



Appendix A
Review and Assessment of 2003 Housing Element

REVIEW AND ASSESSMENT OF 2003 HOUSING ELEMENT PROGRAMS

August 2, 2011 – **DRAFT**

Planning Period Review: January 1, 1999 to June 30, 2009

Proposed modifications to the 2003 Housing Element goals, policies, and programs are shown in the column titled “Continue / Modify / Delete / Add”. The numbering of the goals, policies, and programs to be continued, modified, or added will be updated in the Goals, Policies, and Programs section of the updated Housing Element. The updated numbers are noted below in [].

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
GOAL 1: Attain a variety of housing sizes, types, densities, designs, and prices which meet the existing and projected needs of all economic segments of the community.				Continue goal. [GOAL 1]
GOAL 2: Encourage residential densities capable of supporting affordable housing while taking into account the character and development pattern of the surrounding area.				Modify goal. Modify goal as follows: GOAL 2: Encourage residential densities capable of supporting affordable housing affordable to low- and very-low-income households while taking into account the character and development pattern of the surrounding area. [GOAL 2]
Policy 1: Maintain at least 25 percent of the total housing stock at full development as multiple family, both owner and renter-occupied.				Delete policy. Replaced with policy 16 about accommodating the City's Regional Housing Needs Allocation (RHNA).
Program 1.1: Ensure that at least 25 percent of all residential development permits are allocated to multiple family housing through the City's Growth Management Program as long as level-of-service standards and other City policies are maintained. Use the Inclusionary Zoning Ordinance and incentives listed in Policies 29 and 30 to achieve this objective.	Annually, and as development proposals are reviewed	City Council	Objective met. Between January 1, 1999 and June 30, 2009, 26% of units built (797 of 3046 units, including second units, and not including the 105 units in the Parkview assisted living facility	Delete program. Replaced with policy 16 about accommodating RHNA. Program 34.7 requires a review of the Growth Management Program.

Draft Version

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			project for elderly) were either apartments, condominiums, duets, or townhouses.	
<u>Policy 2:</u> At a minimum, maintain the amount of high-density residential acreage currently designated on the General Plan Map.				Continue policy. [Policy 1]
<u>Program 2.1:</u> Discourage the redesignation of areas designated for High Density Residential.	On-going	City Council	Objective met. High-density acreage has been maintained. There were no General Plan Amendment applications between January 1, 1999 and June 30, 2009.	Continue program, timing and responsibility. [Program 1.1]
<u>Policy 3:</u> Increase the midpoint of the General Plan High Density Residential density range to 20 dwelling units per acre.				Delete policy. Listed density goal is no longer applicable.
<u>Program 3.1:</u> Encourage through the use of the incentives listed in Policies 30 and 31 densities of at least 20 units per acre; encourage developments of at least 25 units per acre to enable affordable housing so as to comply with the Inclusionary Zoning Ordinance.	On-going	City Council	Objective met. Windstar apartments near the new West Dublin/Pleasanton BART station were approved in 2008 at 51 units per acre. The Gardens at Ironwood (senior apartments) completed in 2005 were built at 28 units per acre. In 2002, the Greenbriar Apartments on the Bernal Property were built at 20 units per acre.	Delete program. Listed density goal is no longer applicable.
<u>Policy 4:</u> Permit mobile homes and factory-built housing on appropriately located sites.				Continue policy. [Policy 2]
<u>Program 4.1:</u> Allow mobile home and factory-built housing projects which have permanent foundations and meet all zoning and design review requirements on any parcel designated Rural, Low, Medium, or High Density Residential.	On-going	Planning Commission, City Council	Objective met. No applications for this type of construction have been received in the reporting period.	Continue program, timing, and responsibility. [Program 2.1]
<u>Policy 5:</u> Encourage developments on sites designated for multiple-family residential uses which are adjacent to commercial districts to be designed at the maximum height allowed for multiple-family residential zoning districts, consistent with neighborhood character; however in the Downtown, multiple-family residential building height should be consistent with the design policies of the Downtown Specific Plan and the Downtown Design Guidelines.				Continue policy. [Policy 3]
<u>Policy 6:</u> Affordable housing shall be an amenity for purposes of developing				Delete policy. Listed density

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new housing at a density above the mid-point of the General Plan density range.				goal is no longer applicable.
<p><u>Policy 7:</u> Give favorable consideration for approval at a density of at least the mid-point of the General Plan density range for proposed developments which meet their entire Inclusionary Zoning Ordinance requirement by building very-low- and low-income housing units, as long as all other City development standards are met.</p>				<p>Modify policy. Listed density goal is no longer applicable.</p> <p>Modify policy as follows:</p> <p><u>Policy 7:</u> Give favorable consideration for approval at a density of at least the mid-point of the General Plan density range for proposed developments which provide very-low- and low-income units that meet the requirements of the meet their entire Inclusionary Zoning Ordinance requirement by building very-low- and low-income housing units, as long as all other City development standards are met.</p> <p>[Policy 4]</p>
<p><u>Policy 8:</u> Give favorable consideration for approval at a density of at least the mid-point of the High Density Residential General Plan density range (20 dwelling units per acre) for proposed developments of rental apartments which would remain as rentals.</p>				<p>Delete policy. Listed density goal is no longer applicable. Accommodating RHNA is addressed in policy 16.</p>
<p><u>Policy 9:</u> Promote mixed-use development where appropriate throughout the city, such as residential uses constructed over commercial uses and adjacent to transit. Use the PUD process to reduce residential development standards in mixed-use developments, such as sharing parking and reducing open space. Apply for federal and state grants offered for mixed-use development near transit centers.</p>				<p>Modify policy. Mixed-use development is addressed in the updated General Plan (e.g., see policies 16-18 and programs 12.3, 12.4, and 18.1-18.3 of the Land Use Element). Using the PUD process is addressed in policy 10 and program 10.1 of the Land Use Element.</p>

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				<p>Modify policy as follows:</p> <p>Policy 9: Promote mixed-use development where appropriate throughout the city, such as residential uses constructed over commercial uses and adjacent to transit. Use the PUD process to reduce residential development standards in mixed-use developments, such as sharing parking and reducing open space. Apply for Federal and State grants offered for mixed-use development near transit centers.</p> <p>[Policy 5]</p>
<p><u>Policy 10:</u> Actively promote the creation of second units on single-family residential lots and their maintenance as sources of moderate-, low-, and very-low-income housing.</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p><u>Policy 10:</u> Actively promote the creation of second units on single-family residential lots and their maintenance as sources of <u>housing affordable to moderate-, low-, and very-low-income households</u>.</p> <p>[Policy 6]</p>
<p><u>Program 10.1:</u> Institute a monitoring program for second units to determine if they are being rented and, if so, determine their rent levels. Include conditions of approval for second unit use permits requiring a monitoring program.</p>	<p>2002/On-going</p>	<p>Housing Div., Housing Commission, Planning Dept., Planning</p>	<p>Objective met. On June 17, 2003 the City Council adopted a Code amendment to Section 18.106.060.K of the Pleasanton Municipal Code requiring</p>	<p>Modify policy, timing, and responsibility.</p> <p>Modify policy as follows:</p>

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		Commission	property owners to participate in the City's second unit rent monitoring program if they receive a second unit approval. The Code amendment requires a restrictive covenant about the monitoring requirements to be recorded against the property owner's lot. The monitoring requirements are also included as a condition of approval for second unit Administrative Design Review approvals. A monitoring survey conducted in 2007 found that 3% of second units are currently rented and 28% are interested in potentially renting their second units.	<p>Program 10.1: Continue Institute a monitoring program for second units to determine if they are being rented and, if so, determine their rent levels. Include conditions of approval for second unit Administrative Design Review approvals use permits requiring a monitoring program.</p> <p>Modify timing as follows: 2002/On-going As feasible when resources are available</p> <p>Modify responsibility as follows:</p> <p>Housing Div., Housing Commission, Planning Division, Planning Dept., Planning Commission</p> <p>[Program 6.1]</p>
<p>Program 10.2: Create incentives to homeowners to rent their second units to moderate-, low-, and very-low-income households. Incentives should include fee reductions or waivers and information/assistance to help homeowners be landlords. Such incentives should be made available to applicants of second units during the use permit process.</p>	2002 - 2003	Housing Div., Housing Commission, Planning Dept., Planning Commission	In progress. Staff is developing an outreach plan with resources to support owners who would like to rent their second units. The City will seek consultant services to operate this program.	<p>Modify program, timing, and responsibility.</p> <p>Modify program as follows:</p> <p>Program 10.2: Create incentives for to homeowners to rent their second units to moderate-, low-, and very-low-income households. Incentives should include fee reductions or waivers and information/assistance to help homeowners be landlords.</p>

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				<p>Such incentives should be made available to applicants of second units during the Administrative Design Review or Building permit use permit process.</p> <p>Modify timing as follows: 2011-2014 2002—2003</p> <p>Modify responsibility as follows:</p> <p>Housing Div., Housing Commission, Planning DivisionDept., Building Division, Planning Commission</p> <p>[Program 6.2]</p>
<p><u>Program 10.3:</u> Modify the Second Unit Ordinance to comply with AB1866, making second units permitted uses in residential districts.</p>	<p>June 2003</p>	<p>Planning Dept., Planning Commission, City Council</p>	<p>Objective met. New ordinance adopted June 17, 2003.</p>	<p>Delete program. Ordinance amendments are complete.</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 10.4: Consider allowing second units without an Administrative Design Review process in new single-family developments, subject to performance standards, and consider reducing the existing Second Unit Ordinance requirements.</p>

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				<p>such as the parking and height limit requirements, to encourage the development of second units, and consider other measures to promote the creation of second units.</p> <p>Add timing as follows: 2011-2014</p> <p>Add responsibility as follows: Planning Division, Planning Commission, City Council</p> <p>[Program 6.3]</p>
<p>GOAL 3: Ensure that sufficient rental housing units are provided and retained to serve Pleasanton residents who choose to rent or who cannot afford ownership housing.</p>				<p>Modify goal.</p> <p>Modify goal as follows:</p> <p>GOAL 3: Endeavor to provide and retain a sufficient number of rental housing units Ensure that sufficient rental housing units are provided and retained to serve Pleasanton residents who choose to rent or who cannot afford ownership housing.</p> <p>[GOAL 3]</p>
<p>GOAL 4: Encourage the production of market-rate moderate-income ownership housing and assisted low- and very-low-income ownership housing.</p>				<p>Modify goal.</p> <p>Modify goal as follows:</p> <p>GOAL 4: Encourage the production of market-rate moderate-income ownership</p>

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				housing and assisted ownership housing affordable to low- and very-low-income households . low- and very-low-income ownership housing. [GOAL 4]
<u>Policy 11:</u> Encourage at least 50 percent of multiple-family housing units to be rental apartments at build-out.				Modify policy. Modify policy as follows: <u>Policy 11:</u> Encourage at least 50 percent of multiple-family housing units to be rental apartments at build-out . [Policy 7]
<u>Program 11.1:</u> Monitor new multiple-family residential development proposals with respect to housing tenure to ensure that sufficient numbers of rental units are provided to meet the above policy.	On-going	Housing Division	Objective met. Between January 1, 1999 and June 30, 2009, of the 797 condominiums, apartments, duets, and townhomes built, 660 or 82 percent were rentals. Monitoring continues as part of the City's Condominium Conversion Ordinance.	Continue program, timing, and responsibility. [Program 7.1]
<u>Policy 12:</u> Minimize displacement of tenants in rental apartments and mobile homes and encourage ownership of lower-cost residential units by prior renters through the regulation of condominium conversions.				Continue policy. [Policy 8]
<u>Program 12.1:</u> Regulate condominium, townhouse, and mobile home conversions and mitigate tenant displacement through the provisions of the City's Condominium Conversion Ordinance, and Government Code, Section 65863.7 (as to mobile homes).	As needed	City Council	Objective met—revisions not needed. Revisions to the Condominium Conversion Ordinance were prepared in 2007 to address mitigating tenant displacement, retaining at least 50 percent rentals, moving assistance, and maintaining leasehold rights for seniors,	Continue program, timing, and responsibility.

