

Preliminary Draft  
**HOUSING ELEMENT**

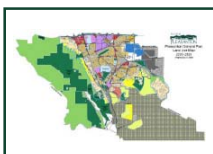
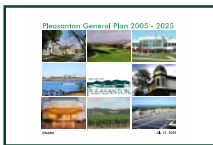
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**BACKGROUND**



Prepared June 2011

**For more information** and to stay informed, please visit the City's webpage at [www.ci.pleasanton.ca.us](http://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 [jstern@ci.pleasanton.ca.us](mailto:jstern@ci.pleasanton.ca.us) if you should have any specific comments or suggestions.



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## Section I

# Introduction

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## **A** State Law Requirements for Housing Elements



State law requires each city and county to adopt a General Plan containing at least seven elements including a Housing Element. Regulations regarding Housing Elements are found in the California Government Code Sections 65580-65589. Although the Housing Element must follow State law it is by nature a local document. The focus of the Pleasanton Housing Element is on the needs, desires and vision of Pleasanton residents as it relates to housing in the community. Within these parameters, the intent of the element is also to

comply with State law requirements.

Unlike the other mandatory General Plan elements, the Housing Element must be updated every five to seven years, and is subject to detailed statutory requirements and mandatory review by the State of California Department of Housing and Community Development — HCD. According to State law, the Housing Element must:

- Provide goals, policies, quantified objectives and scheduled programs to preserve, improve and develop housing.
- Identify and analyze existing and projected housing needs for all economic segments of the community.
- Identify adequate sites that will be zoned and available (prior to Housing Element adoption) within the 7.5 year housing cycle to meet the city's fair share of regional housing needs at all income levels.
- Be internally consistent with other parts of the General Plan (and is critical to having a legally adequate General Plan).
- Be submitted to the State Department of Housing and Community Development (HCD) to determine if HCD “certifies” the Housing Element is in compliance with state law.

State law establishes detailed content requirements for Housing Elements and requires a regional “fair share” approach to distributing housing needs. State Housing Element law recognizes that

in order for the private sector to address housing needs and demand, local governments must adopt land-use plans and implementing regulations that provide opportunities for, and do not unduly constrain, housing development.

In accordance with State law, the Housing Element must be consistent and compatible with other General Plan elements. Additionally, the Housing Element should provide clear policy and direction for making decisions pertaining to zoning, subdivision approval, housing allocations, and capital improvements. The housing action program must also identify adequate residential sites available for a variety of housing types for all income levels; assist in developing adequate housing to meet the needs of low and moderate income households; address governmental constraints to housing maintenance, improvement, and development; conserve and improve the condition of the existing affordable housing stock; and promote housing opportunities for all persons.

## **B** Definitions of Key Housing Terms

- **ABAG (Association of Bay Area Governments):** The Bay Area’s regional planning agency that, among other duties, establishes the Regional Housing Needs Allocation for each city and county within the Bay Region. ABAG also prepares biennial projections for jobs, households and population for the Bay Area as a whole and each jurisdiction.
- **Above Moderate Income Households:** Defined as households earning over 120% of the median household income. A family of four earning more than \$108,350 per year in 2010-2011 is considered above moderate income.
- **Accessible Housing:** Units accessible and adaptable to the needs of persons with physical disabilities.
- **Affordable Housing:** There is no single definition of affordable housing. What is considered "affordable" by a family earning \$100,000 a year will likely be out of reach for another family that earns only \$25,000 a year, depending on the housing market and location. Rules of thumb often are used to determine affordability. In the context of Housing Elements, and for this Housing Element, "affordable housing" is defined as housing with rent restrictions or price restrictions to maintain affordability for extremely low, very low, low, and moderate-income households.
- **Aging In Place:** Aging in place is the ability to live in one’s own home for as long as confidently and comfortably possible. Livability can be extended through universal design principles and assistive technologies. Technology can support interpersonal communication, health and wellness, home safety and security, learning, and other social interaction.
- **Emergency Shelter:** Emergency shelter means housing with minimal supportive services for homeless persons that is limited to occupancy of six months or less by a homeless

person. No individual or household may be denied emergency shelter because of an inability to pay.

- o **Extremely Low Income Households:** Government Code Section 65583(a) now requires local Housing Elements to provide “Documentation of projections and a quantification of the locality’s existing and projected housing needs for all income levels, including extremely low income households (GC 65583 (a)(1)).” Extremely low income is a subset of the very low-income regional housing need allocation (RHNA) and is defined as households earning less than 30% of the median household income. A family of four earning less than \$27,100 per year in 2010-2011 is considered extremely low income.
- o **HCD (State Department of Housing and Community Development):** An office of the State government that, among other things, must review each jurisdiction’s Housing Element for compliance with State law and, if it determines compliance, certifies the Housing Element as substantially complying with State law. HCD has 60-days to review a jurisdiction’s draft housing element and provide written comments back to the jurisdiction. HCD has 90-days to review a jurisdiction’s adopted housing element before sending a letter of certification.
- o **Housing Affordability:** The federal government considers housing to be affordable if a family spends no more than 30 percent of its income on its housing costs, including utilities. For example, a teacher earning \$60,000 per year can afford \$1,500 per month for housing. A police officer or fire fighter earning \$75,000 can afford up to \$1,875 per month. In the private sector, lenders underwriting home purchases typically require that families spend no more than some set percentage of income (such as 28 percent) for mortgage payments, taxes and insurance.
- o **Housing Density:** The number of dwelling units per acre of land. Gross density includes all the land within the boundaries of a particular area and excludes nothing. Net density excludes certain areas such as streets, open space, easements, etc.
- o **Housing Element:** A mandatory section of the General Plan which addresses a city’s housing needs, analyzes the housing stock and community demographics, and proposes goals, objectives, policies, and programs to meet the identified needs for all economic segments of the community.
- o **Inclusionary Zoning:** A mechanism that requires that each approved residential development must set aside a minimum percentage of the development for affordable housing. Pleasanton has adopted an Inclusionary Zoning Ordinance to implement this program, which emphasizes providing affordable units but which also provides for payment of fees, dedication of land, or use of alternate methods to comply with inclusionary requirements.
- o **Income Limits:** Income limits are updated annually by the U.S. Department of Housing and Urban Development (HUD) for Alameda County and are posted on the State Department of Housing and Community Development (HCD) website along with income limits established annually for State CDBG and HOME programs. HCD income limits regulations are similar to

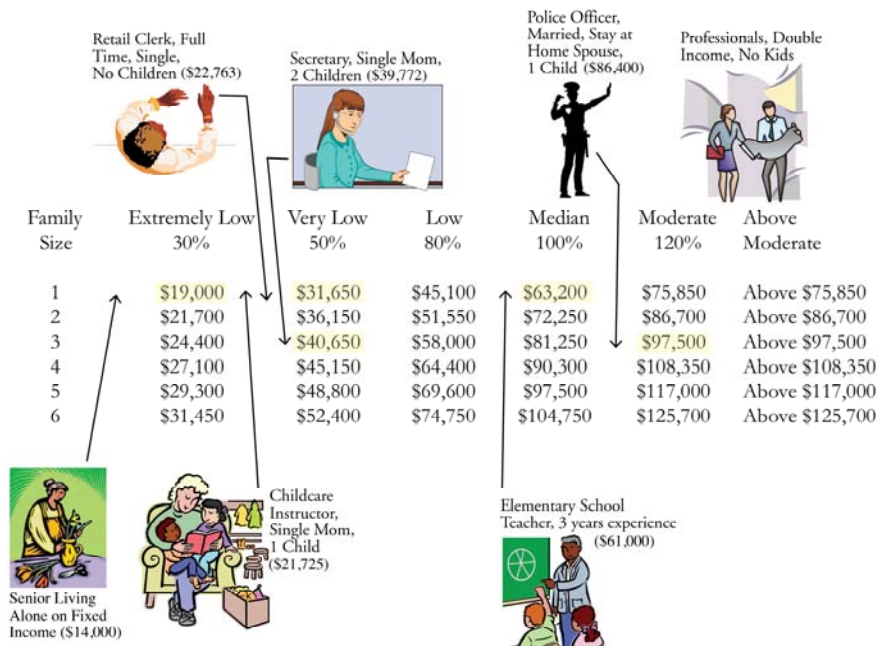
those used by HUD. Income limits should be consulted since they are updated annually. They can be found at <http://www.hcd.ca.gov/hpd/hrc/rep/state/incNote.html>. For additional information, see the HUD website at [www.huduser.org/datasets/il.html](http://www.huduser.org/datasets/il.html) and the City of Pleasanton Affordable Housing programs website at <http://www.ci.pleasanton.ca.us/community/housing/>.

**Alameda County (City of Pleasanton) FY 2010 Median Household Income Schedule**

Family Size	Section 8, CDBG, Inclusionary			Inclusionary		
	Extremely Low 30%	Very Low 50%	Lower 80%	Median 100%	Moderate 120%	Above Moderate
1	\$19,000	\$31,650	\$45,100	\$63,200	\$75,850	>\$75,850
2	\$21,700	\$36,150	\$51,550	\$72,250	\$86,700	>\$86,700
3	\$24,400	\$40,650	\$58,000	\$81,250	\$97,500	>\$97,500
4	\$27,100	\$45,150	\$64,400	\$90,300	\$108,350	>\$108,350
5	\$29,300	\$48,800	\$69,600	\$97,500	\$117,000	>\$117,000
6	\$31,450	\$52,400	\$74,750	\$104,750	\$125,700	>\$125,700

Source: Department of Housing and Urban Development, effective May 14, 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).

- **Jobs/Housing Balance:** The relationship of the number and types of jobs in a community with the amount and affordability of housing. An appropriate balance is commonly thought to be 1.5 jobs for every 1 housing unit.
- **Low Income Households:** California Health and Safety Code Section 50079.5 provides that the low-income limits established by the U.S. Department of Housing and Urban Development (HUD) are the state limit for low-income households. HUD limits for low-income household are households earning 50-80% of the median household income, adjusted for family size, with some adjustment for areas with unusually high or low incomes relative to housing costs. A family of four earning between \$45,150 and \$64,400 per year in 2010-2011 is considered low income.
- **Median Household Income:** The middle point at which half of the City's households earn more and half earn less. The "Median Family Income" for FY2010 for the Oakland-Fremont, CA HUD Metro FMR Area (Fair Market Rent Area), which includes the City of Pleasanton, is \$90,300. By way of comparison, the 2000 Census Median Family Income for Alameda County was \$68,902.
- **Moderate Income Households:** Defined by Section 50093 of the California Health and Safety Code as households earning 80-120% of the median household income. A family of four earning between \$64,400 and \$108,350 per year in 2010-2011 is considered moderate income.
- **Persons per Household:** Average number of persons in each household.
- **PUD (Planned Unit Development):** A type of development review process which is based directly on the General Plan instead of on a specific zoning district and which is intended to encourage variety and diversity of development and to provide flexibility to the City and developer.
- **RHNA (Regional Housing Needs Allocation):** The number of housing units determined by ABAG to be each jurisdiction's "fair share" of the regional housing need for the next Housing Element planning period which must be included in each jurisdiction's Housing Element. These numbers of units are broken down into income categories of "above moderate", "moderate", "low", and "very low".
- **Second Unit:** An attached or a detached residential dwelling unit on the same site as a single-family dwelling which provides complete independent living facilities and which is not considered to increase the density of the lot on which it is located.
- **Senior Housing:** Defined by California Housing Element law as projects developed for, and put to use as, housing for senior citizens. Senior citizens are defined as persons at least 62 years of age.
- **Supportive Housing:** Supportive housing is permanent rental housing linked to a range of support services designed to enable residents to maintain stable housing and lead fuller

lives. This type of housing has no limit on length of stay, is occupied by the target population (such as low-income persons with disabilities and certain other persons with disabilities) and is linked to onsite or offsite services that assist the supportive housing resident in retaining the housing, improving his or her health status, and maximizing his or her ability to live and, when possible, work in the community.

- o **Transitional Housing:** Transitional housing and transitional housing development mean rental housing operated under program requirements that call for the termination of assistance and recirculation of the assisted unit to another eligible program recipient at some predetermined future point in time, which shall be no less than six months. Transitional housing is a type of supportive housing used to facilitate the movement of homeless individuals and families to permanent housing. A homeless person may live in a transitional apartment for up to two-years while receiving supportive services that enable independent living.
- o **Very Low Income Households:** California Health and Safety Code Section 50079.5 provides that very low income limits established by the U.S. Department of Housing and Urban Development (HUD) establish the state limit for very low income households, which are households earning less than 50% of the median household income (adjusted as described for low-income households above). A family of four earning less than \$45,150 per year in 2010-2011 is considered low income.
- o **Workforce Affordable Housing:** Housing that is affordable to the workforce in the community. Workforce housing is housing for the occupations needed in every community, including teachers, nurses, police officers, fire fighters and many other critical workers. The families in need of workforce housing do not fall neatly into a single narrow income category. Employees in some industries (e.g. retail sales, food service, tourism) are likely to be in the lower income ranges. Seasoned workforce jobs with education or training requirements, such as teachers, police officers, nurses, etc., may fall into the middle income brackets but still find it difficult to afford homes in the community where they work.

## **C** 2003 Housing Element Review

### **Summary of Key Accomplishments**

The City's 2003 Housing Element has supported implementation of a number of programs providing affordable housing. One of the objectives of the Housing Element update is to build upon the City's successes. Below are some of the key accomplishments of the City:

- **BMR Apartments.** Nearly 1,000 below-market rental (BMR) apartment units have been built in Pleasanton since the mid-1980s. The City has encouraged the construction of affordable rental housing by allowing special consideration for projects that provide units at below-market rent levels. Four of the largest apartment complexes in Pleasanton include some units in which rents are lower than market rents due to a regulatory agreement between the City and the apartment owner. As



an example, there are three projects that occupy the City's former 14-acre corporation yard site (The Promenade, Ridge View Commons, and The Parkview) that demonstrate a variety of housing types and also the City's willingness to contribute land for affordable housing. Whereas the earliest BMR apartment projects had 15 year expiration terms, the most recent projects will remain affordable in perpetuity.

- **City Housing Programs.** The City of Pleasanton operates a number of housing programs to support affordable housing, including the City's Below-Market Rate (BMR) Rental Program, temporary rental assistance (in coordination with the City of Livermore and Abode Services through the Tri-Valley Housing Scholarship Program), Section 8 vouchers in coordination with the Alameda County Housing Authority, the Pleasanton Homeownership Assistance Program (PHAP) for first-time homebuyers, the Down Payment Assistance (DPA) program, the Housing and Human Services Grant (HHSG) program (which uses CDBG, HOME, and local funds), the Housing Rehabilitation Program for low-income homeowners and mobile home owners, a Lower Income Housing Fund, and inclusionary zoning requirements for new development.
- **Homeownership Assistance.** In addition to the PHAP program which makes available homes for sale at below-market prices, the City established a Down Payment Assistance (DPA) program in 2004 using local funds combined with an allocation of State HELP (Housing Enabled by Local Partnership) funds from the California Housing Finance Agency (CalHFA). HELP funds were depleted in 2007, and since then the program has been funded 100% locally. The DPA program currently provides up to \$20,000 in down payment assistance for low- and moderate-income buyers. Assistance is in the form of a low-interest (3.5%) loan that is amortized over 20 years.
- **Housing for Persons with Disabilities.** Through programs such as the City's Housing and Human Services Grant (HHSG) program, the City has assisted the development of specific housing units in Pleasanton that are reserved for persons with disabilities using federal and local funds. Rental opportunities in these developments are administered either by the on-site management or by a supporting agency. For example, the City worked with East Bay Innovations and the State Department of Housing and Community Development (HCD) to reserve four (4) BMR apartments at The Promenade for very-low income persons with developmental disabilities who are able to live independently. The City also provided deferred zero-interest loans to Tri-Valley REACH to acquire and rehabilitate several group homes for adults with developmental disabilities.
- **Housing Data Collection and Preservation of "At Risk" Affordable Housing.** The City conducts an annual survey of rents and vacancy rates in order to monitor affordability in the local rental housing stock. The City has also worked to ensure the preservation of existing affordable housing, such as the current effort to explore

redevelopment options for Kottinger Place and Pleasanton Gardens, two aging complexes that provide housing for extremely low income seniors. This project exemplifies the City's efforts to be creative in solving housing problems using infill and existing subsidies. The photos below are of Kottinger Place.



- **Senior Affordable Housing.** There are presently over 400 apartments in Pleasanton that are for rental exclusively by low and very low income seniors. These apartments are in seven separate complexes located throughout Pleasanton. With the exception of the Parkview, all of the complexes are for "independent living" and generally do not include services such as meals, housekeeping, or personal care. Because these apartments are often significantly below local market rents, leasing is highly competitive and, for complexes with the lowest rents, eligible applicants must often wait a year or more for an available apartment.
- **Persons with Developmental Disabilities.** The City has contributed significant funding through its federal CDBG and HOME grants to REACH (Resources Education Activities Community and Housing for Special Adults of the Tri-Valley, formerly HOUSE, Inc.), a local nonprofit agency, to purchase and remodel several homes in Pleasanton. These homes provide below-market rental housing for low-income adults with developmental disabilities who are able to live independently with supportive services, fostering community integration, dignity, and independence. The City also provided funding through its federal CDBG grant to Bay Area Community Services (BACS) to purchase and rehabilitate a six-unit apartment complex in downtown Pleasanton to provide below-market rental housing for low-income individuals with mental disabilities who are able to live independently. Through its Valley Creative Living Center, BACS provides supportive services including activity and employment programs that promote independence and community integration.
- **Housing Rehabilitation.** The Housing Rehabilitation Program has become an increasingly significant component of the City's housing and community development efforts. As Pleasanton's housing stock has continued to age (along

with an aging population), home maintenance and repair have increased in importance. The existence of an active housing rehabilitation program is seen as a necessary element of Pleasanton's affordable housing policies in that it addresses preservation of existing housing which is very affordable to the present occupants. Beneficiaries of the program have included a large number of elderly residents and single parent households. An eligible household must live in and hold title to the home, and the household income cannot exceed 80% of the median income for the area. The program is also available to rehabilitate rental apartments where a large percentage of the occupants are low income.

- **Efforts to Reduce Discrimination and Ensure Fair Housing Opportunities.** The City of Pleasanton contracts with ECHO Housing (Eden Council for Hope and Opportunity, Inc.) to provide housing counseling and fair housing programs and services to Pleasanton residents. ECHO provides services in the Tri-Valley area through the Livermore Multi-Service Center. ECHO conducts site investigations in response to reports of housing discrimination complaints, does informational surveys to determine degrees of housing discrimination existing in designated areas, and holds educational seminars for property managers, owners, realtors, and others. ECHO also helps to disseminate information on the City's affordable housing programs and services.
- **Collaboration on Special Needs Housing with Adjacent Jurisdictions.** The City of Pleasanton contributed funds from its federal HOME allocation to assist several housing projects that have a regional benefit and/or address a specialized housing need. For example, the City provided financial assistance to Affordable Housing Associates (AHA) to assist the development of the Carmen Avenue Apartments in Livermore for persons with disabilities and special needs and formerly homeless victims of domestic violence. The City also provided funding to Allied Housing to assist the development of the Lorenzo Creek apartments in Castro Valley for homeless and persons with chronic disabilities and to the Fremont Oak Gardens complex in Fremont for deaf senior citizens. The City has also assisted with funding for homeless programs and support for regional homeless organizations such as EveryOne Home.
- **Addressing Needs of the Homeless.** The City of Pleasanton has endorsed the EveryOne Home Plan which is Alameda County's road map for ending homelessness. The plan aims to end homelessness in Alameda County by emphasizing a coordinated, efficient regional response to a regional problem. EveryOne Home envisions a housing and services system that partners with consumers, families and advocates; provides appropriate services in a timely fashion to all who need them; and ensures that individuals and families are safely, supportively and permanently housed. In addition, Pleasanton has participated in East County collaborative which received \$900,000 through the federal Homelessness Prevention and Rapid Re-Housing Program (HPRP). HPRP provides housing relocation and stabilization services to individuals and families in

Pleasanton and the Tri-Valley who are homeless or at risk of becoming homeless. Access to the HPRP program is through the 211 program which is a free, accessible, 3-digit telephone number (funded in part by the City of Pleasanton) that enables all Alameda County residents easy access to customized multilingual health, housing and human services information 24 hours a day year round. The 211 resource is especially critical for vulnerable populations such as single parent and very low-income families, frail elders, people with disabilities, caregivers, and non-English speakers who are in need of such vital resources as emergency housing, food, financial aid, healthcare, and legal assistance. 211 has also proven to be a critical public communications tool during recovery efforts after a disaster.

### **Overview of the 2003 Housing Element Goals, Policies and Programs**

Appendix A contains a detailed evaluation of each of the goals, policies and implementing programs contained in the 2003 Housing Element. The 2003 Housing Element covers the following issues that are still relevant for the update as a way of organizing the City's goals, policies and implementing programs:

- A. Housing Variety, Type, and Density
- B. Housing Tenure
- C. Housing Affordability
- D. At-Risk Affordable Housing
- E. City Government Actions
- F. Growth Management
- G. Existing Housing Condition
- H. Housing Location
- I. Housing Discrimination
- J. Special-Needs Housing
- K. Environmental Protection

### **Review and Revision of the 2003 Housing Element — Summary of Key Changes**

In addition to continuing the programs identified under the accomplishments above, and updating policies and programs so they are current, the 2007-2014 Housing Element includes the following key changes based on review of the 2003 Housing Element:

- **Identification of Potential Sites for Multi-Family Housing.** The 2007-2014 Housing Element has undertaken an extensive evaluation and community outreach effort to identify potential sites for higher density, multi-family housing, consistent with the City's Regional Housing Need Allocation (RHNA). The analysis and documentation of potential housing sites is covered in Section IV.B and Appendix B in this document. Policies and programs have been modified as applicable to higher density housing consistent with State law requirements and the City's ability to meet its RHNA. Policies also remove mention of the "mid-point" of the density range for affordable and mixed use developments.

- **Provision of Adequate Sites for Housing.** The City will complete any and all rezoning and General Plan amendments units prior to or concurrent with adoption of 2007-2014 Housing Element Update that are necessary to accommodate the City's RHNA allocation, as assigned to the City by ABAG (3,277 total units, including 1,076 very-low income units, 728 low-income units, 720 moderate-income units, and 753 above-moderate income). A new program is included to overcome any infrastructure constraints to affordable housing on a periodic basis, and the City will review and amend the Growth Management Ordinance as needed to reflect housing and infrastructure conditions and current housing needs.
- **Second Units.** Consider incentives (such as relaxing the parking and height limit requirements) to encourage the development of second units.
- **Condominium Conversions.** Review the City's Condominium Conversion Ordinance to identify desirable changes to minimize the impact and displacement of lower-income tenants and persons with disabilities.
- **Inclusionary Zoning Ordinance.** Continue to provide incentives such as reduced development fees, priority processing, and funding assistance for projects which provide the largest number of affordable units, including three bedroom units for large families.
- **Lower Income Housing Fund and Other Funding Sources.** Consider whether a joint non-profit /for-profit development should be a higher priority project due to its ability to potentially secure better funding and be developed. Other actions related to the Lower-Income Housing Fund and other funding sources include: (a) utilizing a portion of the City's Lower-Income Housing Fund, or the City's federal HOME and CDBG grants or other funds for housing projects which accommodate the needs of special housing groups such as for persons with physical, mental, and/or developmental disabilities; (b) consideration of utilizing the City's Lower-Income Housing Fund for low-interest loans to support alternative energy usage and significant water conservation in exchange for securing very-low- and low-income new and/or existing rental housing units; and, (c) survey older residential units and utilize the City's Lower-Income Housing Fund, Federal funds, and other funds to provide low-interest loans to retrofit existing residential units for very-low- and low-income rental units with three bedrooms for large families.
- **Universal Design.** Meet the needs of persons with disabilities and to allow for aging in place (features such as adjusted counter heights, wider doorways, wheelchair accessible bathrooms, etc.) for as many low- and very-low income units as is feasible within large rental projects. Require Universal Design in some units in residential projects receiving governmental assistance (tax credits, land grants, fee waivers, or other financial assistance). Consider including Universal Design and visitability features in new residential developments to improve the safety, utility, and home accessibility for people aging in place and for people with disabilities.

- **Consistency with the General Plan and Sustainability Policies of the City.** 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: 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; and, 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.
- **Non-Discrimination Actions.** Implement Resolution 10-390, requiring enhancements to existing non-discrimination housing policies. As part of the City's Consolidated Annual Performance Evaluation Report approval, or other time deemed appropriate, 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 affordable housing for families with children in the future.
- **Outreach.** The City will coordinate a workshop with non-profit developers and owners of sites rezoned to accommodate affordable housing 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 development of an affordable project with three bedroom units for families by a non-profit housing developer.
- **Zoning for Homeless, Transitional and Supportive Housing (SB2 Requirements).** 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.

## Section II

# Housing Conditions and Trends

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## **A** Population, Housing and Jobs Trends

### Overview

The “housing crisis” in the Bay Area has been an evolving phenomenon over the past 30 years as high demand (and need) has continually exceeded supply (and affordability). Despite recent economic conditions, all projections indicate that it is likely to remain a major regional issue for many years to come, with long-term economic repercussions and significant impacts on our



quality of life. Workers are traveling increasingly long distances to get to work; and many young families, long-time residents, and other members of the community find it difficult to afford housing where they want to live.

This section of the Background presents information for housing planning purposes for the Pleasanton Housing Element. The implications of this analysis can help to inform decision-makers and the community about the types of housing needed, desired

affordability levels, possible location considerations for various types of housing, and specialized housing needs in the community. Assessing housing needs helps to support the overall goals of the recently adopted City of Pleasanton General Plan as they relate to sustainability and creating attractive and well-kept neighborhoods, abundant and well-maintained public facilities, a strong economic base, and a high quality of life for residents.

### Relationship Between Housing, Population and Local Jobs

Population growth closely parallels the development of housing. In Pleasanton, population tripled during the 1960's, doubled during the 1970's, and increased by 44 percent in the 1980's. Due to poor economic conditions and the limited supply of easily-developable land, population growth slowed during the first half of the 1990's to roughly three percent annually. The end of the 1990's and beginning of the 2000's showed population growth growing to almost five percent annually for most years, reflecting a strong economy which fueled job growth and housing production. The 2000 Census showed Pleasanton's population as 63,645, and as of January 1, 2010, the population within Pleasanton was 70,711 according to 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 workers in Pleasanton has increased from 29,580 in 1990, to 33,608 in 2000, and to an estimated 37,376 on 2010<sup>1</sup>. The table below shows the existing and projected

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<sup>1</sup> The 2010 estimate of workers is consistent with the American Community Survey (ACS) conducted by the U.S. Census in 2006-2008 and is based on a 2010 estimate by Nielsen-Claritas. Nielsen-Claritas is a private firm that provides demographic data for marketing and other uses. They gather and analyze data from the

population, households and jobs for the Bay Area as a whole, Alameda County and the City of Pleasanton.

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

Geographical Area	2000	2005	2010	2015	2020	2025	2010-2025 Change
<b>Bay Area Regional Total</b>							
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
<b>Alameda County</b>							
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%
<b>City of Pleasanton</b>							
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	2.75	2.73	2.74	2.73	-0.02
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

ABAG Projections 2009 show that the rate of growth is expected to shrink, with population projections for the City of Pleasanton showing an increase of 8,089 residents between 2010 and 2025. Over the same 15-year time period, the number of local jobs is expected to increase by 14,470. In 2010, according to Nielsen-Claritas, 31% of local workers commute less than 15 minutes to work, 25% commute 15-29 minutes, 18% commute 30-44 minutes, 10% commute 45-59 minutes, and 16% commute 60 or more minutes. Thus, it can be assumed that about 69% of the local work force works outside of Pleasanton. Nielsen-Claritas also estimates that 79% of local workers in 2010 work in "white collar" jobs, and many of estimated 55,770 local jobs are filled by persons living outside of Pleasanton.

Pleasanton's transformation from a bedroom community to a regional job center has resulted in a demand by workers for housing within commute distance to Pleasanton. A certain percentage of

U.S. Census, household consumer databases and postal delivery counts to create a set of demographic estimates. The data are accepted by HCD as providing reliable information when more precise information is not available (such as U.S. Census data).

[http://en-us.nielsen.com/content/nielsen/en\\_us/expertise/segmentation\\_and\\_targeting/demographics.html](http://en-us.nielsen.com/content/nielsen/en_us/expertise/segmentation_and_targeting/demographics.html)



workers employed in Pleasanton will seek housing in Pleasanton, and a certain percentage of workers employed outside of Pleasanton will seek housing here. The key to accommodating employment-generated housing need is to recognize that these various types of commute behavior occur within an area much larger than Pleasanton itself and to provide housing opportunities within a reasonable commute distance of local jobs. Below are jobs projections for the Bay Area, Alameda County and the City of Pleasanton Planning Area.

Geographical Area	2000	2005	2010	2015	2020	2025	2005-2025 Change
<b>Bay Area Regional Total</b>							
Agriculture and Natural Resources Jobs	24,470	24,170	24,520	24,870	25,070	25,270	1,100
Manufacturing, Wholesale and Transportation Jobs	863,420	711,380	717,180	763,680	819,010	861,170	149,790
Retail Jobs	402,670	367,180	347,400	370,880	399,950	453,870	86,690
Health, Educational and Recreational Service Jobs	1,056,030	1,053,510	1,120,700	1,216,120	1,322,650	1,403,080	349,570
Financial and Professional Services Jobs	851,610	780,260	766,860	824,190	893,550	990,840	210,580
Other Jobs	555,260	513,240	499,180	534,850	580,460	645,670	132,430
<b>Total Jobs</b>	<b>3,753,460</b>	<b>3,449,640</b>	<b>3,693,920</b>	<b>3,979,200</b>	<b>4,280,700</b>	<b>4,595,170</b>	<b>1,145,530</b>
<b>Total Employed Residents</b>	<b>3,452,117</b>	<b>3,225,100</b>	<b>3,410,300</b>	<b>3,633,700</b>	<b>3,962,800</b>	<b>4,264,600</b>	<b>1,039,500</b>
<b>Alameda County</b>							
Agriculture and Natural Resources Jobs	1,940	1,740	1,790	1,940	1,940	1,940	200
Manufacturing, Wholesale and Transportation Jobs	194,120	171,870	170,240	181,860	195,320	209,990	38,120
Retail Jobs	83,900	80,590	75,770	80,800	87,530	96,870	16,280
Financial and Professional Services Jobs	144,870	146,720	139,750	149,320	161,500	178,120	31,400
Health, Educational and Recreational Service Jobs	218,420	222,200	226,060	243,420	266,330	286,600	64,400
Other Jobs	106,910	107,150	99,240	103,930	112,450	124,290	17,140
<b>Total Jobs</b>	<b>750,160</b>	<b>730,270</b>	<b>712,850</b>	<b>761,270</b>	<b>825,070</b>	<b>897,810</b>	<b>167,540</b>
<b>Total Employed Residents</b>	<b>709,557</b>	<b>705,900</b>	<b>725,200</b>	<b>778,900</b>	<b>868,800</b>	<b>950,800</b>	<b>244,900</b>
Ratio of Jobs to Employed Residents	1.06	1.03	0.98	0.98	0.95	0.94	-0.09
<b>City of Pleasanton Planning Area</b>							
Agriculture and Natural Resources Jobs	330	300	300	350	340	340	40
Manufacturing, Wholesale and Transportation Jobs	9,210	8,160	8,670	9,050	10,080	10,440	2,280
Retail Jobs	9,760	9,320	9,200	10,050	9,880	9,870	550
Financial and Professional Services Jobs	18,290	18,360	17,540	19,070	22,010	23,000	4,640
Health, Educational and Recreational Service Jobs	11,100	11,240	11,590	13,030	14,390	14,810	3,570
Other Jobs	10,790	10,730	9,400	10,770	11,090	12,860	2,130
<b>Total Jobs</b>	<b>59,480</b>	<b>58,110</b>	<b>56,700</b>	<b>62,320</b>	<b>67,790</b>	<b>71,320</b>	<b>13,210</b>
<b>Total Employed Residents</b>	<b>35,198</b>	<b>35,680</b>	<b>36,520</b>	<b>38,850</b>	<b>42,500</b>	<b>45,810</b>	<b>10,130</b>
Ratio of Employed Residents to Local Jobs	1.69	1.63	1.55	1.60	1.60	1.56	-0.07

Source: ABAG Projections 2009

Since employment projections are based on projected annual absorption of new commercial, office, and industrial development, employment growth is more directly tied to economic factors than to City control. Thus, employment growth is difficult to project. Employment projections have declined somewhat from previous years due to the recent downturn in the economy, and it is possible that the above projections will not be reached, depending on how extensive the downturn is and how long it lasts. Less job growth will mean less housing demand, which could reduce housing prices.

