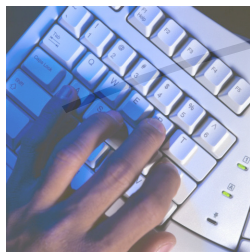
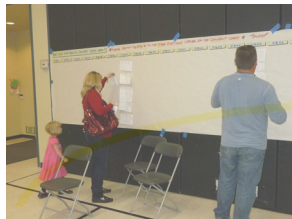
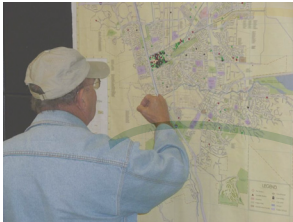




Appendix D

Community Workshops Summary Report



Community Workshops Summary Report

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

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



Pleasanton Housing Element Update Task Force

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Matt Sullivan, City Councilmember
Kathy Narum, Planning Commissioner
Jennifer Pearce, Planning Commissioner
Colleen Lopez, Housing Commissioner
David Stark, Housing Commissioner
Brian Arkin, At-Large Representative
Stacey Borsody, At-Large Representative
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James Hines, At-Large Representative
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- A Workshop Flyer
- B Housing Element Workshop Workbook
- C. Criteria Rating from Community Workshops
- D. Public Comments Mentioning Criteria (forthcoming)
- E. Public Comments: All public comments through March 23, 2011 may be viewed on the City's website at:
<http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html>

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

Section I

Overview of the Community Workshops

A Purpose and Organization of the Workshops



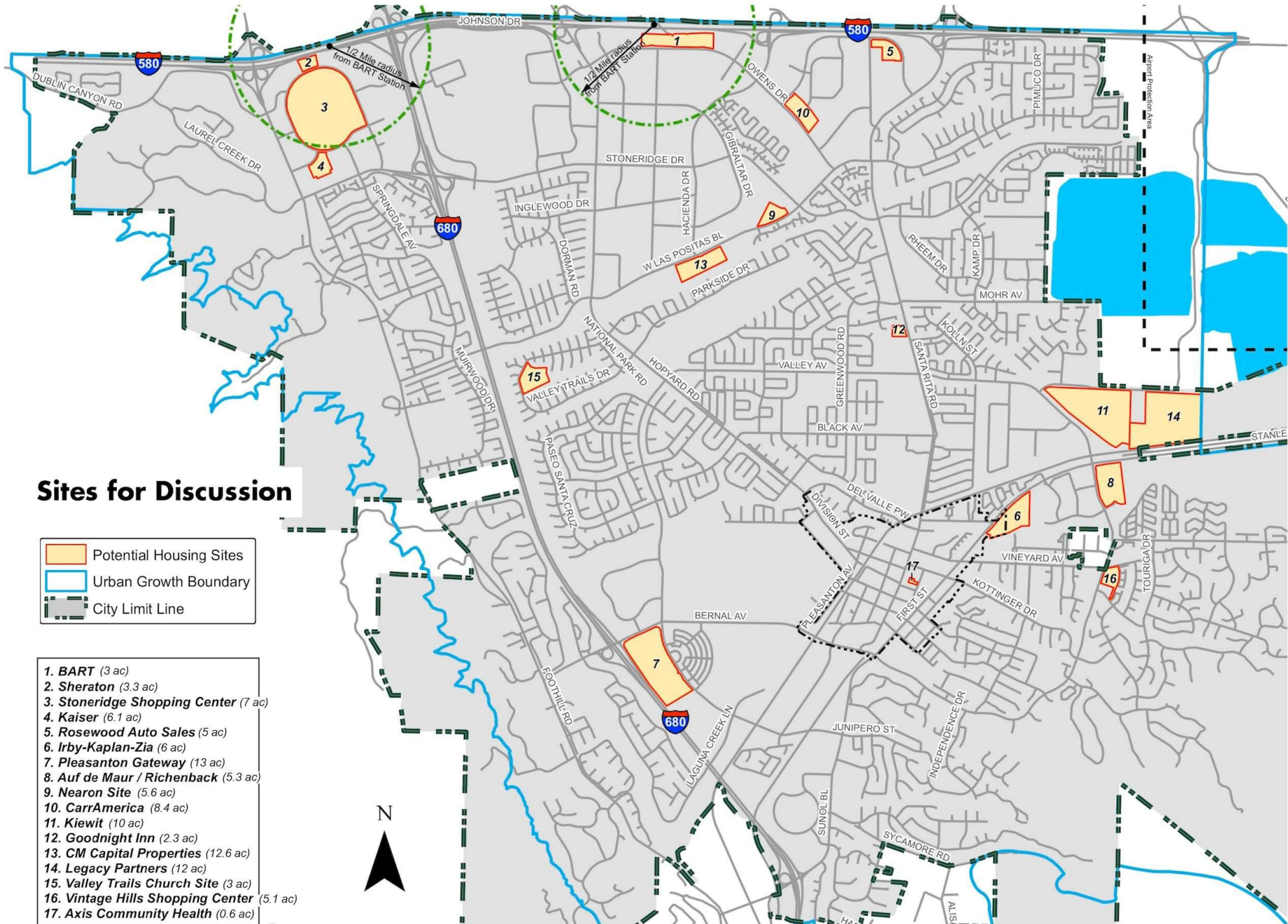
Three community workshops were organized by the City's Community Development Department to provide information and to encourage community comments and discussion of the update of the City's Housing Element of the General Plan. The primary purpose of the outreach effort was to obtain feedback on rezoning of potential sites for higher density housing. A list of potential housing sites had been drafted by the 11-member Housing Element Update Task Force (comprised of two Council members, two Planning Commissioners, two Housing Commissioners, and

five at-large members). The Task Force then used scores on a number of criteria to narrow-down the broader list of sites to a preliminary list of sites totaling 108 acres of land to be considered for rezoning. A map of the sites for discussion is provided on the following page.



The Task Force and City staff organized the workshops to provide an opportunity for community review and feedback. All three workshops were organized in the same manner and with the same agenda, as shown below. At each workshop City staff provided a presentation about the Housing Element and then participants were able to ask questions of clarification before participating in feedback activities. Workshop "stations" were set-up so that participants could spend as much time as desired to provide comments and ideas. Handout materials included a

Housing Element Workshop Workbook with background information on the Housing Element, housing needs, and potential housing sites. The Workbook also included a tear-off comment sheet.



The workshops were held as follows:

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

City of Pleasanton Housing Element Workshop

THE CITY OF PLEASANTON
2007-2014
Housing Element Update

Welcome!

A · G · E · N · D · A

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

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

(Please see the Workshop Workbook)

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

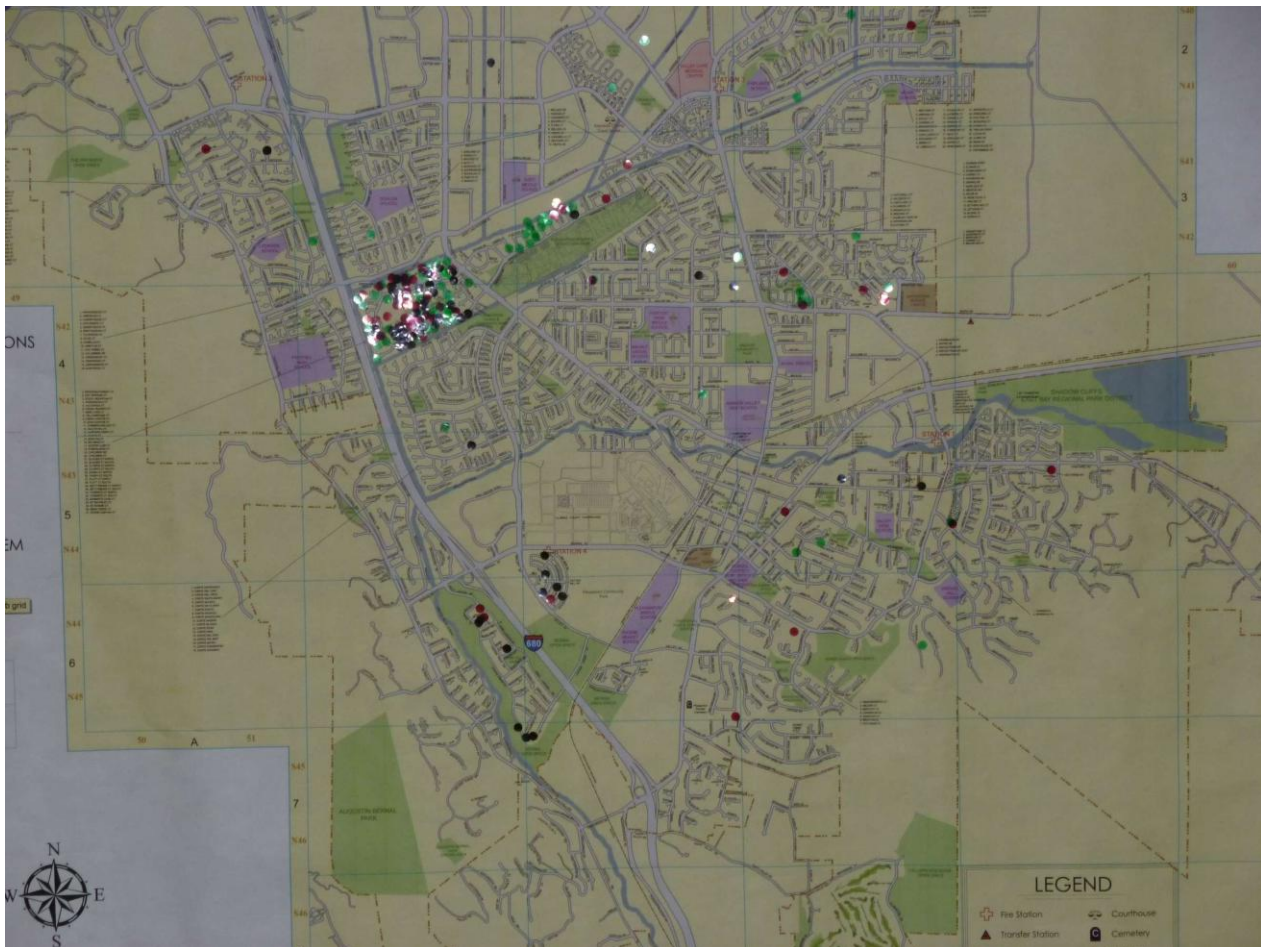


B Outreach for the Workshops and Who Attended



The Pleasanton community was provided advanced information about the community workshops in a variety of ways: the City mailed over 7,000 flyers (see Appendix A) to owners and occupants of property within 1,000 feet of each potential site for rezoning; a front page article on the Housing Element with information about the workshops was included in “Pleasanton Today” which is delivered inside the Pleasanton Weekly to about 14,500 Pleasanton households; the Pleasanton Weekly and The Valley Times of March 4, 2011, included information about the workshops; and, information about the workshops was posted on the City’s website.

Based on the sign-in sheets, approximately 260 people attended the three workshops. Of that total, only 9 participants live outside of Pleasanton. At all three workshops, participants were asked to place a dot where they live. The map below shows the geographic distribution of workshop participants.



C Activities at the Workshop Stations

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

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



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



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

Section 2

Community Workshop Summaries

A Summary of Comments Related to Evaluation Criteria

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

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

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

B Summary of Comments Related to Specific Sites

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

Site #1: BART:

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

Site #2: Sheraton:

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

Site #3: Stoneridge Shopping Center:

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

Site #4: Kaiser:

One comment was received regarding over-crowded schools.

Site #5: Rosewood Auto Sales:

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

Site #6: Irby-Kaplan-Zia:

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

Site #7: Pleasanton Gateway:

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

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

Site #8: Auf De Maur/Rickenback:

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

Site #9: Nearon Site:

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

Site #10: CarrAmerica:

One comment was received: over-crowded schools.

Site #11: Kiewit:

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

Site #12: Goodnight Inn:

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

Site # 13: CM Capital Properties:

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

Site #14: Legacy Partners:

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

Site #15: Valley Trails Church Site:

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

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

Site #16: Vintage Hills Shopping Center:

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

Site #17: Axis Community Health:

One responded commented: over-crowded schools.

Workshop Summaries

March 8, 2011 Workshop (Fairlands Elementary School)

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

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

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

Summary of verbal comments

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

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

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

2. Are the maps to scale?

It was noted that the wall maps include a scale.

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

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

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

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

5. What is the definition of a unit?

It was stated that it is housing for one household.

6. Is there a priority ranking for sites?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Site Evaluation Criteria

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

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

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

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

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

March 12, 2011 Workshop (Pleasanton Senior Center)

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

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

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

Summary of Verbal Comments

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

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

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

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

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

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

This is correct.

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

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

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

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

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

This site has already been rezoned and counted.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Yes.

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

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

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

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

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

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

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

24. Why wasn't Staples Ranch considered?

The plan for Staples Ranch was recently adopted..

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

It can be either.

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

No, this is not a specific requirement.

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

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

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

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

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

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

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

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

It was noted that underutilized land is being evaluated too.

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

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

Site Evaluation Criteria

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

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

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

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

March 14, 2010 Workshop (Lydiksen Elementary School)

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

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

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

Summary of Verbal Comments

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

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

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

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

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

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

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

This site was considered.

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

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

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

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

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

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

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

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

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

It includes what housing needs still need to be met.

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

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

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

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

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

17. What about criteria which is deemed important?

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

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

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

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

20. Are some potential housing sites in industrial areas?

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

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

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

Site Evaluation Criteria

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

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

APPENDIX A: Workshop Flyer

Housing Element Update



UPCOMING COMMUNITY WORKSHOPS

— *Please attend and have your say* —

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

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

our fair share of regional housing need.

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

3,277 housing units.

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

What is the process for preparing a Housing Element?

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

duced to sites more closely totaling the required 70 acres.

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

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

*Please Mark
Your Calendar!*

Community Workshop Dates:

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

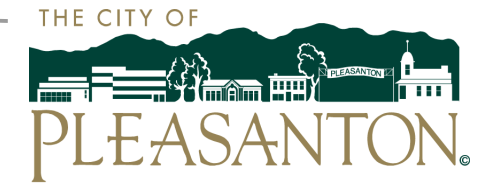
- **TUESDAY, MARCH 8, 7 PM**
FAIRLANDS ELEMENTARY SCHOOL
MULTIPURPOSE ROOM
4151 W. LAS POSITAS BLVD
- **SATURDAY MARCH 12, 9:30 AM**
PLEASANTON SENIOR CENTER
5353 SUNOL BLVD
- **MONDAY MARCH 14, 7 PM**
LYDICKSEN ELEMENTARY SCHOOL
MULTIPURPOSE ROOM
7700 HIGHLAND OAKS DRIVE

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

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

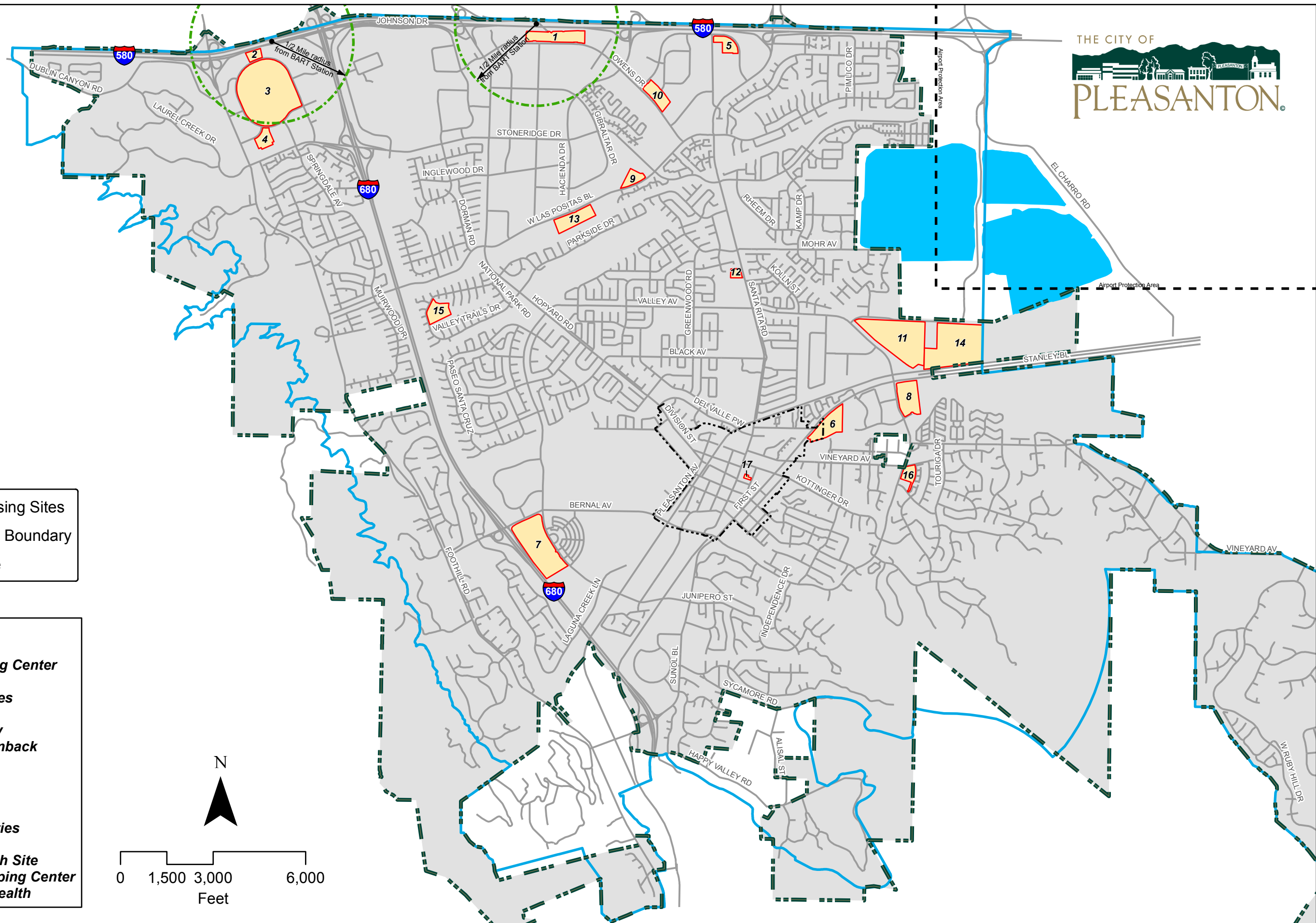
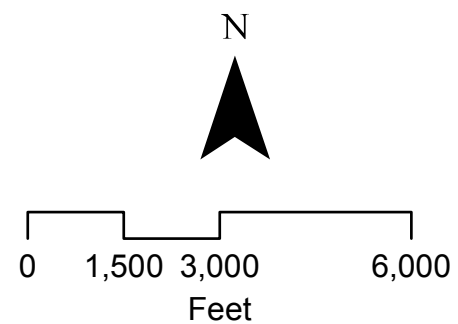
Potential Sites for Discussion

Feb 17th, 2011



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

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





APPENDIX B: Housing Element Workshop Workbook



*Your Guide to
the Workshop!*



THE CITY OF

2007-2014



PLEASANTON®

Housing Element Update

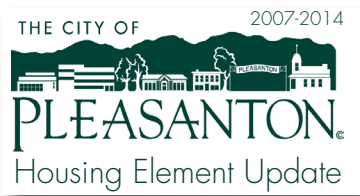
Housing Element Workshop Workbook

March 2011

WORKBOOK Contents

Thank You for Coming — Your Participation is Important!	1
Housing Element Process and Workshop Agenda	2
Background on the Housing Element Update	4
Workshop Stations and Feedback Activities	5
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The Current Distribution of Households in Pleasanton by Income	6
Housing Affordability and the Ability to Pay for Housing.....	7
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Tear-Off COMMENT SHEET <i>(last page)</i>	

For more information and to stay informed, please visit the City’s webpage at www.ci.pleasanton.ca.us and click on the link labeled Housing Element Task Force. You can call or email Janice Stern at (925) 931-5606 or jsstern@ci.pleasanton.ca.us if you should have any specific comments or suggestions.



Housing Element Workshop **WORKBOOK**

Prepared March 2011

Thank you for Coming — Your Participation Is Important!

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



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



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



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



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



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

Housing Element Process

In October 2010, the City Council appointed an 11-member Housing Element Update Task Force comprised of two Council members, two Planning Commissioners, two Housing Commissioners, and five at-large members. The Task force has met on five occasions and to date has recommended a preliminary list of sites totaling 108 acres to consider for rezoning. This list will be pared down to sites more closely totaling about 70 acres.

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

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

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

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

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

**City of Pleasanton
Housing Element
Workshop**

THE CITY OF
PLEASANTON
2007-2014
Housing Element Update

Welcome!

A · G · E · N · D · A

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

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

City of Pleasanton Housing Element Update Schedule of Meetings

Prepared for the March 2011
 Community Workshops

**WE ARE
 HERE!**



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

Activity	Location	Date	Meeting Type	Notes
Receive Additional Housing Background Information	Pleasanton Library	Jan 5 2011	Task Force Meeting	
Undertake Additional Discussion of Potential Housing Sites	Pleasanton Library	Jan 5 2011	Task Force Meeting	
Review Outreach Approach for Stakeholder Meetings	Pleasanton Library	Jan 5 2011	Task Force Meeting	
Present Background Information on the Housing Element	Pleasanton City Hall	Mid-January	Housing Expert Meetings	
Discuss Housing Strategy Choices	Pleasanton City Hall	Mid-January	Housing Expert Meetings	
Identify Any Other Considerations for the Housing Element Update	Pleasanton City Hall	Mid-January	Housing Expert Meetings	
Review Outreach Approach for Stakeholder Meetings	Pleasanton Library	Feb 2 2011	Task Force Meeting	
Review Outreach Results and Stakeholder Meetings	Pleasanton Library	Feb 2 2011	Task Force Meeting	
Review Other Housing Element Topics and Background Information	Pleasanton Library	March 2 2011	Task Force Meeting	
Present Background Information on the Housing Element	Various Locations	March 8, 12 and 14, 2011	Community Workshop	
Review Outreach Results from Community Workshops	Pleasanton Library	March 30 2011	Task Force Meeting	
Refine Policy Directions for Key Issues	Pleasanton Library	March 30 2011	Task Force Meeting	
Review Outreach Approach for Check-In with HC, PC and CC	Pleasanton Library	March 30 2011	Task Force Meeting	
Present Background Information on the Housing Element	City Council Chambers	April 21 2011	Housing Commission Check-In	
Review Outreach Results and Task Force Rec.	City Council Chambers	April 21 2011	Housing Commission Check-In	
Provide Direction on Key Issues for the Housing Element for Consideration by the City Council	City Council Chambers	April 21 2011	Housing Commission Check-In	
Present Background Information on the Housing Element	City Council Chambers	April 27 2011	Planning Commission Check-In	
Review Outreach Results and Task Force Rec.	City Council Chambers	April 27 2011	Planning Commission Check-In	
Provide Direction on Key Issues for the Housing Element for Consideration by the City Council	City Council Chambers	April 27 2011	Planning Commission Check-In	
Present Background Information on the Housing Element	City Council Chambers	May 3 2011	City Council Check-In	
Review Outreach Results and Task Force Rec.	City Council Chambers	May 3 2011	City Council Check-In	
Provide Direction on Key Issues for the Housing Element for Consideration by the City Council	City Council Chambers	May 3 2011	City Council Check-In	
Review Directions from the City Council	Pleasanton Library	May - June	Task Force Meeting	
Receive Complete Background Section of the Preliminary Draft Housing Element	Pleasanton Library	May - June	Task Force Meeting	
Conduct Multiple Outreach Meetings to Review Strategies, Programs and Directions for the Preliminary Draft Housing Element	Pleasanton Library	May - June	Task Force Meeting	
Review Commission, Planning and City Council Review of the Preliminary Draft Housing Element	City Council Chambers	July 2011	HC / PC / CC Work Sessions	
Direct Staff to Prepare the Draft Housing Element Based Initial Review	City Council Chambers	July 2011	HC / PC / CC Work Sessions	
Review Commission, Planning and City Council Review of the Preliminary Draft Housing Element	City Council Chambers	July 2011	HC / PC / CC Work Sessions	
City Staff May Meet with HCD Staff to Review Any Comments and to Answer Questions During this Time	City Council Chambers	August 16, 2011	60-Day HCD Review	
Review the Draft Housing Element with Changes as a result of HCD and Public Comments	City Council Chambers	October 2011	HC Meeting/PC Public Hearing	
Recommend to City Council	City Council Chambers	October 2011	HC Meeting/PC Public Hearing	
Public Hearing	City Council Chambers	November 2011	City Council Public Hearing	
Adoption of the Updated Housing Element	City Council Chambers	November 2011	City Council Public Hearing	

Possible Modifications to the Draft Housing Element Based on HCD Comments

Adoption of the Updated Housing Element within 90 days of receiving HCD comments on the Draft Housing Element.
 Completion of GPA's, rezoning prior to or concurrent with Housing Element adoption.

General Plan Amendments (GPA) and Rezoning would occur concurrently

Recommend to City Council

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

City Staff May Meet with HCD Staff to Review Any Comments and to Answer Questions During this Time

Review Commission, Planning and City Council Review of the Preliminary Draft Housing Element

Review Outreach Results and Task Force Rec.

Community Workshops / other outreach would be coordinated with the release of the Draft Housing Sites Inventory by February 20, 2011

Background on the Housing Element Update

■ **What is a Housing Element?**

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

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

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

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

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

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

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

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

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

Workshop Stations and Feedback Activities

■ Pleasanton Housing Needs

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

■ How We Rated Potential Housing Sites

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

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

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

■ Potential Housing Sites — Your Input is Needed!

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

■ Additional Comments?

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



Pleasanton Housing Needs

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

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

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

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

The Current Distribution of Households in Pleasanton by Income

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

Housing Affordability and the Ability to Pay for Housing

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

Growing Senior Population

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

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

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

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

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

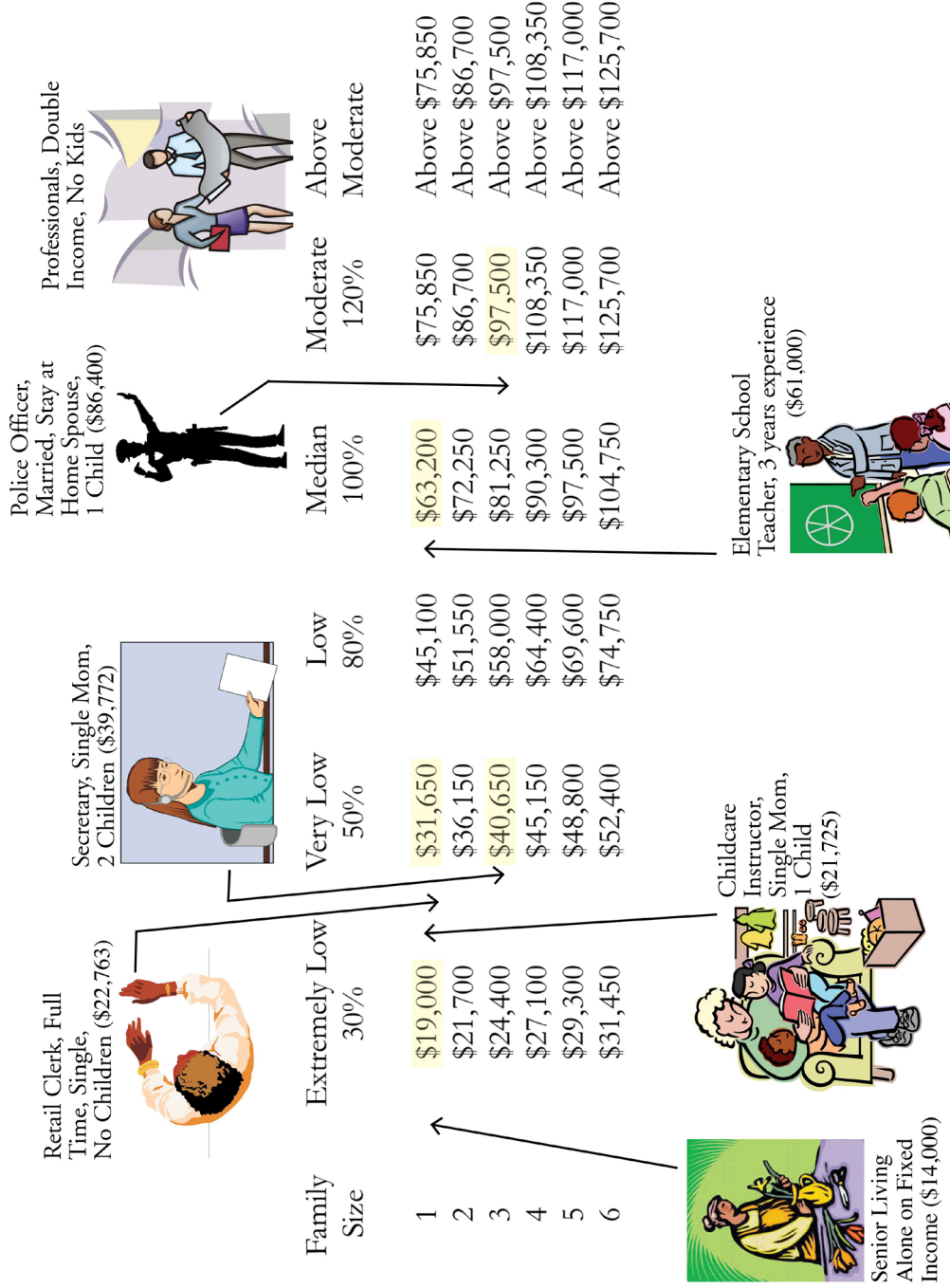
*Based on the following assumptions: 5.0% interest rate; 30-year fixed loan; 20% downpayment; 1% property tax; and no addition

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

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

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

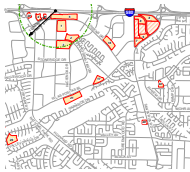
City of Pleasanton and Alameda County 2010 Household Income



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

Need for Housing for Persons Living with Special Needs

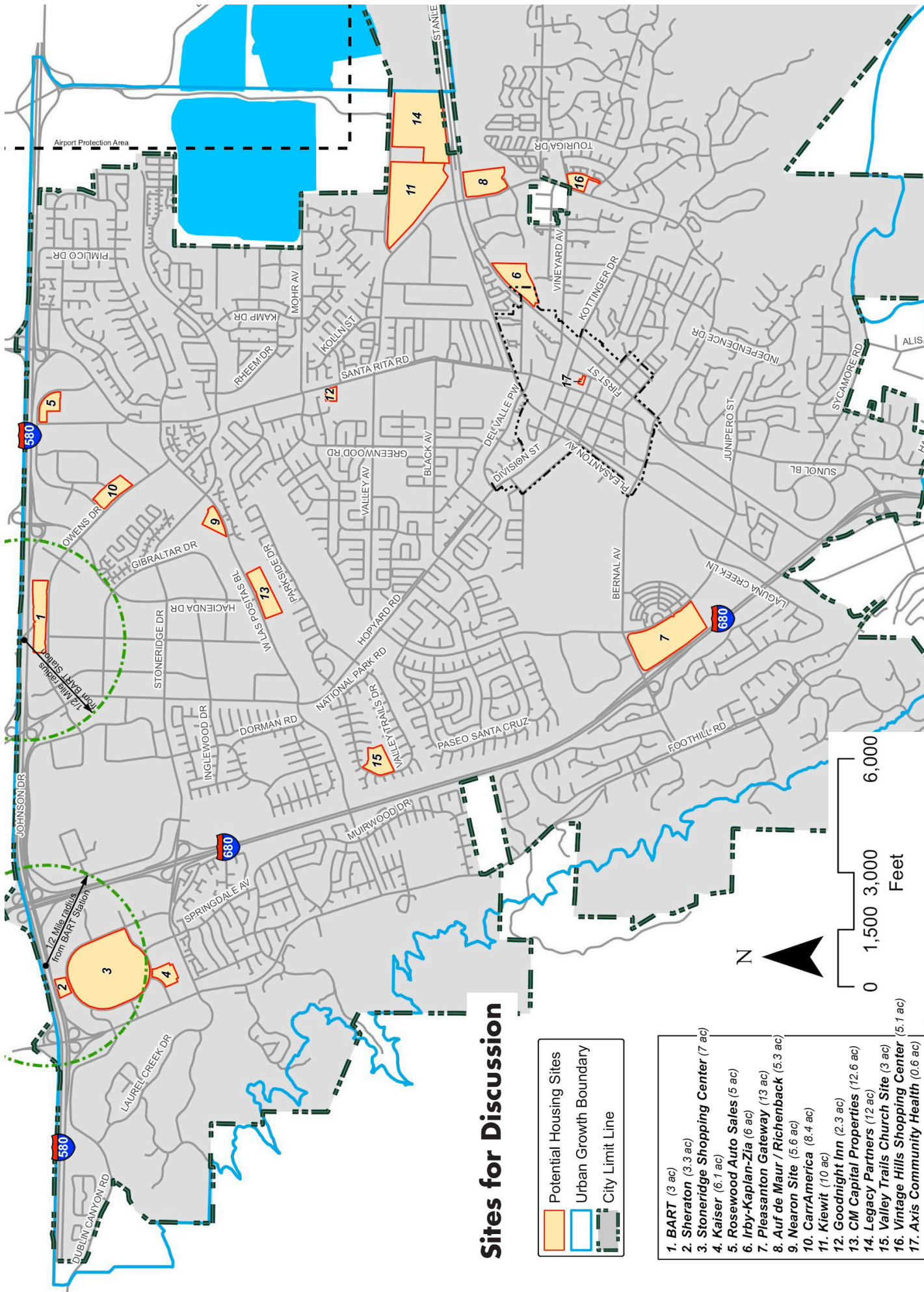
The City must also plan for special housing needs, these can include housing for seniors, people living with disabilities, large families, female headed households, homeless persons and families, and those persons needing housing with supportive services, or persons needing transitional housing until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



Potential Housing Sites

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

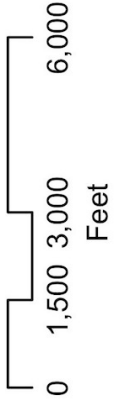
Your Notes:



Sites for Discussion

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

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





1. BART

5. Rosewood Auto Sales

10. Carr America

9. Nearon Site

13. CM Capital Properties

Existing Uses On Site:

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

2. Sheraton

3. Stoneridge Shopping Center

4. Kaiser

LAUREL CREEK PARK

Existing Uses On Site:

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





Safeway
(under construction)

7. Pleasanton Gateway

Pleasanton Commu
Park

BERNAL
OPEN SPACE



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

BICENTENNIAL PARK

12. Goodnight Inn



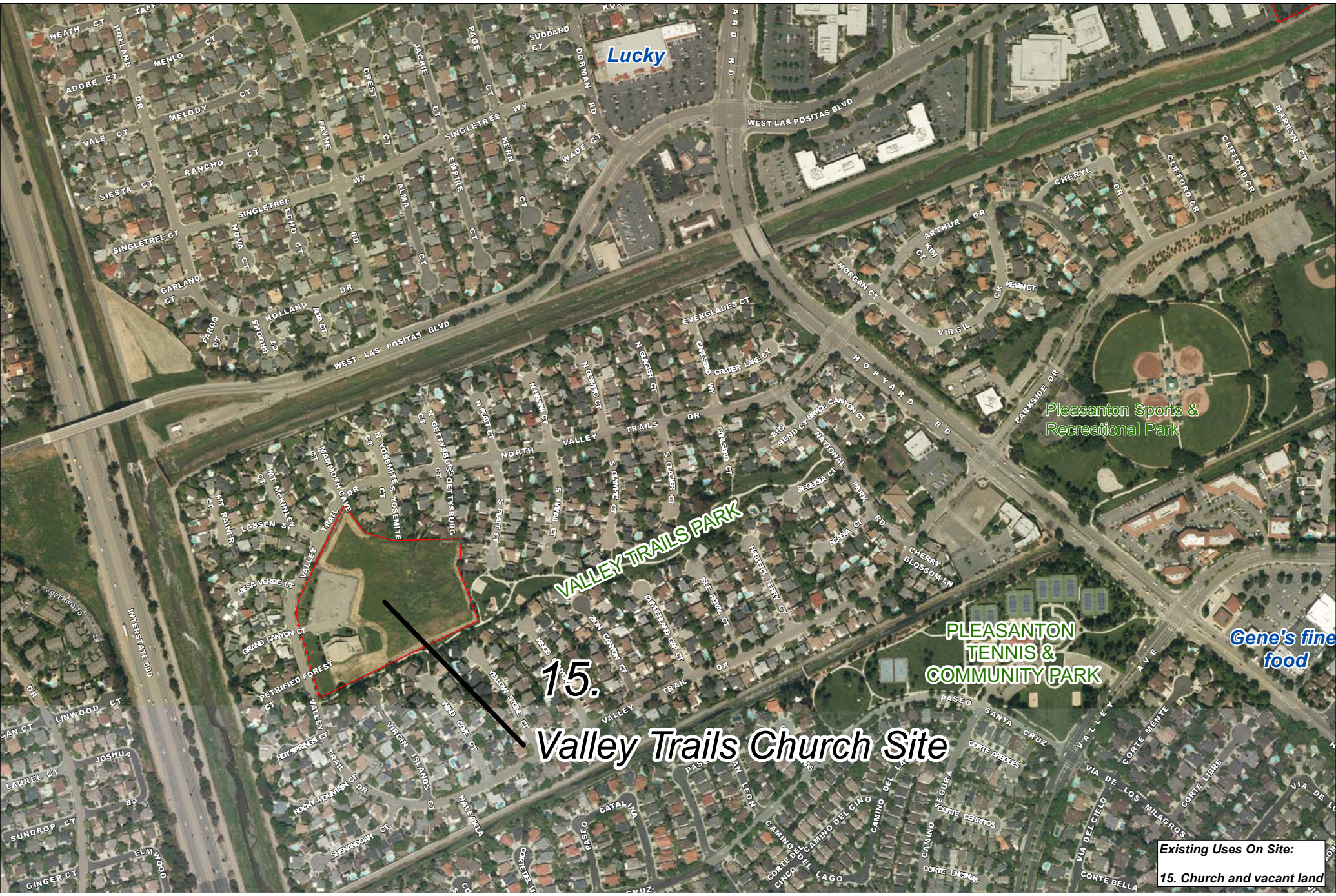
LOCKHART LN

ORLOFF PARK

HARVEST PARK MIDDLE SCHOOL

Safeway

Existing Uses On Site:
12. Hotel and restaurant



Lucky

Pleasanton Sports & Recreational Park

VALLEY TRAILS PARK

PLEASANTON TENNIS & COMMUNITY PARK

Gene's fine food

15.
Valley Trails Church Site

Existing Uses On Site:
15. Church and vacant land

AMADOR VALLEY HIGH SCHOOL

6. Irby-Kaplan-Zia

MAIN ST GREEN

17. Axis Community Health

Cole's Market

KOTTINGER VILLAGE COMMUNITY PARK

VETERAN'S PLAZA

LIONS WAYSIDE PARK

DELUCCI PARK

McKINLEY PARK

VALLEY VIEW

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



11.
Kiewit

14.
Legacy
Partners

8.
Auf de Maur / Richenback

16.
Vintage Hills
Shopping Center

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

VALLEY
VIEW
SCHOOL

KOTTINGER

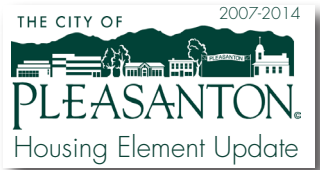
COMMUNITY
PARK

BMX
PARK

EAST BAY

TAWNY
PARK

VINTAGE



Please Tear-Off!

COMMENT SHEET

*Prepared for the March, 2011
Community Workshops*

City of Pleasanton Housing Element

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

❖ Email: jstern@ci.pleasanton.ca.us ❖ Phone: 925.931.5606 ❖ Fax: 925.931.5483 — **Thanks!**

Additional Comments

Pleasanton Housing Needs

Additional Comments

How We Rated Potential Housing Sites

Additional Comments

Pleasanton Housing Sites —Your Input is Needed!

Other Comments or Suggestions for the Pleasanton Housing Element Update:



APPENDIX C: Criteria Rating from Community Workshops

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



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



APPENDIX E: Public Comments

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

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

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