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			handicapped, and low income families who have occupied a unit for at least 24 months. The revisions were put on hold due to no more demand for condo conversions.	[Program 8.1]
<p><u>Program 12.2:</u> Deny conversion of apartment units to condominiums if the percentage of multiple-family units available for rent, city-wide, is below 50 percent.</p>	As needed	City Council	Objective met—revisions not needed. See above.	Continue program, timing, and responsibility. [Program 8.2]
<p><u>Program 12.3:</u> Require moving assistance and other means to minimize hardship of persons displaced by condominium and mobile home conversions.</p>	As needed	City Council	Objective met—revisions not needed. See above.	Delete program. Program is addressed in new program 12.5.
<p><u>Program 12.4:</u> Require condominium converters to maintain rental units for households with special needs, such as lifetime leases with rental caps for the disabled.</p>	As needed	City Council	Objective met—revisions not needed. See above.	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 12.4:</u> Require condominium converters to maintain rental units for households with special needs, such as lifetime leases with rental caps for persons with disabilitiesthe disabled.</p> <p>[Program 8.4]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 12.5: Review the City's Condominium Conversion Ordinance to identify desirable changes, such as potentially requiring more housing units affordable</p>

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				<p>to low- and very-low-income households and longer tenant noticing requirements, to minimize the impact and displacement of lower-income tenants.</p> <p>Add timing as follows: As needed based on market conditions</p> <p>Add responsibility as follows: City Council</p> <p>[Program 8.3]</p>
<p>GOAL 5: Encourage the production and retention of a sufficient number of moderate-, low-, and very-low-income housing units to meet Pleasanton’s needs.</p>				<p>Modify goal.</p> <p>Modify goal as follows:</p> <p>GOAL 5: Produce and retain Encourage the production and retention of a sufficient number of housing units affordable to moderate-, low-, and very-low-income households to address the City’s responsibility for meeting the needs of Pleasanton’s workforce, families, and residents, including those with special housing units to meet Pleasanton’s needs.</p> <p>[GOAL 5]</p>
<p>GOAL 6: Promote the production of affordable housing by actively working with and creating incentives for non-profit housing developers.</p>				<p>Modify goal.</p>

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				Modify goal as follows: <u>GOAL 6:</u> Promote the production of affordable housing affordable to low- and very-low-income households by actively working with and creating incentives for non-profit housing developers. [GOAL 6]
Policy 13: Target 15 percent of the housing stock at full development to be affordable to the needs of low- and very-low-income households.				Modify policy. Target replaced with policy 16 about accommodating the City's Regional Housing Needs Allocation (RHNA). Modify policy as follows: <u>Policy 13:</u> Support the development and rehabilitation of housing affordable to low- and very-low-income households and review infrastructure needs. Target 15 percent of the housing stock at full development to be affordable to the needs of low- and very-low-income [Policy 9]
<u>Program 13.1:</u> Use the Growth Management Program to establish an annual objective for low- and very-low-income housing units through Growth Management allocations. This allocation should take into account the information contained in the Growth Management Report including housing need, job growth, jobs/housing relationship, General Plan policies, regional share allocations, and other available evaluations of need.	Annually	City Council	Objective partially met. No specific objectives for low- or very-low-income units have been established, other than by the Inclusionary Housing Ordinance. However, since 2003, the Growth Management	Modify program and timing. Continue responsibility. Modify program as follows: <u>Program 13.1:</u> Conduct a review of the Growth

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			<p>Program has imposed no constraint on development. Proposed units have not exceeded the annual allocation.</p>	<p>Management Program and amend as necessary to assure the rate of residential development is consistent with the City's current and new infrastructure capacities, including roadways, water, sewer, and facilities, etc. Use the Growth Management Program to establish an annual objective for low- and very-low-income housing units through Growth Management allocations. This allocation should take into account the information contained in the Growth Management Report including housing need, job growth, jobs/housing relationship, General Plan policies, regional share allocations, and other available evaluations of need.</p> <p>Modify timing as follows:</p> <p>Review Growth Management Program as needed Annually</p> <p>[Program 9.1]</p>
<p><u>Program 13.2</u>: Require the duration of low- and very-low-income set-aside units within apartment projects to be in perpetuity.</p>	<p>On-going</p>	<p>City Council</p>	<p>Objective met. All BMR agreements since 1999 have retained units in perpetuity.</p>	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 13.2</u>: Require the duration of low- and very-low-income set-aside units within</p>

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				<p>apartment projects to be in perpetuity.</p> <p>[Program 9.2]</p>
<p><u>Program 13.3:</u> Work with the U.S. Department of Housing and Urban Development (HUD) to maintain or replace existing HUD-subsidized units in Kottinger Place and Pleasanton Gardens.</p>	<p>Maintenance: on-going; replacement study: 2005</p>	<p>Housing Div., Housing Commission, City Council</p>	<p>In progress. In 2006, the City approved a contract with Christian Church Homes for a predevelopment analysis of the potential for increasing the number of affordable units at Kottinger Place and the possibility of combining with Pleasanton Gardens. In 2010, the City issued an RFP to identify a developer for the project.</p>	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 13.3:</u> Work with the U.S. Department of Housing and Urban Development (HUD) to maintain <u>rehabilitate or reconstruct</u> or replace existing HUD-subsidized units in Kottinger Place and Pleasanton Gardens.</p> <p>Modify timing as follows:</p> <p>Maintenance: on-going; replacement study: <u>on-going 2005</u></p> <p>[Program 9.3]</p>
<p><u>Program 13.4:</u> Seek State and Federal assistance for the development of housing to meet low- and very-low-income housing needs. Potential sources may include the HUD Section 202 and 811 programs (for senior and disabled housing), the state HELP and CHFA programs, state/federal lower income housing tax credits, and bond financing. The timing of application will depend upon the schedule for specific projects proposed by individual developers in as much as the City does not currently own any land for affordable housing development. If the City is successful in securing an open source of funding for affordable housing, such as state HELP funds, the availability of these funds will be promoted through the City's web site, in local newspapers, and through posting at public places</p>	<p>On-going: dependent on specific development proposals.</p>	<p>Housing Division</p>	<p>Objective met. Assistance from these programs has been used for the Parkview assisted living project and housing rehabilitation.</p>	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 13.4:</u> Seek State and Federal assistance for the development of housing to meet <u>the housing needs of households with</u> low- and very-low-income s-housing</p>

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subject to normal procedures.				<p>needs. Potential sources may include the HUD Section 202 and 811 programs (for senior housing and housing for persons with disabilities/disabled housing), the Sstate HELP and CHFA programs, Sstate/Ffederal lower-income housing tax credits, and bond financing. The timing of application will depend upon the schedule for specific projects proposed by individual developers in as much as the City does not currently own any land for development of housing affordable to low- and very-low-income households affordable housing development. If the City is successful in securing an open source of funding for housing affordable to low- and very-low-income households affordable housing, such as sState HELP funds, the availability of these funds will be promoted through the City's web site, in local newspapers, and through posting at public places subject to normal procedures.</p> <p>[Program 9.4]</p>
<p><u>Program 13.5</u>: Reserve sufficient numbers of housing units per year through the Growth Management Program to meet City objectives for owner-occupied and rental housing developments which provide at least 25 percent low- and very-low-income units.</p>	On-going	City Council	Objective partially met. The Growth Management Program has not been a constraint to development in recent years	<p>Delete program. Replaced with policy 16 about accommodating RHNA. Program 34.7 requires a</p>

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			since development proposals have not exceeded the annual limit on new residential units.	review of the Growth Management Program.
<p><u>Program 13.6:</u> Provide incentives such as reduced development fees, assistance in public improvements, priority in permit processing, increased density, altered site-development standards, mortgage revenue bonds, affordable-housing competition, and other creative incentives to encourage the development of very-low, low-, and moderate-income housing. A priority will be placed on projects that provide the largest number of units at the greatest level of affordability. The availability of incentives is incorporated in the City's Inclusionary Zoning Ordinance, but for specific projects, will also be promoted through the City's web site, in local newspapers, and through posting at public places subject to normal procedures.</p>	On-going	City Council	<p>Objective met. Since 1999, the City has expended over \$13m in fee waivers and subsidies to projects including BMR units (or an average of approximately \$30,000 per affordable unit). In addition, over \$5m in Lower Income Housing Fees were waived. The PUD designation allows increases in density for affordable housing and flexibility in site development standards. For example, the Silverstone condo development was approved in 2006 with 8 units above the mid-point density to allow for development of income-restricted units and "affordable by design" units.</p>	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 13.6:</u> Provide incentives such as reduced development fees, assistance in public improvements, priority in permit processing, increased density, altered site-development standards, mortgage revenue bonds, affordable-housing competition, and other creative incentives to encourage the development of <u>housing affordable to moderate-, low-, and very-low-, low-, and moderate-income households</u> housing. A priority will be placed on projects that provide the largest number of units at the greatest level of affordability. The availability of incentives is incorporated in the City's Inclusionary Zoning Ordinance, but for specific projects, will also be promoted through the City's web site, in local newspapers, and through posting at public places subject to normal procedures.</p>

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<p><u>Program 13.7:</u> Seek alternative, non-traditional means suited to the community to fill very-low-, low-, and moderate-income housing needs, and to preserve the affordability of assisted-housing units.</p>	On-going	Planning Dept., Housing Div.	Objective met. A 105-bed assisted living facility (Parkview) with 9 beds affordable to seniors with 25% AMI and 22 beds for seniors with 50% AMI was opened in 2007.	<p>[Program 9.5]</p> <p>Modify program and responsibility. Continue timing.</p> <p>Modify program as follows: <u>Program 13.7:</u> Seek alternative, non-traditional means suited to the community to fill the housing needs of households with very-low-, low-, and moderate-incomes housing needs, and to preserve the affordability of assisted-housing units.</p> <p>Modify responsibility as follows: Planning Division Dept., Housing Div.</p> <p>[Program 9.6]</p>
<p><u>Program 13.8:</u> Target a minimum of 25 percent of all new housing to be affordable to low- and very-low-income households.</p>	Annually	City Council	Objective partially met. On November 7, 2000, the City Council adopted an Inclusionary Housing Ordinance requiring 15 percent of the total number of units of all new multi-family residential projects containing 15 or more units to be affordable to very-low- and low-income households and 20 percent of the total number of units of all new single-family residential projects of 15 or more units to be affordable to very-low- and low-income households.	<p>Delete program. Replaced with policy 16 about accommodating RHNA.</p>

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			Projects not providing affordable units pay into the City's Lower Income Housing Fund.	
<p><u>Policy 14:</u> Give greater priority to providing housing which is at the low end of the low-income range (50 to 80 percent of median income).</p>				<p>Modify policy.</p> <p>Modify policy as follows: <u>Policy 14:</u> Give greater priority to providing housing which is <u>affordable to households</u> at the low end of the low-income range (50 to 80 percent of median income).</p> <p>[Policy 10]</p>
<p><u>Policy 15:</u> Target a minimum of 20 percent of all new housing needs to be affordable to moderate-income households.</p>				<p>Delete policy. Replaced with policy 16 about accommodating RHNA.</p>
<p><u>Program 15.1:</u> Use the Growth Management Program to establish an annual objective for moderate-income housing units through Growth Management allocations. This allocation should take into account the information contained in the Growth Management Report including housing need, job growth, jobs/housing relationship, General Plan policies, regional share allocations, and other available evaluations of housing need.</p>	Annually	City Council	<p>Objective partially met. No specific objectives for moderate income units have been established through the Growth Management Program. However, because of the lower level of development activity during the past few years, the Growth Management Program has not acted as a constraint on development, and could accommodate growth consistent with the City's Regional Housing Needs Determination.</p>	<p>Delete program. Replaced with policy 16 about accommodating RHNA. Program 34.7 requires a review of the Growth Management Program.</p>
<p><u>Program 15.2:</u> Continue to provide within each year's Growth Management allocation projects fulfilling the moderate-income housing objective established above.</p>	Annually	City Council	<p>Objective partially met. See above.</p>	<p>Delete program. Replaced with policy 16 about accommodating RHNA. Program 34.7 requires a review of the Growth Management Program.</p>
<p><u>Policy 16:</u> Strive toward meeting Pleasanton's share of regional housing</p>				<p>Continue policy.</p>

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needs, as defined by the Regional Housing Needs Determination (RHND).				[Policy 11]
<p><u>Program 16.1:</u> Designate sufficient land at appropriate densities to meet local and regional housing needs.</p>	Annually	City Council	<p>In progress. The City completed a General Plan Update in 2009 which identified additional land for multifamily residential/mixed uses (e.g., East Pleasanton Specific Plan Area, Hacienda Business Park, by the West Dublin/Pleasanton BART). A more specific site inventory is being developed as part of the current Housing Element Update.</p>	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p>Program 16.1: Complete any and all rezoning and General Plan amendments necessary to accommodate the City's full RHNA allocation for the fourth housing element revision planning period, as assigned to City by ABAG in or about May 2008. Of the total RHNA (comprising 3,277 total units, including 1,076 very-low-income units, 728 low-income units, 720 moderate-income units, and 753 above-moderate-income units) the unaccommodated portion consists of 539 very-low-income units, 1,122 low-income units, and 331 moderate-income units, requiring rezoning of 55 acres at 30 units/acre, and 14 acres at 23 units/acre.</p> <p>Modify timing as follows:</p> <p>Prior to or concurrent with adoption of 2011 Housing Element Update-Annually</p> <p>[Program 11.1]</p>
<u>Program 16.2:</u> Attempt to rehabilitate five affordable ownership-housing	Annually; on-	Housing	Objective partially met. The City	Modify program and timing.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p>units identified as having major building code violations each year between 2001 and 2006, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 2006. Single-family homes will be identified through the City's Housing Rehabilitation Program which already has in place an outreach program. The City will survey existing apartment complexes, including working with local non-profit housing development agencies, to ascertain the need for rehabilitation. Owners of identified complexes will be contacted and made aware of the availability of rehabilitation assistance.</p>	<p>going beginning in 2001</p>	<p>Division</p>	<p>has generally met the annual goal for major rehab of ownership homes through its Housing Rehabilitation Program with an average of 2-4 homes per year. Demand has decreased recently as many owners are reluctant to assume debt even if deferred. In 2006, the City hired a consultant (Neighborhood Solutions) to identify any rental complexes in need of rehabilitation. The consultant was not been able to identify an apartment complex for rehabilitation due to the lack of interested owners and the generally good condition of older rental complexes in Pleasanton. The City is ready and willing to utilize this component of the Housing Rehabilitation Program should an opportunity present itself.</p>	<p>Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 16.2:</u> Attempt to rehabilitate five affordable ownership-housing units affordable to low- and very-low-income households identified as having major building code violations each year between 20072001 and 20142006, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 20142006. Single-family homes will be identified through the City's Housing Rehabilitation Program which already has in place an outreach program. The City will survey existing apartment complexes, including working with local non-profit housing development agencies, to ascertain the need for rehabilitation. Owners of identified complexes will be contacted and made aware of the availability of rehabilitation assistance.</p> <p>Modify timing as follows:</p> <p>Annually; on-going beginning in-2001</p> <p>[Program 11.2]</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p><u>Program 16.3:</u> Strive to construct, rehabilitate, and conserve the City's regional share of housing within the constraints of available infrastructure, traffic, air quality, and financial limits, by the conclusion of the current Regional Housing Needs Determination period - June 30, 2006.</p>	1999-2006	City Council	<p>Objective partially met. In the reporting period (January 1, 1999 to June 30, 2009) residential new construction has included:</p> <ul style="list-style-type: none"> • Above moderate: 2,003 • Moderate: 684 • Low income: 270 • Very low income: 89 <p>In addition 105 units were constructed at the Parkview assisted living facility project for elderly. None of the above-mentioned units were achieved through rehabilitation with regulatory agreements, although the City continues to consider future opportunities.</p>	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 16.3:</u> Strive to construct, rehabilitate, and conserve the City's regional share of housing within the constraints of available infrastructure, traffic, air quality, and financial limits, by the conclusion of the current Regional Housing Needs Determination period - in 2014 June 30, 2006.</p> <p>Modify timing as follows:</p> <p>By 2014 1999-2006</p> <p>[Program 11.3]</p>
<p><u>Program 16.4:</u> In order to increase affordability, encourage innovation in housing design, local regulations, and construction consistent with Pleasanton's heritage and community character.</p>	On-going	Planning Department	<p>Objective met. In addition to implementing the requirements of the Inclusionary Zoning Ordinance, the City has encouraged and required the incorporation of units that are "affordable by design" in projects such as the Silverstone condo project on Vineyard Avenue. The City also started a "Solar Affordable Housing Program" in 2004 to enhance affordability for existing low-income home owners by making available low-cost solar electric systems with free technical assistance and volunteer labor.</p>	<p>Continue program and timing. Modify responsibility.</p> <p>Modify responsibility as follows:</p> <p>Planning Division Department</p> <p>[Program 11.4]</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p><u>Program 16.5:</u> Work with employers to develop partnerships for participating in programs to make housing affordable to their workers.</p>	On-going	Housing Division	<p>Objective met. The City partnered with its Tri-Valley neighbor cities to create the Tri-Valley Housing Opportunity Center (TVHOC) which offers housing counseling, homebuyer education classes, information about City programs, foreclosure assistance, and credit and debt counseling. The TVHOC opened in September 2005 and served over 600 clients in its first year, 30 of whom were able to purchase homes in the area. A key component of the Center's business plan is the establishment of employer-assisted housing programs to enhance housing opportunities for local workers.</p>	<p>Continue program, timing, and responsibility.</p> <p>[Program 11.5]</p>
<p><u>Policy 17:</u> Give priority for affordable housing opportunities to households with persons that live and work in Pleasanton.</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p><u>Policy 17:</u> Give priority for affordable housing opportunities to <u>low- and very-low-income</u> households with persons that live and work in Pleasanton.</p> <p>[Policy 12]</p>
<p>GOAL 7: Preserve and/or replace assisted rental apartment housing which is at risk of changing to market-rate housing.</p>				<p>Continue goal.</p> <p>[GOAL 7]</p>
<p>GOAL 8: Assist tenants of at-risk units by either retaining those units as affordable for their income category or by finding new housing for them that is affordable.</p>				<p>Continue goal.</p> <p>Modify goal as follows:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>GOAL 8: Assist tenant occupants of at-risk units by either retaining those units as affordable for their income category or by finding new housing for them that is affordable to low- and very-low-income households.</p> <p>[GOAL 8]</p>
<p>Policy 18: Preserve for the longest term feasible, preferably in perpetuity, and strive to replace the 132 low-income assisted-housing units which are at risk of changing to market-rate housing by the year 2006.</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p>Policy 18: Preserve for the longest term feasible, restricted units affordable to low- and very-low-income households preferably in perpetuity, and strive to replace the 132 low-income assisted housing units which are at risk of changing to market-rate housing by the year 2006.</p> <p>[Policy 13]</p>
<p>Program 18.1: Monitor at-risk assisted projects which become eligible to terminate affordable controls, and provide technical assistance to tenant organizations which may be interested in purchasing the units.</p>	On-going	Housing Division	<p>Objective met. City monitored at-risk assisted projects until the last one expired in 2007, working through a Mayor's Task Force and meeting with project owners. In all, three projects expired since 2003 as a result of owners being unwilling to extend BMR agreements. This resulted in a loss of 117 BMR units. All remaining BMR projects have restrictions that apply in</p>	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p>Program 18.1: Preserve for the longest term feasible, rent restricted assisted projects affordable to low- and very-low-income households, and provide assistance to retain below-market rate rent</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			perpetuity.	<p>restrictions. Monitor at-risk assisted projects which become eligible to terminate affordable controls, and provide technical assistance to tenant organizations which may be interested in purchasing the units.</p> <p>[Program 13.1]</p>
<p><u>Program 18.2:</u> Assist in the identification of potential purchasers of at-risk units such as resident councils, the City, other public agencies, and non-profit organizations.</p>	As needed	Housing Division	Objective met. See above.	<p>Continue program, timing, and responsibility.</p> <p>[Program 13.2]</p>
<p><u>Program 18.3:</u> Provide grants or direct technical assistance where appropriate to management groups and non-profit organizations capable of acquiring and managing at-risk projects.</p>	As needed	City Council, Housing Div.	Objective met. See above; the City remains available and willing to offer this assistance.	<p>Modify program. Continue timing, and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 18.3:</u> Provide grants or direct technical assistance where appropriate to for-profit management groups and non-profit organizations capable of acquiring and managing at-risk projects.</p> <p>[Program 13.3]</p>
<p><u>Program 18.4:</u> Where preservation of assisted units is not possible, minimize the displacement and inconvenience of tenants by assisting in negotiations with the owners regarding anti-displacement policy or relocation mitigation, where appropriate. In order to encourage the retention of affordable housing, the City should start working with apartment owners 18 months to two years prior to the expiration of the below-market-rate housing contract. If the City is not successful in retaining the units as below-market-rate housing, the City should begin working with the affected tenant at least one year prior to the term expiration to facilitate the tenant's transition from below-market-rate to market-rate housing or to locate for the tenant other below-market-rate</p>	Two years prior to expiration of contract	Housing Division	Objective partially met. Despite the efforts of a task force led by Pleasanton's mayor, the City was unsuccessful in its efforts to negotiate extensions to three below-market regulatory agreements which subsequently expired in 2003, 2004, and 2005 (involving 117 below-market rental units). However, the City was able to negotiate enhanced	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 18.4:</u> Where preservation of assisted units is not possible, minimize the displacement and inconvenience of tenants by assisting in negotiations with</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
housing.			<p>protections for the affected tenants (for example, most owners agreed to continue accepting below-market rents for one year after the termination of their agreements).</p> <p>In 2006, the City initiated changes to its Condominium Conversion Ordinance to incorporate an inclusionary requirement (consistent with the Inclusionary Zoning Ordinance) and to update protections for tenants who are subject to displacement. The revisions were put on hold due to no more demand for condo conversions.</p>	<p>the owners regarding anti-displacement policy or relocation mitigation, where appropriate. In order to encourage the retention of affordable affordable to low- and very-low-income households, the City should start working with apartment owners 18 months to two years prior to the expiration of the below-market-rate housing contract. If the City is not successful in retaining the units as below-market-rate housing, the City should will begin working with the affected tenant at least one year prior to the term expiration to facilitate the tenant's transition from below-market-rate to market-rate housing or to locate for the tenant other below-market-rate housing.</p> <p>[Program 13.4]</p>
<p><u>Program 18.5:</u> Strive to develop additional joint-venture very-low- and low-income housing projects with other public agencies and non-profit organizations by the year 2005 to replace potentially lost assisted units elsewhere in the City.</p>	2002-2005	Housing Div., City Council	<p>Objective met. The City worked with BRIDGE Housing Corporation during this period to develop a 105-unit assisted living facility (The Parkview) which includes 31 units for very-low and extremely-low-income seniors. The project opened in 2007. In 2006, the City began an analysis for redeveloping Kottinger Place and Pleasanton</p>	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 18.5:</u> Strive to develop additional joint-venture housing projects affordable to low- and very-low-and low-income households housing projects</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			Gardens with a goal of potentially doubling the number of affordable units on those adjacent properties.	with other public agencies and non-profit organizations by the year 2005 to replace potentially lost assisted units elsewhere in the City. Modify timing as follows: <u>On-going 2002-2005</u> [Program 13.5]
<u>Program 18.6:</u> Structure future rent-restriction contract agreements to allow the City the opportunity to purchase or subsidize assisted units at the conclusion of the rent-restriction period.	As needed	Housing Commission, City Council	Objective met. Rent restricted projects approved since 1999 have required units to remain affordable in perpetuity.	Continue program, timing, and responsibility. [Program 13.6]
<u>Program 18.7:</u> Structure future rent-restriction contract agreements for all new assisted projects with limited or no time restrictions to minimize the displacement of tenants.	On-going	Housing Commission, City Council	Objective met. See above.	Continue program, timing, and responsibility. [Program 13.7]
<u>Program 18.8:</u> Provide rehabilitation funds where appropriate for apartment complexes in exchange for extended or perpetual assisted-housing time periods.	On-going	City Council	Objective partially met. City has not yet found a willing owner.	Continue program, timing, and responsibility. [Program 13.8]
<u>Program 18.9:</u> Issue bonds or provide other funding where appropriate to reduce apartment complex mortgage rates in exchange for extended or perpetual assisted-housing time periods.	On-going	City Council, Finance Dept.	Objective met. The Gardens at Ironwood senior apartments and Greenbriar apartments were financed under this program.	Continue program, timing, and responsibility. [Program 13.9]
GOAL 9: Process affordable housing proposals and use available City programs and incentives so as to promote and facilitate the housing affordability.				Modify goal. Modify goal as follows: <u>GOAL 9: Process affordable housing proposals affordable to low- and very-low-income households and use available City programs and incentives so as to promote and facilitate the housing affordability for low- and very-low-income</u>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				households. [GOAL 9]
GOAL 10: Remove unnecessary governmental constraints to the provision of housing and public services and facilities.				Modify goal. Modify goal as follows: GOAL 10: Remove unnecessary governmental constraints to the provision of housing affordable to low- and very-low-income households and associated public services and facilities. [GOAL 10]
Policy 19: Make appropriate modifications to the Land Use Element of the General Plan, Zoning Ordinance, and other City ordinances, programs, and policies to facilitate the provision of housing, especially housing affordable to moderate-, low-, and very-low-income households.				Continue policy. [Policy 14]
Program 19.1: Within one year of adoption of the Housing Element, complete land use studies to identify for conversion as many of the sites identified in Table IV-6 from non-residential to high density residential use as are necessary at appropriate densities (for example, approximately 30 acres at 30 units per acre or 40 acres at 20 units per acre) to meet the City's regional housing needs goal. Follow through with appropriate modifications to the Land Use Element and rezonings as soon as possible, but no later than June 2004, so that implementation can occur within the planning period.	2003	Planning Dept., Planning Commission, City Council	In progress. In 2010, Staples Ranch (site #1 in Table IV-6) was rezoned and a PUD was approved which allows 635 independent senior housing units. An affordable agreement was approved as part of this project. On October 19, 2010, three sites in Hacienda Business Park (WP Carey, BRE, and Roche) were rezoned for high density housing. A more specific site inventory map is being developed as part of the current Housing Element update.	Delete program. Land use studies will be complete and rezoning will occur prior to or concurrently with adoption of the updated Housing Element.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p><u>Program 19.2:</u> The land use studies on designated unincorporated sites with potential for land use changes to residential will be conducted as follows:</p> <ol style="list-style-type: none"> 1. Study each site for its potential and desirability for residential development considering both the City's needs for additional land for housing and constraints such as traffic, land use compatibility with adjacent properties and uses, and environmental issues such as soil contamination. 2. Sites identified for potential residential use will be re-designated for such on the General Plan and pre-zoned to a residential zoning district. The City will work with the Local Agency Formation Commission (LAFCO) regarding annexation. 3. Sites will be annexed to the City of Pleasanton, either as part of a development plan or separately. 	2003	Planning Dept., Planning Commission, City Council	In progress. Staples Ranch has been studied, rezoned, and approved for 635 new senior units and an affordable housing agreement was approved as part of this project. In January 2011, the property was annexed.	Delete program. All sites under consideration for rezoning to high density residential within the current planning period are within incorporated Pleasanton.
<p>Program 19.3: Fund the infrastructure improvements contained in the Public Facilities Element to accommodate projected housing growth.</p>	Annually	City Council	Objective met. The City's infrastructure improvements are funded through the City's CIP program and by new development needing the improvements. During the reporting period, several infrastructure improvements were funded including the extension of Valley Avenue to accommodate the Greenbriar apartments, and the restriping of Busch Road to accommodate the Gardens senior apartments at Ironwood.	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p>Program 19.3: Fund Identify a funding mechanism for the infrastructure improvements contained in the General Plan Public Facilities Element to accommodate projected housing growth.</p> <p>[Program 14.1]</p>
<p><u>Program 19.4:</u> Waive City fees for very-low- and low-income housing developments.</p>	On-going	City Council	Objective met. Since 2003, the City has waived a total of approximately \$4m in fees for three affordable projects.	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p>Program 19.4: Waive City fees for housing developments affordable to low- and very-low-income</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				households, very low- and low-income housing developments. [Program 14.2]
<p><u>Program 19.5:</u> Examine the relationship between housing fees and housing unit size and, depending on the outcome of that study, consider reducing development fees for smaller residential dwelling units in order to attract smaller, moderate-priced housing.</p>	2002	Housing Div., Housing Commission, City Council	Objective met. A housing impact fee study completed in 2003 resulted in the reduction of fees for small single family homes (1,500 s.f. or smaller).	Delete program. Study and implementation are complete.
<p><u>Program 19.6:</u> Expedite the development review process for very- low-, low-, and moderate-income housing proposals.</p>	On-going	Planning Dept.	Objective met. Has been done as required.	Modify program and responsibility. Continue timing. Modify program as follows: <u>Program 19.6:</u> Expedite the development review process for housing proposals affordable to moderate-, low-, and very-low-income households, very low-, low-, and moderate-income housing proposals. Modify responsibility as follows: Planning Division Dept. [Program 14.3]
<p><u>Program 19.7:</u> Advocate changes in Federal and State legislation to provide incentives for the development of affordable housing and to overcome barriers to affordable housing.</p>	2003-2004	Housing Commission, City Council	In progress. There have not been any active legislative efforts during this time period in which the City could participate. However, the City remains committed to supporting future legislative efforts that would provide incentives for affordable	Modify program and timing. Continue responsibility. Modify program as follows: <u>Program 19.7:</u> Advocate changes in Federal and State legislation to provide

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			housing.	<p>incentives for the development of housing affordable to low- and very-low-income households and affordable housing and to overcome barriers to housing affordable to low- and very-low-income households. affordable housing.</p> <p>Modify timing as follows:</p> <p>On-going 2003-2004</p> <p>[Program 14.4]</p>
<p><u>Program 19.8</u>: Support state legislative reform to improve the fair- share housing process and provide financial and other incentives to strengthen local jurisdictions’ abilities to meet their fair-share responsibilities.</p>	2002-2003	Housing Commission, City Council	Objective met. City staff has participated actively with Pleasanton’s mayor on committees to review and reform the regional fair share allocation process including the consideration of subregional allocations. These efforts are on-going.	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 19.8</u>: Support sState legislative reform to improve the fair–share housing process and provide financial and other incentives to strengthen local jurisdictions’ abilities to meet their fair-share responsibilities.</p> <p>Modify timing as follows:</p> <p>On-going 2002-2003</p> <p>[Program 14.5]</p>
				Add program, timing, and responsibility.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>Add program as follows:</p> <p>Program 19.9: Assess the level of effort to overcome infrastructure constraints to housing affordable to low- and very-low-income households on a periodic basis.</p> <p>Add timing as follows:</p> <p>As needed, or in conjunction with the Housing Element Update.</p> <p>Add responsibility as follows:</p> <p>Housing Division</p> <p>[Program 14.6]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 19.10: Assess future sewer infrastructure needs, including sewer infrastructure upgrades and facilities to accommodate future RHNA cycles in the region.</p> <p>Add timing as follows:</p> <p>2011-2012</p> <p>Add responsibility as follows:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				Operation Services Department, Housing Division, City Council [Program 14.7]
				Add program, timing, and responsibility. Add program as follows: Program 19.11: Work with non-profit and for-profit housing developers, service providers, Pleasanton employers, the Pleasanton Unified School District, and urban planning specialists to develop new programs and incentives for meeting the full range of Pleasanton's future affordable housing needs. Add timing as follows: On-going Add responsibility as follows: Housing Division [Program 14.8]
				Add program, timing, and responsibility. Add program as follows: Program 19.12: As required by State law, the City will review the status of Housing

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>Element programs by April of each year, beginning April 2011. The review will cover the status of implementing actions, accomplishments, and a review of housing sites identified in the Housing Element. In particular, the annual review will cover development assumptions and actual development activity on sites by assessing projected development potential compared to actual development approval and construction. This will also include residential units anticipated on mixed use zoned sites. The intent of the annual review is to maintain adequate sites during the Housing Element planning period.</p> <p>Add timing as follows:</p> <p>On-going</p> <p>Add responsibility as follows:</p> <p>Housing Division, Housing Commission, Planning Division, Planning Commission, City Council</p> <p>[Program 14.9]</p>
<p>Policy 20: Educate the public regarding Pleasanton's affordable housing program. This program should identify existing affordable housing developments, residents, and those who would qualify for residency, and</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p>should explain the mechanics of creating affordable housing proposals.</p>				<p><u>Policy 20</u>: Educate the public regarding the community, environmental, and economic benefits of Pleasanton's affordable housing program. Pleasanton's affordable housing program. This program should identify existing affordable housing developments, residents, and those who would qualify for residency, and should explain the mechanics of creating affordable housing proposals.</p> <p>[Policy 15]</p>
<p><u>Program 20.1</u>: Develop housing education programs available on the City's website, on the local cable channels, on video, and through City publications and mailings.</p>	<p>2003-2004</p>	<p>Housing Div., Housing Commission</p>	<p>Objective partially met. The City provides a wide scope of information on affordable housing through its Internet web site. In addition, the City was a key partner in the establishment of the Tri-Valley Housing Opportunity Center (TVHOC) which opened in 2005 and provides free home buyer training and financial counseling to Tri-Valley residents. The City has hosted annual housing events in collaboration with the TVHOC and neighbor cities (e.g., in August and November 2010, the City collaborated with Housing and Economic Rights Advocates [HERA] to hold foreclosure assistance workshops for homeowners).</p>	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 20.1</u>: Continue Develop housing education programs available on the City's website, on the local cable channels, at other public venues on video, and through City publications and mailings, and through partnerships with regional organizations.</p> <p>Modify timing as follows:</p> <p>On-going 2003-2004</p> <p>[Program 15.1]</p>
				<p>Add program, timing, and</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>responsibility.</p> <p>Add program as follows:</p> <p>Program 20.2: Coordinate public information with surrounding communities to provide up-to-date listings of opportunities for regional affordable housing and programs for low- and very-low-income households.</p> <p>Add timing as follows:</p> <p>On-going</p> <p>Add responsibility as follows:</p> <p>Housing Division</p> <p>[Program 15.2]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 20.3: Develop incentive/revitalization programs for neighborhoods to encourage the identification of and support for affordable housing opportunities.</p> <p>Add timing as follows:</p> <p>2011-2014</p> <p>Add responsibility as follows:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				Housing Division, Housing Commission, City Council [Program 15.3]
<p><u>Policy 21</u>: Ensure compliance with the Inclusionary Zoning Ordinance by requiring each residential and non-residential development to which the Ordinance applies to include its pro-rata share of very-low- and low-income housing needs or, if the Ordinance criteria are met, to contribute an in-lieu fee to the lower-income housing fund to facilitate the construction of very-low- and low-income housing. It is strongly encouraged that the Inclusionary Zoning Ordinance requirements be met by building housing affordable to low- and very-low-income households.</p>				Modify policy. Modify policy as follows: <u>Policy 21</u> : Ensure compliance with the Inclusionary Zoning Ordinance by requiring each residential and non-residential development to which the Ordinance applies to include its pro-rata share of housing needs for low- and very-low-income households or, very-low- and low-income housing needs or , if the Ordinance criteria are met, to contribute an in-lieu fee to the lower-income housing fund to facilitate the construction of housing affordable to low- and very-low-income households, very-low- and low-income housing . It is strongly encouraged that the Inclusionary Zoning Ordinance requirements be met by building housing affordable to low- and very-low-income households. [Policy 16]
<p><u>Program 21.1</u>: Monitor the results of the Inclusionary Zoning Ordinance annually to determine if developers are primarily building new low- and very-low-income housing units instead of paying in-lieu fees for new</p>	Annually/On-going	Housing Div., Housing Commission,	Objective met. The City participated in several regional surveys related to the	Modify program. Continue timing and responsibility.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p>developments. If it is determined by the City Council, upon recommendation by the Housing Commission, that the Inclusionary Zoning Ordinance is not producing sufficient low- and very-low-income housing, consider modifying the Ordinance so that it can better achieve that objective.</p>		City Council	<p>performance of its inclusionary policies (e.g., NPIH). Although the low overall rate of residential construction in Pleasanton has made the results of the City's inclusionary efforts difficult to assess and measure, the City has made minor changes to several policies to enhance production (e.g., incorporation of a lower in-lieu fee rate for smaller single family units to encourage "affordable by design" homes).</p>	<p>Modify program as follows:</p> <p><u>Program 21.1:</u> Monitor the results of the Inclusionary Zoning Ordinance annually to determine if developers are primarily building new housing units affordable to low- and very-low-income households housing units instead of paying in-lieu fees for new developments. If it is determined by the City Council, upon recommendation by the Housing Commission, that the Inclusionary Zoning Ordinance is not producing sufficient housing affordable to low- and very-low-income householdshousing, consider modifying the Ordinance so that it can better achieve that objective.</p> <p>[Program 16.1]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p><u>Program 21.2: Review the City's Inclusionary Zoning Ordinance</u> <u>-for consistency with the Housing Element and other City affordable housing programs:</u> <u>-to identify incentives for non-</u></p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>profit housing developers and other housing developers to construct projects including three bedroom units for large households; -to determine if it is appropriate to increase the percentage of affordability to support housing affordable to low- and very-low-income households.</p> <p>Add timing as follows: 2011-2014</p> <p>Add responsibility as follows: Housing Division, Housing Commission, City Council</p> <p>[Program 16.2]</p>
<p>Policy 22: Use the lower-income-housing fee to generate funds for the provision of very-low- and low-income housing. The low-income housing fund should be used primarily to leverage State and Federal funds in the development of very-low- and low-income housing and in-housing loan programs, so that the fund may be used most efficiently and maintained over time.</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p>Policy 22: Use the lower-income-housing fee to generate funds for the provision of housing affordable to low- and very-low-income households. very-low- and low-income housing. The low-income housing fund should be used primarily to leverage State and Federal funds in the development of housing affordable to low- and very-low-income</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>householdsvery-low-and-low-income housing and in-houseing loan programs, so that the fund may be used most efficiently and maintained over time. When considering allocation of these funds, priority will be given to non-profit housing developers with a project including three bedroom units affordable to large low- and very-low-income households.</p> <p>[Policy 17]</p>
<p><u>Program 22.1:</u> Review and modify the lower-income-housing fee annually in conformance with AB 1600, and consider changing the basis of the fee to reflect the true cost of providing housing.</p>	2002/Annually	Finance Dept., Housing Div., Housing Commission, City Council	Objective met. This is done annually on January 1.	<p>Continue program and responsibility. Modify timing.</p> <p>Modify timing as follows:</p> <p>2002/Annually</p> <p>[Program 17.1]</p>
<p><u>Program 22.2:</u> Exempt all low- and very-low-income housing units from the low-income housing fee.</p>	On-going	Housing Commission, City Council	Objective met. These units are exempted.	<p>Modify program. Continue timing and responsibility. Modify program as follows:</p> <p><u>Program 22.2:</u> Exempt all low-and-very-low-income housing units affordable to low- and very-low-income households from the low-income housing fee.</p> <p>[Program 17.2]</p>
<p><u>Program 22.3:</u> Use the Lower-Income Housing Fund to help build low- and very-low-income housing on City-owned land.</p>	As needed / On-going	City Council	Objective met. The City donated land valued at \$3.5m for the Parkview Assisted Living Facility project.	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p><u>Program 22.3</u>: Use the Lower-Income Housing Fund to help build housing affordable to low- and very-low-income households housing on City-owned land.</p> <p>[Program 17.3]</p>
<p><u>Program 22.4</u>: Use the Lower-Income Housing Fund to extend rent restriction agreements, purchase land, write down mortgage costs, rehabilitate units, subsidize rents, issue tax-exempt bonds, post loan collateral, pay pre-development costs, and otherwise help produce housing units affordable to lower-income households.</p>	<p>As needed / On-going</p>	<p>City Council</p>	<p>Objective met. The City used many of these techniques during the program period to facilitate the production of affordable units (e.g., establishment of a down payment assistance program, pre-development and constructions loans for affordable housing projects, City payment of fees on behalf of developers, etc.).</p>	<p>Continue program, timing, and responsibility.</p> <p>[Program 17.4]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p><u>Program 22.5</u>: When considering how to utilize the City's Lower-Income Housing Fund, consider whether a proposal with a non-profit housing developer and a for-profit housing developer partnership should be a higher priority project due to its ability to potentially secure better funding and be developed.</p> <p>Add timing as follows:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				On-going Add responsibility as follows: Housing Division, Housing Commission, City Council [Program 17.5]
<u>Policy 23:</u> Encourage the use of density bonuses for housing which is affordable to moderate-, low-, and very-low-income households.				Continue policy. [Policy 18]
<u>Policy 24:</u> Require owners of rental units who receive financial support from the City to accept Section 8 certificates/vouchers and/or Project Based Section 8 in their developments.				Continue policy. [Policy 19]
<u>Policy 25:</u> Work with the Alameda County Housing Authority and other agencies to maintain funding for Section 8 and other Federal subsidy programs.				Continue policy. [Policy 20]
<u>Policy 26:</u> Assist in the relocation of persons displaced by public projects.				Continue policy. [Policy 21]
<u>Policy 27:</u> Encourage the development of housing units affordable to low- and very-low-income households when rezoning non-residential properties to high-density residential.				Continue policy. [Policy 22]
<u>Policy 28:</u> Use the City's lower-income housing fund as seed money for Federal and State tax credits to promote the construction of very-low- and low-income housing.				Modify policy. Modify policy as follows: <u>Policy 28:</u> Use the City's lower-income housing fund as seed money for Federal and State tax credits to promote the construction of housing affordable to low- and very-low-income low- and low-income householdshousing . [Policy 23]
<u>Policy 29:</u> Ensure that livability is considered when considering proposals for				Continue policy.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
high-density residential developments, including open space, amenities, and facilities for the intended occupants.				[Policy 24]
<p><u>Policy 30</u>: Encourage non-profit housing developments by offering incentives. Non-profit developers of very-low-, low-, and moderate-income housing shall have the highest City priority for approval. Specific City incentives to encourage such housing developments are the following:</p> <ul style="list-style-type: none"> • Priority for the Growth Management affordable-housing sub allocation; • Expedited permit processing; • Fee waivers; • Contributions from the lower-income housing fund; • Use of available City-owned land; • Density bonuses; • Waiver of amenities for projects over the mid-point of the General Plan density range; • City assistance in obtaining financing or funding; • Assistance in providing public improvements; • Consideration of reduced development standards, such as reducing the number of parking spaces; and • Mortgage revenue bonds. 				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p><u>Policy 30</u>: Encourage non-profit and joint for-profit housing developments by offering incentives. Non-profit and joint for-profit housing developers of housing affordable to moderate-, low- and very-low-income households Encourage non-profit housing developments by offering incentives. Non-profit developers of very-low-, low-, and moderate-income housing shall have the highest City priority for approval. Specific City incentives to encourage such housing developments are the following:</p> <ul style="list-style-type: none"> • Priority for the Growth Management affordable-housing sub allocation; • Expedited permit processing; • Fee waivers; • Contributions from the lower-income housing fund; • Use of available City-owned land; • Density bonuses; • Waiver of amenities for

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>projects over the mid-point of the General Plan density range;</p> <ul style="list-style-type: none"> • City assistance in obtaining financing or funding; • Assistance in providing public improvements; and • 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); and Mortgage revenue bonds. • <u>Consideration of mortgage revenue bonds.</u> <p>[Policy 25]</p>
<p><u>Program 30.1:</u> Actively solicit non-profit housing organizations to develop very-low-, low-, and moderate-income housing on available sites using lower-income-housing fees.</p>	<p>On-going</p>	<p>Housing Division</p>	<p>In progress. The City contracted with Christian Church Homes to conduct a predevelopment analysis of the potential for increasing the number of affordable units at Kottinger Place and the possibility of combining Kottinger Place with Pleasanton Gardens. The City recently issued a second RFP (focusing on non-profit housing organizations) to solicit a project</p>	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 30.1:</u> Actively <u>assist owners of property zoned or designated High-Density-Residential in soliciting non-profit housing organizations for proposals to develop housing affordable to</u></p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			developer.	<p>moderate-, low-, and very-low-income households solicit non-profit housing organizations to develop very-low-, low-, and moderate-income housing on available sites using lower-income-housing fees.</p> <p>[Program 25.1]</p>
<p><u>Program 30.2</u>: Actively support the activities of non-profit organizations that provide affordable housing, through technical assistance or other means.</p>	On-going	City Council, Housing Commission, Housing Div.	Objective met. The City allocates the majority of its annual federal CDBG and HOME grants (approximately \$275,000 and \$150,000, respectively) directly to local non-profit agencies that provide either affordable housing or related services. The federal funds have frequently been supplemented by local funds from the City's Lower Income Housing Fund and General Fund. In 2010, the City consolidated and reorganized its grant program under a new Housing and Human Services Grant (HHSG) program which draws from CDBG, HOME, General Funds, and Lower Income Housing Funds to assist projects and programs benefiting low-income residents.	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 30.2</u>: Actively support the activities of non-profit organizations that provide affordable housing <u>affordable to low- and very-low-income households</u>, through technical assistance or other means.</p> <p>[Program 25.2]</p>
<p><u>Program 30.3</u>: When land becomes available to the City, consider reserving those sites for non-profit organizations to build very-low, low-, and moderate-income housing.</p>	As needed	City Council	Objective met. The City has consistently reserved City-owned parcels with residential land use designations for non-profit housing organizations in the past (e.g., the Promenade	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 30.3</u>: When land</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			family apartments, the Parkview assisted living facility, Kottinger Place redevelopment). The City will continue to consider this policy if it acquires land in the future.	becomes available to the City, consider reserving those sites for non-profit organizations to build housing affordable to moderate-, low-, and very-low-income households very-low, low-, and moderate-income housing that include three bedroom units for large households. [Program 25.3]
<p>Policy 31: Encourage housing developments which include at least 25 percent very-low- and low-income housing units held as such in perpetuity. Such development proposals shall be considered to have the second highest priority in terms of City approval. Incentives shall include the following:</p> <ul style="list-style-type: none"> • Priority for the Growth Management affordable-housing sub-allocation for the affordable-housing component; • Expedited permit processing; • Fee waivers; • Contributions from the lower-income housing fund; • Density bonuses; • Assistance in obtaining financing; • Waiver of amenities for projects over the mid-point General Plan density; • Assistance in obtaining Federal and State tax credits through use of City resources as seed money when significant numbers of low- and very-low-income housing units are provided; • Assistance in providing public improvements; • Consideration of reduced development standards, such as reducing the number of required parking spaces; and • Mortgage revenue bonds. 				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p>Policy 31: Encourage housing developments which include with at least 25 percent of all units affordable to very-low- and/or low-income households very-low- and low-income housing units held as such in perpetuity. Such development proposals shall be considered to have the second highest priority in terms of City approval. Incentives shall include the following:</p> <ul style="list-style-type: none"> • Priority for the Growth Management affordable-housing sub-allocation for the affordable-housing component; • Expedited permit processing; • Fee waivers;

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<ul style="list-style-type: none"> • Contributions from the lower-income housing fund; • Density bonuses; • Assistance in obtaining financing; • Waiver of amenities for projects over the mid-point General Plan density; • Assistance in obtaining Federal and State tax credits through use of City resources as seed money when significant numbers of housing units affordable to low- and very-low-income households housing units are provided; • Assistance in providing public improvements; and • Consideration of reduced development standards, such as reducing the number of required parking spaces; and Mortgage revenue bonds. <p>[Policy 26]</p>
<p><u>Policy 32:</u> Strongly encourage housing developers to build small housing units. Multiple-family residential developments with units less than 800 square feet in floor area and single-family residential developments with units less than 1,200 square feet in floor area, which provide housing at moderate-income levels, shall have the third highest priority for City approval.</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p><u>Policy 32:</u> Strongly</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p>To the extent that these developments provide resale restrictions to retain the units as affordable- to moderate-income households, they may qualify for some of the incentives listed in Policy 31, at the discretion of the City Council.</p>				<p>encourage housing developers to build small <u>single-family</u> housing units, <u>including detached second units</u>. <u>Multiple-family residential developments with units less than 800 square feet in floor area and si</u>Single-family residential developments with units <u>and/or second units</u> less than 1,200 square feet in floor area, which provide housing <u>affordable to moderate-income households, at moderate income levels</u>, shall have the third highest priority for City approval. To the extent that these developments provide resale restrictions to retain the units as affordable- to moderate-income households, they may qualify for <u>some of the incentives listed in Policy 31</u>, at the discretion of the City Council.</p> <p>[Policy 27]</p>
<p>GOAL 11: Manage residential growth in an orderly fashion while enabling Pleasanton to meet its housing needs.</p>				<p>Continue goal.</p> <p>[GOAL 11]</p>
<p>GOAL 12: Retain flexibility in the growth management process in order to accommodate housing affordability.</p>				<p>Continue goal.</p> <p>[GOAL 12]</p>
<p>Policy 33: Retain flexibility in the growth management process in order to accommodate housing affordability.</p>				<p>Continue policy.</p> <p>[Policy 28]</p>
<p>Policy 34: Encourage substantial private development of affordable housing</p>				<p>Modify policy.</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
through the Growth Management Program.				Modify policy as follows: <u>Policy 34</u> : Encourage substantial private development of housing affordable housing to low- and very-low-income households through the Growth Management Program. [Policy 29]
<u>Program 34.1</u> : Use the City's Growth Management Program to regulate residential growth so that the City is able to issue residential building permits for developments which include 25 percent or more very-low- or low-income housing units plus up to 650 residential building permits per year for the other categories of housing projects, for a total of up to 750 units per year. The annual allocation should be based on a periodic assessment of housing needs, employment growth, the availability of infrastructure, and the City's ability to provide public services.	Annually	City Council	Objective partially met. The current 350-unit/year allocation has exceeded development requests and therefore has not imposed a constraint on affordable housing.	Delete program. Program is addressed in programs 13.1 and 34.7, and policy 16. Annual allocation is out-of-date and is decided by the City Council as part of its Growth Management Program review process.
<u>Program 34.2</u> : Use the Growth Management Program to establish an annual objective for housing units within each income category as part of the City's growth management allocations. This allocation should take into account the information contained in the Growth Management Report, including housing need, job growth, jobs/housing relationship, General Plan policies, regional share allocations, etc.	Annually	City Council	Objective partially met. No annual objectives have been established. However, as noted above, the current allocation has not constrained housing development.	Delete program. Replaced with programs 13.1 and 34.7 and policy 16.
<u>Program 34.3</u> : Grant priority within each year's Growth Management allocation to those projects fulfilling the income category housing objectives established above.	Annually	City Council	Objective partially met. This has not been necessary given the lower than anticipated level of residential growth. In addition, the Growth Management Program includes a suballocation for affordable units which can be accumulated over several years. Thus, the Growth Management Program has not acted as a constraint on the production of affordable housing.	Delete program. Replaced with programs 13.1 and 34.7 and policy 16.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<u>Program 34.4:</u> Use the Growth Management Program to ensure that residential development does not occur unless adequate infrastructure is present to ensure that the City's quality of life and level of services are maintained.	Annually	City Council	In progress.	Delete program. Replaced with programs 13.1 and 34.7.
<u>Program 34.5:</u> Amend the Growth Management Ordinance to allow the City Council to override the annual housing allocations in order to grant approvals to projects so that the City is able to meet its total regional housing needs goal by the end of the planning period. Exceptional affordable housing projects which meet the community's goals and policies, have mitigated their impacts, and can be served with infrastructure and services consistent with City policies are especially encouraged with such overrides.	2003	City Council	Objective met after reporting period. In 2010 the City Council amended section 17.36.060.A of the Growth Management Ordinance to allow all projects needed for RHNA to override the annual housing allocations.	Delete program. Ordinance amendment is complete.
<u>Program 34.6:</u> Continue to use the annual Growth Management Report to monitor the numbers and types of units built at all income levels. Use this information to facilitate the issuance of sufficient numbers of permits to meet the regional housing need throughout the planning period.	Annually, with preparation of the Growth Management Report	Planning Dept., City Council	Objective met. Although the City has not recently prepared a Growth Management report, the City continually monitors finalized residential building permits.	Modify program, timing, and responsibility. Modify program as follows: <u>Program 34.6:</u> Continue to use the annual -Growth Management Report to monitor the numbers and types of units built at all income levels. Use this information to facilitate the issuance of sufficient numbers of permits to meet the regional housing need throughout the planning period. Modify timing as follows: Annually, w With preparation of the Growth Management Report Modify responsibility as follows:

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				Planning Division Dept., City Council [Program 29.1]
				Add program, timing, and responsibility. Add program as follows: Program 34.7: Review and amend the Growth Management Ordinance to reflect current housing and infrastructure conditions and current housing needs. Add timing as follows: 2011-2014 Add responsibility as follows: City Council [Program 29.2]
GOAL 13: Give high priority to the preservation and rehabilitation of the existing housing stock.				Continue goal. [GOAL 13]
<u>Policy 35:</u> Provide incentives to encourage the maintenance of affordability in existing housing that is rehabilitated.				Continue policy. [Policy 30]
<u>Policy 36:</u> Encourage and support the formation of a Valley Housing Authority to administer the Section 8 Program for the entire Tri-Valley area and also to maintain the public housing units in each city.				Continue policy. [Policy 31]
<u>Policy 37:</u> Develop a program to promote existing education, technical assistance, and incentives for building owners, homeowners, landlords, and tenants to install energy and water conserving fixtures, equipment, and systems when they rehabilitate their housing. The City should develop a centralized information system of available energy conservation incentives.				Policy Policy is addressed in the updated Pleasanton General Plan (e.g., see policy 2 and programs 2.1-2.7 of the

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				Energy Element and 1.14 of the Water Element) and incentives will be addressed as part of the Climate Action Plan process.
Policy 38: Encourage the maintenance of safe, sound, and well-kept housing city-wide.				Continue policy. [Policy 32]
Program 38.1: Enforce the provisions of the City Zoning, Building, and Fire Codes.	On-going	Planning, Building, and Fire Depts.	Objective met. This activity is on-going through the Planning and Building Divisions, and Fire Department.	Continue program and timing. Modify responsibility. Modify responsibility as follows: Community Development Planning, Building, and Fire Depts. [Program 32.1]
Policy 39: Encourage the preservation of historically and architecturally significant residential structures especially in the Downtown area, pursuant to the Downtown Specific Plan.				Modify policy. Modify policy as follows: Policy 39: Encourage the preservation of historically and architecturally significant residential structures especially citywide including in the Downtown area, pursuant to the General Plan and the Downtown Specific Plan. [Policy 33]
Program 39.1: Preserve historically significant structures through the development and implementation of a historic landmark preservation ordinance.	2002	Planning Dept., Planning Commission, City Council	In progress. In 2002, the City adopted the Downtown Specific Plan which includes historic preservation goals, objectives, policies, programs. Downtown	Delete program. Addressed in program 5.4 of the Open Space and Conservation Element.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			Design Guidelines were adopted in May 2006. All significant structures in the Downtown area have been inventoried. A historic landmark preservation ordinance is anticipated to be prepared in the future.	
<u>Policy 40:</u> Eliminate all substandard housing conditions within the community.				Continue policy. [Policy 34]
<u>Program 40.1:</u> Maintain building and housing code enforcement programs, and monitor project conditions of approval.	On-going	Planning and Building Depts.	Objective met. Code enforcement and building programs continue.	Continue program and timing. Modify responsibility. Modify responsibility as follows: Community Development Department Planning and Building Depts. [Program 34.1]
<u>Program 40.2:</u> Continue the Rental Housing Rehabilitation Program to improve low- and very-low-income rental units.	On-going	Housing Division	Objective met. The Rental Housing Rehabilitation Program continues to be available as a sub-program within the City's Housing Rehabilitation Program. As noted earlier, in 2006 the City contracted with a new service provider (Neighborhood Solutions) who actively marketed this program component. The consultant was not been able to identify an apartment complex for rehabilitation due to the lack of interested owners and the generally good condition of older rental complexes in Pleasanton.	Modify program. Continue timing and responsibility. Modify program as follows: <u>Program 40.2:</u> Continue the Rental Housing Rehabilitation Program to improve rental units affordable to low- and very-low-income rental units households .

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			The City is ready and willing to utilize this component of the Housing Rehabilitation Program should an opportunity present itself.	[Program 34.2]
<p><u>Program 40.3:</u> Supplement CDBG funds with the City's Lower-Income Housing Fund for rehabilitation of very-low- and low-income-housing units.</p>	2003/on-going	Housing Div., City Council	Objective met. The City has historically supplemented its CDBG funding for housing rehabilitation services with approximately \$50,000 to \$100,000 yearly from its Lower Income Housing Fund.	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows: <u>Program 40.3:</u> Supplement CDBG funds with the City's Lower-Income Housing Fund for rehabilitation of housing units affordable to low- and very-low-income households, very low- and low-income-housing units.</p> <p>Modify timing as follows: On-going 2003/on-going</p> <p>[Program 34.3]</p>
<p>GOAL 14: Provide adequate locations for housing of all types and in sufficient quantities to meet Pleasanton's housing needs.</p>				Continue goal. [GOAL 14]
<p>GOAL 15: Adopt land use changes from non-residential to residential designations where appropriate.</p>				Continue goal. [GOAL 15]
<p><u>Policy 41:</u> Disperse high-density housing throughout the community, especially in the Downtown and in other areas near public transit, major thoroughfares, shopping, and employment centers.</p>				Continue policy. [Policy 35]
<p><u>Program 41.1:</u> Provide sites for multi-family housing, especially in locations near existing and planned transportation and other services.</p>	2002-2003	Planning Dept., Planning Commission, City Council	Objective partially met after reporting period. In the updated General Plan adopted on July 21, 2009, areas near Pleasanton's two BART stations are designated to allow for	Continue program. Modify timing and responsibility. Modify timing as follows: 2011 2002-2003

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			mixed use.	Modify responsibility as follows: Housing Element Task Force , Planning Division Dept. , Planning Commission, City Council [Program 35.1]
<p><u>Policy 42:</u> Strongly encourage residential infill in areas where public facilities are or can be made to be adequate to support such development.</p>				Continue policy. [Policy 36]
<p><u>Program 42.1:</u> Zone infill sites at densities compatible with infrastructure capacity and General Plan Map designations.</p>	2002-2003	Planning Dept., Planning Commission, City Council	Objective met. Infrastructure constraints are reviewed when projects are rezoned.	Continue program. Modify timing and responsibility. Modify timing as follows: On-going 2002-2003 Modify responsibility as follows: Planning Division Dept. , Planning Commission, City Council [Program 36.1]
<p><u>Program 42.2:</u> Encourage the development of second units and shared housing in R-1 zoning districts to increase the number of housing units while preserving the visual character within existing neighborhoods of single-family detached homes. Institute a monitoring program to track the use of second units for low- and very-low-income housing.</p>	2002/On-going	Planning Department	Objective met. Approximately 164 second units were constructed between 1999 and June 30, 2009. Monitoring program has been created.	Modify program, timing, and responsibility. Monitoring program has been created. Modify program as follows: <u>Program 42.2:</u> Encourage the development of second units and shared housing in R-1 zoning districts to increase the number of housing units

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>while preserving the visual character within existing neighborhoods of single-family detached homes. Institute a monitoring program to track the use of second units for low- and very-low-income housing.</p> <p>Modify timing as follows: 2002/On-going</p> <p>Modify responsibility as follows: Planning Division Department</p> <p>[Program 36.2]</p>
<p><u>Program 42.3:</u> Encourage mixed-use developments that combine residential uses with compatible commercial uses, especially in the Downtown. Use the reduced residential development standards of the Core Area Overlay District to encourage apartments in second-story commercial spaces and behind commercial buildings in the Downtown.</p>	2002/On-going	Planning Dept., Planning Commission, City Council	<p>Objective met. The 2002 Downtown Specific Plan encourages the development of residential uses above the first floor in Downtown Commercial areas; the Pleasanton Municipal Code allows multifamily development in the Central Commercial district. The Core Area Overlay District standards are still applicable.</p> <p>In the updated General Plan adopted on July 21, 2009, Hacienda Business Park and area near the West Dublin/Pleasanton BART station are designated to allow for mixed use.</p>	<p>Delete program. The Land Use Element of the updated Pleasanton General Plan contains a policies and programs encouraging mixed-use development where compatible, including in the Downtown (e.g., see policy 16 and programs 12.3, 12.4, 18.3 of the Land Use Element.). The Core Area Overlay District is still applicable.</p>
<p><u>Program 42.4:</u> Adopt incentives and design guidelines for constructing</p>	2002-2003	Planning Dept.,	Not yet done.	Continue program. Modify

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
residential uses above-ground-floor commercial establishments.		Planning Commission, City Council		<p>timing and responsibility.</p> <p>Modify timing as follows:</p> <p>2011-2014 2002-2003</p> <p>Modify responsibility as follows:</p> <p>Planning DivisionDept., Planning Commission, City Council</p> <p>[Program 36.3]</p>
<u>Program 42.5:</u> Institute a program by which the City would assist developers of mixed-use projects to secure loans from financial institutions.	2002-2003	Housing Div., Finance Dept., Housing Commission	Not yet done.	<p>Continue program and responsibility. Modify timing.</p> <p>Modify timing as follows:</p> <p>2011-2014 2002-2003</p> <p>[Program 36.4]</p>
<p><u>Program 42.6:</u> Develop appropriate incentives which would facilitate relocating existing commercial/office/industrial uses in order to enable development with residential uses. Specific Incentives may include the following:</p> <ul style="list-style-type: none"> • Transfer of development rights; • A review of traffic requirements and evaluation measures to facilitate mixed use development; • Development of transit alternatives; • Use of development agreements; • Flexibility of parking standards; and • Expedited processing of development applications. 	2002-2003	Housing Div. and Planning Dept. to identify potential options for Housing Commission, Planning Commission, City Council review	<p>Objective partially met after reporting period. A development agreement was approved in 2010 for the relocation of the Pleasanton Automall to Staples Ranch.</p> <p>A more specific site inventory for high density housing is being developed as part of the current Housing Element update and a portion of the existing automall site is on the draft site inventory list.</p>	<p>Modify program, timing, and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 42.6:</u> Develop appropriate incentives which would facilitate relocating existing commercial/office/industrial uses in order to enable development with residential uses. Specific incentives may include the following:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<ul style="list-style-type: none"> • Transfer of development rights; • A review of traffic requirements and evaluation measures to facilitate mixed use development; • Development of transit alternatives; • Use of development agreements; • Flexibility of parking standards; and <p>Expedited processing of development applications.</p> <p>Modify timing as follows:</p> <p>As needed 2002-2003</p> <p>Modify responsibility as follows:</p> <p>Housing Div. and Planning Division Dept. to identify potential options for Housing Commission, Planning Commission, City Council review</p> <p>[Program 36.5]</p>
<p><u>Policy 43</u>: Disperse affordable housing units throughout new residential developments. For phased developments, ensure that the majority of affordable units are not postponed until the final stages of development.</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p><u>Policy 43</u>: Disperse affordable housing units affordable to low- and very-</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>low-income households throughout new residential developments. For phased developments, ensure that the majority of affordable units affordable to low- and very-low-income households are not postponed until the final stages of development.</p> <p>[Policy 37]</p>
<p>Policy 44: Reserve suitable sites for subsidized very-low- and low-income housing.</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p>Policy 44: Reserve suitable sites for subsidized housing affordable to low- and very-low-income households. very-low- and low-income housing.</p> <p>[Policy 38]</p>
<p><u>Program 44.1:</u> Acquire and/or assist in the development of one or more sites for very-low- and low-income housing.</p>	<p>2003-2004</p>	<p>Housing Div., City Council</p>	<p>Objective met. In 2008, the City approved the 350-unit Windstar apartments adjacent to the new West Dublin/Pleasanton BART station. When built, the project will include 70 rental units for very-low-income families. The City monitors these types of opportunities on an on-going basis.</p>	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 44.1:</u> Acquire and/or assist in the development of one or more sites for very-low- and low-income housing for housing affordable to low- and very-low-income households.</p> <p>Modify timing as follows:</p> <p>2011-2014 2003-2004</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p><u>Program 44.2:</u> Issue tax-exempt bonds to finance the construction of very-low- and low-income housing units, to purchase land for such a use, and to reduce mortgage rates.</p>	2003-2004	City Council	Objective met. City issued tax exempt bonds for the Gardens senior apartments at Ironwood (2005) and for the Greenbriar apartments (2002).	<p>[Program 38.1]</p> <p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 44.2: Utilize issue tax-exempt bonds, and other financing mechanisms,</u> to finance the construction of <u>housing units affordable to low- and very-low-income households</u>very low- and low-income housing units, to purchase land for such a use, and to reduce mortgage rates.</p> <p>Modify timing as follows:</p> <p><u>On-going 2003-2004</u></p> <p>[Program 38.2]</p>
<p><u>Program 44.3:</u> Issue RFPs to developers of low- and very-low-income housing, including both non-profit and for-profit developers, to construct low- and very-low-income housing on identified sites.</p>	As appropriate, based on land availability.	Housing Div., Housing Commission, City Council	Objective met. As described above, the City issued RFP's in 2005 and 2010 to solicit the services of a non-profit housing developer to conduct preliminary studies and development services regarding the potential for redeveloping Kottinger Place and potential the adjacent Pleasanton Gardens. A contract for a preliminary study was awarded to Christian Church Homes in 2006, and the City is currently reviewing proposals to identify a project developer.	<p>Modify program and timing. Continue responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 44.3: In order to facilitate the provision of affordable housing and a mixed-income environment, the City may issue an RFPs in conjunction or in partnership with non-profit or for-profit partnerships for development providing at least 20 percent of the units to very-low-income households and 20 percent of the units to</u></p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>low-income households. to developers of low- and very-low-income housing, including both non-profit and for-profit developers, to construct low- and very-low-income housing on identified sites.</p> <p>Modify timing as follows:</p> <p>As appropriate, <u>(i.e., -based on land availability)</u>.</p> <p>[Program 38.3]</p>
<p><u>Policy 45:</u> Study non-residential properties identified in Table IV-6 for conversion to residential land use in conjunction with the Land Use Element update. Undertake the Land Use study and update within one year of adoption of the Housing Element. Follow-up changes to the Land Use Element modifications with appropriate rezonings.</p>				<p>Policy. Addressed in program 16.1.</p>
<p><u>Policy 46:</u> Increase housing in the commercial portion of the Downtown area by permitting three-story construction in the Downtown area pursuant to the Downtown Specific Plan, with one or two stories of residential over commercial in mixed-use buildings.</p>				<p>Continue policy.</p> <p>[Policy 39]</p>
<p><u>GOAL 16:</u> Eliminate discrimination in housing opportunities in Pleasanton.</p>				<p>Modify goal.</p> <p>Modify goal as follows:</p> <p><u>GOAL 16:</u> eContinue City policies eliminating discrimination in housing opportunities in Pleasanton.</p> <p>[GOAL 16]</p>
<p><u>Policy 47:</u> Promote fair and equal access to housing for all persons regardless of race, color, religion, gender, disability, sexual orientation, age, national origin, or family status. The City will promote equal housing opportunities through printed housing brochures that are distributed at City Hall, the Senior Center, the Library, and other public places. The City will</p>				<p>Modify policy.</p> <p>Modify policy as follows:</p> <p>Policy 47: Promote fair and</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
<p>also maintain up-to-date information on affordable housing opportunities and fair housing issues on its web site.</p>				<p>equal access to housing for all persons regardless of race, color, religion, gender, disability, sexual orientation, age, national origin, or family status. The City will promote equal housing opportunities through printed housing brochures that are distributed at City Hall, the Senior Center, the Library, and other public places. The City will also maintain up-to-date information on housing opportunities affordable to low- and very-low-income households and fair housing issues on its web site.</p> <p>[Policy 40]</p>
<p><u>Program 47.1:</u> Support State and Federal provisions for enforcing anti-discrimination laws.</p>	As needed	City Attorney's Office	Objective met. The City contracts with ECHO Housing, a non-profit agency, to provide housing counseling, fair housing, and tenant-landlord services to Pleasanton residents. Approximately \$65,000 per year is allocated for these services.	Continue program, timing, and responsibility. <p>[Program 40.1]</p>
<p><u>Program 47.2:</u> Publicize information on fair housing laws and refer all complaints to the U.S. Department of Housing and Urban Development, ECHO, and the California Department of Fair Employment and Housing.</p>	On-going/ As needed	City Attorney's Office	Objective met. Through its annual contract with ECHO Housing, the City provides printed materials to the public on fair housing laws and related information. Information is also posted on the City's web site. When necessary, complaints are referred to HUD and other	Continue program, timing, and responsibility.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			applicable agencies for investigation.	[Program 40.2] Continue goal.
GOAL 17: Identify and make special provisions for the community's special-housing needs.				[GOAL 17]
<u>Policy 48:</u> Provide for the special-housing needs of large families, the elderly, the disabled, the homeless, and families with single-parent heads of households.				Modify policy. Modify policy as follows: <u>Policy 48:</u> Provide for the special-housing needs of large households <u>families</u> , the elderly, persons with disabilities <u>the disabled</u> , the homeless, and families with single-parent heads of households. [Policy 41]
<u>Program 48.1:</u> Provide housing opportunities for households with special needs such as studio and one-bedroom apartments for the elderly, three-bedroom apartments for large families, specially designed units for the disabled, emergency shelter and transitional housing for the homeless, and affordable units for single-parent heads of households. The City will make available funding from sources such as the City's Lower-Income Housing Fund, the City Grant Program (for services), and the City's federal HOME and CDBG grants to assist local non-profit agencies and housing developers. The City will also provide technical support to agencies to seek other sources of funding and to plan and develop housing for persons with special needs.	On-going	Housing Div., City Council	Objective met. The City has worked with BRIDGE Housing to develop the Parkview assisted living facility project for elderly, including a special component of dementia housing. The City provided over \$600,000 through two deferred loans to Tri-Valley REACH (formerly HOUSE, Inc.) to purchase its fourth and fifth group homes in Pleasanton for adults with developmental disabilities. The City provided \$250,000 through a Section 108 loan from HUD to acquire the Family Crisis Shelter (now called "Sojourner House") in Livermore for homeless families. The City has also recently provided funding through its federal	Modify policy. Continue timing and responsibility. Modify program as follows: <u>Program 48.1:</u> Provide housing opportunities for households with special needs such as studio and one-bedroom apartments for the elderly, and single-person households , three-bedroom apartments for large households <u>families</u> , specially designed units for persons with disabilities <u>the disabled</u> , emergency shelter and transitional housing for the homeless, and units for to low- <u>units</u>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			HOME allocation to three regional housing projects in Livermore, Fremont, and Castro Valley to serve the needs of formerly homeless persons, domestic violence victims, and deaf senior citizens.	and very-low-income households with single-parent heads of households. The City will make available funding from sources such as the City's Lower-Income Housing Fund, the City Grant Program (for services) , and the City's Federal HOME and CDBG grants to assist local non-profit agencies and housing developers. The City will also provide technical support to agencies to seek other sources of funding and to plan and develop housing for persons with special needs. [Program 41.1]
<p><u>Program 48.2:</u> Require as many low- and very-low-income units as is feasible within large rental projects to be accessible and adaptable to the disabled.</p>	As needed	City Council	Objective met. In addition to the normal accessibility requirements in the Uniform Building Code, the City has required a specific number of dedicated units for persons with physical disabilities in recent rental projects (e.g., The Promenade, Greenbriar). In addition, the City has worked with non-profit agencies such as Tri-Valley REACH and East Bay Innovations to rehabilitation individual units to be accessible for persons with disabilities.	Modify program. Continue timing and responsibility. Modify program as follows: <u>Program 48.2:</u> Require as many low- and very-low-income units as is feasible within large rental projects to utilize Universal Design standards to meet the needs of persons with disabilities and to allow for aging in place. be accessible and adaptable to the disabled. [Program 41.2]
<p><u>Program 48.3:</u> Set aside a portion of the City's CDBG funds each year to developers of special need housing and service providers.</p>	Annually	City Council	Objective met. The City has allocated approximately	Continue program, timing, and responsibility.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			\$600,000 during the past several years for acquisition and rehabilitation activities related to special needs housing (e.g., Tri-Valley REACH).	[Program 41.3]
<p><u>Program 48.4:</u> Set aside a portion of the City's Lower-Income Housing Fund for housing projects which accommodate the needs of special housing groups such as the physically, mentally, or developmentally disabled.</p>	Annually	City Council	Objective met. Approximately \$50,000 per year from the City's Lower Income Housing Fund has been allocated for projects and/or programs benefiting persons with disabilities (e.g., Community Resources for Independent Living / CRIL, Housing Rehabilitation Program).	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 48.4:</u> Set aside a portion of the City's Lower-Income Housing Fund for housing projects which accommodate the needs of special housing groups such as for persons with physical, mental, and/or developmental disabilities, the physically, mentally, or developmentally disabled.</p> <p>[Program 41.4]</p>
<p><u>Program 48.5:</u> Work with local non-profit agencies such as HOUSE, Inc., East Bay Innovations, and Housing Consortium of the East Bay (HCEB) to plan and develop eight (8) units of housing for persons with developmental disabilities between 2002 and 2006.</p>	Begin January 2003, continue until 8 units developed	Housing Div., Housing Commission, City Council	Objective met. The City worked with Tri-Valley REACH (formerly HOUSE, Inc.) to assist the agency in acquiring three 3-unit group homes since 2003, for a total of nine (9) units to date.	Delete program. Units have been constructed.
<p><u>Program 48.6:</u> Encourage the production of housing for the disabled in infill locations, which are accessible to City services.</p>	On-going	Housing Div., City Council	Objective met. The Parkview assisted living facility is an infill project involving new construction. The facility provides housing and services for persons with disabilities. As noted above, the City has also supported the efforts of Tri-Valley REACH to acquire group homes in existing	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 48.6:</u> Encourage the production of housing for persons with disabilities the disabled in infill locations, which are accessible to City</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			neighborhoods. The City is also currently working with HCEB on a similar concept to acquire and rehabilitation group homes.	services. [Program 41.5]
<p><u>Program 48.7:</u> Encourage the conversion or development of group homes for six persons or less (i.e., community care facilities) in appropriate locations throughout the community.</p>	On-going	Housing Div., City Council	Objective met. More than 30 licensed community care facilities currently exist in Pleasanton and provide housing and/or services for a variety of special needs groups. The City provides information and assistance on a routine basis through its Planning Division to persons who are seeking to convert or develop new facilities.	Continue program, timing, and responsibility. [Program 41.6]
<p><u>Program 48.8:</u> Encourage the provision of special-needs housing, such as community care facilities for the elderly, the mentally or physically disabled, and dependent or neglected children, in residential and mixed-use areas, especially near transit and other services. The City will provide regulatory incentives such as expedited permit processing in conformance with the Community Care Facilities Act and fee reductions where the development would result in an agreement to provide below-market housing or services. The City will maintain flexibility within the Zoning Ordinance to permit such uses in non-residential zoning districts.</p>	On-going	Housing Div., City Council	Objective met. See above.	<p>Modify program. Continue timing and responsibility.</p> <p>Modify program as follows:</p> <p><u>Program 48.8:</u> Encourage the provision of special-needs housing, such as community care facilities for the elderly, and persons with disabilitiesthe mentally or physically disabled, and dependent or neglected children, in residential and mixed-use areas, especially near transit and other services. The City will provide regulatory incentives such as expedited permit processing in conformance with the Community Care Facilities Act and fee reductions where the development would result in an agreement to provide</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				below-market housing or services. The City will maintain flexibility within the Zoning Ordinance to permit such uses in non-residential zoning districts. [Program 41.7]
<u>Program 48.9:</u> Designate areas within Pleasanton for the location of emergency shelters and for transitional housing for the homeless, and amend the Zoning Ordinance to allow such facilities.	2004-2005	Housing Div., Housing Commission, Planning Dept., Planning Commission, City Council	Objective met. The Pleasanton Municipal Code allows charitable institutions in the C-C and C-S districts subject to conditional use permit approval. In accordance with SB 2, appropriate locations for emergency shelters and transitional housing will be re-evaluated as part of the current Housing Element update.	Delete program. See proposed policy and program related to SB 2.
<u>Program 48.10:</u> Work with social service organizations and other jurisdictions to assist the City in locating and constructing an adequate facility for use as an emergency shelter and for transitional housing for the homeless.	2002-2003	Housing Div., Housing Commission, Human Services Commission, City Council	Objective met. The City provided \$250,000 through a Section 108 loan from HUD to acquire the Family Crisis Shelter (now called "Sojourner House") in Livermore for homeless families. The City has also recently provided funding through its federal HOME allocation to three regional housing projects in Livermore, Fremont, and Castro Valley to serve the needs of formerly homeless persons, domestic violence victims, and deaf senior citizens.	Delete program. Shelter for homeless families acquired. See policy and program related to SB 2.
				Add program, timing, and responsibility.

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>Add program as follows:</p> <p>Program 48.11: Require some units to include Universal Design and visitability features for all new residential projects receiving governmental assistance, including tax credits, land grants, fee waivers, or other financial assistance. Consider requiring some units to include Universal Design and visitability features in all other new residential projects to improve the safety and utility of housing for all people, including home accessibility for people aging in place and for people with disabilities.</p> <p>Add timing as follows:</p> <p>On-going</p> <p>Add responsibility as follows:</p> <p>Housing Division, Housing Commission, Planning Division, Planning Commission, City Council</p> <p>[Program 41.8]</p>
<p>Policy 49: Highlight senior citizen housing issues so that the senior population of Pleasanton has access to housing which meets their needs as the population ages.</p>				<p>Continue policy.</p> <p>[Policy 42]</p>
				<p>Add policy.</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				Add policy as follows: Policy 50: When considering City funding for housing affordable to low- and very-low-income households, consider the goal of building units affordable to low- and very-low-income households and senior units affordable to low- and very-low-income households in proportion to the need. [Policy 43]
GOAL 18: Promote resource conservation and environmental protection for new and existing housing.				Continue goal. [GOAL 18]
<u>Policy 50:</u> Preserve and enhance environmental quality in conjunction with the development of housing.				Modify policy. Modify policy as follows: <u>Policy 50:</u> Preserve and enhance environmental quality in conjunction with the development of housing, including additions and remodels. [Policy 44]
<u>Program 50.1:</u> Continue environmental impact review procedures as required by the California Environmental Quality Act (CEQA).	On-going	Planning Department	Objective met. This is incorporated into Planning Division review of projects.	Delete program. Deletion streamlines Housing Element by not including measures already required by State law.
				Add program, timing, and responsibility. Add program as follows:

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>Program 50.1: 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:</p> <ul style="list-style-type: none"> - Policy 6 and programs 6.1 and 6.3 of the Air Quality and Climate Change Element - Programs 1.5, 1.7, 1.8, 1.12, 1.13, 1.14, and 3.12 of the Water Element - Program 9.1 of the Community Character Element - 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 <p>Add timing as follows: On-going</p> <p>Add responsibility as follows: Planning Division, Planning Commission, City Council</p> <p>[Program 44.1]</p>
Policy 51: Strongly encourage energy and water conservation designs and				Delete policy. Replaced with

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
features in residential developments.				programs and policies in updated Pleasanton General Plan (e.g., see policies 2, 3, 4 and programs 2.1-2.7, 3.1-3.6, 4.1-4.3, and 6.2 of the Energy Element, and 1.7 and 1.13 of the Water Element, and policy 6 and program 6.3 of the Air Quality and Climate Change Element).
<u>Program 51.1:</u> Encourage street designs that maximize street tree canopy to reduce local neighborhood heat build up and associated home cooling energy needs and costs.	On-going	Planning Dept., Engineering Dept.	Objective met. Done as part of Planning Division project review.	Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see programs 4.1 and 4.3 of the Energy Element, program 9.1 of the Community Character Element, and program 6.3 of the Air Quality and Climate Change Element).
<u>Program 51.2:</u> Promote tree planting to shade new homes and developments.	On-going	Planning Department	Objective met. Done as part of Planning Division project review.	Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see program 4.1 of the Energy Element, program 9.1 of the Community Character Element, program 3.12 of the Water Element, and program 6.3 of the Air Quality and Climate Change Element).
<u>Program 51.3:</u> Evaluate the feasibility of using light-colored paving materials in new streets and repaving projects, and consider revising street standards to require the use of such materials.	2002-2003	Engineering Department	Objective met. Lighter-colored aggregates have been used for slurry sealing on some streets. However, residents have expressed a preference for black aggregate because it looks like what people perceive as "new" asphalt pavement.	Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see program 4.3 of the Energy Element and program 6.3 of the Air Quality and Climate Change Element).

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			Pavers are required in many new residential projects for aesthetic and stormwater retention reasons. Pavers are lighter in color than traditional asphalt.	
<u>Program 51.4:</u> Promote awareness of energy-saving roofing materials.	On-going	Planning Dept., Building Dept.	Objective met. Building Division distributes a handout related to residential cool roofs. Effective January 1, 2010 the Title 24 mandates that all residential roofs (including remodels) be cool roofs (with a minimum solar reflectance) or meet a standard equivalent to a cool roof (such as by adding extra insulation)	Delete program. Cool roofs are now required by Title 24 and promoting energy efficiency is required by the Pleasanton General Plan (e.g., see policy 2 and programs 2.1-2.5 and 3.4 of the Energy Element).
<u>Program 51.5:</u> Encourage the efficient use of water through the use of natural drainage, drought tolerant landscaping, efficient irrigation systems, and recycling in new housing development projects.	On-going	Planning Department	Objective met. Done as part of Planning Division project review.	Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see programs 1.5, 1.12, 1.13, and 1.14 of the Water Element).
<u>Program 51.6:</u> Provide guidance and assistance to applicants to make compliance with Title 24 Energy requirements as effective and efficient as possible.	On-going	Building Department	Objective met. Assistance and handouts are provided by Building Division.	Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see programs 2.1-2.5, and 3.4 of the Energy Element).
<u>Program 51.7:</u> Encourage developers and builders to exceed State energy and water efficiency standards. Consider fee adjustments or rebates for projects which exceed these standards and which incorporate green building measures that are over and above the minimum requirements.	2003	Building Dept., Planning Dept., City Council	Objective met. In 2006, the City adopted an amendment to the Green Building Ordinance that requires all multifamily development and homes over 2,000 s.f. to incorporate green building practices. Incentives for Green Building are anticipated to be developed as	Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see policy 6 and programs 6.1-6.4 of the Energy Element).

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			part of the City's Climate Action Plan process.	
<p><u>Program 51.8:</u> Encourage pool covers and solar pool heating systems in place of conventional methods for pools in public and private facilities, multi-family developments, and single-family properties.</p>	On-going	Building Department	Objective met. Assistance provided by Building Division.	<p>Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see policy 2 and programs 2.2-2.5 of the Energy Element).</p>
<p><u>Program 51.9:</u> Facilitate homeowner and developer awareness of existing state and utility energy-efficient new construction programs and residential renewable energy programs, and provide information on these programs on the City's website. Facilitate the use of energy-efficiency mortgage programs for energy-efficient houses to enhance affordability.</p>	2002-2003	Planning Dept., Building Dept.	<p>Objective partially met. From 1999 to June 30, 2009, various links to energy efficiency programs have been posted on the City of Pleasanton's website.</p> <p>Energy efficient mortgage programs such as PACE (California First) is in litigation at the Federal level. Incentives to encourage energy efficiency will be considered as part of the City's Climate Action Plan process.</p>	<p>Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see programs 2.4, 2.5, 3.1, and 7.3 of the Energy Element). Energy efficient mortgage programs are currently on hold due to pending litigation, but incentives to encourage energy efficiency (as required by policy 3 and programs 3.1 and 3.5 of the Energy Element) will be considered as part of the Climate Action Plan.</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 51.10: Explore the potential for utilizing the City's Lower-Income Housing Fund 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 low- and</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				very-low-income households. Add timing as follows: On-going Add responsibility as follows: Housing Division, Housing Commission, City Council [Program 44.2]
<p><u>Policy 52:</u> Ensure that new development projects comply with the City's green building policies and requirements which result from the City's Energy Committee.</p>				<p>Delete policy. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see program 6.3 of the Energy Element).</p>
<p><u>Program 52.1:</u> Consider building orientation, street layout, lot design, landscaping, and street tree configuration in subdivision review for purposes of solar access and energy conservation.</p>	On-going	Planning Dept., Engineering Dept.	Objective met. Done as part of project review by the Planning Division and Engineering Division.	<p>Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see programs 4.1 and 4.2 of the Energy Element).</p>
<p><u>Policy 53:</u> Improve energy and water conservation in existing homes.</p>				<p>Delete policy. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see policy 2 and programs 2.1-2.7 and programs 3.1-3.4 of the Energy Element and program 1.8 of the Water Element).</p>
<p><u>Program 53.1:</u> Consider adopting an ordinance requiring energy-efficiency and water-conservation improvements in residential buildings upon major renovation.</p>	2003-2004	Planning Dept., Building Dept.	Objective met. The amendment to the Green Building Ordinance adopted in 2006 requires major additions (over 2,000 s.f.) meet Green Building requirements.	<p>Delete program. Amendment completed. Also water conservation devices are required by program 1.7 of the Water Element.</p>
<p><u>Program 53.2:</u> Work with local electric, gas, and water utilities to develop and/or promote existing education, technical assistance, and incentives programs for building owners, homeowners, landlords, and tenants to</p>	2003-2004	Planning Department	Objective met. From 1999 to June 30, 2009, various links to energy efficiency programs have	<p>Delete program. Replaced with programs and policies in updated Pleasanton General</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
install energy and water conserving fixtures, equipment, and systems. The City should develop a centralized information system of available energy conservation incentives.			been posted on the City of Pleasanton's website.	Plan (e.g., see programs 2.4, 2.5, and 3.1 of the Energy Element).
<u>Program 53.3</u> : Encourage tree planting and landscaping to promote energy conservation in existing homes.	On-going	Planning Department	Objective met. Done as part of the Planning Division's review process.	Delete program. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see program 4.1 of the Energy Element).
<u>Policy 54</u> : Draft future energy and green building ordinances to support and implement the above energy conservation objectives.				Delete policy. Replaced with programs and policies in updated Pleasanton General Plan (e.g., see policy and program 6.2 of the Energy Element).
				Add goal. Add goal as follows: Goal 19: Enhance existing non-discrimination housing policies. [GOAL 19]
				Add policy. Add policy as follows: Policy 55: Implement Resolution 10-390, requiring enhancements to existing non-discrimination housing policies. [Policy 45]
				Add program, timing, and responsibility. Add program as follows:

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>Program 55.1: Identify the level of need for special needs housing, including housing for low-income-non-senior adults with disabilities, in the community that is not being met in existing housing. The City Council shall consider the appropriate steps to address the identified needs.</p> <p>Add timing as follows:</p> <p>When other programs are reviewed, such as Community Development Block Grant and Home programs, as appropriate</p> <p>Add responsibility as follows:</p> <p>Housing Division, Human Services Commission, Housing Commission, City Council</p> <p>[Program 45.1]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 55.2: Survey older multi-family residential complexes and consider utilizing the City's Lower-Income Housing Fund, Federal funds, and/or other</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>funds to provide low-interest loans to retrofit existing residential units for the purpose of developing three bedroom rental units affordable to large low- and very-low-income households.</p> <p>Add timing as follows: 2011-2014</p> <p>Add responsibility as follows: Housing Division</p> <p>[Program 45.2]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 55.3: The City will coordinate a workshop with non-profit housing developers and owners of sites rezoned to accommodate housing affordable to low- and very-low-income households for the purpose of facilitating discussion regarding potential opportunities, programs, financial support, etc. The City will utilize its Lower-Income Housing Fund, Federal funds, and/or other funds/financial support to assist with the acquisition of a site or to assist with</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>development of a project with three bedroom units affordable to large low- and very-low-income households by a non-profit housing developer.</p> <p>Add timing as follows: 2011-2012</p> <p>Add responsibility as follows: Housing Division, City Council</p> <p>[Program 45.3]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows: Program 55.4: As part of the City's Consolidated Annual Performance Evaluation Report approval, or other time deemed appropriate by the City Manager, the City Manager will present a report regarding the City's efforts to fulfill Resolution 10-390, the success of the efforts and the plan and proposals to attract well-designed housing affordable to low- and very-low-income households with children in the future.</p> <p>Add timing as follows:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>Annually, or other time as deemed appropriate by the City Manager</p> <p>Add responsibility as follows:</p> <p>Housing Division</p> <p>[Program 45.4]</p>
				<p>Add program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 45.5: The City is committed to work in good faith with non-profit and for-profit developers in the East Pleasanton Specific Plan area during the specific plan process to secure property for the development of family-housing affordable to low- and very-low-income households.</p> <p>Add timing as follows:</p> <p>2011-2014</p> <p>Add responsibility as follows:</p> <p>Housing Division, Planning Division</p> <p>[Program 45.5]</p>
				<p>Add goal.</p> <p>Add goal as follows:</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				<p>Goal 20: Satisfy the emergency shelter, supportive housing, and transitional housing requirements of SB 2.</p> <p>[GOAL 20]</p>
				<p>Add policy.</p> <p>Add policy as follows:</p> <p>Policy 55: Revise the Zoning Title of the Pleasanton Municipal Code to address SB 2.</p> <p>[Policy 46]</p>
				<p>Add a program, timing, and responsibility.</p> <p>Add program as follows:</p> <p>Program 55.2: Conduct public outreach and revise the Zoning Title of the Pleasanton Municipal Code within one year of the adoption of the Housing Element to accommodate emergency shelters, supportive housing, and transitional housing consistent with SB 2.</p> <p>Add timing as follows:</p> <p>Within one year of the adoption of the Housing Element</p>

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				Add responsibility as follows: Housing Division, Housing Commission, Planning Division, Planning Commission, City Council [Program 46.1]