The construction of new commercial, office, and industrial space in Pleasanton has occurred generally in parallel with the growth of the City's housing stock. Commercial, office, and industrial growth affects residential growth in two ways: (1) it contributes to housing demand through local

employment growth, and (2) it contributes to the demand for infrastructure and services which, to a certain extent, results in competition with new residential development for infrastructure capacity and services.

For planning purposes, the potential economic considerations for businesses as they relate to workforce housing include: (1) the cost of recruitment and retention of employees; (2) loss of experienced personnel; (3) lost investment in staff training; and (4) money earned locally is spent elsewhere. The economic vitality of smaller businesses and very low wage jobs may also be disproportionately impacted. Public agencies, School districts, social services, and child and elder care can have a difficult time attracting people to work in the community as affordable housing becomes more difficult to find.

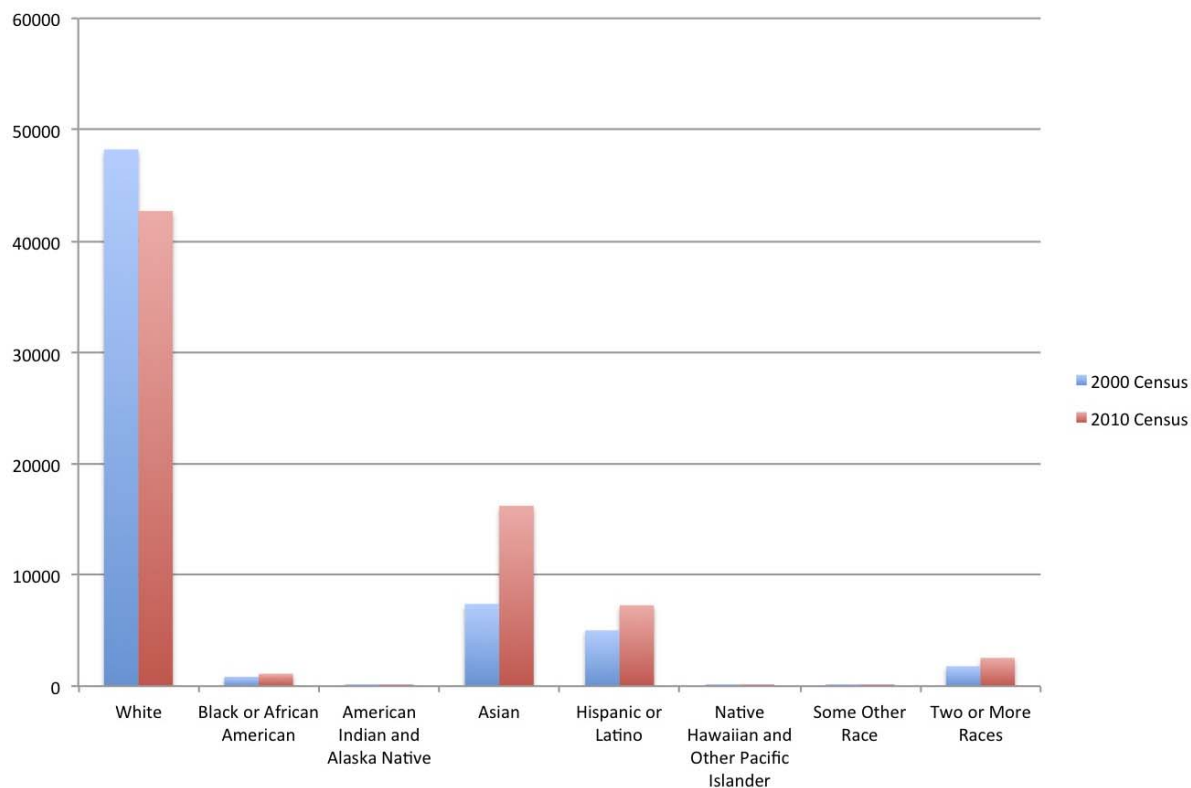


The construction of several thousand housing units during the early 1970's led to an overburdened sewage treatment system and a resulting slowdown of housing growth during the late 1970's. The City then adopted a Growth Management Program (GMP) in 1978 which has managed the residential growth rate according to infrastructure and environmental quality constraints. Since the time the GMP was adopted, the City

has made substantial progress in reducing these constraints and has modified the procedures accordingly. The City has maintained its GMP in order to continue to phase residential growth according to the availability of infrastructure, to ensure environmental sensitivity, to manage the supply of buildable residential sites to meet continued future demand, and to encourage affordable housing.

### **Ethnic and Social Diversity**

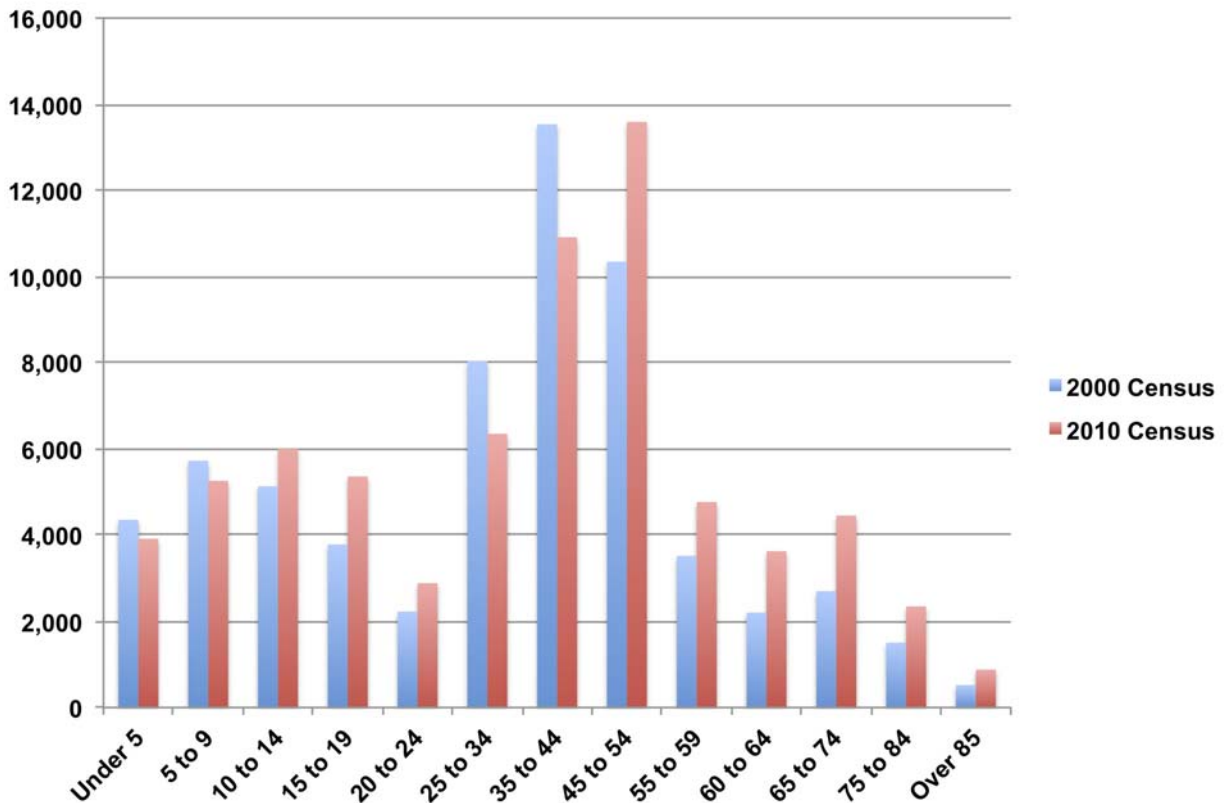
Pleasanton's population is generally less racially mixed than Alameda County as a whole. However, between 2000 and 2010 the City's population has become more racially diverse. As of 2010, Pleasanton's population was 61 percent White, 23 percent Asian, 2 percent Black or African-American, 0.2 percent American Indian or Alaskan Native, 0.2 percent "Other," 0.2 percent Native Hawaiian and other Pacific Islander, and 3.6 percent two or more races. The chart below shows the change in the racial composition of Pleasanton between 2000 and 2010 based on the U.S. Census.



### Population Trends

In 1990, Pleasanton’s median age was lower than it was for California as a whole. Pleasanton’s median age was 36.9 years as of 2000 compared to 33.3 for the State and 34.5 for the County. According to the 2010 U.S. Census, Pleasanton’s median age is now 40.5 years, which is a significant increase in just 10 years. The median age has gradually increased from 26 years in 1970 to 40.5 years in 2010, indicating a significant aging of the population. This is occurring despite the increases in school enrollment, indicating that the aging of the existing population is more than compensating for the increase of school age children.

A more detailed comparison of age cohorts in Pleasanton in 2000 and 2010 is shown in the graph below. The graph shows the significant increase in the number of teens and adults under 25, seniors and those nearing senior age in Pleasanton over the past 10 years. The most significant decline has been in the number of young adults in the 25 through 44 years of age cohorts. Some of this decline may be due to the availability of lower cost housing in the community, as young adults seek more affordable housing elsewhere.



The table below shows a comparison between 2000 and 2010 for Alameda County as whole and the City of Pleasanton. The table shows as increase in the senior population (persons age 65 or older for the purposes of this analysis) in Pleasanton from 7.7% of the population in 2000 to 10.4% of the population in 2010.

**Population by Age Groups in Alameda County and Pleasanton (2000 and 2010)**

Age Range	Year 2000				Year 2010			
	Alameda County Number	Alameda County Percent	Pleasanton Number	Pleasanton Percent	Alameda County Number	Alameda County Percent	Pleasanton Number	Pleasanton Percent
0-14	302,164	20.8%	15,194	23.8%	299,768	19.3%	15,160	21.6%
15-24	193,267	13.3%	6,005	9.4%	201,719	13.0%	8,242	11.7%
25-34	240,513	16.6%	8,028	12.6%	208,951	13.5%	6,345	9.0%
35-44	250,233	17.2%	13,545	21.3%	243,992	15.7%	10,912	15.5%
45-54	203,357	14.0%	10,487	16.5%	235,455	15.2%	13,599	19.3%
55-64	114,920	7.9%	5,718	9.0%	184,253	11.9%	8,366	11.9%
65-74	76,057	5.2%	2,701	4.2%	96,750	6.2%	4,437	6.3%
75-84	53,514	3.7%	1,514	2.4%	53,141	3.4%	2,349	3.3%
Over 85	19,053	1.3%	518	0.8%	26,104	1.7%	875	1.2%
<b>Total</b>	<b>1,453,078</b>	<b>100.0%</b>	<b>63,710</b>	<b>100.0%</b>	<b>1,550,133</b>	<b>100.0%</b>	<b>70,285</b>	<b>100.0%</b>

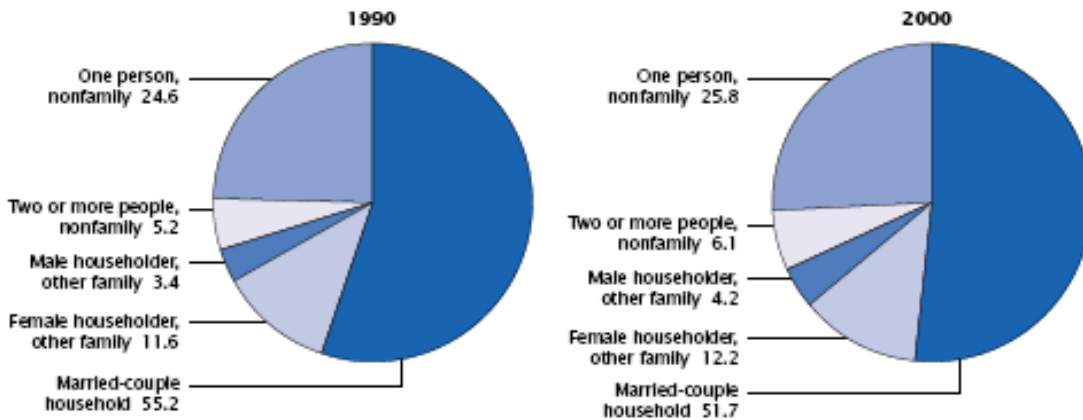
Source: California Department of Finance 2007; U.S. Census 2000 and 2010

Another trend relates to the significant increase in single-person households. Nationwide, about 1 in every 3 new households created during the 1990s was a single person household. In Pleasanton in 2010, according to Nielsen-Claritas, it is estimated there are 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 comprise an estimated 4,648 households in Pleasanton in 2010 (18.9% of households). Persons living in group quarters are counted separately and are considered to be non-family households. According to the California Department of Finance estimates, there are 235 people living in group quarters in Pleasanton in 2010.<sup>2</sup> Below is an illustration of the increase in single-person households nationwide.

According to U.S. Census and California Department of Finance data, the average household size in Pleasanton over the past 10 years has only risen slightly from 2.72 persons in 2000 to 2.79 persons per household in 2010. The average household size in Pleasanton is similar to Alameda County as a whole.

### Households by Type: 1990 and 2000

(Percent distribution. For information on confidentiality protection, nonsampling error, and definitions, see [www.census.gov/prod/cen2000/doc/sf1.pdf](http://www.census.gov/prod/cen2000/doc/sf1.pdf))



Source: U.S. Census Bureau, Census 2000 Summary File 1; 1990 Census of Population, Summary Population and Housing Characteristics, United States (1990 CP1-1-1).

For future planning purposes, it should be anticipated that about one-quarter of new households in Pleasanton will be comprised of one adult. There is now a clear consensus among medical researchers that social connection for people has powerful effects on their health. Socially

<sup>2</sup> As defined in the U.S. Census, “Group Quarters” are a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household-type living arrangement. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other. Examples of group quarters include Correctional facilities; Juvenile facilities; Nursing homes; Hospitals with long-term care facilities; College or university dormitories, fraternities, sororities; Dormitories for workers; Religious group quarters; Shelters; and, Group homes.

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. In terms of housing, these studies underscore the importance of creating quality living environments for single-persons, including common areas, gathering places and connections for people to interact. In addition, the importance of supporting communal types of housing choices, such as co-housing and other 'non-traditional' forms of housing should be considered.

### **Housing Types and Condition**

The City's existing housing stock reflects its varied history in terms of its mix of types, tenure, age, and condition. Since most of the City's 25,961 dwelling units (as of January, 2010) have been constructed in the last twenty-five years, it is generally in good condition. The City's oldest housing, including several heritage homes as well as a number of apartment buildings constructed between the 1960's through the 1980's, is found in the Downtown area. Also, although Pleasanton's housing stock has always been predominately single-family detached, the proportion of multiple-family and single-family attached housing has been increasing in recent years. Small-lot single-family housing became very popular as a means of increasing affordability while providing a single-family detached product. At the same time, development of large-lot single-family lots in the hill areas of Pleasanton has seen the construction of a number of homes over 4,000 square feet on one-acre-plus lots. Thus, the City's housing stock continues to be varied and in good condition.

The housing stock is in excellent condition, as might be expected with such newly built structures. Only 660 units were built prior to 1950. In the 2000 census, only 60 units, or 0.3 percent of the total housing stock, were found to be lacking complete plumbing facilities, and only 14 units lacked complete kitchen facilities. Eight units lacked adequate heating equipment.

The City's Building and Safety Division estimates that no more than 100 units require major rehabilitation and no more than 10 require replacement, city-wide. Through the City's housing rehabilitation program (targeted toward lower-income households), approximately 61 dwellings have received minor home repair assistance, and 12 homes have received major rehabilitation assistance between 2006 and 2010. In addition, many property owners conducted their own rehabilitation work independent of the City's program; there are several hundred older buildings in the Downtown area which have been privately restored and/or which have been well maintained through the years.



Pleasanton has historically been a city of predominantly single-family detached homes in traditional subdivisions of three to five units per acre. However, recent trends have decreased the proportion of detached single-family homes, which have declined from 74 percent in 1985 to 66 percent of the total housing stock in 2010. The lack of vacant land for large developments in urban

portions of the Bay Area, including Pleasanton, has led in part to an escalation of land values. This has resulted in an acceptance of smaller houses on smaller lots which are more affordable to middle-income households. According to the California Department of Finance (DOF), as of January 2010, there were 17,146 detached single family homes (66.0%), 2,802 attached single family homes (10.8%), 1,169 units in structures of 2 to 4 units (4.5%), 4,388 units in structures of 5 or more units (16.9%), and 456 mobile homes (1.8%). In 2010 DOF estimated that 2.71% of the units were vacant in 2010, and the average number of persons per household (occupied housing unit) was 2.79 persons.

In the future, the proportion of multiple-family housing would be projected to increase on multi-family sites zoned at higher densities. At buildout it is projected that single family units will comprise about \_\_% of the housing units, reflecting a greater choice in the type of housing available in Pleasanton. The 2007-2014 Housing Element contains policies for increasing the diversity of housing types and densities to build-out of the General Plan.

### **Housing Tenure and Overcrowding**

Housing tenure refers to the status of the occupant, whether he/she owns or rents the unit. Housing tenure tends to conform to the type of housing unit. For example, multiple-family units tend to be renter-occupied, and single-family units tend to be owner-occupied, although condominiums are examples of owned multiple-family housing, and some single-family homes are rentals. In 2000, owner-occupied units comprised 73 percent of the housing stock while rental units comprised the remaining 27 percent. These percentages were similar to the percentages of single-family attached plus detached units (75 percent) and multiple-family (25 percent) in 2000.

In the 2000 census, dwellings had an average of 6.3 rooms per unit. Over time, the trends in new home construction have favored larger units. Consequently, very few examples of overcrowding exist in the City of Pleasanton. The State of California defines an overcrowded unit as one occupied by more than 1.01 people per room excluding bathrooms and kitchens. A unit with more than 1.50 people per room is considered severely overcrowded. In Pleasanton, according to the U.S. Census 2000, 1.0% (170 households) of the owner-occupied housing units were overcrowded, and 8.5% (524 households) of the renter-occupied housing units were considered overcrowded. About one-quarter of the owner-occupied units and two-fifths of the overcrowded rental units would be considered severely overcrowded. In 2000, a total of 239 units were severely overcrowded (35 owner-occupied and 204 renter-occupied).

## **B Housing Affordability**

### **Distribution of Households in Pleasanton by Type and 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). The exact income category of a household is dependent upon the size and overall income of the household. In a general way, about 6% of the

current households in Pleasanton are estimated to be extremely low income (< 30%), 9% are estimated to be very low income (< 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 (above 120% of median income).

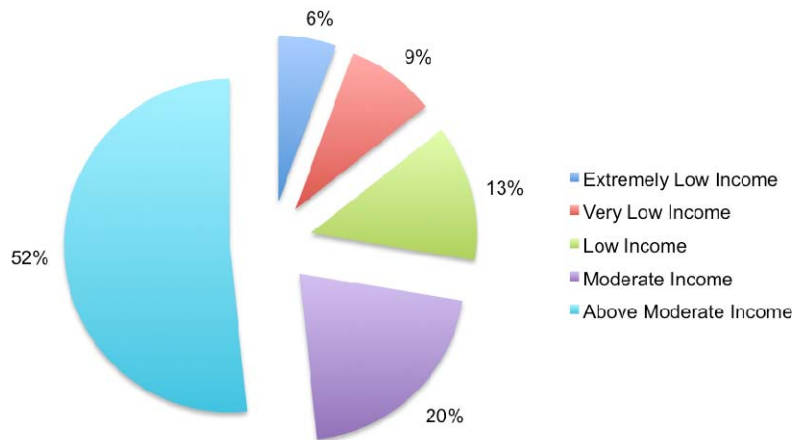
**Estimated Distribution of Households in Pleasanton by Income (2010)**

Household Income*	Total Number of Households	Percent of Total Households	Young Adult Households (up to age 34)	Percent of Young Adult Households	Households (35 to 65 years of age)	Percent of Middle Age Households	Senior Life Households (over age 65)	Percent of Senior Age Households
Extremely Low Income	1,396	5.7%	171	5.5%	460	2.6%	765	18.7%
Very Low Income	2,147	8.7%	324	10.4%	949	5.5%	874	21.4%
Low Income	3,243	13.2%	610	19.6%	1,809	10.4%	824	20.1%
Moderate Income	5,077	20.7%	798	25.7%	3,492	20.1%	787	19.2%
Above Moderate Income	12,715	51.7%	1,205	38.8%	10,668	61.4%	842	20.6%
<b>Total Households</b>	<b>24,578</b>	<b>100.0%</b>	<b>3,108</b>	<b>100.0%</b>	<b>17,378</b>	<b>100.0%</b>	<b>4,092</b>	<b>100.0%</b>

\*Based on 2010 Household Income Limits for a family size of 3 persons (based on 2010 estimated average household size of 2.79 persons in Pleasanton)

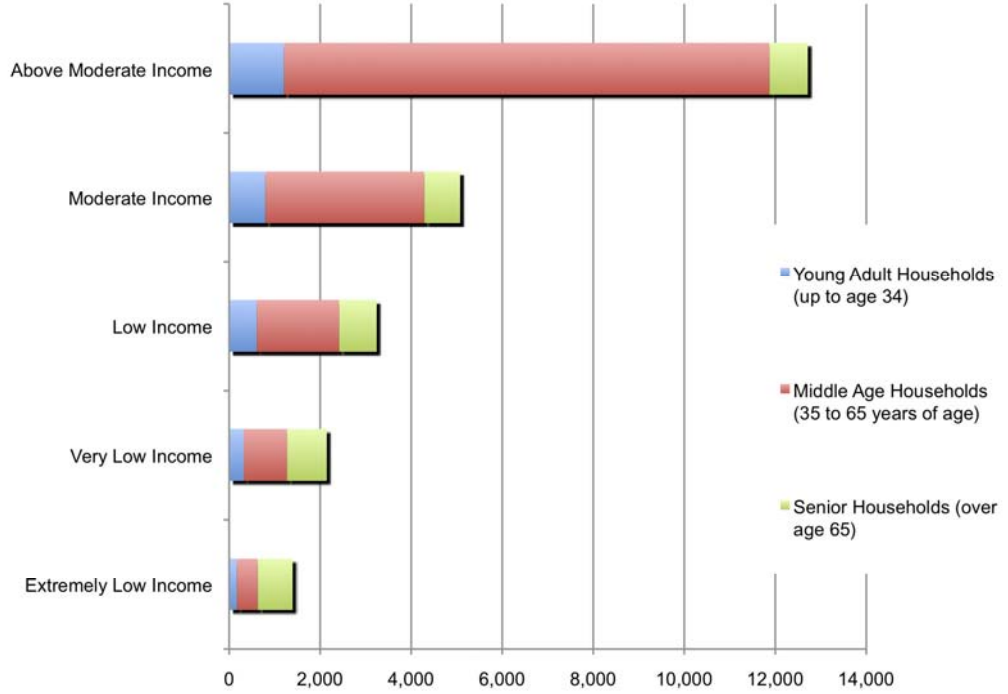
Source: Baird + Driskell Community Planning using data from Nielsen/Claritas 2010 and the California Department of Finance 2010

**Estimated Distribution of Total Households by Income in Pleasanton (2010)**

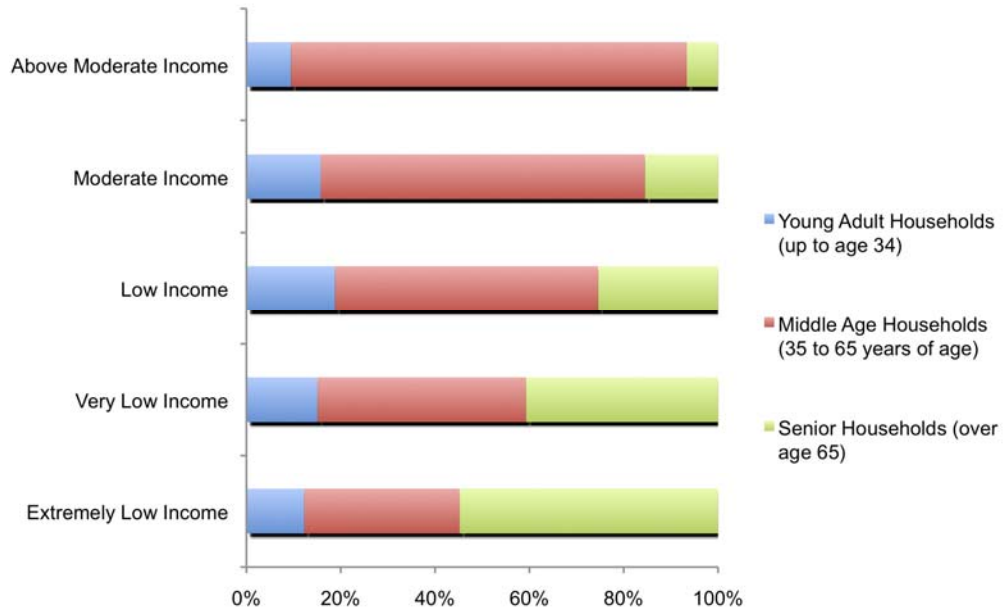


**Estimated Distribution of Total Households by Income and Age of Householder in Pleasanton (2010)**

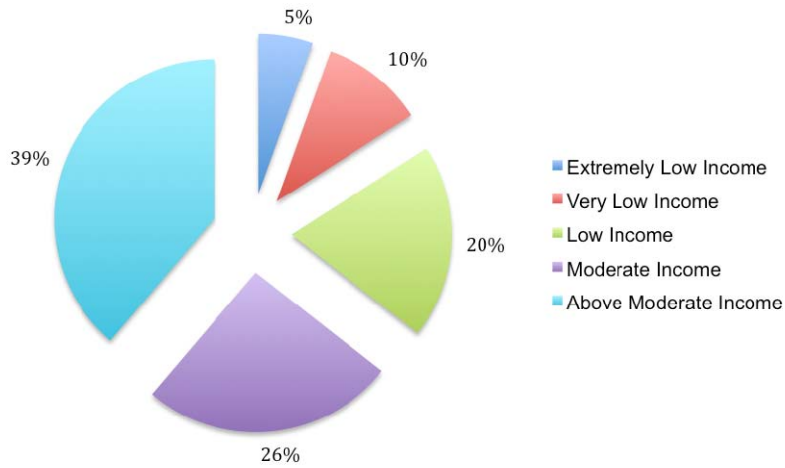




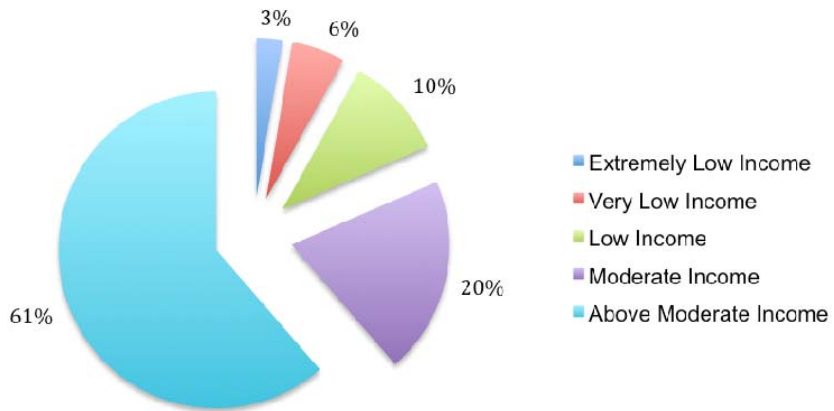
**Estimated Distribution of Total Households by Income and Age of Householder in Pleasanton (2010)**



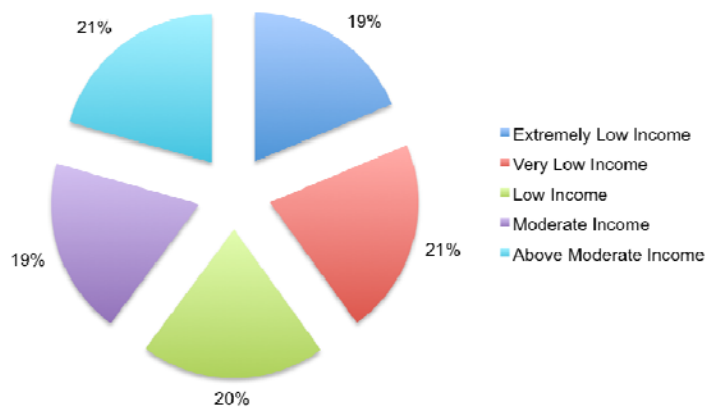
**Estimated Distribution of Young Adult Households by Income in Pleasanton (2010)**



**Estimated Distribution of Middle Age Households by Income in Pleasanton (2010)**



**Estimated Distribution of Senior Households by Income in Pleasanton (2010)**





## Housing Affordability and the Ability to Pay for Housing

Housing affordability refers to the financial ability of a household to rent or buy a housing unit. Government agencies, lenders, and landlords generally consider a household eligible to rent or buy if monthly payments do not exceed 30 percent of total household income. Given this guideline, the monthly rent or mortgage rate that can be afforded is easy to calculate, although ownership costs will

vary with interest rates, down payments, and the type of financing instrument. Using recent rates, the amount of income needed to rent or buy can be calculated for various income groups.

Below on the next page are tables illustrating in a generalized way the “ability to pay for housing” for ownership 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 Annual Survey of Apartment Rents and Vacancies. 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, Nielsen-Claritas estimates that 74.4% of the occupied homes in Pleasanton were owner-occupied and 25.6% renter occupied. Homeownership is up slightly from 2000.

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 Single Family Detached Home (Sept 2010)	Gap Between Maximum Affordable Home Price and Median Sales Price Detached Single Family Home	Median Priced Single Family Attached Home (Sept 2010)	Gap Between Maximum Affordable Home Price and Median Sales Price Attached Single Family Home
<b>Single Person</b>							
High End Extremely Low Income	\$1,583	\$19,000	\$89,606	\$729,000	-\$639,394	\$424,850	-\$335,244
High End Very Low Income	\$2,638	\$31,650	\$163,821	\$729,000	-\$565,179	\$424,850	-\$261,029
High End Low Income	\$3,758	\$45,100	\$235,463	\$729,000	-\$493,537	\$424,850	-\$189,387
Median Income	\$5,267	\$63,200	\$328,043	\$729,000	-\$400,957	\$424,850	-\$96,807
High End Moderate Income	\$6,321	\$75,850	\$395,414	\$729,000	-\$333,586	\$424,850	-\$29,436
<b>Two Persons</b>							
High End Extremely Low Income	\$1,808	\$21,700	\$102,725	\$729,000	-\$626,275	\$424,850	-\$322,125
High End Very Low Income	\$3,013	\$36,150	\$188,365	\$729,000	-\$540,635	\$424,850	-\$236,485
High End Low Income	\$4,296	\$51,550	\$267,552	\$729,000	-\$461,448	\$424,850	-\$157,298
Median Income	\$6,021	\$72,250	\$375,606	\$729,000	-\$353,394	\$424,850	-\$49,244
High End Moderate Income	\$7,225	\$86,700	\$448,985	\$729,000	-\$280,015	\$424,850	\$24,135
<b>Four Persons</b>							
High End Extremely Low Income	\$2,258	\$27,100	\$140,750	\$729,000	-\$588,250	\$424,850	-\$284,100
High End Very Low Income	\$3,763	\$45,150	\$235,721	\$729,000	-\$493,279	\$424,850	-\$189,129
High End Low Income	\$5,367	\$64,400	\$333,203	\$729,000	-\$395,797	\$424,850	-\$91,647
Median Income	\$7,525	\$90,300	\$468,793	\$729,000	-\$260,207	\$424,850	\$43,943
High End Moderate Income	\$9,029	\$108,350	\$561,115	\$729,000	-\$167,885	\$424,850	\$136,265

\*Based on the following assumptions: 5.0% interest rate; 30-year fixed loan; 20% downpayment; 1% property tax; and no additional monthly payments or funds available.

Source: Baird + Driskell Community Planning; Bay East Association of Realtors (home sales data for Pleasanton)

Sales prices for new homes in the area have generally started in the \$800,000 and \$900,000's, although custom homes and larger production homes on large lots are significantly more expensive. Since 1992, the City has had a program to assist first-time home buyers in overcoming the obstacle of high local housing costs to be able to purchase homes in Pleasanton. The affordable homes, part of new subdivisions, have been achieved through negotiation and collaboration between the City and various home builders. The purchase of these affordable homes has generally been restricted to owner-occupant, first-time home buyers. The homes have been designed to be affordable to households at varying income levels ranging from 50% to 120% of the Area Median Income (AMI). The most recent developments have been targeted at 80% of the AMI (approximately \$72,250 maximum annual income for a household of four persons in 2010 adjusted annually).

Households that must devote more than 35 percent of their monthly income towards housing costs are considered to be overpaying. City-wide in 2000, 20.4 percent of homeowners (3,243 out of 15,880 homeowner households) and 25 percent of renters (1,551 out of 6,210 renter households) paid greater than 35 percent of their income towards housing costs. Most cities in California have similar imbalances between housing cost and household income. City rental programs have annual income limits and "fair market rents" established for program eligibility. Current income and rent levels are shown below.

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

Household Size and Income Category	Monthly Income	Annual Income	Rent @ 30% of Monthly Income	Expected Unit Size	Low End Average Rent (2010)	Ability to Pay "Gap" for Low End Unit	High End Average Rent (2010)	Ability to Pay "Gap" for High End Unit
<b>Single Person</b>								
High End Extremely Low Income	\$1,583	\$19,000	\$475	1 BR	\$1,131	-\$656	\$1,288	-\$813
High End Very Low Income	\$2,638	\$31,650	\$791	1 BR	\$1,131	-\$340	\$1,288	-\$497
High End Low Income	\$3,758	\$45,100	\$1,128	1 BR	\$1,131	-\$4	\$1,288	-\$161
Median Income	\$5,267	\$63,200	\$1,580	1 BR	\$1,131	\$449	\$1,288	\$292
High End Moderate Income	\$6,321	\$75,850	\$1,896	1 BR	\$1,131	\$765	\$1,288	\$608
<b>Two Persons</b>								
High End Extremely Low Income	\$1,808	\$21,700	\$543	2 BR	\$1,377	-\$835	\$1,610	-\$1,068
High End Very Low Income	\$3,013	\$36,150	\$904	2 BR	\$1,377	-\$473	\$1,610	-\$706
High End Low Income	\$4,296	\$51,550	\$1,289	2 BR	\$1,377	-\$88	\$1,610	-\$321
Median Income	\$6,021	\$72,250	\$1,806	2 BR	\$1,377	\$429	\$1,610	\$196
High End Moderate Income	\$7,225	\$86,700	\$2,168	2 BR	\$1,377	\$791	\$1,610	\$558
<b>Four Persons</b>								
High End Extremely Low Income	\$2,258	\$27,100	\$678	3 BR	\$1,859	-\$1,182	\$1,973	-\$1,296
High End Very Low Income	\$3,763	\$45,150	\$1,129	3 BR	\$1,859	-\$730	\$1,973	-\$844
High End Low Income	\$5,367	\$64,400	\$1,610	3 BR	\$1,859	-\$249	\$1,973	-\$363
Median Income	\$7,525	\$90,300	\$2,258	3 BR	\$1,859	\$399	\$1,973	\$285
High End Moderate Income	\$9,029	\$108,350	\$2,709	3 BR	\$1,859	\$850	\$1,973	\$736

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

The City has adopted an Inclusionary Zoning Ordinance in an effort to create additional affordable housing. The ordinance requires that at least 15 percent of new multiple-family housing units and

20 percent of new single-family housing units be set aside for very low, low, and/or moderate-income households and uses incentives to facilitate affordable housing development.

Such incentives are as follows:

- Fee waivers or deferrals.
- Reduced parking requirements.
- Reduced setback requirements.
- Reduced open space requirements.
- Reduced landscaping requirements.
- Reduced infrastructure requirements.
- Use of the City's lower-income housing fund for second mortgages.
- Priority City processing.

Many factors determine the housing price which a household can afford, including interest rates, mortgage instruments, down payment, and personal assets above and beyond income. The information above suggests that there is a significant gap between the household ability to pay and actual housing costs in Pleasanton, as there is throughout California. The problem of affordability affects a substantial number of Pleasanton households, including very low, low, and moderate income households, which comprised 48% of all households in Pleasanton in 2010. In the future, the affordability gap will affect increasing numbers of first-time home buyers, workers employed in Pleasanton trying to find an affordable home within commuting distance, and elderly individuals seeking affordable rental housing.

The City has established a staff position for an affordable-housing specialist to coordinate the City's affordable-housing programs. The creation of this position fulfilled a program of the Housing Element. In addition, the City has established an in-lieu affordable-housing fee for commercial, office, and industrial development. This fee, similar to the Lower-Income Housing Fee for new residential development, has helped fund affordable housing for the employees of Pleasanton businesses.



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Housing Division (tel. 925-931-9007; fax 925-931-9478)

**2010 Applicable Income and Rent Limits for  
Below-Market Rent (BMR) Apartments**  
*(revised annually by City)*

PERSONS IN HOUSEHOLD:	MAXIMUM ANNUAL INCOME:		
	Low Inc.	Low Inc.	Very Low Inc.
	80% of Med. Inc.	60% of Med. Inc.	50% of Med. Inc.
1	\$50,550	\$37,950	\$31,600
2	\$57,800	\$43,350	\$36,100
3	\$65,000	\$48,750	\$40,650
4	\$72,250	\$54,200	\$45,150
5	\$78,000	\$58,500	\$48,750
6	\$83,800	\$62,850	\$52,350
7	\$89,600	\$67,200	\$56,000
8	\$95,350	\$71,500	\$59,600

SIZE/TYPE OF UNIT:	MAXIMUM MONTHLY RENT:		
	Low Inc.	Low Inc.	Very Low Inc.
	80% of Med. Inc.	60% of Med. Inc.	50% of Med. Inc.
Studio	\$1,264	\$949	\$790
1 Bedroom	\$1,445	\$1,084	\$903
2 Bedroom	\$1,806	\$1,355	\$1,129
3 Bedroom	\$2,095	\$1,571	\$1,309

**NOTES:**

*Derived from the Oakland Primary Metropolitan Statistical Area (PMSA) 2010 median income level for family of four (\$90,300; Department of Housing and Urban Development [HUD], 5/14/2010). The Oakland PMSA includes Alameda and Contra Costa counties. Maximum annual income and monthly rent levels are shown for three different income categories: 1) 80% of median, 2) 60% of median, and 3) 50% of median. The maximum annual income level is determined by the number of persons in the household. The applicable maximum rent level is determined by the size and type of the rental unit and assumes 30% of the monthly household income to housing.*

## C Special Housing Needs



### Housing for Persons Living with Special Needs

In addition to overall housing needs, cities and counties must plan for the special housing needs of certain groups. State law (65583(a)(6)) requires that several populations with special needs be addressed — homeless people, seniors, people living with disabilities, large families, and female-headed households. The Housing Element should take into account any local factors that create an extraordinary need for housing, and should quantify those needs as well as possible. “Special Needs” groups include many persons in the

community, from the homeless and those with substance abuse or domestic violence problems, to lower income families who face economic challenges in finding housing. While many persons in this broad group need permanent lower cost housing, others require more supportive environments and assistance.

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 roughly 10 percent of the Pleasanton population as a whole in 2000. In 2000, almost 38% of persons over the age of 65 had a mobility and/or self-care limitation in Pleasanton.

It is difficult to determine how many of individuals may have special housing needs. Special needs relate primarily to access and safety considerations, although given the limited income potential for many persons with disabilities, housing affordability is also a primary concern. Individuals with disabilities may require financial assistance to meet their housing needs because a higher percentage tend to be lower-income and their special housing needs are often more costly than conventional housing. Special needs may include, but are not limited to the following:

- Mobility difficulties (such as those confined to wheelchairs) may require special accommodations or modifications to their homes to allow for continued independent living.
- Self-care limitations (which can include persons with mobility difficulties) may require residential environments that include in-home or on-site support services, ranging from congregate to convalescent care. Support services can include medical therapy, daily living assistance, congregate dining, and related services.

- Developmental disabilities and other physical and mental conditions that prevent them from functioning independently may require assisted care or group home environments.

Some people with mobility and/or self-care limitations are able to live with their families, who can assist in meeting housing and daily living needs. A segment of the population with disabilities, particularly low-income and retired individuals, may not have the financial capacity to pay for needed accommodations or modifications to their homes. Even those able to pay for special housing accommodations may find them unavailable in Pleasanton.




Overall, the greatest needs in Pleasanton are housing for large families, the elderly, and single-parent households. Large families with lower-income typically need larger housing units with more bedrooms than are usually constructed within market-rate

projects, such as three-bedroom apartments. The elderly require smaller, easy-to-maintain housing units which are accessible to medical care and social facilities, such as the Senior Center constructed by the City on Sunol Boulevard. Some seniors require additional care such as that which is provided in assisted living facilities. Single-parent households often require lower-income or subsidized housing which is accessible to child-care facilities. Households with a person with disabilities typically require special design features such as wheelchair ramps and large bathrooms to be included within the housing unit.

Certain groups have greater difficulty in finding decent, affordable housing due to their special needs and/or circumstances. Special circumstances may be related to one's employment, age, family characteristics, and physical condition, among others. As a result, certain segments of Pleasanton's population may experience a prevalence of insufficient income, overpayment, overcrowding, or other housing problems.

State Housing Element law identifies the following "special needs" groups: elderly persons, persons with disabilities, large families, female-headed households, families and persons in need of emergency shelter, and farmworkers. The City has historically had fewer households with special needs such as households with a person with disabilities, single-parent and farm-worker households, and homeless than other cities in California. As of 2000, Pleasanton was home to 1,126 households (\*\* percent) headed by single-female parents with children and approximately 3,451 households (\*\* percent) with individuals over 65 years, some of which had special housing needs. The number of households with seniors has increased significantly from 1990, when



there were 1,600 such households. The following section provides a summary of special needs households.





### Senior Housing Needs

Senior households can be defined, in part, by the age distribution and demographic projections of a community's population. This identifies the maximum need for senior housing. Particular needs, such as the need for smaller and more efficient housing, for barrier-free and accessible housing, and for a wide variety of housing with health care and/or personal services should be addressed, as should providing a continuum of care as elderly households become less self-reliant.

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 community, 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.

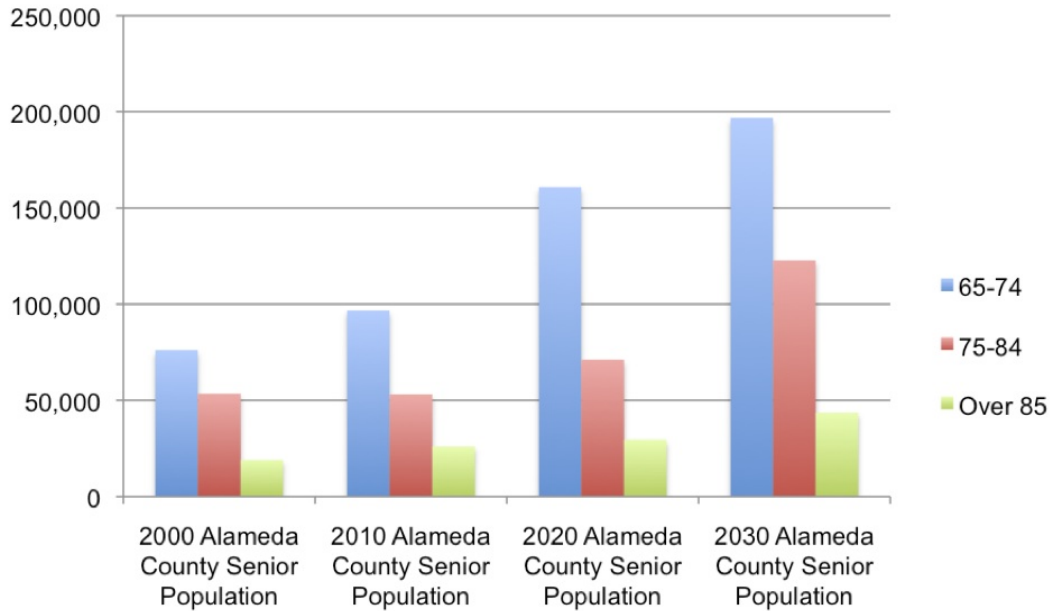
The table below shows the distribution of population by age in Alameda County and in Pleasanton in 2000 and 2010. Following that are projections for the senior population by age group in Alameda County from the California Department of Finance. The age group breakdown is important because this helps to identify particular needs of seniors as they age.

### Senior Population Projections in Alameda County

Age Range	2000		2010		2020		2030	
	Alameda County Senior Population	Percent in the Year 2000	Alameda County Senior Population	Percent in the Year 2010	Alameda County Senior Population	Percent in the Year 2020	Alameda County Senior Population	Percent in the Year 2030
65-74	76,057	51.2%	96,750	55.0%	160,884	61.5%	196,855	54.2%
75-84	53,514	36.0%	53,141	30.2%	71,191	27.2%	122,751	33.8%
Over 85	19,053	12.8%	26,104	14.8%	29,535	11.3%	43,643	12.0%
<b>Total</b>	<b>148,624</b>	<b>100.0%</b>	<b>175,995</b>	<b>100.0%</b>	<b>261,610</b>	<b>100.0%</b>	<b>363,249</b>	<b>100.0%</b>
<b>Percent Seniors of Total Population</b>		<b>10.2%</b>		<b>11.4%</b>		<b>15.7%</b>		<b>20.3%</b>

Source: California Department of Finance 2007

### Growth in Senior Population in Alameda County



Senior households typically have special housing need due to three concerns - income, health-care costs, and physical disabilities. According to the 2000 Census, 3,451 (14.2 percent) Pleasanton households include an individual 65 years and over. Some of the special needs of seniors are as follows:

- **Disabilities.** Of the senior population, 35.7 percent have a disability (2000 Census).
- **Limited Income.** Many seniors have limited income for health and other expenses. According to the 2000 Census, 3.8 percent of Pleasanton’s residents 65 years and older are living below the poverty level.
- **Overpayment.** Approximately 30 percent of Pleasanton’s households pay greater than 30 percent of their income for housing. Given the fact that many seniors live on fixed incomes, it is expected that this number would be higher for the elderly.

Given the high percentage of single-family homes (65 percent) and owner-occupied units (73 percent), it is expected that a significant percentage of Pleasanton’s seniors are homeowners. Because of physical or other limitations, senior homeowners may have difficulty in performing regular home maintenance or repair activities. The elderly require smaller, easy-to-maintain housing units which are accessible to medical care and social facilities, such as the Senior Center constructed by the City on Sunol Boulevard.

In 2006, the City Council approved a new set of guidelines for the planning, design, and review of future senior housing developments in the City of Pleasanton. They represent preferred standards for senior housing design, features, safety-security, services, and operational

considerations. The guidelines are intended to be an informal tool for local community groups, architects and developers of both private and nonprofit senior housing and by City staff involved in planning and development of senior housing in Pleasanton.

The best indicator of the future population of seniors is people in their fifties. Most of these people will stay in their homes as they age. (In a national AARP study in 2004, 86 percent of pre-retirees said they would continue to live in their homes once they retired). High among concerns for seniors is their ability to pay for necessities. Some senior homeowners can tend to be “house rich and cash poor,” meaning they have a lot of accumulated wealth, but it is unavailable to them.



### **Persons Living with Disabilities**

Persons with disabilities have special housing needs because of their fixed incomes, the lack of accessible and affordable housing, and the higher health costs associated with their disability. Pleasanton is home to residents with disabilities that prevent them from working, restrict their mobility, or make it difficult for them to care for themselves. For those with certain disabilities, such as developmental disabilities, the lack of affordable housing requires them to continue living with their parents, which results in their foregoing the experience of living independently and presents a

housing crisis as their parents age and can no longer care for their adult child. Individuals with physical disabilities typically require special design features such as wheelchair ramps, wider doorways, and large bathrooms to be included within the home.

The 2000 U.S. Census showed that of the population in Pleasanton 5 to 20 years of age (15,126) 840 had a disability (5.6%). For the population 21 to 64 years (39,332) 3,966 had a disability (10.1%), and 73.4% of those were employed. For the population 65 years and over (4,576) 1,632 had a disability (35.7%). In total, 6,438 people in Pleasanton in 2000 had a disability, which is almost 11% of the population.

People living with disabilities often have trouble finding housing. Relatively small physical obstacles, like a shower that requires a step, may make a house unusable for an individual with a disability. Seniors sometimes have to move from their homes because of barriers like these. There are a number of policies that jurisdictions have pursued to make houses more accessible. Ideas include:

- **Provide reasonable accommodation procedures for persons with disabilities.** Develop simple procedures for individuals to get permission from landlord to alter their home to make it accessible (by adding a ramp, for example).
- **Provide information and enforcement.** Designate a staff person as the primary contact for disability issues. This person can disseminate information and investigate allegations of discrimination.

- **Promote Universal Design.** Universal Design refers to building in a way that makes it accessible to everyone. For example, levers instead of knobs on doors make them easier to open.
- **Provide low cost financing.** Provide low interest and/or deferred loans to retrofit houses to increase their accessibility.

### **Large Families**

Large households are defined as having five or more members residing in the home. These households constitute a special need group because there is often a limited supply of adequately sized, affordable-housing units in a community to accommodate large households. In order to save for other basic necessities of food, clothing, and medical care, it is common for lower-income large households to reside in smaller units, which frequently results in overcrowding. Pleasanton is home to 2,271 large households, 18.6 percent (422) of which are renter households. Large families often have trouble finding housing that meets their needs. In particular, it is often especially challenging for renters. In many markets, it is more profitable to build smaller units and without government intervention, this is what happens. A lack of large units can lead to overcrowding, as families take apartments that are too small for their needs.

The housing needs of large households are typically met through larger units. Pleasanton has 14,764 owner-occupied units and 1,409 renter-occupied units with three or more bedrooms that could reasonably accommodate large families without overcrowding. However, because the vast majority of these units are single-family homes and are expensive, overcrowding is more prevalent among large lower-income families who rely on rental housing.

To address overcrowding, the City encourages the development of three-bedroom rental units to accommodate large families and has several programs and policies to assist in the development of ownership housing and to rehabilitate existing housing so that lower-income families have home ownership opportunities.

### **Female-Headed Households and Single-Parent Households**

Single parents with children are more likely to have low incomes than two-parent households. Single parent households are predominantly female-headed households; their needs are a particular concern of the Housing Element. Single-parent households with children often require special consideration and assistance as a result of their greater need for affordable housing, accessible day care, health care, and other supportive services. In some cases, women in such households experience abuse from former or separated spouses. Because of their relatively lower incomes and higher living expenses, single-parent households often have more limited opportunities for finding affordable, decent, and safe housing.

Pleasanton is home to 1,672 female-headed households, of which 1,126 include children under 18 years of age. In 2000, 147 such households were living below the poverty level. Providing affordable housing with sufficient bedrooms and open space for families with children is a major way of addressing the needs of this group of residents. Providing other specialized services can also help single parents with children.

### **Housing for Agricultural Workers**

Agricultural workers are traditionally identified as persons whose primary incomes are earned through seasonal agricultural labor. They have special housing needs because of their relatively low income and the unstable nature of their job (i.e., having to move throughout the year from one harvest to the next or being unemployed for certain months of the year). Determining the exact number of agricultural workers – and their housing needs – is made all the more difficult by the seasonal nature of much of the work. Various studies have shown that agricultural workers in California tend to have lower incomes, poorer health, and experience more substandard housing conditions than other lower-income workers. According to the California Department of Labor, the mean annual wages in the 2008 1<sup>st</sup> quarter for farm workers and laborers were between \$21,448 and \$26,774.

Alameda County's agricultural lands include cropland as well as land devoted to the raising of cattle and other livestock. Excluding rangeland (189,000 acres), there were approximately 6,631 harvested acres in Alameda County during 2007. Field crop acreage was the largest portion, at 4,199 acres (approximately 63% of the total) harvest acres. Fruits and nuts were the second at 2,083 acres (32%) of the total. Nursery products and vegetables were the smallest at 269 acres (4%) and 80 acres (1%). Alfalfa and other hay was the largest single commodity in harvested acres, accounting for 59%; and wine grapes were second at 29% of all harvested acreage. There were approximately 12,792 head of cattle raised in 2007. In Pleasanton, agricultural jobs include those at Terra Bella Farms, a local organic farm by Foothill Road and local wineries around Vineyard Avenue.

The number of persons employed in agriculture and natural resources jobs in Alameda County is expected to remain fairly constant over the next 15 years. According to ABAG Projections 2009, there were 1,940 persons employed in agriculture and natural resources jobs in Alameda County in 2000, and an estimated 1,740 persons employed in 2010. According to ABAG Projections 2007, there were 330 and 300 persons in 2000 and 2005, respectively, employed in agriculture and natural resources jobs within Pleasanton's Sphere of Influence. According to ABAG Projections 2007, in Pleasanton's Sphere of Influence there will be an estimated 310 persons employed in this field in 2035. The U.S. Census states there were 15 Pleasanton residents employed in the Farming, Fishing, and Forestry occupational sector in 2000.

It is likely that the housing needs of the small number of permanent farm workers in the City of Pleasanton can be addressed through the City's existing affordable housing stock. It is difficult to determine the number of seasonal farm laborers within the City of Pleasanton. However, the City of Pleasanton's Zoning Code makes provisions to allow farm labor housing. Farm employee housing for persons employed on the premises is a permitted use in the A (Agricultural) District, and dwellings accessory to an agricultural use are permitted with conditional use permit approval in the Q (Rock, Sand, and Gravel Extraction) District. In June 2003, Pleasanton's second unit ordinance was amended, making second units permitted uses in residential districts.

## **D** Homeless Needs

The 2009 Alameda Countywide Homeless Count and Survey, prepared December 2009 for EveryOne Home, is the most reliable estimate of the number of homeless persons (termed "Literally Homeless") in Alameda County and selected sub-populations within the homeless population. In addition, the survey estimates the number of persons and description of the characteristics of precariously housed persons (termed "Hidden Homeless") and comparison with low-income "Housed" persons who use soup kitchen, food pantry, drop-in center, and mobile outreach services. The survey is based on actual counts of sheltered persons residing in emergency shelters and transitional housing countywide on the night of January 26, 2009. Below are definitions used in the 2009 Alameda Countywide Homeless Count and Survey:

- **Literally Homeless:** Sleeping on the streets or other place not meant for human habitation, staying in a shelter or a transitional housing program.
- **Hidden Homeless:** Being evicted within next 7 days, staying in a hotel or motel on a temporary basis, or staying with a friend or relative on a temporary basis having been notified that the arrangement is short term and with no other financial resources to relocate.
- **Total Homeless:** The total of combined "Literally Homeless" and "Hidden Homeless".

The report uses both a narrower definition of homeless, which is used by HUD, and includes only the Literally Homeless, and a broader community definition that includes both the Literally Homeless and Hidden Homeless. Using the HUD definition of homelessness, an estimated 3,347 homeless adults, accompanied by 994 children, utilize homeless services in Alameda County (total of 4,341 homeless persons). Under the broader community definition, 5,304 homeless adults utilize homeless services, accompanied by 2,079 children.

About one-third (1,099 persons) of the HUD-defined homeless adult service users are assessed as HUD-defined Chronically Homeless. By definition, Chronically Homeless persons are homeless long-term, disabled, and single, without accompanying children. Under the community definition, 2,554 adult service users (48% of those found to be homeless under the community definition) meet the criterion of chronic homelessness and are accompanied by 385 children. Further, using the community definition 2,122 adults, accompanied by 336 children (40% of those homeless under the community definition), are estimated to be chronically homeless and disabled.

It is estimated there are 10,567 adult users of homeless services in Alameda County, with 533 (5.0%) being in the East area of the County (Pleasanton, Livermore and Dublin). Countywide just over half of adult persons utilizing services are males, and their mean age is 49 years, but women comprise the majority of service users in South, East, and Mid County, and service users are

youngest in South County (mean age 43). Pleasanton, Livermore and Dublin are classified as the East area of Alameda County in the homeless count.

The study does not include a breakdown of the homeless population by jurisdiction, so the number for Pleasanton is estimated based on the City's share of the total East area population and the unsheltered homeless. A range in homeless need is provided to also account for Hidden Homeless persons. Since about 35% of the population in the East area of Alameda County resides in Pleasanton, the range in homeless needs for Pleasanton is for sufficient beds to accommodate 24 to 51 persons.

Due to the complicated nature of homelessness, the provision of housing and services for homeless individuals and families is often approached on a regional or sub-regional basis. While Pleasanton does not currently have a homeless shelter located within its jurisdictional boundaries, the City has provided financing and similar assistance to homeless resources for many years. In 2002, the cities of Pleasanton, Livermore, and Dublin collaborated to secure a HUD Section 108 loan to acquire and rehabilitate the former Family Crisis Shelter in Livermore which was reopened as Sojourner House under the ownership of Tri-Valley Haven. Funding has been provided to several regional housing projects that benefit homeless and formerly homeless persons such as Bluebell transitional housing (Livermore), Carmen Avenue apartments (Livermore), and Lorenzo Creek (Castro Valley). Pleasanton also participates and/or provides funding to efforts such as EveryOne Home and HPRP (both described earlier).

Recently passed legislation, SB 2 required, among other things, that jurisdictions allow emergency housing (homeless shelters) in at least one zone without discretionary review. Local governments may apply non-discretionary design review standards. The standards must "promote" the use and be objective and predictable. Currently, there are no emergency, transitional or supportive shelters in Pleasanton. Pleasanton is committed to expanding the resources for homeless individuals in the community, particularly the supply of permanent supportive housing. The City will also be amending the Zoning Ordinance to comply with SB2.

The potential areas of regulation are discussed in more detail below.

- **Development standards common to the zoning district.** The shelter may be subject to objective standards applied to other uses in the zone. For instance, FAR, setback, height, lot area, etc.
- **Maximum number of beds.** State law specifically allows jurisdictions to regulate the number of beds in an emergency shelter. At the same time, it says limits on the numbers of beds must "facilitate," "promote," and "encourage" new emergency housing. Jurisdictions could choose a maximum facility size that is economically viable. For example, shelters in San Mateo County range from six beds to 87 beds, with the median number being 22. Alternately, a jurisdiction could set the maximum shelter size the same as their need. The challenge for jurisdictions will be to balance the part of the State law allowing a maximum on the number of beds versus the strict limits on standards.

- **Off-street parking based upon demonstrated need.** The standards may not require more parking for emergency shelters than for other residential or commercial uses within the same zone. Parking is needed for employees, volunteers/visitors and residents. Most homeless families will have a car while most homeless individuals will not. A rule of thumb used by some shelters is one car per family or .35 cars per individual bed, plus one parking spot per staff member on duty when residents are there (but less if on a major transit route). Homeless shelters that serve the chronically homeless or the mentally ill will have lower parking needs. As a comparison, available parking spaces for various emergency shelters are summarized below:
  - ❖ Crossroads (Oakland), 0.55 acres, 125 residents, 47 employees, 17 parking spaces
  - ❖ Family Emergency Center (San Rafael), 0.25 acres, 52 beds, 16 spaces
  - ❖ Mill Street Shelter (San Rafael), 0.33 acres, 40 beds, 10 spaces
  - ❖ Safe Harbor (South San Francisco), 90 beds, 24 spaces (parking lot is full at night)
  
- **Size and location of exterior and interior on-site waiting and client intake areas.** Most ordinances do not have minimum size requirements for waiting and client intake areas, but this is an important topic. In fact, according to the Center on Homelessness and other experts, a common design flaw in shelters is to have too little public/communal space or office space. Having adequate waiting/ communal/gathering areas will reduce the likelihood of loitering and smoking in the adjacent properties. Communal areas also give space for volunteers to stage and donations to be accepted and sorted. Office space should also be provided. In addition to shelter staff, partner organizations often use the office to provide services.
  
- **The provision of on-site management.** Most ordinances require on-site management when the shelter is open (i.e. has clients at the facility). There are many important topics to include in a management plan, including:
  - ❖ Client smoking areas and policies.
  - ❖ Volunteer and donation procedures.
  - ❖ Health and Safety plan including emergencies.
  - ❖ Neighborhood communication plan.
  - ❖ One tool useful for ensuring a thorough management plan is the Quality Assurance Standards recently produced by the HOPE Quality Improvement Work Group. This document describes both minimal and higher level (desirable) standards and procedures for all aspects of operating emergency, transitional and supportive housing.
  
- **The proximity to other emergency shelters.** State law puts the maximum distance at 300 feet apart. A typical standard is, “The proposed shelter must be more than 300 feet from any other shelters for the homeless.”
  
- **The length of stay.** A standard definition is 30 or 60 days. Ordinances can allow a set length of time with an extension possible if there is no other housing available.
  
- **Lighting.** Many ordinances call for “adequate” lighting, but this may not meet the standard for objectivity as required by law. An alternate definition to consider is, “The lighting shall be



sufficient to provide illumination and clear visibility to all outdoor areas, with minimal shadows or light leaving the property. The lighting shall be stationary, directed away from adjacent properties and public rights-of-way, and of intensity compatible/comparable with the neighborhood.”

- **Security during hours that the emergency shelter is in operation.** Most shelters do not admit dangerous clients, will work to quickly to de-escalate potentially dangerous situations, and will call the police if a client poses a threat. Staff are usually told not to engage or restrain dangerous clients. Still, best practices call for shelters to have a security/emergency plan.
- **Non-discretionary design standards.** Traditionally, homeless shelters were seen as basic, utilitarian housing for the poor. They were often crowded and lacked basic design amenities. Recently, there has been an effort to raise the standards of homeless shelters to make them fit in better with the neighborhood and be more inspirational places for the clients. Some specific design guidelines include:
  - ❖ Shelters should have designated smoking areas not visible from the street, ideally outside.
  - ❖ There should be no space for outdoor congregating in front of the building and no outdoor public telephones.
  - ❖ There should be a refuse area screened from view.
  - ❖ The shelter should have access for persons with disabilities.
  - ❖ There should be bicycle parking.
  - ❖ Other design standards that apply to residential buildings.

## **E** Assisted Rental Housing “At Risk” of Conversion

Government Code Section 65583 requires each city and county to conduct an analysis and identify programs for preserving assisted housing developments. The analysis is required to identify any low income units which are at risk of losing subsidies over the next 10 years (2009-2019). The termination of Federal mortgage and or rent subsidies to housing developments built by the private sector is a potential threat to affordable housing throughout the country. Communities with low income housing supported by Federally subsidized housing are required to address the needs of residents who may become displaced.

As of January 1, 2011, there were 985 units specifically reserved for very low and low income households in rental apartment complexes in Pleasanton as part of the City’s Below-Market-Rate Program regulatory agreements. Of this total, about 565 units were reserved for the elderly and about 420 units for other qualifying households. These units are supported by a variety of assistance sources, including HUD Section 236 funding, CHFA tax-exempt bonds, non-profit consortiums, City funding, and private regulatory agreements through the Growth Management Program. Since 2001, the City has required that all affordability restrictions must remain in perpetuity (i.e., with no expiration). Therefore, only one remaining project has been identified as

being at risk of losing its affordability restrictions during the 2009-2019 analysis period as shown in the following table:

<i>PROJECT NAME / ADDRESS</i>	TYPE OF ASSISTANCE RECEIVED	EARLIEST DATE OF CHANGE FROM LOW-INCOME USE	ELDERLY BMR UNITS	NON-ELDERLY BMR UNITS
Pleasanton Gardens 251 Kottinger Drive	HUD Section 8 and Section 236 rent structures	2010 (eligible to pay off HUD mortgage)	0	40

The City has been working with the Board of Directors of Pleasanton Gardens for the past several years in an effort to redevelop the aging senior complex in conjunction with the redevelopment of Kottinger Place senior apartments. Upon completion, this collaborative project will result in the preservation of the 40 units at Pleasanton Gardens with potentially an increase in the total number of affordable senior units in the two projects and a long-term extension of the term of affordability. In the meantime, the Pleasanton Gardens Board has affirmed its commitment to maintaining the affordability for the existing 40 senior units until the fate of the complex has been determined.

## Section III

# Future Housing Needs and Opportunities

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## **A** Regional Housing Needs Allocation (RHNA)

California housing law requires every city to analyze population and employment trends and to quantify housing needs for all income levels including the city's share of regional housing. The State Department of Housing and Community Development (HCD) is responsible for overseeing the implementation of these State housing requirements. The Association of Bay Area Governments (ABAG) develops a Regional Housing Need Allocation (RHNA) to distribute the region's share of the statewide need to the cities and counties within the region. The RHNA is for the 2007-2014 time period, and is broken into overall need and, within the overall need, housing needs for various income levels in the City. The RHNA is a state-mandated process which determines the quantity and affordability of housing for which a community must plan. The California Department of Housing and Community Development assigned the Bay Area a housing needs allocation of 214,500 for the 2007-2014 planning period.

In developing the method for distributing the latest regional housing needs, ABAG gave increased weight to areas along major transit corridors and where there are a high number of existing jobs as well as employment growth. The new method is intended to allocate fewer units to outlying areas to reduce development pressures on agricultural lands and areas further from job centers. Benefits of this approach include reduced vehicle miles traveled and reduced green house gas emissions.

### **RHNA TABLE TO BE INSERTED HERE AND DESCRIPTION OF HOUSING NEED**

## **B** Available Land for Housing

Housing Element law requires that the City inventory vacant and underdeveloped sites, as well as sites with known potential for redevelopment which are available for housing development. The City has an obligation to identify adequate sites which will be made available through appropriate zoning and development standards and with public services and facilities needed to encourage the development of housing consistent with City's "fair share" regional need numbers. The Housing Element's approach for achieving adequate sites, as expressed in the Housing Element, has a number of interrelated components:

DESCRIPTION OF HOUSING SITE SELECTION PROCESS TO BE INSERTED HERE

## **Infrastructure Availability – INFORMATION TO BE INSERTED**

### **Built and Approved Projects (January 2007 – March 2011)**

#### **Second Units**

As the City reaches build-out, second units increase in importance as a source of housing, particularly affordable housing. They have particular value as a source of housing for seniors who would otherwise have to sell their homes and leave their neighborhoods, for young adults who might otherwise have to double- or triple-up to afford housing, and for “au pairs” or other household workers who would otherwise have to find conventional housing or commute from other communities. **INFORMATION TO BE INSERTED ABOUT RECENT PRODUCTION OF SECOND UNITS**

#### **Feasibility of Identified Mixed Use Development Sites**

The availability of developable sites does not assure development; market conditions will in most cases dictate when any particular development will commence. However, some of the sites under consideration are publicly owned. Another issue regarding the availability of mixed use sites for housing purposes is the question “what is it,” i.e., precisely what mix of uses is likely to occur. Many mixed use zoning districts are permissive in this regard, as is the case in the City of Pleasanton. A mixed use site could be all retail mixed with office or housing or any combination of these uses consistent with other aspects of the zoning district.

While this opportunity leads to some uncertainty regarding housing production on these sites, from a market feasibility standpoint, and in practice, housing is increasingly part of mixed use development in California suburban settings such as Pleasanton. The reason is that housing has tended to generate considerably higher value per square foot of developed building than office or retail uses. Given the relatively high cost of land and construction of mixed use buildings, the housing component is often essential to achieve a financially feasible development. Even when not absolutely necessary, rent-seeking investors will tend to maximize value and a housing component can help achieve this objective.

Experience with financial analysis of mixed use buildings has repeatedly demonstrated this point. A simple reference to the marketplace also underscores this point – a common prototypical vertical mixed use building, with hundreds of examples having been built recently in California, involves a retail/office ground-floor “podium” with two or more floors of residential flats located above. Alternative “side-by-side” projects also exist. Of course there will always be circumstances that lead site owners to variations in the mixed use prototype including single-use buildings and those involving no residential development, changing market dynamics, cost/risk factors, and business objectives. However, most mixed use sites in the City of Pleasanton as a part of the Housing Element were so selected because of their potential for housing development in the context of prior infill planning and City policies. Accordingly it is very likely that many of the selected sites will incorporate a housing component, including housing available to low and very low income households.



**Site Reuse Incentives and Infill Development Incentives -- INFORMATION TO BE INSERTED**

**Potential to Meet Projected Housing Needs**

The tables below summarize the available sites. Following the tables are maps showing the location of key sites and areas. INFORMATION TO BE INSERTED

**Summary of Site Inventory and Relationship to the City's RHNA**

Based on the review of sites (see tables below), the City has sufficient sites at adequate densities to meet its RHNA for the 2007-2014 planning period. This is shown in the tables below.  
INFORMATION TO BE INSERTED

## **C** Potential Non-Governmental Constraints to Housing

Non-governmental constraints to housing production and affordability include market conditions such as land costs, construction costs, and the availability of financing that affect the cost of housing. These costs are not directly related to local government regulations or policies. In spring 2011, an experienced local residential land developer researched land and construction costs in Pleasanton. The cost information below is based on this research.

### **Land Costs**

The cost of land is a major determinant of the price of housing. Not only does the City not have direct control of land costs, but the cost of land is also a function of the regional housing market; therefore, any efforts the City may make in this area would be limited. Nonetheless, the City's ability to influence the supply of developable land which is zoned for housing can result in the production of more housing, which may have a positive influence on housing cost. Land costs in Pleasanton vary according to density, location, and other factors. Low-density land costs range from \$650,000 per acre to \$750,000 per acre and medium-/high-density land costs up to \$1.7 million for raw land. Low-, medium-, and high-density land with improvements would cost between \$1 and 2 million per acre, depending in the level of improvements. Land costs average around 15-20 percent of construction costs for multi-family developments. Even though land costs for single-family homes vary widely, the costs (as a percentage) are significantly higher than for multi-family development.

### **Building Construction Costs**

Building construction includes the costs of materials, labor, fees, and financing. Factors involved in construction costs include the type of construction, the quality of construction, building shape and size, site conditions, and amenities. Local government has no influence on these costs, but they do constitute a significant portion of overall housing costs. General economic conditions have a major bearing on the amount of these costs and whether they increase at a fast or slow rate. With the down economy from 2009 to 2011, and the rate of inflation relatively low over these years, construction costs have not been increasing significantly. Lower interest rates reduce the financing component of construction costs, making the cost of this financing component relatively low in recent years. However, in May 2011 local developers expressed there are early signs indicating construction costs may start rising at a more rapid rate than the recovery in the economy in general.

In Pleasanton, single-family home construction costs, not including land costs, range from approximately \$75 per square foot for a medium density home to \$275 per square foot for a low-density custom home. Multi-family construction costs, not including land costs, range from approximately \$190 per square foot for a garden style apartment to \$250 per square foot for an apartment with podium parking.

### **Availability of Financing**

The cost and availability of financing affects a person's ability to purchase a home. As home mortgage interest rates decrease, homebuyers can use a greater portion of their available money towards the price of the home, and home sales increase. As interest rates increase, homebuyers must use a greater portion of their available money towards financing. As a result, they can afford "less house," and home sales decline. Higher interest rates translate to either a larger monthly payment or a larger down payment for a given house price, or having to find a lower-priced house. The fluctuation of interest rates thus has an influence on home affordability. To the extent that home mortgage rates have declined towards the end of this Housing Element period, more homebuyers have been able to qualify for home loans than previously, when rates were high. However, as this is a cyclical process dependent on the national economy, interest rates can be expected to rise in the future.

Construction loans for new housing are difficult to secure in the current market. In past years, lenders would provide up to 80 percent of the cost of new construction (loan to value ratio). In recent years, due to market conditions and government regulations, banks require larger investments by the builder. Many builders are finding it very difficult to get construction loans for residential property at the current time. Complicated projects, like mixed use developments, are often the hardest to finance. Non-profit developers may find it especially difficult to secure funding from the private sector.

Affordable housing developments face additional constraints in financing. Though public funding is available, it is allocated on a highly competitive basis and developments must meet multiple qualifying criteria, often including the requirement to pay prevailing wages. Smaller developments with higher per unit costs are among the hardest to make financially feasible. This is because the higher costs result in a sale price that is above the affordability levels set for many programs. Additionally, smaller projects often require significant inputs of time by developers, but because the overall budget is smaller and fees are based on a percentage of total costs, the projects are often not feasible.

Rental developments tend to be easier to finance than for-sale developments, as there are more sources of funding available. However, recent cuts in public spending statewide have put pressure on these sources. For example, though tax credits used to be a valuable source of revenue for low-income housing developers, programs have been cut and the tax credit resale market has softened. Though construction costs have been falling for all builders, the potential for tax credit revenue has been falling at an even greater rate, meaning that developers of low-income property are suffering disproportionately.

Small changes in the interest rate for home purchases dramatically affect affordability. A 30 year home loan for a \$680,000 home at five percent interest has monthly payments of roughly \$3,102. A similar home loan at seven percent interest has payments of roughly 24 percent more, or \$3,845. The Housing Element contains policies and programs which would use the City's Lower-Income Housing Fund to write down mortgage costs and provide City assistance in obtaining financing for affordable housing developments and to issue bonds or provide other funding to reduce the mortgage rates for apartments in exchange for extended or perpetual



assisted-housing time periods. In these ways, the City can increase housing affordability by influencing the financing component of housing costs.

### **Foreclosures**

The housing market in recent years has been dominated by the foreclosure crisis. Fortunately, Pleasanton has not suffered negative impacts to the degree that other cities have. Nevertheless, the City continues to monitor the local housing market and provides several resources to assist homeowners who are at risk of foreclosure or who must deal with the consequences once foreclosure occurs. For example, the City has provided on-going support to agencies such as the Tri-Valley Housing Opportunity Center and ECHO Housing, both of which provide resources and support for both pre- and post-foreclosure to Pleasanton residents. The Housing Element contains policies and programs which would use the City's Lower-Income Housing Fund and other resources to continue to provide support to residents facing foreclosure or who are at risk of foreclosure.

### **Community Resistance to New Housing**

Another common constraint to housing production in the Bay Area is community resistance to new developments. There are a number of concerns that are often expressed at meetings, including: (1) new developments will cause increased traffic (or will likely place a burden on other forms of infrastructure such as schools), (2) additional housing or density will adversely affect the community character, (3) affordable housing will impact property values, and (4) valuable open space will be lost. Regardless of the factual basis of the concern, vociferous opposition can slow or stop development.

Additionally, at times there is a tension between the desire to provide certain individuals (such as nurses, teachers, law enforcement, etc) preferential access to affordable housing, and Fair Housing Law. In many cases, it is not possible to target housing to select groups. These concerns are often expressed during project review processes and can present significant political barriers to development.

Potential opposition to affordable housing exists in many communities throughout the Bay Area. It is important in this regard to identify sites for special needs and affordable housing that fit with community character and have minimum impacts. Design plays a critical role in creating new developments that blend into the existing neighborhood, especially in higher density developments that might otherwise seem out of place. Good design can help ensure that high density developments are not bulky or out-of-scale. Through sensitive design, a building's perceived bulk can be significantly reduced to create a development that blends with the existing character of the neighborhood. Design strategies which the City has used to minimize the perception of bulk and create a blending with the community do not necessarily increase costs. These include:

- (1) Break-up the building "mass" in its architecture and detailing (e.g., create several smaller buildings instead of one large building).
- (2) Vary the roofline.
- (3) Create a three-dimensional facade (rather than a massive, flat facade).

- (4) Step-back the building height, with the lowest part of the building towards the street and adjacent properties, locating the highest part of the building towards the center of the property.
- (5) Site the building appropriately in relation to surrounding buildings.
- (6) Use architectural design, landscaping, materials and colors that fit with the area.
- (7) Use landscaping to blend the buildings with the natural setting.
- (8) Provide for open space and pathways throughout the development.

### **Working with For-Profit and Non-Profit Housing Developers**

The key to the success of non-profit developers lies in three areas: (1) their ability to draw upon a diversity of funding sources and mechanisms to make their developments work financially; (2) their commitment to working cooperatively and constructively with the local community; and, (3) their long-term commitment to ensuring excellence in design, construction and management of their developments, creating assets that are valued by the people who live in the developments as well as their neighbors and others. The City can work with non-profit developers where there are opportunities.

There are a wide variety of resources provided through federal, state and local programs to support affordable housing development and related programs and services. Specific programs and sources of funding are summarized earlier in the Housing Element. Local government resources, which have historically played a less important role in supporting housing development, now play a fairly significant role by making local developments more competitive for federal and state financing. There is considerable competition for the program funds that are available, and any one development will need to draw upon multiple resources to be financially feasible. When developments are able to demonstrate a financial commitment and contribution from local sources — especially if coupled with regulatory support through policies such as fast-track processing, fee waivers, and/or density bonuses — they are better able to leverage funding from other 'outside' sources.

The City of Pleasanton already has a tradition of working with non-profit developers on several successful affordable housing projects. Past projects involving non-profit partnerships include The Parkview (BRIDGE Housing Corporation), The Promenade (Citizens Housing Corporation), and Ridge View Commons (Eden Housing). The City was working closely with Christian Church Homes on a concept to redevelop Kottinger Place and Pleasanton Gardens, two older complexes for very low income senior citizens.

## **D** Potential Governmental Constraints to Housing

As with other cities, Pleasanton's development standards and requirements are intended to protect the long-term health, safety, and welfare of the community. The City of Pleasanton charges fees and has a number of procedures and regulations it requires any developer to follow. There are many locally imposed land use and building requirements that can affect the type, appearance, and cost of housing built in Pleasanton. These local requirements include zoning standards, development fees, parking requirements, subdivision design standards, and design review. Other building and design requirements imposed by Pleasanton follow State laws, the California Building Code, Subdivision Map Act, energy conservation requirements, etc.

The City's development standards are necessary to ensure the protection and preservation of the existing housing stock. By Bay Area standards, they are not unduly restrictive and, in general, Pleasanton's development standards and requirements are comparable to many other communities in the Bay Area.

### **Land Use Controls**

The City exercises land use controls over residential development through its General Plan, Zoning Ordinance, building review and permit procedures, and Growth Management Program (GMP). The General Plan, primarily through the General Plan Land Use Map, regulates the general use and density of future developments in Pleasanton. The Zoning Ordinance regulates specific site requirements such as building height, setbacks, etc. Pleasanton makes extensive use of Planned Unit Development (PUD) zoning to provide residential builders with substantial flexibility in planning their projects. The City's Building and Safety Division reviews all buildings for conformance with the California Building Code and other codes to ensure the health and safety of its residents. Finally, the City allocates a range of housing units to be built per year through the GMP based on housing need and the City's ability to provide infrastructure and City services, as called for in General Plan policies.

The tables below list all of the City's standard zoning districts which allow residential development and provide the development standards (setbacks, minimum lot size, building height, open space, parking) which are required in these traditional zoning districts. While there is a reason for each standard, such as providing open space to meet the recreational needs of residents, on-site parking to store residents' motor vehicles, and setbacks for light and privacy, any standard which results in less building area and fewer dwelling units can theoretically produce less housing required to meet regional housing needs and can increase the price of housing. To the extent that such standards are reasonable and do not exceed what is necessary to create a suitable living environment, they would not be identified as a constraint to housing production. However, excessive standards can result in higher housing costs. Pleasanton does have large-lot, single-family residential zoning districts (R-1-20,000 and R-1-40,000) which result in lower-density and higher-priced housing. However, these districts typically are found in hillside areas where steep slopes and other environmental constraints dictate larger lots, greater setbacks, and increased open space.

## Site Development Standards

### Standard Zoning Districts in Pleasanton Which Allow Residences

ZONING DISTRICT	MINIMUM LOT SIZE			MINIMUM YARDS			SITE AREA PER DWELLING UNIT	GROUP USABLE OPEN SPACE PER DWELLING UNIT 18.84.170	BASIC FLOOR AREA LIMIT (% OF SITE AREA)	MAXIMUM HEIGHT OF MAIN STRUCTURE 18.84.140	CLASS 1 ACCESSORY STRUCTURES 18.84.160		
	Area	Width 18.84.050	Depth	Front 18.84.080	One Side/ Both Sides 18.84.090	Rear 18.84.090					Maximum Height 18.84.140	Minimum Distance to Side Lot Line	Minimum Distance to Rear Lot Line
A	5 acre	300 ft	---	30 ft	30 ft; 100 ft	50 ft	---	---	---	30 ft	30 ft	30 ft	30 ft
R-1-40,000	40,000 sq ft <i>18.84.040</i>	150 ft	150 ft <i>18.84.060</i>	30 ft	5 ft; 50 ft	30 ft	40,000 sq ft	---	25%	30 ft	15 ft	20 ft	20 ft
R-1-20,000	20,000 sq ft <i>18.84.040</i>	100 ft	125 ft <i>18.84.060</i>	25 ft	5 ft; 30 ft	25 ft	20,000 sq ft	---	30%	30 ft	15 ft	3 ft	5 ft
R-1-10,000	10,000 sq ft <i>18.84.040</i>	80 ft	100 ft <i>18.84.060</i>	23 ft	5 ft; 20 ft	20 ft	10,000 sq ft	---	40%	30 ft	15 ft	3 ft	5 ft
R-1-8,500	8,500 sq ft <i>18.84.040</i>	75 ft	100 ft <i>18.84.060</i>	23 ft	5 ft; 15 ft	20 ft	8,500 sq ft	---	40%	30 ft	15 ft	3 ft	5 ft
R-1-7,500	7,500 sq ft <i>18.84.040</i>	70 ft	100 ft <i>18.84.060</i>	23 ft	5 ft; 14 ft	20 ft	7,500 sq ft	---	40%	30 ft	15 ft	3 ft	5 ft
R-1-6,500	6,500 sq ft <i>18.84.040</i>	65 ft	100 ft <i>18.84.060</i>	23 ft	5 ft; 12 ft	20 ft	6,500 sq ft	---	40%	30 ft	15 ft	3 ft	5 ft
RM-4,000	8,000 sq ft	70 ft	100 ft <i>18.84.060</i>	20 ft	7 ft; 16 ft	30 ft	4,000 sq ft <i>18.84.030(E)</i>	---	40%	30 ft	15 ft	3 ft	3 ft
RM-2,500	7,500 sq ft	70 ft	100 ft <i>18.84.060</i>	20 ft	8 ft; 20 ft	30 ft	2,500 sq ft <i>18.84.030(E)</i>	400 sq ft	50%	30 ft	15 ft	3 ft	3 ft
RM-2,000	10,000 sq ft	80 ft	100 ft <i>18.84.060</i>	20 ft	8 ft; 20 ft	30 ft	2,000 sq ft <i>18.84.030(E)</i>	350 sq ft	50%	40 ft	15 ft	3 ft	3 ft
RM-1,500	10,500 sq ft	80 ft	100 ft <i>18.84.060</i>	20 ft	8 ft; 20 ft	30 ft	1,500 sq ft <i>18.44.090</i> <i>18.84.030(E)</i>	300 sq ft	50%	40 ft	15 ft	3 ft	3 ft
C-C	---	---	---	<i>18.84.130</i>	<i>18.84.130</i>	---	1,000 sq ft <i>18.44.090</i> <i>18.84.030E</i>	150 sq ft	300%	40 ft <i>18.84.150</i>	40 ft <i>18.84.150</i>	---	---
Q	50 acre	---	---	100 ft <i>18.52.060</i> <i>18.52.100</i>	100 ft; 200 ft <i>18.52.060</i> <i>18.52.100</i>	100 ft <i>18.52.060</i> <i>18.52.100</i>	---	---	---	40 ft	40 ft	100 ft <i>18.52.060</i> <i>18.52.100</i>	100 ft

CAO 18.80\*

NOTE: For further information, refer to the applicable sections of the Pleasanton Municipal Code (shown in italics). PUDs are addressed in section 18.84.020 of the Pleasanton Municipal Code.

\* The standards of the Core Area Overlay (CAO) District apply to residential development in the Downtown area.

## Residential Parking Requirements for Standard Zoning Districts

### Dwellings and Lodgings

1. Single-family dwelling units shall have at least two parking spaces. Second units shall have at least one covered or uncovered parking space which shall not be located in the required front or street side yard and shall not be a tandem space.
2. Condominiums, community apartments and separately owned townhouses shall have at least two parking spaces per unit.
3. Apartment house parking requirements shall be computed as follows:
  - a. For apartments with two bedrooms or less, a minimum of two spaces shall be required for each of the first four units; one and one-half spaces for each additional unit.
  - b. For apartments with three or more bedrooms (or two bedrooms and a den convertible to a third bedroom), a minimum of two spaces per unit shall be required. Parking requirements for units having less than three bedrooms shall be computed separately from the requirements for units having three bedrooms or more and then added together.
  - c. Visitor parking, in a ratio of one parking space for each seven (1:7) units, shall be provided. All visitor parking spaces shall be clearly marked for this use. Visitor parking may be open or covered and does not count as part of the covered parking requirement described in subsection A4 of this section.
4. At least one space per dwelling unit of the off-street parking required in subsections (A)(1), (A)(2) and A)(3) of this section shall be located in a garage or carport.
5. Trailer parks shall have a minimum of one space for each unit, plus at least one additional space for each three units, none of which shall occupy area designated for access drives.

Source: Chapter 18.88 of the Pleasanton Municipal Code, 2011.

Pleasanton has created two procedures which have reduced development standards from those required for conventionally zoned developments. One is the Core Area Overlay District, which reduces parking, open space, and building setback standards for apartment developments in the City's Downtown area. It applies in both the RM (Multiple-Family Residential) and C-C (Central Commercial) Districts, thereby allowing for increased density and mixed uses in the Downtown, both of which can result in affordable housing at higher densities within walking distance of the Downtown commercial area. Several developments have taken advantage of these reduced development standards in recent years, such as Railroad Avenue Apartments and a fourplex/office development on Spring Street.

The second such procedure is the Planned Unit Development (PUD). The Zoning Ordinance does not specify any development standards for PUDs, instead creating standards on a case-by-case basis based on General Plan density, proposed housing type, City and developer objectives, opportunities to increase density and affordability, neighborhood issues, and environmental constraints. Density bonuses, whereby additional units are approved in exchange for making them affordable to lower-income households, have been approved under the

PUD procedure, such as the Suncrest Townhomes on Santa Rita Road and Rotary Commons on Palomino Drive. The City has been able to approve developments with higher overall densities and greater amounts of affordable housing units through the PUD process than it would have been with conventional zoning.

While the PUD process is discretionary and does not allow development “by right” with only issuance of a building permit, even in standard zoning districts new development requires design review approval, as is currently the case in most California cities. Thus, development in conventional zoning districts still involves discretionary review, but without the flexibility allowed in the PUD process. It is also tied to more rigid development standards and density calculations than is possible through the PUD process.

### **Building Code**

Pleasanton uses the California Building Code (CBC) which sets minimum standards for residential development and all other structures. The standards may add material and labor costs, but are felt to be necessary minimums for the safety of those occupying the structures. Modification of the Code in order to reduce the cost of housing would not be appropriate if it affects safety or adversely impacts neighboring properties.

The Building Division enforces energy conservation standards enacted by the State and Chapter 17.50 of the Pleasanton Municipal Code, Green Building, which generally requires new residential projects and residential additions greater than 2,000 square feet in size to incorporate Leadership in Energy and Environmental Design (LEED™) or GreenPoint Rated measures. The standards may increase initial construction costs, but over time will result in energy savings.

Pleasanton’s Building Code enforcement practices are complaint-driven, as are those of 70% of the local governments surveyed by the State Department of Housing and Community Development.

The Building Division has adopted special construction rules primarily for safety related reasons, and to further clarify the requirements of the CBC. Examples of this are the Code requirements regarding increased pool height fencing for life-safety reasons and additional rebar requirements in soils susceptible to failure during an earthquake. These standards may increase initial construction costs, but overtime will improve the safety of residents.

### **Dedications and Fees**

Pleasanton requires payment of several fees either by ordinance or through conditions of development approval. All fees are tied to the City’s costs of providing necessary services, such as plan-checking fees, or providing facilities, such as parks. The City waives certain fees, such as the low-income housing fee, for projects which fulfill specific City policies, such as the provision of lower-income housing. The City also requires physical improvements from developers, such as streets, as allowed under municipal regulatory power and the Subdivision Map Act. City fees are reviewed and adjusted periodically, while required improvements are established on a case-by-case basis depending on the on- and off-site improvements needed for individual projects.

The City collects various fees both for its own administrative services and facilities and for some outside agencies such as the Alameda County Flood Control and Water Conservation District. City fees include planning application fees, building permit and plan-checking fees, and engineering improvement plan-checking fees. Lower-Income Housing fees, from which affordable-housing developments are exempt, are collected in a fund which the City uses to develop affordable housing or to contribute toward affordable-housing developments built by non-profit or for-profit developers. Park Dedication fees help the City meet its parkland obligations for developments which do not provide public parks, and regional traffic fees are collected to mitigate area-wide traffic impacts of new development in the Tri-Valley area. The table below summarizes development fees for a typical multi-family and single family development in Pleasanton.

### Development Impact Fees

Fee Type	Single-Family	Multi-Family
Building Permit and Plan Check Fees <sup>1</sup>	\$3,486	\$14,803
Local Water Connection Fee	\$3,000	Varies
Water Meter Fee	\$400	Varies
Local Sewer Connection Fee	\$500	\$330/unit
Public Facilities Fee	\$4,385	\$2,674
Low-Income Housing Fee	\$10,155	\$2517/unit
Local Traffic Impact Fee	\$4,364	\$3,054
In-Lieu Park Dedication Fee	\$9,707	\$7969/unit
GIS Mapping Fee	\$0.002/sf site	\$0.002/sf site
Zone 7 Water Connection Fee	\$22,230	Varies
DSRSD Sewer Connection Fee	\$13,840	\$9,121/unit
Tri-Valley Transportation Fee	\$2,170	\$1,380/unit
Zone 7 Drainage Fee	\$1.00/sf	\$1.00/sf
PUSD School Impact Fee	\$8.62/sf	\$3.04/sf
South Livermore Ag. Trust Fee	\$3.85/sf	\$3.85/sf

Source: City of Pleasanton Building Division, May 2011.

Notes: 1. For single-family development, the estimate assumes one 2,000 sq. ft. house. For multi-family development, the estimate assumes an 8 unit residential condominium project (13,500 sq. ft.).

It is acknowledged that development fees add to the cost of housing since they are passed on to the housing consumer by developers. Fees cover the costs of specific services and facilities which accompany development, some of which had been paid by local government through their general funds before the passage of Proposition 13. While some of the fees that the City collects are controlled by the City of Pleasanton, others are not. The above-mentioned fees include school, water, sewer, tri-valley transportation, and South Livermore Agricultural Trust fees that are imposed by outside agencies over which the City has no control. While fees add to the cost of housing, Pleasanton's are not unusual for the Tri-Valley Area or the Bay Area. The City's

portion of the impact fees is about \$32,000 for a single-family unit, and, not including inspection fees, about \$16,214 for a multi-family unit. As shown below, the City's building permit plan check and inspection fees are generally lower than those of surrounding jurisdictions. The City's plan check and inspection fees may be re-evaluated in the future to be more closely commensurate with the City's costs to inspect and plan check.

**Building Permit and Building Plan Check Fee Comparison**

Type of Project	Pleasanton	Livermore	Dublin	San Ramon	Fremont	Walnut Creek
New House (2,000 sq. ft.)	\$3,486	\$4,778	\$3,560	\$3,946	\$4,264	\$6,448
New 8 Unit Residential Condominium Project (13,500 sq. ft.)	\$14,870	\$13,802	\$16,084	\$15,467	\$16,025	\$25,640

Source: City of Pleasanton Building Division, April 2011.



**Development Process and Permit Procedures**

The intent of Pleasanton's development review process is to ensure a comprehensive, inclusive process in the least practical amount of time. It is the City's experience that processes which actively encourage citizen participation and input into new development projects have a much better chance of being approved while avoiding the added time and cost of preparing full environmental impact reports (EIRs) and reducing the risk of legal challenge.

While the City uses both conventional zoning and PUDs, most new housing developments are processed under the PUD procedure, for the reasons described above. In some cases, where new development is proposed for large, undeveloped or underdeveloped areas with a series of problems such as infrastructure financing, environmental sensitivity, and a variety of property owners, the City uses the specific plan process to master plan the uses/densities and financing mechanism necessary for development of the area. The specific plan is followed by pre-zoning and annexations for unincorporated areas, or directly by PUD rezoning and development plans for areas already within City boundaries.

For the formal PUD submittal, developers prepare a comprehensive development package consisting of site plans, grading plans, landscape plans, building architecture or design guidelines, and case-specific studies such as traffic reports and acoustical analyses. These documents are reviewed by staff, the public is notified and input received, and public hearings are held by the Planning Commission and City Council. In some cases, the Housing Commission first considers the project to make recommendations and to assess the affordability of the project and its compliance with the Inclusionary Zoning Ordinance; this occurs during, not after, staff's review of the project. The environmental review for these projects is usually an EIR or Negative Declaration (or Mitigated Negative Declaration), unless the project is within a Specific Plan area for which an EIR was previously prepared, in which case no further environmental analysis occurs. The Planning Commission makes its recommendation to the City Council, which adopts an ordinance approving a PUD development plan. The City's goal is to process PUD applications



within 6 months; however, an application can take longer to process depending on its complexity, such as when an EIR is required by the California Environmental Quality Act (CEQA).

The City encourages, prior to submittal of a formal PUD application, the use of the Preliminary Review process. Although not required, the City has found that this three- to four-week review process facilitates and shortens the overall process. No fee is required and detailed plans are not encouraged; submittal of a rough site plan and conceptual building designs is sufficient to achieve the intended purpose, which is to identify key issues, make suggestions to improve the project, and assign a staff person to work with the developer. In some cases, neighborhood meetings or workshops conducted by the Housing Commission or Planning Commission are held.

Development in conventional zoning districts requires only design review and possibly conditional use permit approval. These typically require Planning Commission and sometimes City Council approval, although the City has been streamlining its use-permit process and has amended its Code to allow approval of second units at the staff level. Shelters, transitional housing, and non-PUD multiple-family housing developments would also go to the Planning Commission. If they are handled with a Negative Declaration or are categorically exempt, it is the City's goal to process these applications within approximately 8 weeks; however, the process can be longer depending on the complexity of the application. Variances, minor subdivisions, lot-line adjustments, design review for single-family homes, and minor changes to approved PUD's and design review projects are also handled administratively. It is the City's goal to process these applications within six weeks.

The City's review process is coordinated so that staff's planning, building, and engineering review occurs simultaneously through a Staff Review Board. Furthermore, after project approval is obtained, these divisions work together in the building permit and final map processes so that plan check occurs simultaneously among all divisions to streamline this portion of the process. The Building and Safety Division coordinates the plan-check and permit-issuance procedure, while the Engineering Division coordinates the final map approval process. For projects which have been approved, the Building Division offers an expedited outside plan check process. Policy 31 of Pleasanton's 2003 Housing Element allows for an expedited permit process as an incentive for housing developments which include at least 25 percent very-low and low-income housing unit held in perpetuity. This policy is incorporated in Pleasanton's 2007-2014 Housing Element.

In general, the Planning, Building, and Engineering Divisions staff the public information counter nine hours a day, five days a week to assist applicants and the general public. At the counter are a series of handouts on the City's various review procedures which describe the process, list submittal requirements, and provide a review flowchart/timeline. For some areas of the City, there are design guidelines which indicate the types of development and architectural styles preferred for that area so that property owners and developers know in advance the type of proposal which would be likely to get approved. Also available at the counter are frequently used Code sections, application forms, copies of recent publications, and contact information for City Council members and Commissioners.

There are many factors which influence the cost and supply of housing, both market-rate and affordable, in the Bay Area. The availability of a plentiful, unconstrained, and inexpensive supply of land and a risk-free approval process would encourage housing development at affordable prices. As is currently the case with virtually all communities in the Bay Area, those conditions are no longer present in Pleasanton. Pleasanton is part of a very large housing market, and without government intervention, much less affordable housing would be built. Citizen concerns over freeway congestion, environmental quality, and availability of drinking water supplies, among many other issues, have led to Federal and State mandates which often increase the time, cost, and risk of the local development review processes. Complying with requirements such as urban storm-water runoff, wetland mitigation, and wildlife preservation are Pleasanton's goals as well, and the City strives to streamline its development review process to produce housing at all levels while meeting these requirements. With respect to the other communities in the Bay Area, the City of Pleasanton's development review process compares favorably in terms of timing and cost; therefore, it cannot be concluded that the process alone is a significant constraint to the production of housing. Nevertheless, the City is aware of the need to maintain a process favorable to housing development, and it maintains a staff development coordination committee to continue working to remove barriers to the process.

#### **On- and Off-Site Improvements**

New development is required to provide public improvements to serve its new residents. The City has adopted engineering standards to inform developers of how these improvements should be constructed, and these standards are reduced where appropriate to save costs or to enable a better fit of the project with the surrounding area (such as reduced street widths for hill area developments). Public improvement obligations include providing streets, curb, gutter, sidewalks, storm drainage, sewer connections, water connections, Fire Department access, street lights, and clean water-runoff measures. While additional development costs, these improvements are unavoidable in that they provide the necessary facilities and services needed and demanded by residents living in an urban/suburban environment.

Occasionally the City requires off-site improvements in areas where further development will occur, and it sets up reimbursement agreements so that future developers will reimburse the original developer for those costs. Other mechanisms to "front" public improvement costs include assessment districts and specific plan finance agreements. The City will typically contribute towards the cost of public improvements for affordable-housing developments with money from its Lower-Income Housing Fund.

#### **Codes and Enforcement**

The City's building and zoning enforcement is handled by two Code Enforcement officers, who are part of the Planning Division. Working mainly on a complaint basis, Code Enforcement officers identify zoning and building Code violations and work with the property owners and Planning and Building Division staff to resolve and legalize these violations. Another function of the Code Enforcement officers is to identify housing units which are substandard, overcrowded, or unsafe and to work together with other City staff to remedy these deficiencies. The impact of these efforts on the development of affordable housing is considered minor, but their impact on housing safety and on maintaining decent housing conditions is considered major. By requiring

repair, maintenance, and compliance with building and fire Codes and zoning setbacks, the City's Code Enforcement program has eliminated hazardous conditions which are a threat to housing and residents of all income levels.

### **Housing Constraints for Persons with Disabilities**

The major constraint with providing housing which meets the needs of persons with disabilities in Pleasanton is the added cost of providing the physical improvements and features which accommodate the needs of persons with disabilities. In many cases, persons with physical, mental, or developmental disabilities are also low-income, making it difficult for them to afford the added costs of the physical improvements needed to make their living areas accessible to them. The location of accessible housing is also a constraint, since housing for people with disabilities is best located where services and transportation are available for these community members. The additional costs, plus the reluctance of the development community to provide accessible units for a relatively small proportion of the housing market, result in an inadequate number of such units for the need. As such, local government has an obligation to assist in meeting this need, working with non-profit agencies and housing developers to provide accessible housing.

The City of Pleasanton has addressed the need for housing for persons with disabilities in several past projects. For example, the City used federal HOME funds to construct four apartments within the Promenade project (a tax credit family apartment project) with all of the amenities needed for households with a person with physical disabilities. An additional four units in the complex were reserved for persons with developmental disabilities. The City has also used HOME funds to assist the acquisition of residential properties by Tri-Valley REACH (formerly HOUSE, Inc.) to provide housing for adults with developmental disabilities who can live independently with supportive services. In 2006, the City Council adopted Senior Housing Guidelines to provide a framework to help guide the planning, design, and review of new senior housing developments in Pleasanton. The guidelines incorporate many of the standards of Universal Design to promote the creation of new housing where residents will be able to age in place.

Among the City's housing goals is the provision of specially-designed housing for persons with disabilities in appropriate locations. A number of Housing Element programs specifically address ways for this goal to be accomplished. These include requiring as many units as is feasible to be accessible and adaptable to persons with disabilities within large rental projects, using a portion of the City's Community Development Block Grant (CDBG) funds for developers of special needs housing and service providers, setting aside a portion of the City's Lower-Income Housing Fund for housing which accommodates persons with physical, mental, and developmental disabilities, encouraging the production of housing for persons with disabilities in in-fill locations where services are available, and encouraging group homes/community care facilities for six persons or less throughout the City. These programs result in the use of City resources to help fund modifications to make units adaptable and accessible to persons with disabilities and to help fund the development of new accessible units.

Through its design review and plan-check procedures, the City ensures that the legally-required number of parking spaces for persons with disabilities is provided for all developments. Under its

PUD process, the City has reduced the number of parking spaces for assisted-living and other special-needs housing projects where it is shown that the demand for the Code-required parking does not exist.

The City's review process is not considered to be a constraint to the development of housing for individuals with disabilities since there are no special requirements or procedures for such housing. The City complies with State law regarding allowing group homes with six or fewer individuals by right with no review. Group homes with seven or more occupants require conditional use permits by the Planning Commission at a public hearing where surrounding neighbors receive notification. There are no spacing requirements or other standards or pre-conditions to limit their establishment. The City long ago re-defined "family" to include unrelated individuals living as a housekeeping unit, removing that impediment to fair housing. The addition of ramps and most other improvements needed to retrofit homes for accessibility are approved administratively; only exterior changes over ten feet in height require design review, and those are handled administratively and expedited. "Over the counter" approvals, such as the ramps, have no Planning fees, and the fee for Administrative Design Review is \$25.00.

The City uses its Building Code and plan-check process to ensure compliance with Title 24 and the Americans with Disabilities Act (ADA) accessibility and adaptability requirements. The City has adopted the 2001 California Building Code (based on the 1997 Uniform Building Code), and it has not adopted any amendments which diminish the ability to accommodate persons with disabilities. The City's Building and Safety Division ensures that access provisions for persons with disabilities are incorporated into plans as part of the plan-check process, and building inspectors check to make sure that they are built as part of the project. The City's development services center includes lower counters to make it accessible for individuals in wheelchairs so that accommodations are made for the issuance of planning and building approvals. The City is currently conducting a city-wide analysis for ADA compliance in its public buildings.

As stated in the "Special Needs Housing" section, the City supports a number of facilities and services which address housing needs for persons with disabilities within Pleasanton (a few of which are in or near the Downtown) and the Tri-Valley area.

### **Mid-Point Densities**

The General Plan indicates density ranges for residential development so that various zoning districts can be consistent with the General Plan and to enable developments of varying densities to be built under each residential land use designation. The mid-point of the General Plan density ranges designates holding capacity so that the City can plan its infrastructure, facilities, and services to accommodate new development. This concept acknowledges that development will occur both under and over the mid-point, while in general averaging towards the mid-point at build-out.

The Medium Density and Low Density Residential General Plan designations are discrete density ranges, and the mid-point, in addition to being used for holding capacity, indicates a density above which project amenities are provided to compensate for the added density of housing built. However, in the High Density Residential designation, there is no upper density limit and there is

no amenity requirement. Thus, the mid-point of the High Density Residential density range does not limit project density, nor does it constrain higher density, affordable-housing development.

## **Growth Management INFORMATION TO BE INSERTED**

### **Urban Growth Boundary**


The City's Urban Growth Boundary has been incorporated into Pleasanton's General Plan as an expression of the practical limits to the City's physical boundaries. The northern and eastern boundary lines represent other City limits, Dublin and Livermore, respectively, beyond which Pleasanton cannot extend. The western and southern boundaries, comprised on steep slopes and ridgelines, reflect the joint policies of the City, Alameda County, and the Local Agency Formation Commission (LAFCO) to avoid development in topographically and environmentally constrained lands and encourage development within in-fill areas of existing City limits. Its intent is not to limit growth but to promote "smart growth" by focusing new housing in areas which can be readily serviced and which avoid major environmental issues. The City's analysis of approved and potential new units shows that the City can meet its share of the regional housing needs within its Urban Growth Boundary.

The City can also be pro-active in the attainment of housing affordability. Sending positive signals to non-profit and for-profit developers interested in building affordable housing through incentives can attract such development to the City. Creating educational programs to inform the public what "affordable housing" developments can look like and that they are intended to house people who may already live and work in the community are positive steps which government can take to overcome perceptions and to facilitate housing to meet the community's needs.

### **Evaluation of Inclusionary Zoning as a Constraint**

In 2000, the City's Housing Commission developed an Inclusionary Zoning Ordinance (IZO) which modified the City's requirements for the provision of affordable housing by the builders of new residential projects. With the increasing cost of housing in recent years and the diminishing availability of land, the Commission found it critical to increase the City's efforts to acquire affordable housing through new development. The IZO requires that any new single-family residential development of 15 units or more must provide at least 20% of its units at a below-market sales price (or at least 15% of the total units for multi-family developments). Developers must seek the approval of the City Council in order to utilize an alternative, such as payment of a fee in lieu of constructing the affordable housing.

In 1994, the California Coalition for Rural Housing (CCRH) conducted the first statewide survey on inclusionary housing and found that 12% of statewide jurisdictions had an inclusionary program. In 2003, CCRH and Non-Profit Housing Association of Northern California (NPH) collaboratively conducted a follow-up survey, which revealed that the number of jurisdictions with inclusionary housing had jumped to 20%. The 2003 survey generated interest in obtaining more precise production data on the types of housing built and the income levels served. In 2006, a new study was launched to determine the growth in inclusionary programs statewide, and provide a detailed snapshot of the housing that is being produced by these programs. Affordable Housing by Choice — Trends in California Inclusionary Programs (NPH, 2007) is the most recent survey



of inclusionary ordinances statewide. The study looked at housing produced through inclusionary programs from January 1999 through June 2006 and found that:

- (1) Nearly one-third of California jurisdictions now have Inclusionary Programs.
- (2) More than 80,000 Californians have housing through Inclusionary Programs.
- (3) Most Inclusionary housing is integrated within market-rate developments.
- (4) Inclusionary housing provides shelter for those most in need — nearly three-quarters of the housing produced through Inclusionary Programs is affordable to people with some of the lowest incomes. These findings shed new light on the popular perception that inclusionary policies create ownership units mostly for moderate-income families.
- (5) Lower-Income Households are best served through partnerships — When market-rate developers work with affordable housing developers to meet their inclusionary requirement, the units are more likely to serve lower-income households. Joint ventures play a particularly important role in developing units for households most in need. One-third of all the housing built through Inclusionary Programs resulted from such partnerships.

**NEED TO COMPARE WITH NEARBY JURISDICTIONS**

## E Sustainability, Climate Change and Energy



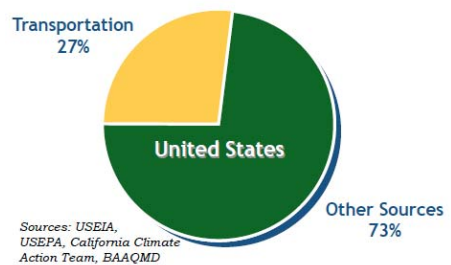
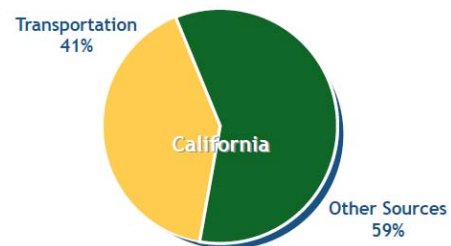
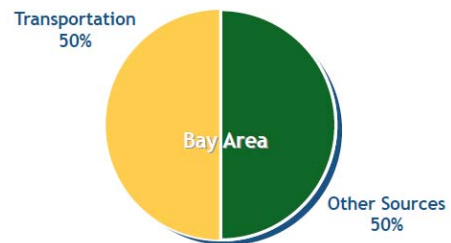
The City of Pleasanton encourages resource conservation in residential projects. The use of energy and water conservation, alternative energy, and “green building” measures has become a major priority of the City due to energy cost increases and the general recognition that continuing demand for energy and water has

implications for environmental quality and the ability of energy and water suppliers to meet this demand. The use of resource-conserving measures can greatly reduce the on-going costs of heating, cooling, and water by reducing the need for electricity, natural gas, and water. As energy and water prices rise, they become a higher proportion of the overall cost of housing, and they can have a major impact on the ability of households to meet their monthly housing budget. This is a concern for households at all income levels, but particularly very-low-, low-, and moderate-income households.

All residential projects are reviewed for opportunities to maximize natural heating and cooling through the climate orientation of lots and buildings, and the use of appropriate landscaping and street trees. Residential structures must meet all requirements of the California Building Code with respect to energy saving materials and designs. The use of innovative, cost-effective materials and designs to exceed these Code requirements is encouraged. City policies, together with the General Plan Map, also encourage the location of higher-density residential projects within walking distance of transit stops, commercial centers, and employment sites, thereby reducing consumption of gasoline.

Sustainability, climate action planning, and energy conservation are local, regional and national concerns. According to the Environmental Protection Agency (EPA), "Smart growth development practices support national environmental goals by preserving open spaces and park land and protecting critical habitat; improving transportation choices, including walking, bicycling, and

Greenhouse Gas Emissions from Transportation Sector

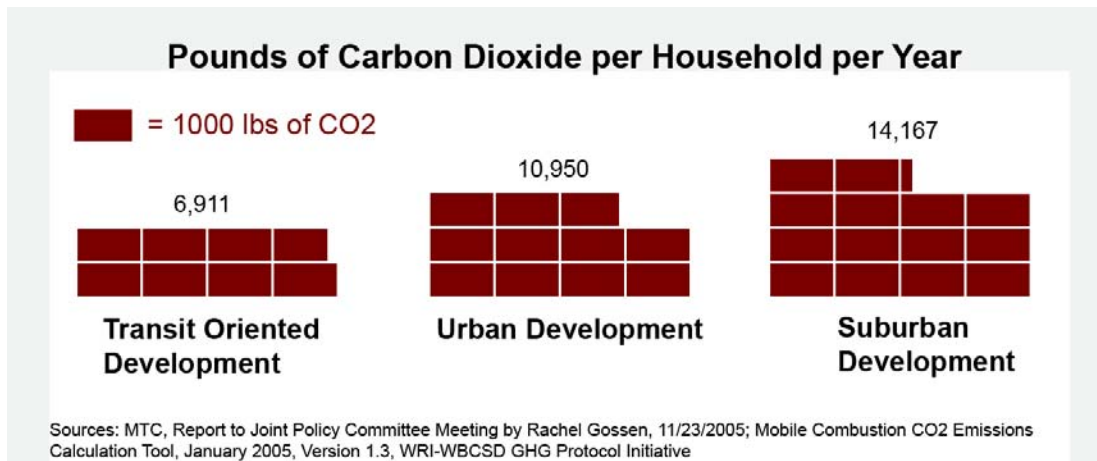


transit, which reduces emissions from automobiles; promoting brownfield redevelopment; and reducing impervious cover, which improves water quality.”

### Sustainability and Climate Change

A major focus of federal, state, and local governments on New Urbanism, Smart Growth, and Transit Oriented Development is the revitalization and densification of cities, with a goal of making cities across America walkable, mixed-use communities, with pedestrians and bicycles given top priority over automobiles. This goal includes a serious focus on increasing use of bicycles, buses and trains as major forms of transportation.

The Metropolitan Transportation Commission (MTC) has evaluated commuting patterns of people that live within half a mile of a transit center, versus those who live in urban and suburban areas (Report to Joint Policy Commission by R. Gossen, 11/23/2005). They found that being in transit-oriented development dramatically reduces the number of car trips that people take and the total vehicle miles traveled. A typical suburban household drives just over 40 miles a day, which causes over 14,000 pounds of CO<sub>2</sub> a year (see figure below). A typical resident in a transit-oriented development drives half that distance, and consequently produces half as much carbon dioxide.



One of the best ways of reducing the number and length of car trips is by providing walkable communities that offer a mix of housing, retail and commercial buildings, all near varied transportation options (called transit oriented developments). This alone reduces vehicle miles by thirty percent and adds to the quality of life of residents (Growing Cooler, Urban Land Institute, 2008).

A large part of the reduction in CO<sub>2</sub> is because residents who live near transit use it. According to the MTC, over thirty percent of households in transit-oriented developments commute by public transit. The State’s AB 32 Global Warming legislation and newly passed SB 375 will place increasing emphasis on sustainable community patterns regionally that incorporate feasible balances between jobs and housing, and emphasize transit oriented development near major



transit stops or high quality transit corridors (train and bus) identified in the regional transportation plan.

### Energy Conservation



Housing Elements are required to identify opportunities for energy conservation. Energy costs have increased significantly over the past several decades, and climate change concerns have increased the need and desire for further energy conservation and related “green building” programs. Buildings use significant energy in their design, construction and operation. The use of “green building” techniques and materials can significantly reduce the resources that go into new construction and can make buildings operate much more efficiently. One common definition of “green building” is “design and construction practices that significantly reduce or eliminate the negative impacts of buildings on the

environment through energy efficiency and renewable energy, conservation of materials and resources, water efficiency, site planning and indoor environmental quality.”

Title 24 of the California Administrative Code sets forth mandatory energy standards for new development, and requires adoption of an “energy budget.” In turn, the home building industry must comply with these standards while localities are responsible for enforcing the energy conservation regulations. In addition, in January 2011 CALGreen became effective established mandatory minimum Green Building requirements throughout California.

The City enforces energy conservation standards enacted by the State and Chapter 17.50 of the Pleasanton Municipal Code, Green Building, which generally requires new residential projects and residential additions greater than 2,000 square feet in size to incorporate Leadership in Energy and Environmental Design (LEED™) or GreenPoint Rated measures, and policies and programs incorporated into the General Plan. In July 2009, the City of Pleasanton adopted a General Plan which includes housing policies and programs for existing and new units related to green building, energy conservation, energy efficiency, water conservation, climate change, and community character. A program has been added to the 2007-2014 Housing element which states:

- 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: 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; and, 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.

The 2007-2014 Housing Element also contains a program encouraging consideration of utilizing the City's Lower-Income Housing Fund for low-interest loans to support alternative energy usage and significant water conservation in exchange for securing very-low- and low-income new and/or existing rental housing units.

The City of Pleasanton also established a Solar Affordable Housing Program in 2004. The program, which is administered in collaboration with GRID Alternatives (a private company), provides grant funds that are coordinated with volunteer labor and technical assistance to enable the installation of photovoltaic systems on deed-restricted homes that were purchased by eligible low income homeowners in Pleasanton. In addition to coordinating the labor, GRID assists the homeowners to obtain state subsidies resulting in no out-of-pocket costs to the homeowners. Low income households benefit two-fold by promoting energy conservation while significantly reducing their monthly energy expenditures.

#### **Energy Conservation Services by Pacific Gas and Electric**

Pacific Gas & Electric (PG&E) provides a variety of energy conservation services for residents and PG&E also participates in several other energy assistance programs for lower income households, which help qualified homeowners and renters, conserve energy and control electricity costs. These include the California Alternate Rates for Energy (CARE) Program and the Relief for Energy Assistance through Community Help (REACH) Program. The California Alternate Rates for Energy Program (CARE) provides a 15 percent monthly discount on gas and electric rates to income qualified households, certain non-profits, facilities housing agricultural employees, homeless shelters, hospices and other qualified non-profit group living facilities.

The REACH Program provides one-time energy assistance to customers who have no other way to pay their energy bill. The intent of REACH is to assist low-income customers, particularly the elderly, persons with disabilities, sick, working poor, and the unemployed, who experience severe hardships and are unable to pay for their necessary energy needs.

Preliminary Draft  
**HOUSING ELEMENT**

Chapter 4 of the City of Pleasanton General Plan



Prepared June 2011

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**For more information** and to stay informed, please visit the City's webpage at [www.ci.pleasanton.ca.us](http://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](mailto:jsstern@ci.pleasanton.ca.us) if you should have any specific comments or suggestions.

## 4. HOUSING ELEMENT

### PURPOSE

During the past two decades, Pleasanton has experienced a diverse pattern of growth including substantial new residential, commercial, office, and industrial development. As a small suburban city, Pleasanton has developed a reputation as a desirable place in which to live and work, with an excellent school system, fine parks and recreational facilities, a traditional downtown area, and a low crime rate.



The Promenade Apartments located near Downtown

As in other Bay Area communities, providing housing, especially affordable housing, has become a major issue in Pleasanton. The shortage of affordable housing particularly affects lower-income renters and first-time homebuyers, including those residents who have grown up in Pleasanton and would like to establish their own households here. The City has always tried to grow in a balanced manner, providing a variety of land uses, jobs as well as residences, and sufficient public facilities, services, and infrastructure to

accommodate its residents and workers. The City has also been active in promoting housing affordability through its support of non-profit providers, creation of housing programs, and participation in and approval of subsidized residential developments. Pleasanton's challenge over the next five years is to continue providing housing affordable to all segments of the community, to preserve the quality of the housing stock, to maintain a balance between employment and housing, and to continue to grow at a rate which allows its public facilities, services, and infrastructure to accommodate its residents, workers, and visitors to the community.

The Housing Element proposes solutions to the housing needs and problems facing the community — while at the same time ensuring that new housing will “fit-in” with Pleasanton's character and appearance, its sense of community, its environmental qualities and resources, and its historic heritage. Overall, the City is committed to working with other agencies and non-profit organizations to maximize affordable housing opportunities, and to ensure a fit of new housing with Pleasanton's long-standing commitment to maintain and enhance the high quality of its residential neighborhoods, commercial areas and its Downtown.

All California cities and counties are required to have a Housing Element included in their General Plan which establishes housing objectives, policies and programs in response to community housing conditions and needs. The Housing Element is a comprehensive statement by the community of its current and future housing needs and proposed actions to facilitate the provision of housing to meet those needs at all income levels. The policies contained in this Housing Element are an expression of the statewide housing goal of "attaining decent housing and a suitable living environment for every California family," as well as a reflection of the unique concerns of the community.

This Housing Element focuses on the 2007-2014 planning period, consistent with the City's Regional Housing Needs Allocation (RHNA) and State law requirements. It builds upon the goals, policies and implementing programs contained in the City's 2003 Housing Element, and contains an updated analysis of existing and projected housing needs, identification of sites for future housing development, in particular, high density housing, a review of potential constraints to housing, identification of adequate sites for all types of housing, and updated policies and implementing programs and objectives to address the existing and projected needs of all economic segments of the community.

## **PUBLIC PARTICIPATION**

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 met monthly beginning in November 2010. Each Task Force meeting was open to the public for public comments and materials for the Housing Element update have been posted on the City's website.

In addition to Task Force meetings, the process has included outreach to housing experts and representatives of organizations providing services and affordable housing to special needs groups in Pleasanton. Separate meetings were held with non-profit housing developers, housing service providers, and for-profit housing developers to obtain ideas and recommendations for the City's Housing Element. The Task Force and City staff also hosted three community workshops to get comments on identifying potential sites for housing and to obtain other ideas for the Housing Element Update.



Workshops conducted for the Housing Element

Extensive outreach for the Housing Element update has been done to all economic segments of the community. The Pleasanton community was provided advanced information about the community workshops in a variety of ways: the City mailed over 7,000 flyers 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 also 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. Summaries of all Task Force meetings, the housing expert meetings, and the community workshops were prepared and are available on the City's website. In addition, review and direction has been provided at publicly noticed meetings conducted by the City's Housing Commission, Planning Commission and City Council.

The community workshops were all organized in the same manner and with the same agenda. 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.

## KEY FINDINGS OF THE BACKGROUND ANALYSIS

### CONSISTENCY WITH OTHER GENERAL PLAN ELEMENTS

Policies and programs established throughout the General Plan affect housing development in Pleasanton. The 2003 Housing Element contained several policies and programs which were later incorporated in part or full in the 2009 General Plan in other General Plan Elements. Policies and programs in the 2003 Housing Element which were the same or substantially similar to policies and programs in the 2009 General Plan have been removed from the 2007-2014 Housing Element. To provide for consistency, a program has also been added to the 2007-2014 Housing Element stating the following:

- 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: 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;

and, 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.

All General Plan amendments needed to accommodate the City’s full regional housing needs allocation (RHNA) for the fourth Housing Element revision planning period, as assigned to the City by the Association of Bay Area Governments (ABAG) in or about May 2008, either occurred prior to or concurrently with the adoption of this Housing Element update.

### QUANTIFIED HOUSING OBJECTIVES

State law requires the Housing Element to include quantified objectives for the maximum number of units that can be constructed, rehabilitated or conserved. Policies and programs establish the strategies to achieve these objectives. The City’s quantified objectives are described under each program, and represent the City’s best effort in implementing each of the programs. Assumptions are based on past program performance and funding availability, construction trends, land availability, and future programs that will enhance program effectiveness and achieve full implementation of the City’s housing goals.

The new construction objectives shown in the table are based on ABAG Projections 2007 through 2014, the City’s RHNA for the 2007-2014 planning period for very-low, low- and moderate-income housing, historic trends, and expectations for new second units. Rehabilitation and conservation objectives are based on specific program targets, including such programs as use of Section 8 rental housing vouchers.

The table below summarizes the City’s quantified objectives for housing during the 2007-2014 planning period.

Income Category	New Construction	Rehabilitation	Conservation and Preservation
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Extremely Low Income	_____	_____	_____
Very Low Income	_____	_____	_____
Low Income	_____	_____	_____
Moderate Income	_____	_____	_____
Above Moderate Income	_____	_____	_____
Total	_____	_____	_____



## HOUSING GOALS, POLICIES AND PROGRAMS

The Housing Element's intent with respect to housing needs in Pleasanton is expressed in two ways. The first is in the form of a goals and objectives sought by the community. A goal is the ideal we strive for — or the desired state of things. State law requires that the City's housing objectives establish the maximum number of housing units that can be constructed, rehabilitated or conserved between the years 2007 and 2014.

The second, and more specific aspects of the Housing Element, are policy statements and implementation programs. These describe the way citizens, local government, and other involved agencies or organizations can achieve objectives, and move closer to the City's goals. Policies establish a recognized community position on a particular subject. Programs are more detailed actions that the City, or other specific entities, will implement to ensure the attainment of the Housing Element's goal and objectives.

The following goals, policies, and programs will guide the City over the 2007-2014 Housing Element planning period. By identifying the responsible agency, time period, objective, and funding source, the following programs constitute the required quantifiable objectives for the Housing Element.

Policies and programs apply to all goals within the applicable section.

## GOALS, POLICIES, AND PROGRAMS

### *Housing Variety, Type, and Density*

**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.

**Goal 2:** Encourage residential densities capable of supporting housing affordable to low- and very-low-income households while taking into account the character and development pattern of the surrounding area.

**Policy 1:** At a minimum, maintain the amount of high-density residential acreage currently designated on the General Plan Map.

Program 1.1: Discourage the redefinition of areas designated for High Density Residential.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Not Applicable

**Policy 2:** Permit mobile homes and factory-built housing on appropriately located sites.

Program 2.1: 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.

Responsible Agency: Planning Commission, City Council

Time Period: On-going

Funding Source: Not Applicable

**Policy 3:** 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.

Policy 4: Give favorable consideration for approval for proposed developments which provide very-low- and low-income units that meet the requirements of the Inclusionary Zoning Ordinance, as long as all other City development standards are met.

Policy 5: Apply for Federal and State grants offered for mixed-use development near transit centers.

Policy 6: Actively promote the creation of second units on single-family residential lots and their maintenance as sources of housing affordable to moderate-, low-, and very-low-income households.

Program 6.1: Continue monitoring 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 requiring a monitoring program.

Responsible Agency: Housing Division, Housing Commission, Planning Division

Time Period: As Feasible When Resources Are Available

Funding Source: Housing Division, Planning Division Budgets

Program 6.2: 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 Administrative Design Review or Building permit process.

Responsible Agency: Housing Division, Housing Commission, Planning Division, Building Division, Planning Commission

Time Period: 2011-2014

Funding Source: Housing Division, Planning Division, Building Division Budgets

Program 6.3: 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, 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.

Responsible Agency: Planning Division, Planning Commission, City Council  
Time Period: 2011-2014  
Funding Source: Planning Division Budget

*Housing Tenure*

**Goal 3: Endeavor to provide and retain a sufficient number of rental housing units to serve Pleasanton residents who choose to rent or who cannot afford ownership housing.**

**Goal 4: Encourage the production of market-rate moderate-income ownership housing and assisted ownership housing affordable to low- and very-low-income households.**

Policy 7: Encourage at least 50 percent of multiple-family housing units to be rental apartments at build-out.

Program 7.1: 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.

Responsible Agency: Housing Division  
Time Period: On-going  
Funding Source: Housing Division Budget

Policy 8: 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.

Program 8.1: 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).

Responsible Agency: City Council  
Time Period: As Needed  
Funding Source: Not Applicable

Program 8.2: Deny conversion of apartment units to condominiums if the percentage of multiple-family units available for rent, city-wide, is below 50 percent.

Responsible Agency: City Council  
Time Period: As Needed  
Funding Source: Not Applicable

Program 8.3: Require moving assistance and other means to minimize hardship of persons displaced by condominium and mobile home conversions.

Responsible Agency: City Council  
Time Period: As Needed  
Funding Source: Condominium Converters

Program 8.4: Require condominium converters to maintain rental units for households with special needs, such as lifetime leases with rental caps for persons with disabilities.

Responsible Agency: City Council  
Time Period: As Needed  
Funding Source: Condominium Converters

Program 8.5: Review the City's Condominium Conversion Ordinance to identify desirable changes, such as potentially requiring more housing units affordable to low- and very-low-income households and longer tenant noticing requirements, to minimize the impact and displacement of lower-income tenants.

Responsible Agency: City Council  
Time Period: As Needed Based on Market Conditions  
Funding Source: Housing Division Budget

*Housing Affordability*

<b>Goal 5:</b> Encourage the production and retention of a sufficient number of housing units affordable to low- and very-low-income households to address the City's responsibility for meeting the needs of Pleasanton's workforce, families, and residents.
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**Goal 6: Promote the production of housing affordable to low- and very-low-income households by actively working with and creating incentives for non-profit housing developers.**

Policy 9: Support the development and rehabilitation of housing affordable to low- and very-low-income households and review infrastructure needs.

Program 9.1: Conduct a review of the Growth 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.

Responsible Agency: City Council

Time Period: Review Growth Management Program as Needed

Funding Source: Housing Division, Planning Division Budgets

Program 9.2: Require the duration of low- and very-low-income set-aside units within apartment projects to be in perpetuity.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Not Applicable

Program 9.3: 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.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: Maintenance: On-going; Replacement Study: On-going

Funding Source: City, State, and HUD Housing Funds

Program 9.4: Seek State and Federal assistance for the development of housing to meet the housing needs of households with low- and very-low incomes. Potential sources may include the HUD Section 202 and 811 programs (for senior housing and housing for persons with disabilities), 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

development of housing affordable to low- and very-low-income households. If the City is successful in securing an open source of funding for housing affordable to low- and very-low-income households, 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 subject to normal procedures.

Responsible Agency: Housing Division

Time Period: On-going; Dependent on Specific Development Proposals

Funding Source: State and Federal Housing Funds

Program 9.5: 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 housing affordable to moderate-, low-, and very-low-income households. 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.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

Program 9.6: Seek alternative, non-traditional means suited to the community to fill the housing needs of households with very-low-, low-, and moderate-incomes, and to preserve the affordability of assisted-housing units.

Responsible Agency: Planning Division, Housing Division

Time Period: On-going

Funding Source: Planning Division, Housing Division Budgets

Policy 10: Give greater priority to providing housing which is affordable to households at the low end of the low-income range (50 to 80 percent of median income).

Policy 11: Strive toward meeting Pleasanton's share of regional housing needs, as defined by the Regional Housing Needs Determination (RHND).

Program 11.1: 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, 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.

Responsible Agency: City Council

Time Period: Prior to or Concurrent with Adoption of 2011 Housing Element Update

Funding Source: Planning Division Budget

Program 11.2: Attempt to rehabilitate five ownership-housing units affordable to low- and very-low-income households identified as having major building code violations each year between 2007 and 2014, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 2014. 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.

Responsible Agency: Housing Division

Time Period: Annually, On-going

Funding Source: Housing Division Budget, CDBG Funds

Program 11.3: 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.

Responsible Agency: City Council

Time Period: By 2014

Funding Source: City, State, Federal, and Private Funds

Program 11.4: In order to increase affordability, encourage innovation in housing design, local regulations, and construction consistent with Pleasanton's heritage and community character.

Responsible Agency: Planning Division



Time Period: On-going  
Funding Source: Planning Division Budget

Program 11.5: Work with employers to develop partnerships for participating in programs to make housing affordable to their workers.

Responsible Agency: Housing Division  
Time Period: On-going  
Funding Source: Housing Division Budget

Policy 12: Give priority for housing opportunities to low- and very-low-income households with persons that live and work in Pleasanton.

*At-Risk Housing Affordable to Low- and Very-Low-Income Households*

**Goal 7: Preserve and/or replace assisted rental apartment housing which is at risk of changing to market-rate housing.**

**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 to low- and very-low-income households.**

Policy 13: Preserve for the longest term feasible, rent restricted rental units affordable to low- and very-low-income households which are at risk of changing to market-rate housing.

Program 13.1: 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 restrictions.

Responsible Agency: Housing Division  
Time Period: On-going  
Funding Source: Housing Division Budget

Program 13.2: Assist in the identification of potential purchasers of at-risk units such as resident councils, the City, other public agencies, and non-profit organizations.

Responsible Agency: Housing Division  
Time Period: As Needed  
Funding Source: Housing Division Budget

Program 13.3: Provide grants or direct technical assistance where appropriate to management groups and non-profit organizations capable of acquiring and managing at-risk projects.

Responsible Agency: City Council, Housing Division  
Time Period: As Needed  
Funding Source: Lower-Income Housing Fund; State and Federal Grants; Housing Division Budget

Program 13.4: 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 housing 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 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.

Responsible Agency: Housing Division  
Time Period: Two Years Prior to Expiration of Contract  
Funding Source: Housing Division Budget

Program 13.5: Strive to develop additional joint-venture housing projects affordable to low- and very-low-income households with other public agencies and non-profit organizations to replace lost assisted units elsewhere in the City.

Responsible Agency: Housing Division, City Council  
Time Period: On-going  
Funding Source: Lower-Income Housing Fund; Tax-Exempt Bonds; Federal and State Programs.

Program 13.6: 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.

Responsible Agency: Housing Commission, City Council  
Time Period: As Needed  
Funding Source: General Fund

Program 13.7: Structure future rent-restriction contract agreements for all new assisted projects with limited or no time restrictions to minimize the displacement of tenants.

Responsible Agency: Housing Commission, City Council  
Time Period: On-going  
Funding Source: General Fund

Program 13.8: Provide rehabilitation funds where appropriate for apartment complexes in exchange for extended or perpetual assisted-housing time periods.

Responsible Agency: City Council  
Time Period: On-going  
Funding Source: Lower-Income Housing Fund; CDBG Funds

Program 13.9: Issue bonds or provide other funding where appropriate to reduce apartment complex mortgage rates in exchange for extended or perpetual assisted-housing time periods.

Responsible Agency: City Council, Finance Department  
Time Period: On-going  
Funding Source: Lower-Income Housing Fund; Tax-Exempt Bonds

*City Government Actions*

**Goal 9: Process housing proposals affordable to low- and very-low-income households and use available City programs and incentives so as to promote and facilitate housing affordability for low- and very-low-income households.**

**Goal 10: Remove unnecessary governmental constraints to the provision of housing and public services and facilities.**

Policy 14: 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.

Program 14.1: Fund the infrastructure improvements contained in the General Plan to accommodate projected housing growth.

Responsible Agency: City Council

Time Period: Annually

Funding Source: Capital Improvement Budget; Developers

Program 14.2: Waive City fees for housing developments affordable to low- and very-low-income households.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

Program 14.3: Expedite the development review process for housing proposals affordable to moderate-, low- and very-low-income households.

Responsible Agency: Planning Division

Time Period: On-going

Funding Source: Planning Division Budget

Program 14.4: Advocate changes in Federal and State legislation to provide incentives for the development of housing affordable to low- and very-low-income households and to overcome barriers to housing affordable to low- and very-low-income households.

Responsible Agency: Housing Commission, City Council

Time Period: On-going

Funding Source: General Fund

Program 14.5: 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.

Responsible Agency: Housing Commission, City Council

Time Period: On-going

Funding Source: General Fund

Program 14.6: Assess the level of effort to overcome infrastructure constraints to housing affordable to low- and very-low-income households on a periodic basis.

Responsible Agency: Housing Division

Time Period: As Needed or in Conjunction with the Housing Element Update

Funding Source: Housing Division Budget

Policy 15: Educate the public regarding Pleasanton's affordable housing program. This program should identify existing housing developments affordable to low- and very-low-income households, residents, and those who would qualify for residency, and should explain the mechanics of creating housing proposals affordable to low- and very-low-income households.

Program 15.1: Continue housing education programs available on the City's website, at other public venues, through City publications and mailings, and through partnerships with regional organizations.

Responsible Agency: Housing Division, Housing Commission

Time Period: On-going

Funding Source: Housing Division Budget; Housing Grants

Program 15.2: Coordinate public information with surrounding communities in an attempt to minimize the effort required to identify housing opportunities affordable to low- and very-low-income households and programs in the region.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: Housing Division Budget

Program 15.3 Develop incentive/revitalization programs for neighborhoods to encourage the identification of and support for affordable housing opportunities.

Responsible Agency: Housing Division, Housing Commission, City Council  
Time Period: 2011-2014  
Funding Source: Housing Division Budget

Policy 16: 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, 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. It is strongly encouraged that the Inclusionary Zoning Ordinance requirements be met by building housing affordable to low- and very-low-income households.

Program 16.1: 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 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 households, consider modifying the Ordinance so that it can better achieve that objective.

Responsible Agency: Housing Division, Housing Commission, City Council  
Time Period: Annually/On-going  
Funding Source: Housing Division Budget

Program 16.2: Review the City's Inclusionary Zoning Ordinance

- for consistency with the Housing Element and other City affordable housing programs;
- to identify incentives for non-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.

Responsible Agency: Housing Division, Housing Commission, City Council  
Time Period: 2011-2014  
Funding Source: Housing Division Budget

Policy 17: Use the lower-income-housing fee to generate funds for the provision of housing affordable to low- and very-low-income households. 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 households and in-house 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.

Program 17.1: 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.

Responsible Agency: Finance Department, Housing Division, Housing Commission, City Council

Time Period: Annually

Funding Source: General Fund

Program 17.2: Exempt all housing units affordable to low- and very-low-income households from the low-income housing fee.

Responsible Agency: Housing Commission, City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

Program 17.3: Use the Lower-Income Housing Fund to help build housing affordable to low- and very-low-income households on City-owned land.

Responsible Agency: City Council

Time Period: As Needed/On-going

Funding Source: Lower-Income Housing Fund

Program 17.4: 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.

Responsible Agency: City Council

Time Period: As Needed/On-going

Funding Source: Lower-Income Housing Fund

Program 17.5: 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.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

Policy 18: Encourage the use of density bonuses for housing which is affordable to moderate-, low-, and very-low-income households.

Policy 19: 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.

Policy 20: Work with the Alameda County Housing Authority and other agencies to maintain funding for Section 8 and other Federal subsidy programs.

Policy 21: Assist in the relocation of persons displaced by public projects.

Policy 22: Encourage the development of housing units affordable to low- and very-low-income households when rezoning non-residential properties to high-density residential.

Policy 23: 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 households.

Policy 24: Ensure that livability is considered when considering proposals for high-density residential developments, including open space, amenities, and facilities for the intended occupants.



*City Priorities for Housing Developments*

1. Non-Profit Housing Developers

Policy 25: Encourage non-profit housing developments by offering incentives. Non-profit housing developers of housing affordable to moderate-, low- and very-low-income households shall have the highest City priority for approval. Specific City incentives to encourage such housing developments are the following:

- 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;
- 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; and Mortgage revenue bonds.

Program 25.1: Actively solicit non-profit housing organizations to develop housing affordable to moderate-, low-, and very-low-income households on available sites using lower-income-housing fees.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: Housing Division Budget; Lower-Income Housing Fund

Program 25.2: Actively support the activities of non-profit organizations that provide housing affordable to low- and very-low-income households, through technical assistance or other means.

Responsible Agency: City Council, Housing Commission, Housing Division

Time Period: On-going

Funding Source: Housing Division Budget

Program 25.3: When land 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 that include three bedroom units for

large households.

Responsible Agency: City Council

Time Period: As Needed

Funding Source: Not Applicable

## 2. For-Profit Housing Developers

Policy 26: Encourage housing developments with at least 25 percent of all units affordable to very-low- and/or low-income households to retain this housing affordability in perpetuity. Such development proposals shall be considered to have the second highest priority in terms of City approval. Incentives shall include the following:

- 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;
- 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 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.

## 3. Developers of Small Housing Units

Policy 27: Strongly encourage housing developers to build small single-family housing units, including detached second units. Single-family residential developments with units and/or second units less than 1,200 square feet in floor area, which provide housing affordable to moderate-income households, 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 incentives at the discretion of the City Council.

*Growth Management*

**Goal 11: Manage residential growth in an orderly fashion while enabling Pleasanton to meet its housing needs.**

**Goal 12: Retain flexibility in the growth management process in order to accommodate housing affordability.**

Policy 28: Retain flexibility in the growth management process in order to accommodate housing affordability.

Policy 29: Encourage substantial private development of housing affordable to low- and very-low-income households through the Growth Management Program.

Program 29.1: Continue to use the 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.

Responsible Agency: Planning Division; City Council  
Time Period: With Preparation of Growth Management Report  
Funding Source: Planning Division Budget

Program 29.2: Review and amend the Growth Management Ordinance to reflect current housing and infrastructure conditions and current housing needs.

Responsible Agency: City Council  
Time Period: 2011-2014  
Funding Source: Planning Division Budget

*Existing Housing Condition*

**Goal 13: Give high priority to the preservation and rehabilitation of the existing housing stock.**

Policy 30: Provide incentives to encourage the maintenance of affordability in existing housing that is rehabilitated.

Policy 31: 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.

Policy 32: Encourage the maintenance of safe, sound, and well-kept housing city-wide.

Program 32.1: Enforce the provisions of the City Zoning, Building, and Fire Codes.

Responsible Agency: Community Development and Fire Departments

Time Period: On-going

Funding Source: Community Development Department and Fire Department Budgets; CDBG Funds

Policy 33: Encourage the preservation of historically and architecturally significant residential structures especially in the Downtown area, pursuant to the Downtown Specific Plan.

Policy 34: Eliminate all substandard housing conditions within the community.

Program 34.1: Maintain building and housing code enforcement programs, and monitor project conditions of approval.

Responsible Agency: Community Development Department

Time Period: On-going

Funding Source: Community Development Department Budget

Program 34.2: Continue the Rental Housing Rehabilitation Program to improve rental units affordable to low- and very-low-income households.

Responsible Agency: Housing Division

Time Period: On-going

Funding Source: CDBG Funds

Program 34.3: Supplement CDBG funds with the City's Lower-Income Housing Fund for rehabilitation of housing

units affordable to low- and very-low-income households.

Responsible Agency: Housing Division, City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund

*Housing Location*

**Goal 14: Provide adequate locations for housing of all types and in sufficient quantities to meet Pleasanton's housing needs.**

**Goal 15: Adopt land use changes from non-residential to residential designations where appropriate.**

Policy 35: Disperse high-density housing throughout the community, especially in the Downtown and in other areas near public transit, major thoroughfares, shopping, and employment centers.

Program 35.1: Provide sites for multi-family housing, especially in locations near existing and planned transportation and other services.

Responsible Agency: Housing Element Task Force, Planning Division, Planning Commission, City Council

Time Period: 2011

Funding Source: Planning Division Budget

Policy 36: Strongly encourage residential infill in areas where public facilities are or can be made to be adequate to support such development.

Program 36.1: Zone infill sites at densities compatible with infrastructure capacity and General Plan Map designations.

Responsible Agency: Planning Division, Planning Commission, City Council

Time Period: On-going

Funding Source: Planning Division Budget

Program 36.2: 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.

Responsible Agency: Planning Division  
Time Period: On-going  
Funding Source: Planning Division Budget

Program 36.3: Adopt incentives and design guidelines for constructing residential uses above-ground-floor commercial establishments.

Responsible Agency: Planning Division, Planning Commission, City Council  
Time Period: 2011-2014  
Funding Source: Planning Division Budget

Program 36.4: Institute a program by which the City would assist developers of mixed-use projects to secure loans from financial institutions.

Responsible Agency: Housing Division, Finance Department, Housing Commission  
Time Period: 2011-2014  
Funding Source: Housing Division Budget

Program 36.5: 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:

- 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.

Responsible Agency: Housing Division and Planning Division to Identify Potential Options for Housing

Commission, Planning Commission, City Council Review  
Time Period: As Needed  
Funding Source: Housing Division Budget

Policy 37: Disperse housing units affordable to low- and very-low-income households throughout new residential developments. For phased developments, ensure that the majority of units affordable to low- and very-low-income households are not postponed until the final stages of development.

Policy 38: Reserve suitable sites for subsidized housing affordable to low- and very-low-income households.

Program 38.1: Acquire and/or assist in the development of one or more sites for housing affordable to low- and very-low-income households.

Responsible Agency: Housing Division, City Council

Time Period: 2011-2014

Funding Source: Lower-Income Housing Fund, Federal and State Housing Programs, Use of City-owned Land, if Available

Program 38.2: Utilize tax-exempt bonds, and other financing mechanisms, to finance the construction of housing units affordable to low- and very-low-income households, to purchase land for such a use, and to reduce mortgage rates.

Responsible Agency: City Council

Time Period: On-going

Funding Source: Tax-Exempt Bonds

Program 38.3: In order to facilitate the provision of affordable housing and a mixed-income environment, issue RFPs for non-profit/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 low-income households.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: As Appropriate (i.e., Based on Land Availability)

Funding Source: Housing Division Budget

Policy 39: 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.

*Housing Discrimination*

**Goal 16: Eliminate discrimination in housing opportunities in Pleasanton.**

Policy 40: 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 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.

Program 40.1: Support State and Federal provisions for enforcing anti-discrimination laws.

Responsible Agency: City Attorney's Office  
Time Period: As Needed  
Funding Source: General Fund

Program 40.2: 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.

Responsible Agency: City Attorney's Office  
Time Period: On-going/As Needed  
Funding Source: General Fund

*Special-Needs Housing*

**Goal 17: Identify and make special provisions for the community's special-housing needs.**



Policy 41: Provide for the special-housing needs of large households, the elderly, persons with disabilities, the homeless, and families with single-parent heads of households.

Program 41.1: 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, specially designed units for persons with disabilities, emergency shelter and transitional housing for the homeless, and units affordable to low- 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, 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.

Responsible Agency: Housing Division, City Council

Time Period: On-going

Funding Source: Lower-Income Housing Fund, CDBG Funds, City Grant Program

Program 41.2: 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. Responsible

Agency: City Council

Time Period: As Needed

Funding Source: Housing Developers

Program 41.3: Set aside a portion of the City's CDBG funds each year to developers of special need housing and service providers.

Responsible Agency: City Council

Time Period: Annually

Funding Source: CDBG Funds

Program 41.4: 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.

Responsible Agency: City Council

Time Period: Annually  
Funding Source: Lower-Income Housing Fund

Program 41.5: Encourage the production of housing for persons with disabilities in infill locations, which are accessible to City services.

Responsible Agency: Housing Division, City Council  
Time Period: On-going  
Funding Source: Housing Developers

Program 41.6: Encourage the conversion or development of group homes for six persons or less (i.e., community care facilities) in appropriate locations throughout the community.

Responsible Agency: Housing Division, City Council  
Time Period: On-going  
Funding Source: CDBG Funds, Lower-Income Housing Fund

Program 41.7: Encourage the provision of special-needs housing, such as community care facilities for the elderly, and persons with disabilities 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.

Responsible Agency: Housing Division, City Council  
Time Period: On-going  
Funding Source: Not Applicable

Program 41.8: 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.

Responsible Agency: Housing Division, Housing Commission, Planning Division, Planning Commission, City Council

Time Period: On-going

Funding Source: Not Applicable

Policy 42: Highlight senior citizen housing issues so that the senior population of Pleasanton has access to housing which meets their needs as the population ages.

Policy 43: 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 of each other.

*Environmental Protection*

**Goal 18: Promote resource conservation and environmental protection for new and existing housing.**

Policy 44: Preserve and enhance environmental quality in conjunction with the development of housing, including additions and remodels.

Program 44.1: 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:

- 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

Responsible Agency: Planning Division, Planning Commission, City Council

Time Period: On-going

Funding Source: Planning Division Budget

Program 44.2: 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 very-low-income households.

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: On-going

Funding Source: Housing Division Budget

*City Resolution 10-390—Non-Discrimination*

**Goal 19: Enhance existing non-discrimination housing policies.**

Policy 45: Implement Resolution 10-390, requiring enhancements to existing non-discrimination housing policies.

Program 45.1: 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.

Responsible Agency: Housing Division, Human Services Commission, Housing Commission, City Council

Time Period: When Other Programs Are Reviewed, Such as Community Development Block Grant and Home Programs, as Appropriate

Funding Source: Housing Division Budget

Program 45.2: Survey older multi-family residential complexes and consider utilizing the City's Lower-Income Housing Fund, Federal funds, and/or other 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.

Responsible Agency: Housing Division

Time Period: 2011-2014

Funding Source: Housing Division Budget

Program 45.3: 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 development of a project with three bedroom units affordable to large low- and very-low-income households by a non-profit housing developer.

Responsible Agency: Housing Division, City Council

Time Period: 2011-2012

Funding Source: Housing Division Budget

Program 45.4: 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.

Responsible Agency: Housing Division

Time Period: Annually, or Other Time as Deemed Appropriate by the City Manager

Funding Source: Housing Division Budget

*Senate Bill (SB) 2*

**Goal 20: Satisfy the emergency shelter, supportive housing, and transitional housing requirements of SB 2.**

Policy 46: Revise the Zoning Title of the Pleasanton Municipal Code to address SB 2.

Program 46.1: 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.

Responsible Agency: Housing Division, Housing Commission, Planning Division, Planning Commission, City Council

Time Period: Within One Year of the Adoption of the Housing Element

Funding Source: Housing Division and Planning Division Budgets

# Housing Element Preliminary Traffic Data and Analysis

June 1, 2011

# Presentation Overview

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- Presentation this evening will cover:
  - Study time periods – Traffic Analysis Scenarios
    - Existing + Housing Element
    - Buildout + Housing Element
  - Preliminary Review
    - Housing Element Traffic Generation
    - Housing Element Traffic Impacts
  - Next Steps/ Questions

# Traffic Analysis Scenarios

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- Existing Traffic and Land Use
- Existing Traffic and Land Use + Housing Element Sites
- 2005 General Plan Buildout
- 2005 General Plan Buildout + Housing Element Sites and other land use changes



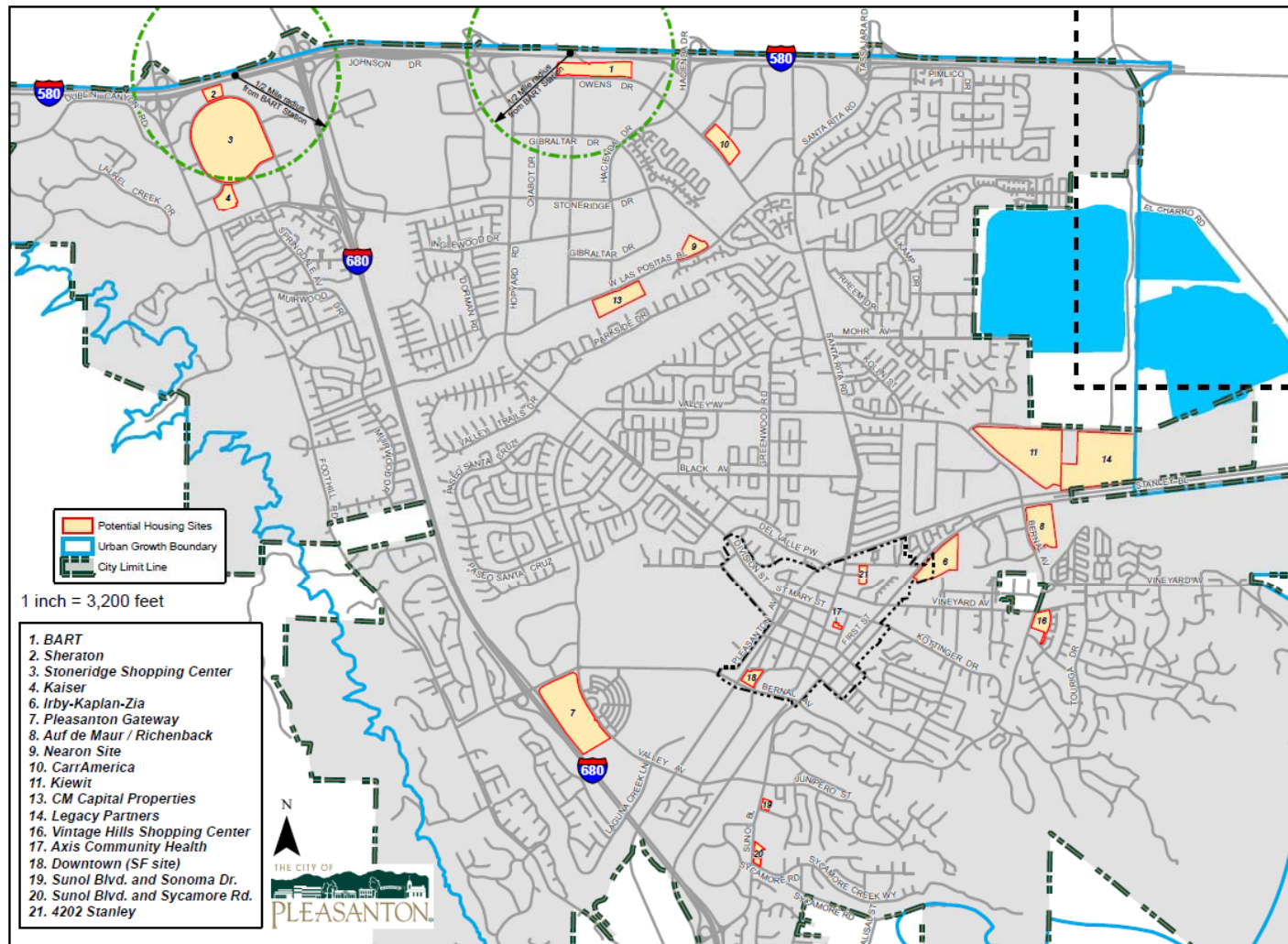
# Preliminary Review

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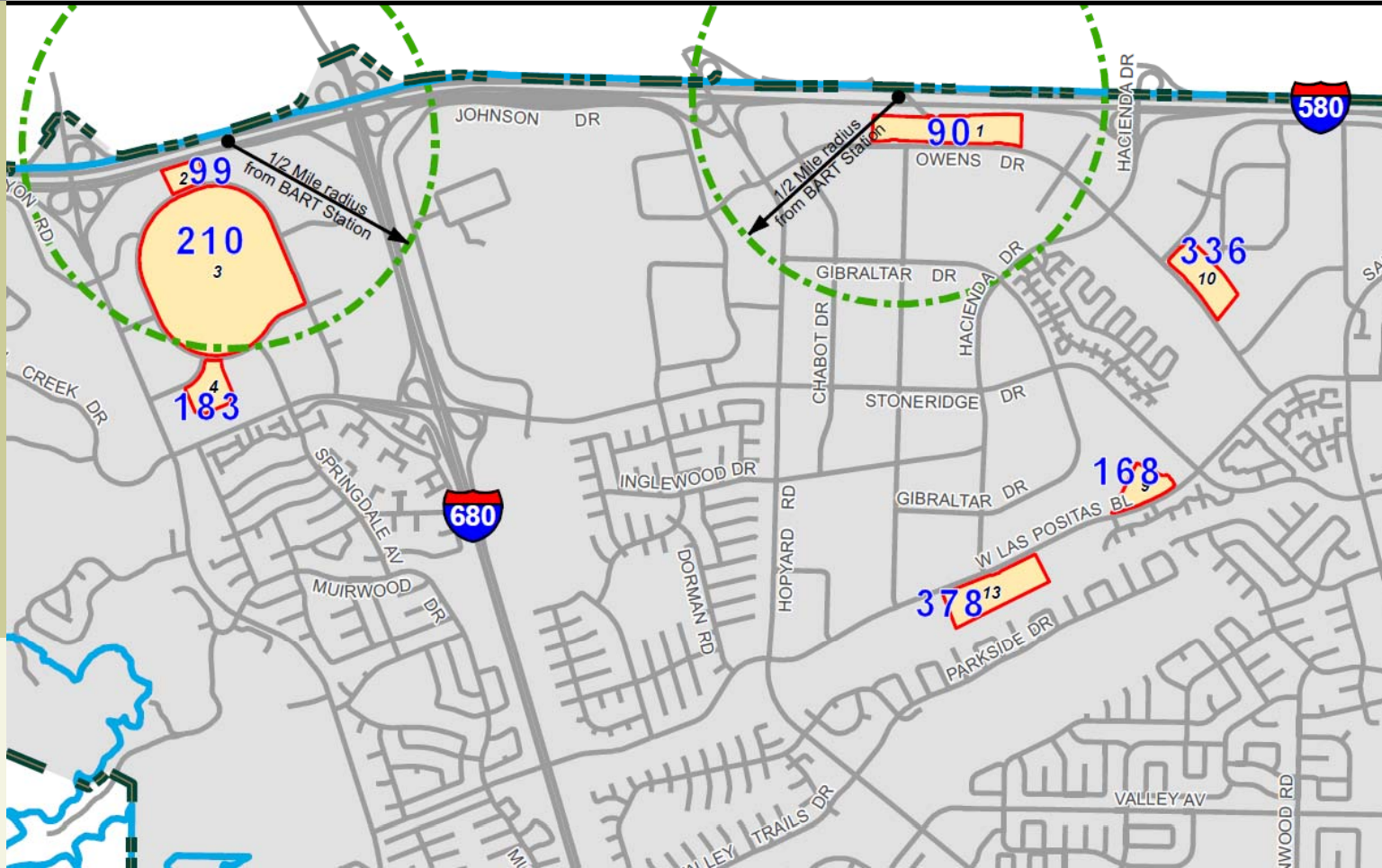
- Traffic Trip Generation
  - Adds multi-family home trip generation to existing traffic volumes

# Preliminary Review

## Potential Sites for Rezoning May 12th, 2011

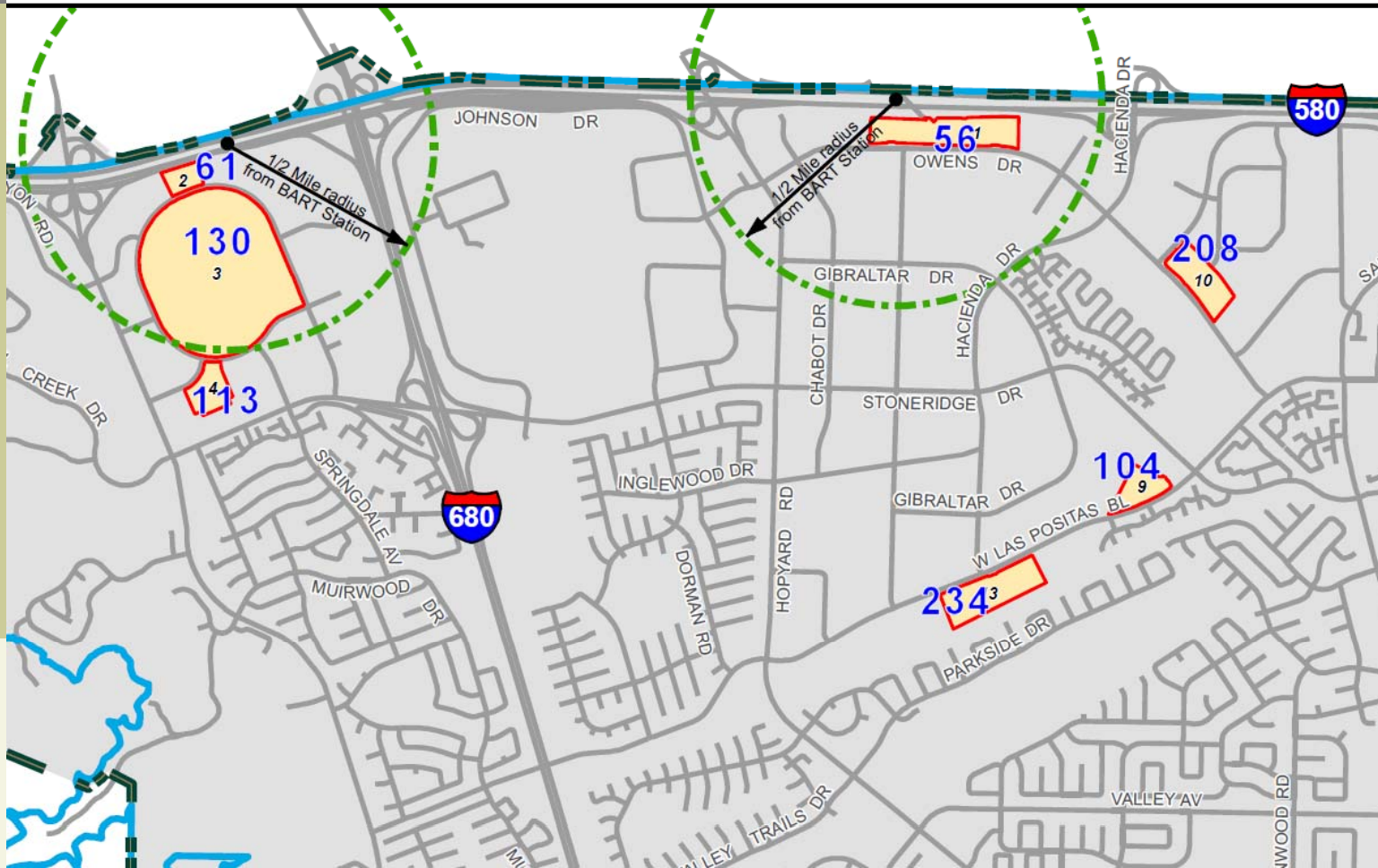


# Preliminary Review



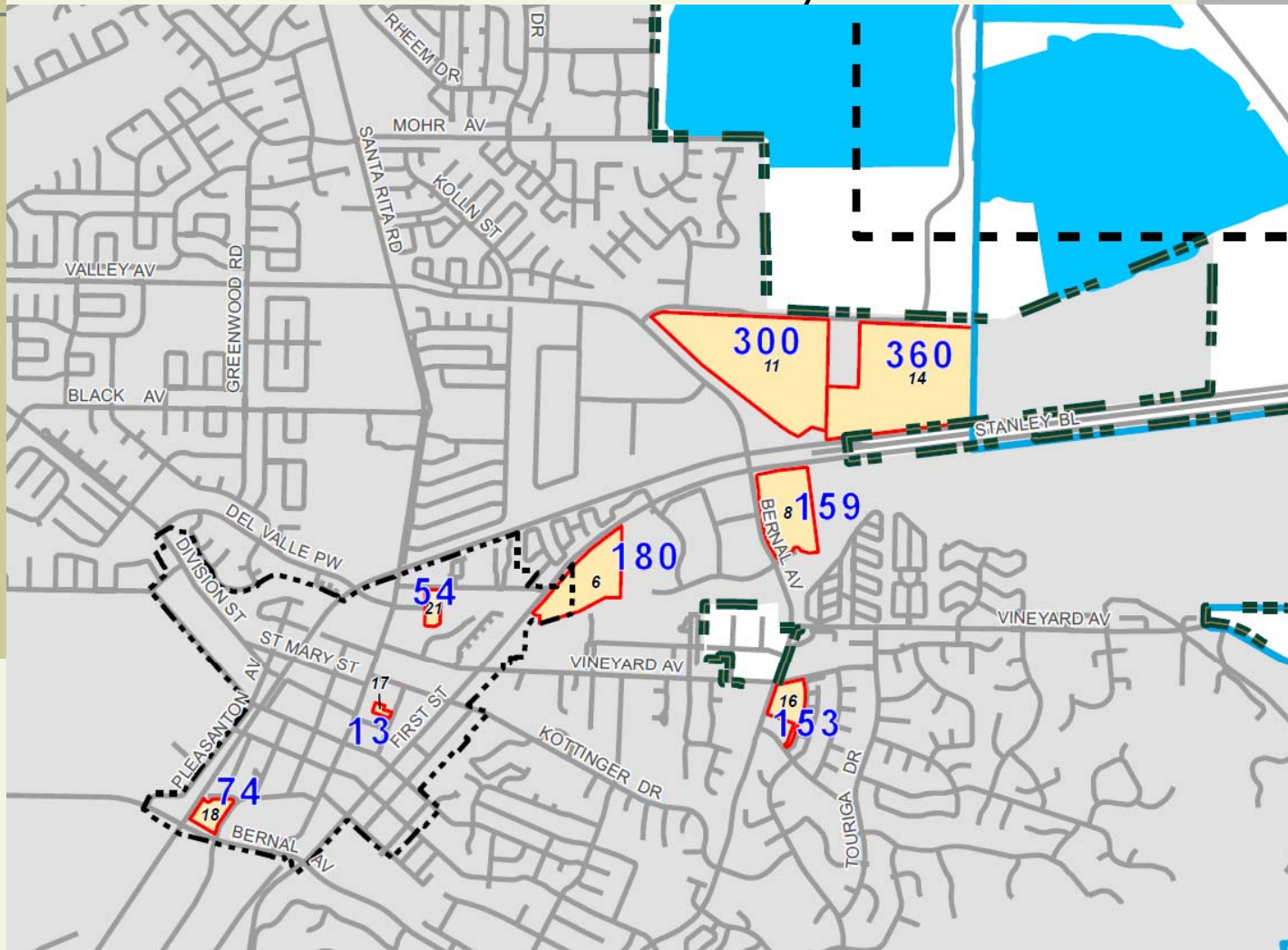
■ Units

# Preliminary Review



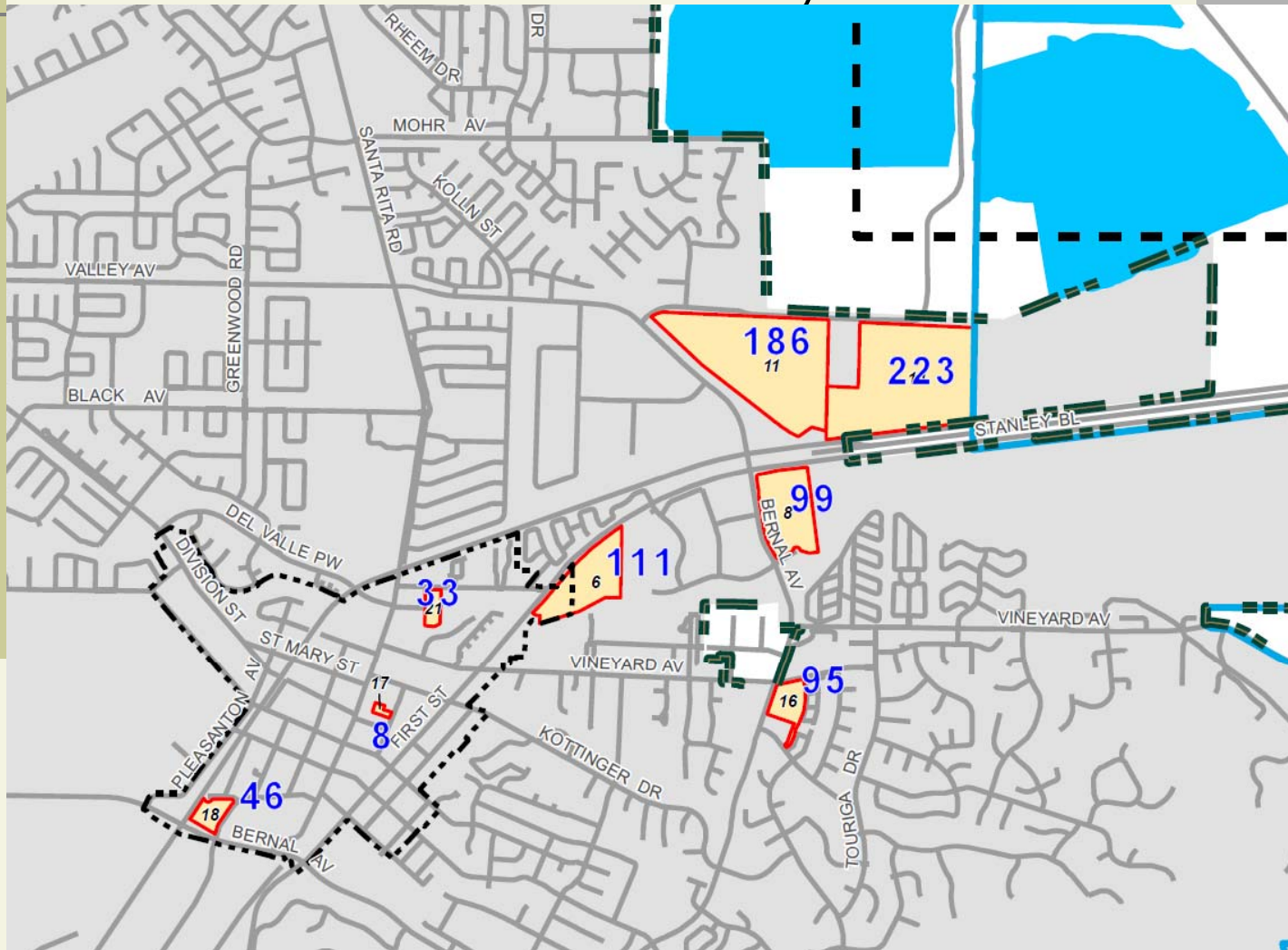
■ Trips in PM = .61 trips per unit

# Preliminary Review



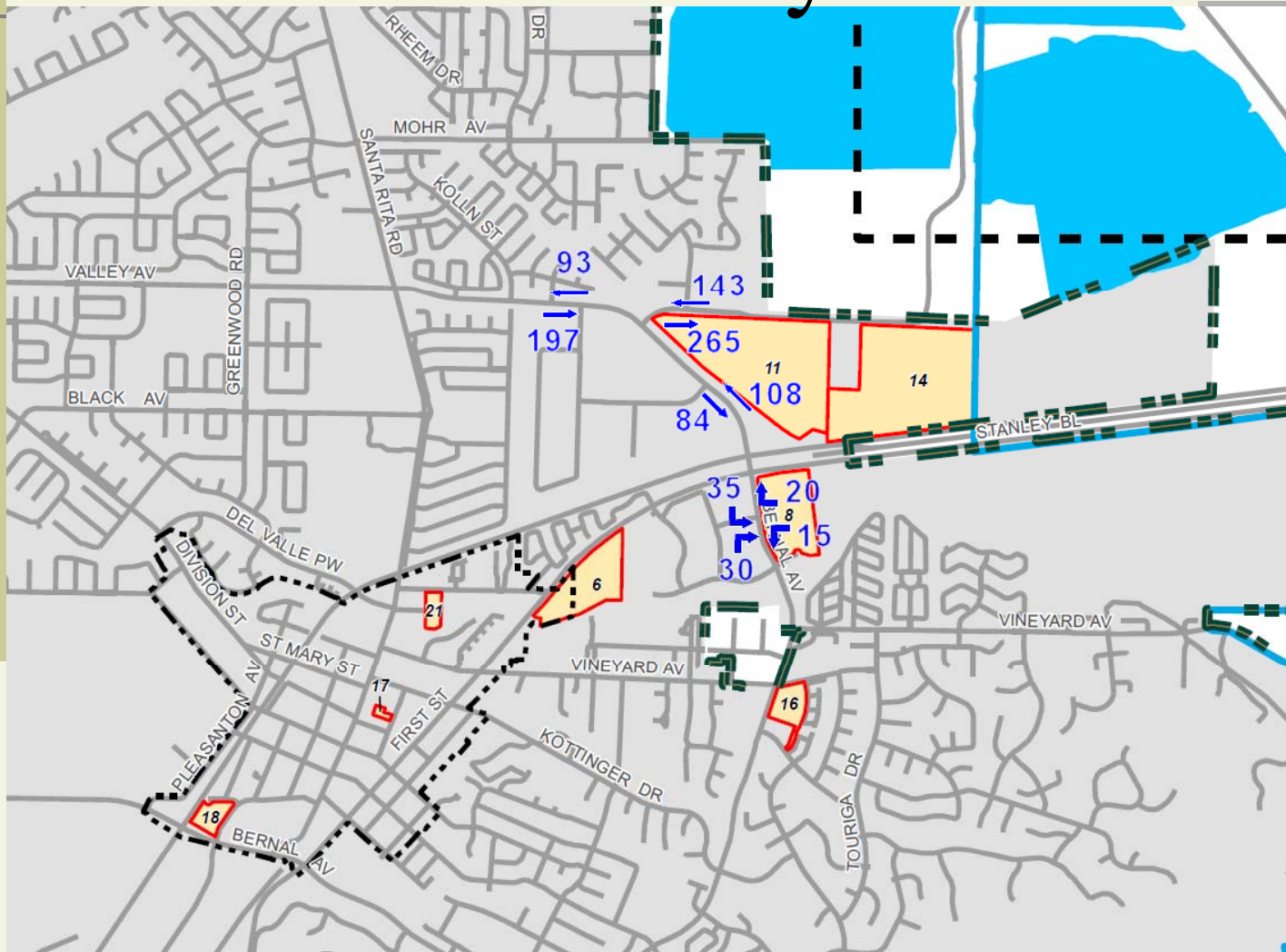
■ Units

# Preliminary Review



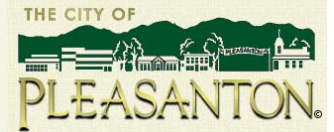
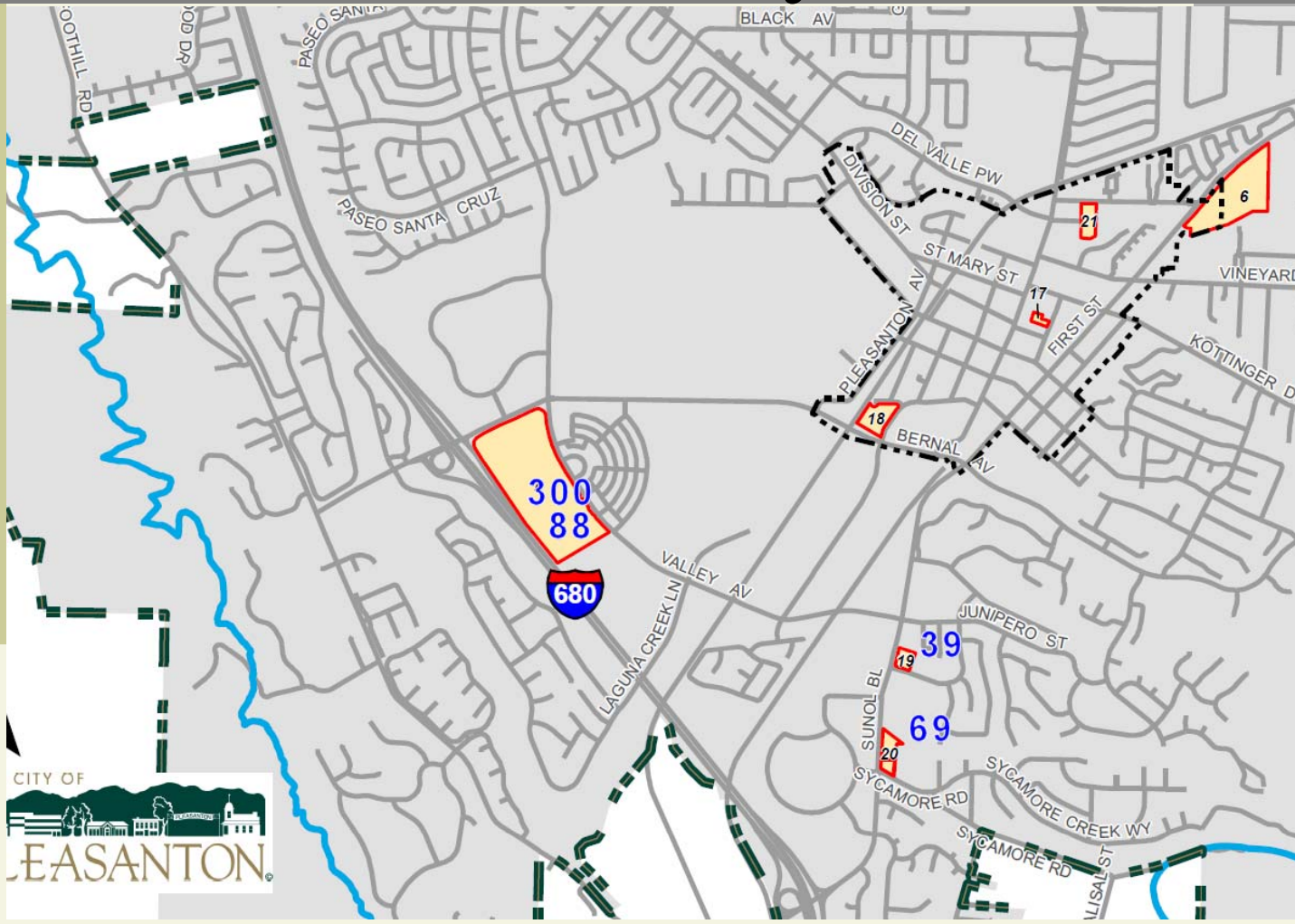
■ Trips in PM = .61 trips per unit

# Preliminary Review



■ Trips in PM = .61 trips per unit

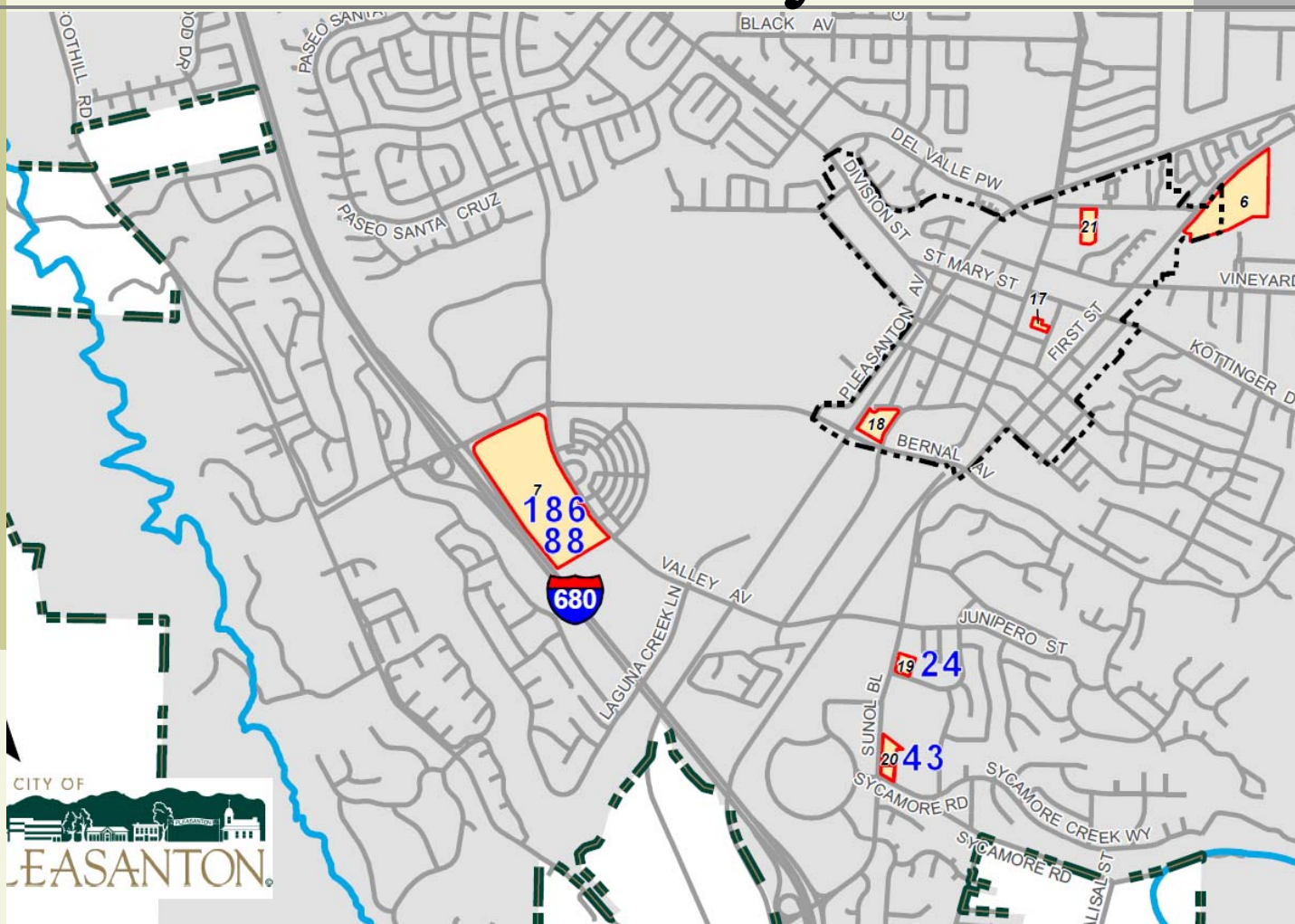
# Preliminary Review



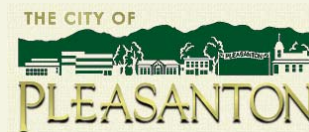
■ Units



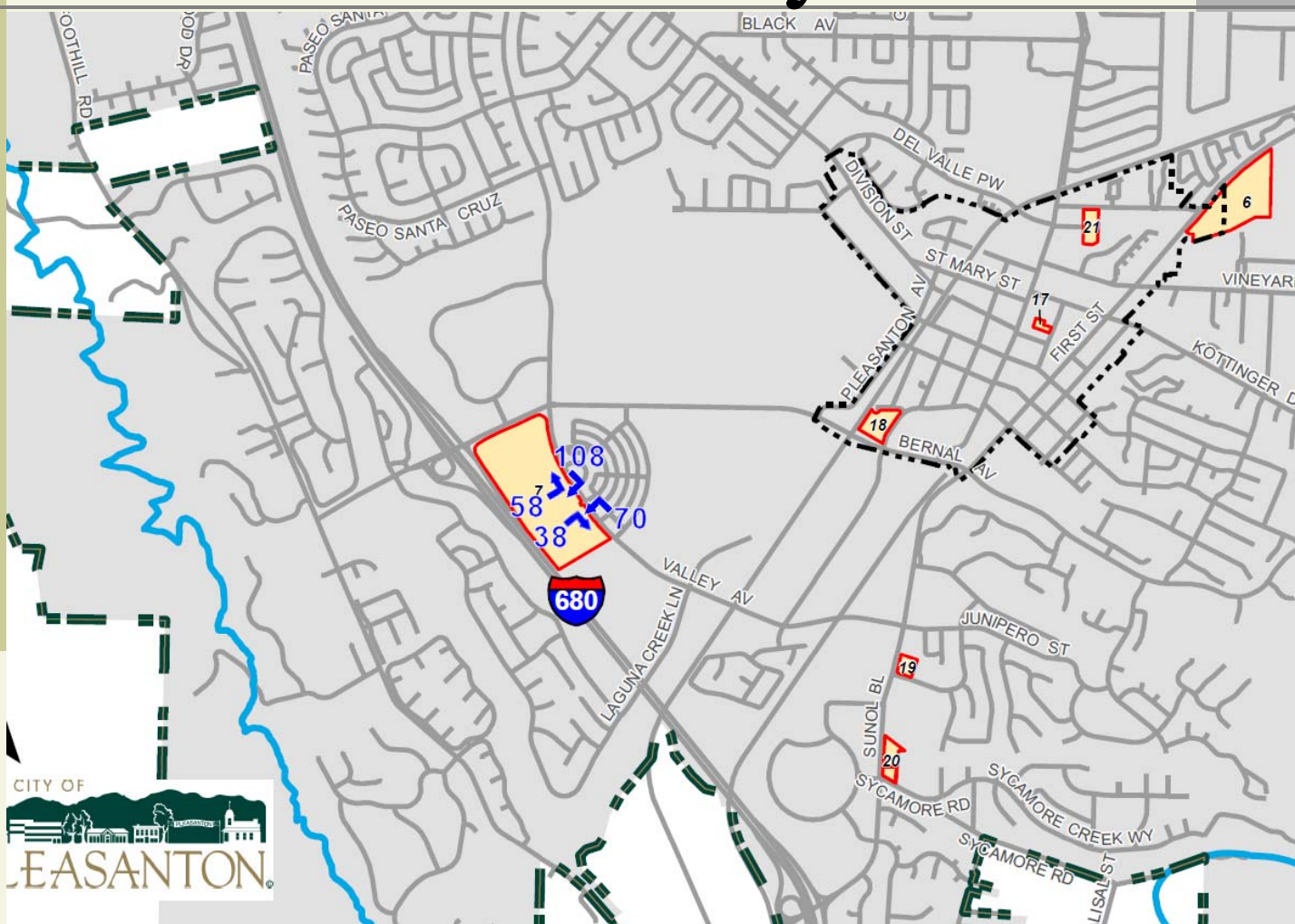
# Preliminary Review



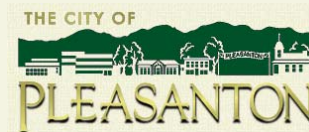
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# Preliminary Review



■ Trips in PM = .61 trips per unit



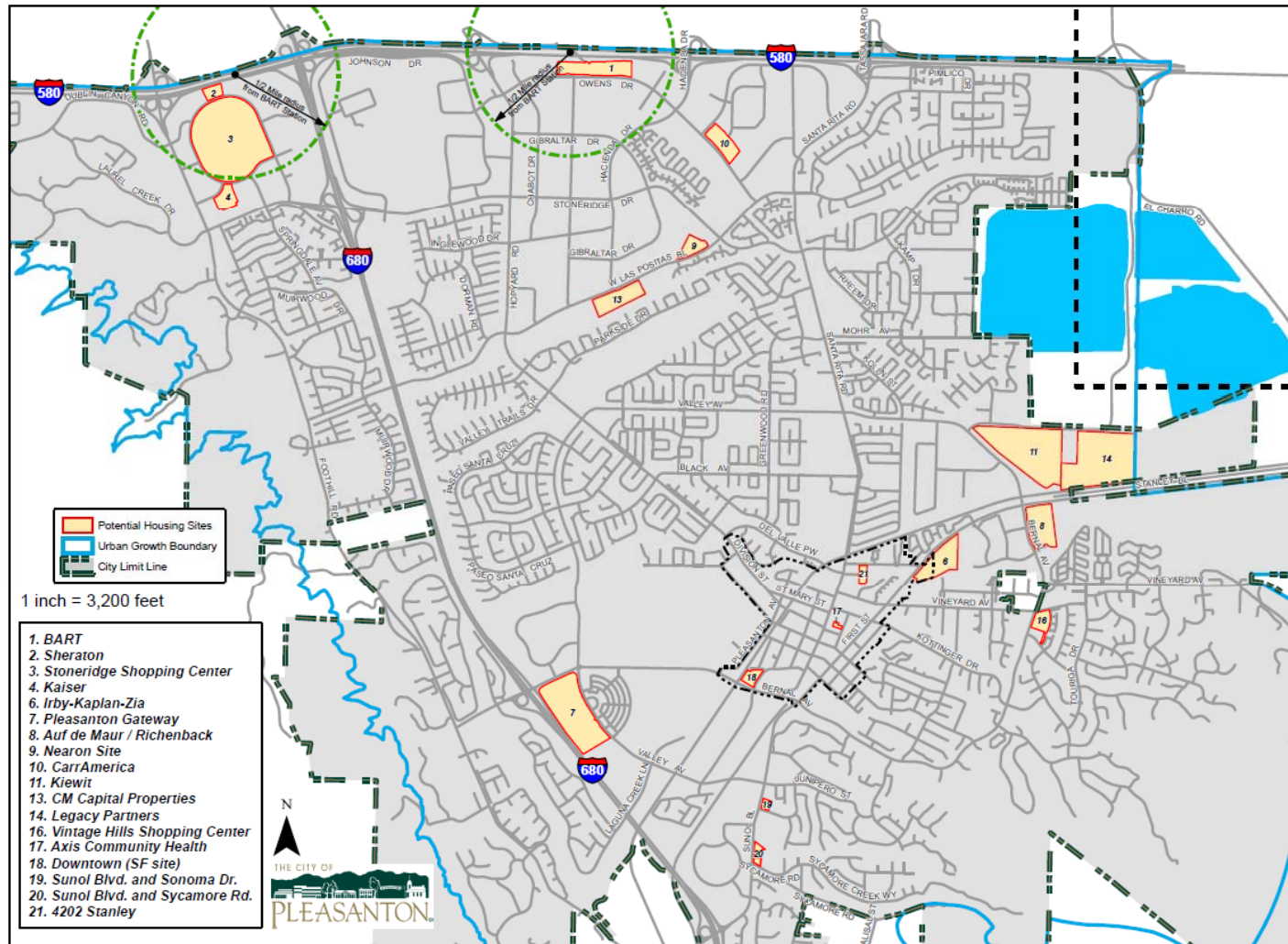
# Preliminary Review Summary

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- Critical intersections reviewed
  - Foothill at Canyon
  - Stoneridge at Stoneridge Mall
  - Hacienda at Owens
  - Bernal at Valley
  - Stanley at Valley/Bernal (D 46 to D 52)
  - Santa Rita at Valley (D 44 to D 54)
  - Stanley at Old Stanley
  - Sunol at Junipero
  - Bernal at Old Bernal
  - Bernal at First/Sunol
  
- Conclusion – Preliminary analysis finds all intersections maintain LOS D or better with housing. A more detailed modeling analysis is underway

# General Plan Buildout Review

## Potential Sites for Rezoning May 12th, 2011



# General Plan Buildout Review

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- Sites contain a mix of land use changes
  - Some locations simply add housing
  - Some locations replace existing use with housing
  - Some locations replace future use with housing
  - Some do combination of all three

# General Plan Buildout Review

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## Examples:

7. Pleasanton Gateway at buildout: 588k office  
HE removes all office and adds 300 mfh and 88 sfh
8. Auf de Maur at buildout: 210k retail  
HE removes all retail and adds 159 mfh
11. Kiewit at buildout: 100 condos 75.0k retail 530.0k r&d  
HE adds 200 apts. And removes 11k r&d.
14. Legacy at buildout: 75k retail 370k r&d  
HE removes 25k retail and 70k r&d and adds 360 mfh

# General Plan Buildout

## ■ Sites that add trips at buildout

- 1. Bart
- 2. Sheraton + 20 trips
- 3. Stoneridge shopping + 130 trips
- 6. Irby + 100 (remove 25k retail to balance)
- 9. Nearon +22 trips
- 10. Carr
- 11. Kiewit +112 trips (remove 30k retail or 104k r&d to balance)
- 14. Legacy +56 trips (retail reduced from 75k to 50k, r&d reduced from 370k to 300k) (remove additional 15k retail or 52k r&d to balance)
- 16. Vintage Hills +95 trips
- 18. downtown +46 trips
- 19. Sunol at Sonoma +10 trips
- 20. Sunol at Sycamore +4 trips
- 21. 4202 Stanley +13 trips

# General Plan Buildout

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- Sites that reduce trips at buildout
  - 4. Kaiser -460 trips
  - 7. Gateway -600 trips
  - 8. Auf de Maur -685 trips
  - 13. CM Capital -46 trips
  - 18. Axis -36 trips



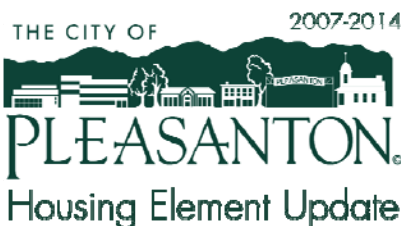
# General Plan Buildout Summary

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- Minor volume increases at buildout will not likely create new impacts on circulation network beyond what is identified in General Plan
- Reductions in trip generation may improve traffic circulation
- Detailed Traffic Modeling required to verify initial analysis

# Questions?

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## DRAFT SUMMARY OF MEETING #9

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### **Draft Summary of Housing Element Update Task Force Meeting #9**

Wednesday, June 1, 2011

7:00 pm - 9:30 pm

Phoebe Hearst Elementary School Multipurpose Room, 5301 Case Avenue

#### **Task Force Members in Attendance**

Council member Cheryl Cook-Kallio

Council member Matt Sullivan

Planning Commissioner Kathy Narum

Planning Commissioner Jennifer Pearce

Housing Commissioner David Stark

Housing Commissioner Colleen Lopez

Brian Arkin

Stacey Borsody

James Dibiase

James Hines

#### **Task Force Members Absent**

Mary Roberts

#### **Staff Present**

Brian Dolan, Director of Community Development

Janice Stern, Planning Manager

Mike Tassano, City Traffic Engineer

Robin Giffin, Senior Planner

#### **Consultant**

Jeff Baird, Baird + Driskell Community Planning

#### **Meeting Purpose and Agenda**

The purposes of the ninth meeting of the Housing Element Update Task Force (HETF) were to: (1) review the draft Housing Element Goals, Policies, and Programs and provide a recommendation to City Council; and (2) review the sites under consideration for rezoning and potential densities and provide a recommendation to City Council.

Approximately 43 people, not including HETF members and staff, attended the meeting.

Below is the agenda for the meeting.



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## A G E N D A

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### **Housing Element Update Task Force Meeting #9**

Wednesday, June 1, 2011

7:00 pm – 9:30 pm

Phoebe Hearst Elementary School Multipurpose Room, 5301 Case Avenue

**Outcome:** Recommendation to the City Council regarding Housing Element Goals, Policies and Programs  
Recommendation to City Council on sites to consider for rezoning and appropriate densities

- 7:00 pm    **I.        Welcome and Review of Meeting Purpose**
- A. Welcome and Review of the Purpose of Meeting #9 and Agenda Overview
  - B. Review and Approval of the Meeting #8 Summary  
*(Attachment: Meeting #8 Summary)*
- 7:10 pm    **II.        Meeting Open to the Public** *(items not on the agenda)*
- 7:20 pm    **III.       Review Preliminary Draft Housing Element**
- A. Staff Presentation *(Attachments: Preliminary Draft Housing Element; Draft Review and Assessment of 2003 Housing Element Programs; various communications to the Housing Element Task Force since the last meeting)*
  - B. Task Force Questions of Clarification
  - C. Public Comments
  - D. Task Force Discussion and Recommendations
- 8:00 pm    **IV.       Discussion of Housing Sites**
- A. Discuss sites and densities needed to meet housing need  
*(Attachments: Map; Site Tables)*
  - B. Public Comments
  - C. Task Force Discussion and Recommendations
- 9:20 pm    **V.        Task Force and Staff brief announcements**

- 9:25 pm    **VI.      Summary and Next Steps**
- A.    Summary of the Meeting, Next Steps
  - B.    Evaluation of the Meeting

9:30 pm    **Close**

**Accessible Public Meetings**

The City of Pleasanton will provide special assistance for disabled citizens to participate in public meetings upon reasonable advance notice. If you need an auxiliary hearing aid, sign language assistance, or other accommodation, please contact the following staff at least two working days before the meeting date: Maria L. Hoey, Office Manager (925) 931-5602, [mhoey@ci.pleasanton.ca.us](mailto:mhoey@ci.pleasanton.ca.us); or Terry Snyder, Senior Office Assistant, (925) 931-5603, [tsnyder@ci.pleasanton.ca.us](mailto:tsnyder@ci.pleasanton.ca.us).

The meeting was opened by Council member Cheryl Cook-Kallio. The Housing Element Task Force (HETF) moved agenda item #3 after agenda item #4. All other items on the agenda were presented and discussed in order.

1. **Welcome and Review of Meeting Purpose.** Janice Stern, Planning Manager, reviewed the agenda. The summary of the May 18, 2011 meeting (meeting #8) was unanimously approved.
2. **Meeting Open to the Public.** No comments were made.
4. **Discussion of Housing Sites. (HETF moved agenda item #3 after #4)**

**Presentation of Preliminary Traffic Data and Analysis**

Mike Tassano, City Traffic Engineer, presented a preliminary analysis of potential traffic-related impacts of the potential housing sites. He noted that if the sites on the list of potential housing sites were rezoned, all intersections required to maintain a level of service (LOS) D or better standard would continue to maintain this standard.

He noted that key intersections he will continue to watch closely during the environmental review process are Santa Rita Rd. @ Valley Ave. and Valley Ave. @ Bernal Ave., since these intersections are already at LOS D. In response to a question, he noted that Santa Rita Rd. @ Valley Ave. is likely to experience some relief once the Stoneridge Dr. extension to El Charro Rd. is open. He stated that with the Stoneridge Dr. extension, approximately 100-150 vehicles would no longer use Valley Ave. by Santa Rita Rd. on a daily basis. He noted that he hasn't studied the El Charro Rd. extension to Stanley Blvd. in detail, but this extension should have an even greater benefit in the Santa Rita Rd. @ Valley Ave. area than the Stoneridge Dr. extension to El Charro Rd. He stated that if the extension of El Charro Rd. is to Busch Rd., and not to Stanley Blvd., the improvement at Santa Rita Rd. @ Valley Ave. will not be as great. He noted that his modeling did not take Legacy's private road to I-580 into consideration.

A member of the public noted that he has a concern about traffic back up at Busch Rd. @ Valley Ave. He noted that it takes a long time to drive to the high school. Mike Tassano, City Traffic Engineer, noted that all vehicles at this intersection move through the intersection in one traffic signal cycle.

Mike Tassano, City Traffic Engineer, noted that in his preliminary analysis he did not reduce the number of vehicle trips by BART, but normally a project within ¼ mile of BART would have a 20% trip reduction.

In response to a question, Mike Tassano, City Traffic Engineer, noted that retail use has a higher trip rate than multi-family housing. He noted that at the Irby Kaplan Zia site, if more retail use were removed from the site analysis, the number of vehicle trips could match what was assumed for the site in the General Plan.

In response to a question, Mike Tassano, City Traffic Engineer, stated that his modeling did not take the Safeway under construction into account; however, this will be addressed in the Environmental Impact Report (EIR). He also noted that his analysis of existing conditions only considered what is on the Bernal Property park land now, and a full buildout analysis will come later. He also noted that the trip distribution assumed to/from the Pleasanton Gateway site will change if the site is rezoned from office to allow housing, as office trips would be more likely to drive to and from the freeway only.

In response to a question, Mike Tassano, City Traffic Engineer, stated he has software that assesses the peak impact during the peak hour so that he can assess backups related to an influx of vehicles in a short time period.

Mike Tassano, City Traffic Engineer, presented the preliminary vehicle trip count information for the potential housing sites. For more information related to this, please see Attachment 1, the Power Point Presentation titled *Housing Element Preliminary Traffic Data and Analysis*.

#### Letters Submitted to HETF

Janice Stern, Planning Manager, reviewed letters recently submitted to the HETF, including a letter from HETF member Mary Roberts, letters in support of site 8, a letter from the Ironwood homeowner association which mentions concerns about sites 8, 11, and 14, a letter from Chamberlin Associates with concerns about the CM Capital Properties site, and a letter supporting the Sunol and Sycamore site from the property owner's representatives.

#### Public Comments

##### *Kiewit*

A representative for the Kiewit site reiterated that he would like the HETF to continue to recommend a 10 acre allocation for high density housing on its site. He noted that

according to the City Traffic Engineer's preliminary analysis, if the Auf der Maur/Rickenbach site were rezoned for high density housing, traffic impacts would be a wash in this area. He stated that he would like the 10 acre allocation to be at the corner of Valley Ave. @ Busch Rd., and mentioned that the site already has utilities, and is ready for development.

#### *Auf der Maur/Rickenbach*

The representative for the Auf der Maur/Rickenbach site stated he submitted a preliminary site plan to the HETF. In response to a question, he stated that the product type densities would be blended to achieve the 30 units to the acre minimum density. There was discussion about access on and off the site and it was noted that these details could be resolved later. He would like the HETF to recommend an 11.5 acre allocation for high density housing on the site. He stated:

- The plans include a 15,000-18,000 sq. ft grocery store, clubhouse, fitness center, and pool
- The site is within walking and biking distance to Downtown
- The site works economically
- The range of units would include studios, townhomes, and apartments
- The site is a good location for workforce housing

#### *Legacy Partners*

The representative for Legacy Partners stated he supports the recommended 12 acre allocation for high density housing on the site. He offered to reduce the density to 23 units to the acre. He noted that Legacy Partners owns a private road to I-580 which its residents could use.

#### Potential Housing Sites—Alternative Scenarios

Brian Dolan, Director of Community Development, reviewed alternative density/acreage/unit count scenarios for the potential sites for rezoning. He noted that these scenarios are not staff's recommendation, but are for consideration. He noted that there is more acreage on the list of potential sites for rezoning than needed, and the HETF can reduce the recommended acreage, if it so chooses. The scenarios reviewed are in Attachment 2.

Brian Dolan, Director of Community Development, stated that the Planning Commission reviewed the BART site last week, and BART has scenarios which include 500 or 600 units. He mentioned that the HETF may want increase the allocation on the BART site to something closer to 249 units.

Brian Dolan, Director of Community Development, noted that representatives for the Stoneridge Shopping Center are interested in more units on its site.

Brian Dolan, Director of Community Development, stated that he has spoken with representatives for the Kiewit and Legacy Partners sites, and they are okay with the

adoption of an East Side Specific Plan first, prior to development plan approval for their sites, so long as there is a reasonable timeframe for the adoption of the Specific Plan.

In response to a question, Brian Dolan, Director of Community Development, stated that if construction on the Kiewit and Legacy Partners sites did not occur, these sites could roll over into the next Housing Element planning period. He also stated that for these sites to be considered in the current Housing Element Update, the State Department of Housing and Community Development (HCD) may want the East Side Specific Plan adopted prior to the adoption of the Housing Element if a specific plan is going to be a requirement for development.

In response to a question, Brian Dolan, Director of Community Development, stated that it would be okay to include an acreage buffer in the table of potential housing sites. He noted that if housing isn't constructed on a site in this housing period, the site would roll into the next Housing Element planning period. In response to a similar question, he also mentioned that he didn't know for sure how the Association of Bay Area Governments (ABAG) would view extra acreage and they may consider land availability when assigning regional housing need allocations (RHNA) to cities. A member of the HETF asked staff to explore this. Jeff Baird, consultant, stated ABAG does have a formula based on jobs and recognizes land capacity in jurisdictions. Jeff Baird, consultant, stated that if a site does not develop at the assumed density, then this density would have to be made up elsewhere.

In response to a question, Brian Dolan, Director of Community Development stated that he did not think 50 units to the acre would visibly stand out at the Stoneridge Shopping Center.

In response to a question, Brian Dolan, Director of Community Development, stated that 23 units to the acres is usually a 2-3 story project; whereas, 30 units to the acre is usually a 3-4 story project.

In response to a comment that CM Capital Properties is a good site for housing, Brian Dolan, Director of Community Development, acknowledged that CM Capital Properties was removed from one of the scenarios, and stated that in his opinion all of the sites currently on the list of potential housing sites are good sites. He noted that there is not a wide range of criteria rating scores.

In response to a question about 4202 Stanley, Brian Dolan, Director of Community Development, noted that developers typically do not volunteer to construct underground parking and it may be expensive.

In response to a question about the Auf der Maur/Rickenbach site, Brian Dolan, Director of Community Development, stated that there may be some internal trip capture if the site were mixed use.



In response to a question, Brian Dolan, Director of Community Development, stated 50% of the potential housing site inventory can be mixed use.

### Public Comments

#### *Sites by Stanley Blvd. and Valley Ave.*

There were public comments against and in support of the potential rezonings by Valley Ave. @ Stanley Blvd. It was noted that there is no access to BART in this location, no services, no easy access to the freeway, Valley Ave. has congestion, the sites should be more evenly distributed throughout the City, and existing housing near the site has a high value. It was noted that if development in this area were built now, this would neutralize benefits in the area which would be reaped from the extension of Stoneridge Dr. to El Charro Rd. Another member of the public noted that the sites are near parkland at Shadow Cliffs, traffic will work well in this location once El Charro Rd. is extended to Stanley Blvd., and the City Traffic Engineer's preliminary analysis reduces anxiety about congestion in this area.

Later in the discussion, representatives for the Kiewit and Legacy Partners sites expressed their willingness to participate in an East Side Specific Plan process so long as the timing for plan preparation and adoption were reasonable. The representative for Kiewit stated he would be willing to develop the site after the preparation of an East Side Specific Plan if preparation of the specific plan started by the first quarter of 2012 and the plan were complete by the end of the second quarter in 2013. The representative for Legacy Partners agreed.

#### *Pleasanton Gateway*

A member of the public spoke about the Pleasanton Gateway site. He noted that he and his neighbors are opposed to housing development on the site, but they do think housing development on the site is likely. He noted that development of site 7 with housing would contribute to solving Pleasanton's housing need. He stated that if problems arise at the site, he has confidence that the City will resolve the issues. He requested the project be designed in keeping with the character of the area, be no more than 2 stories, and be 23 units to the acre, instead of 30 units to the acre.

#### *4202 Stanley*

A representative for the site stated he can build two story units on site without subterranean parking.

### HETF Discussion about the Potential Housing Sites

It was noted that the Sycamore and Sunol site has a pending proposal for Alzheimer's units and care. Janice Stern, Planning Manager, stated that this proposal would need to be withdrawn if this site were to remain on the list of potential housing sites.

It was noted that rezoning of a site does not guarantee development.

A member of the HETF stated he was okay with keeping the 100 acres on the potential housing site list.

A member of the HETF stated she was okay with removing the Vintage Hills Shopping Center from the list, since there is a viable shopping center there. She also stated that she was okay with removing the Downtown (SF) site, since this site provides an opportunity for the City to enhance Downtown with a new city hall and library.

A member of the HETF stated she was okay with removing the Vintage Hills Shopping Center from the list. She also noted that she is okay with increasing the acreage proposals at the Stoneridge Shopping Center and BART sites, but 10 acres seems too high. She noted that she is interested in an East Side Specific Plan for sites 11 and 14.

A member of the HETF stated that zoning does not necessarily mean development. She also noted that items such as the number of stories and access for any development will be reviewed when development proposals are submitted. She stated that she is okay with removing the Vintage Hills Shopping Center and Downtown (SF) sites. She noted that she believes an East Side Specific Plan is crucial. She stated she wants El Charro Rd. extended, as this extension is even more important to the Santa Rita Rd. @ Valley Ave. area than the Stoneridge Dr. extension with regard to easing congestion. She stated that if there were an agreement that no development would occur on Kiewit's and Legacy Partners' sites prior to the adoption of the East Side Specific Plan, then she is okay with these sites being on the list of potential sites for rezoning. She stated that she believes Kiewit's and Legacy Partners' sites should be looked at cohesively in a specific plan. She noted that she likes the village concept at the Auf der Maur/Rickenbach site and is not interested in increasing density at this site due to traffic. She also noted that she would like 4202 Stanley to remain on the list.

A member of the HETF stated that he almost entirely agreed with the previous HETF member. He noted that he would like the acreage under consideration at BART to increase to 8.3 and the acreage at the Stoneridge Shopping Center to increase to 10. He suggested that the acreage at Irby Kaplan Zia increase to 9 acres or 8 acres depending on the impact to historical structures on site. He noted that he believes traffic will be okay if the Irby Kaplan Zia site were developed. He stated that the Kiewit and Legacy Partners sites would be okay if an East Side Specific Plan were adopted. He noted that he is okay with the CM Capital Properties site. He suggested that the Vintage Hills Shopping Center site be removed since it has existing retail on site. He noted that the Downtown (SF) site is an opportunity site for the City, and he suggested it be removed. He stated that he believed the Sunol sites should stay on the list, as these sites help to disperse sites throughout the City. He recommended that the 4202 Stanley site stay on the list, as it is a small site and close to Downtown.

A member of the HETF recommended the Vintage Hills Shopping Center and Downtown (SF) sites be removed from the potential housing site list for the same reasons as previously mentioned. She recommended that the Kaiser site be removed since there is a high number of units under consideration in the area, and the site is similar to the JC Penny site which was previously removed from the list. She stated that she is okay with increasing the acreage at the Stoneridge Shopping Center site and okay with the Sheraton site. She stated she is okay with leaving on the Kiewit and Legacy Partners sites as is, so long as an East Side Specific Plan is adopted. If an East Side Specific Plan is not adopted, she suggested that the acreage on these sites be reduced. She indicated that she was unsure about the Auf der Maur/Rickenbach site, but does not want 11.3 acres of housing on the site. She stated that she appreciates the comments by the neighbors near site 7 and does think it is a good site to keep on the list of potential housing sites. She recommended that 4202 Stanley remain on the list. She stated she likes the Sunol sites as potential housing sites, but also likes the Alzheimer's proposal at the Sycamore and Sunol site.

A member of the HETF stated she is okay with increasing the density at the Stoneridge Shopping Center and BART sites. She stated that she would like an East Side Specific Plan for the Kiewit and Legacy Partners sites to be adopted prior to any development on these sites. She stated that CM Capital Properties is in the middle of nothing and is in favor of removing it from the list. She stated she supports the removal of the Vintage Hills Shopping Center from the list of potential housing sites. She recommended that 4202 Stanley remain on the list. She supports increasing the acreage at the Auf der Maur/Rickenbach site, if the Kiewit and Legacy Partners sites are removed from the list. She noted that she is concerned that the Kiewit and Legacy Partners sites will come back too dense if removed now.

A member of the HETF stated that the total acreage should be reduced, but there should also be a buffer. He suggested reducing the number of units under consideration on the east side by 25% and increasing the density at the Stoneridge Shopping Center to 40 units to the acre and increasing the acreage at the Stoneridge Shopping Center to 10 acres. He noted that he believes the East Side Specific Plan is necessary. He recommended that the Auf der Maur/Rickenbach property be included in the East Side Specific Plan and be on the hook for helping to pay for infrastructure improvements. He recommended that Legacy Partners be at 30 units to the acre with a 25% reduction of the total number of units, and that the rezoning for housing occur in the center of the site. He suggested that perhaps the number of units at Kiewit be reduced by half, and that the number of units at BART be increased to make up for the reduction. He suggested that the Downtown (SF) site remain on the list since it is near the ACE station. He suggested that retail could possibly be added to this site. He suggested that the Irby Kaplan Zia, Nearon, CM Capital Properties, and 4202 Stanley sites be reduced to 23 units per acre. He suggested that the Vintage Hills Shopping Center site remain on the list if it is mixed use.

A member of the HETF suggested the Pleasanton Gateway site and Axis Community Health Center site be reduced to 23 units to the acre. He stated that the Sunol and 4204 Stanley sites need public outreach. He suggested that the Vintage Hills Shopping Center site remain on the list as is.

A member of the HETF stated that he likes the potential housing site list as is. He suggested that the projects for the sites be reviewed and only those sites with the best projects be selected for rezoning. He stated that this would encourage high quality projects. Brian Dolan, Director of Community Development, stated that this is a possible approach for narrowing the list of sites; however, the selection process would need to be complete by August.

In response to requests for an East Side Specific Plan with funding and timing plans for the extension of El Charro Rd. to occur prior to development on the Kiewit and Legacy Partners sites, a member of the HETF stated that he believed HCD would remove the Kiewit and Legacy Partners sites from the list of potential housing sites if this were required.

A member of the HETF asked staff if HCD would be more likely to keep the Kiewit and Legacy Partners sites on the list of potential housing sites if the list were more inclusive. Janice Stern, Planning Manager, answered yes.

#### HETF Recommendation on Potential Housing Sites

The HETF conducted preliminary voting on the potential housing sites, densities, and acreages. The preliminary tallies are shown on Attachment 3. After the preliminary tallies were complete, Janice Stern, Planning Manager, updated the potential housing sites table on an overhead for the HETF to review, and few corrections/refinements were made at that time. The final results of the HETF votes are shown in Attachment 4.

With regard to the Kiewit site, Legacy Partners site, and the East Side Specific Plan, the HETF voted on whether or not the East Side Specific Plan should be completed first, prior to development plan approval, and within a reasonable amount of time, and with a funding and timing plan for the El Charro Road extension. The final result of this vote was “yes”.

The HETF also voted on whether or not the Auf der Maur/Rickenbach property should be in the East Side Specific Plan. The final result of this vote was “no”.

The HETF decided to not to support the final results as a consensus item, since they had differing opinions on the sites/acreages/densities/units.

Earlier during the meeting, the HETF voted on whether or not staff should prepare a minority report. The result of that vote was “no”.

**3. Review Preliminary Draft Housing Element. (HETF moved agenda item #4 before #3)**

HETF member David Stark stated that he would speak to his Housing Element comments as a Housing Commission member on June 15<sup>th</sup>. No other comments on this item were made.

**5. Task Force and Staff brief announcements.** There were no comments.

**6. Summary and Next Steps.** There were no comments.

The meeting was adjourned at 10:15 p.m.

Attachments

1. Power Point Presentation titled *Housing Element Preliminary Traffic Data and Analysis*
2. Potential Housing Site Scenarios for Consideration
3. HETF—Preliminary Voting Tallies
4. HETF—Final Voting Results for Potential Housing Sites

For further information call Janice Stern at (925) 931-5606 or [jsstern@ci.pleasanton.ca.us](mailto:jsstern@ci.pleasanton.ca.us)

Draft Information Regarding Potential Housing Sites Revised 6-1-11 FOR TASK FORCE DISCUSSION							
Site	Mixed Use?	Total site acreage	Potential acreage for multi-family development	No. of units @ 23 units/ac	No. of units @ 30 units/ac	No. of units @ 40 units/ac	Score
1. BART		14.9	3.0	69	90	120	26
2. Sheraton		3.3	3.3	76	99	132	25
3. Stoneridge Shopping Center		74.6	7.0	161	210	280	25
4. Kaiser		6.1	6.1	140	183	244	24
6. Irby-Kaplan-Zia		14.8	6.0	138	180	240	24
7. Pleasanton Gateway		39.6	10.0	230	300	400	24
8. Auf de Maur/Rickenback Site		16.0	5.3	122	159	212	23
9. Nearon Site		5.6	5.6	129	168	224	24
10. CarrAmerica		60.0	8.4	193	252	336	27
11. Kiewit Site		49.0	10.0	230	300	400	25
13. CM Capital Properties		12.6	12.6	290	378	504	24
14. Legacy Partners		51.2	12.0	276	360	480	23
16. Vintage Hills Shopping Center		5.1	3.0	69	90	120	26
17. Axis Community Health		0.6	0.6	13	17	22	22
18. Downtown (SF Site)		3.2	3.2	74	96	128	n/a
19. Sunol Blvd. and Sonoma Dr.		1.3	1.3	30	39	52	n/a
20. Sunol Blvd. and Sycamore Rd.		2.3	1.0	23	30	40	n/a
21. 4202 Stanley		1.8	1.8	41	54	72	n/a
<b>TOTAL</b>			<b>100.2</b>	<b>2303</b>	<b>3005</b>	<b>4006</b>	

**Draft Information Regarding Potential Housing Sites  
Revised 6-1-11 SCENARIO WITHOUT EAST PLEASANTON SPECIFIC PLAN FOR TASK FORCE  
DISCUSSION**

Site	Mixed Use?	Total site acreage	Potential acreage for multi-family development	No. of units @ 23 units/acre	No. of units @ 30 units/acre	No. of units @ 40 units/acre	Score
1. BART	MU	14.9	6.3			250	26
2. Sheraton	MU	3.3	3.3	99			25
3. Stoneridge Shopping Center	MU	74.6	10.0			400	25
4. Kaiser		6.1	6.1	183			26
6. Irby-Kaplan-Zia	MU	14.8	9.0	69			24
7. Pleasanton Gateway		39.6	10.0	300			24
8. Auf de Maur/Rickenback Site		16.0	5.3	159			23
9. Nearon Site	MU	5.6	5.6	129			24
10. CarrAmerica		60.0	8.4	252			27
11. Kiewit Site	-	49.0	40.0				25
13. CM Capital Properties	MU	12.6	12.6	145	189		24
14. Legacy Partners	-	61.2	42.0				23
16. Vintage Hills Shopping Center	-	6.4	3.0				26
17. Axis Community Health		0.6	0.6	13			22
18. Downtown (SF Site)		3.2	3.2	74			n/a
19. Sunol Blvd. and Senema Dr.	-	4.3	4.3				n/a
20. Sunol Blvd. and Sycamore Rd.	-	2.3	1.0				n/a
21. 4202 Stanley		1.8	1.8				n/a
<b>TOTAL</b>			<b>80.3</b>	<b>429</b>	<b>1182</b>	<b>650</b>	

**Draft Information Regarding Potential Housing Sites  
Revised 6-1-11 With East Pleasanton Specific Plan Sites FOR TASK FORCE  
DISCUSSION**

Site	Mixed Use?	Total site acreage	Potential acreage for multi-family development	No. of units @ 23 units/ac	No. of units @ 30 units/ac	No. of units @ 40 units/ac	Score
1. BART	MU	14.9	8.3		249		26
2. Sheraton	MU	3.3	3.3		99		25
3. Stoneridge Shopping Center		74.6	9.3		279		25
4. Kaiser	MU	6.1	6.1		183		24
6. Irby-Kaplan-Zia	MU	14.8	6.0		180		24
7. Pleasanton Gateway		39.6	10.0		300		24
8. Auf de Maur/Rickenback Site		16.0	5.3		159		23
9. Nearon Site	MU	5.6	5.6	129			24
10. CarrAmerica		60.0	8.4		252		27
11. Kiewit Site		49.0	10.0		300		25
13. CM-Capital Properties	-	42.6	42.6				24
14. Legacy Partners		51.2	12.0	276			23
16. Vintage Hills Shopping Center	-	5.4	3.0				26
17. Axis Community Health		0.6	0.6	13	17		22
18. Downtown (SF Site)		3.2	3.2	74	96		n/a
19. Sunol Blvd. and Senema Dr.	-	4.3	4.3				n/a
20. Sunol Blvd. and Sycamore Rd.		2.3	1.0				n/a
21. 4202 Stanley		1.8	1.8				n/a
<b>TOTAL</b>			<b>88.1</b>	<b>491</b>	<b>2114</b>	<b>0</b>	





JUNE 1, 2011 BUSING ELEMENT

TASK FORCE MEETING #9

Bucket

- ① ALL 100 ± AC. <sup>7-2-1</sup> ~~7-2-1~~
- ② TAKE OFF VILTRAGE HILLS SHIPPING CTR. <sup>4-4-2</sup> OR LEAVE IN
- ③ REMOVE DOWNTOWN (SFB SITE) <sup>8-0-0</sup>
- ④ BAPT TO 60 AC. <sup>9-0-1</sup> 8.3 AC.
- ⑤ STONBRIDGE TO 100 AC.
- ⑥ EAST. PULSANTON <sup>9-1-0</sup> TRAIL SPECIFIC PULSANTON COMPLETED FIRST. (EUCHARPO ~~CONVERTED~~)
- ⑦ AUF DE MARRE LESS DENSE
- ⑧ KEEP STANLEY ON CIST <sup>9-0-1</sup>

- ⑨ SFG #8 (AUF DE MARRE) AT HIGHER DENSITY <sup>4-5-1</sup>
- ⑩ LEAVE CMC EXP. PROPERTIES
- ⑪ INCLUDE SUNOL PROPERTIES
- ⑫ REMOVE KAISER PROPERTY <sup>7-2-2</sup>
- ⑬ REMOVE CMC EXP. PROPERTIES
- ⑭ 2,000-2,100 U @ 30 U/A & 460 @ 23 <sup>5-3</sup>
- ⑮ REMOVE EXISTING 25% <sup>2-6-2</sup> & MOVE TO STONBRIDGE <sup>MAX TO 400 AC.</sup>
- ⑯ INCLUDE AUF DE MARRE IN EAST. PULSANTON SPEC. PLAN. <sup>1-7-2</sup>
- ⑰ GO FROM 23-30 U/AC
- ⑱ 100% CMC, ~~XXXX~~ @ 23 U/AC <sup>2-0-2</sup>

Draft Information Regarding Potential Housing Sites RESULT OF TASK FORCE VOTES 6-1-11									
Site	Mixed Use?	Total site acreage	Potential acreage for multi-family development	No. of units @23 units/ac	No. of units @ 30 units/ac	No. of units @40 units/ac	Score		
1. BART		14.9	8.3		249		26		
2. Sheraton		3.3	3.3		99		25		
3. Stoneridge Shopping Center		74.6	10.0			400	25		
4. Kaiser		6.1	6.1		183		24		
6. Irby-Kaplan-Zia		14.8	6.0	138			24		
7. Pleasanton Gateway		39.6	10.0		300		24		
8. