleasanton is popular is its downtown historic buildings and neighborhoods. Cramming more people into the most congested part of town is downright irresponsible.

Please council, do not let money rule you. Please think about the reality of this plan.

We have so many underused areas in town that may even be enhanced with new housing and simply are located along the transportation corridor. Namely Hacienda Business Park and Stoneridge Mall. What a waste of empty space just waiting to be utilized.

Lastly, my business may not mean much to you, but I currently head to Livermore for my grocery needs because it leaves this town.
Try to go to Raleys sometime after 3 pm on a weekday and Saturday mornings!

Please, please reconsider this idea to rezone the property on the corner of Bernal and First Street for housing. We simply do not need any more noise and traffic here.

Thank you,

Cheryl and Dan McCarthy

[REDACTED]
[REDACTED]
[REDACTED]

--

Thank you,

Cheryl McCarthy

[REDACTED]
[REDACTED]

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

From: [Ellen Holmgren](#)
To: [REDACTED] [Mayor and City Council](#)
Cc: [Ellen Clark](#); [Megan Campbell](#); [Shweta Bonn](#); [Estela Ramirez](#); [Becky Hopkins](#)
Subject: RE: No on rezoning school property-resending
Date: Wednesday, July 20, 2022 3:07:23 PM

Dear Katie Parr,

Thank you for your email regarding Item 19 that was on the City Council Meeting Agenda last night Tuesday, July 19, 2022.

This email acknowledges receipt of your email to the Mayor and City Council, the 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: Katie Parr [REDACTED]
Sent: Wednesday, July 20, 2022 9:52 AM
To: Mayor and City Council <citycouncil@cityofpleasantonca.gov>
Subject: No on rezoning school property-resending

To whom it may concern:

We have lived on Second Street for more than 24 years and we are against the proposal for the school district property to be rezoned for high density housing.

The impacts of traffic on both First and Second Street would be terrible. These roads are already treacherous during peak hours.

Second Street is currently used as a speedway short cut. The speed bumps were a nice offering but do nothing to slow the current traffic.

This proposal is jeopardizing the quaint downtown charm that all come to experience while at the Farmers Market, concerts in the park and happenings on Main Street.

Everyday you can witness people enjoying the ability to escape the hectic fast pace of life while strolling down the tree lined streets to grab an ice cream cone at the Meadowlark Dairy ect. This charm is a small slice of Pleasanton's past for all to enjoy and experience.

Please be leaders and embrace what makes Pleasanton so unique and build and plan from that aspect. We do not want to look and feel like San Jose, CA.

Please respect, honor and preserve the historic integrity and charm of our beautiful downtown community. Once this charm is gone it can not be re created.

Thank You!

Katie Parr
Second Street Home Owner

Sent from my iPhone

Click

https://www.mailcontrol.com/sr/c6chG7NGX5_GX2PQP0mvUmA_9wPbHFMfemgFhOIDNovFoRRwNhQnNuPx04AKf_hLDVjdtHn46sOZtQUzGWYsdQ== to report this email as spam.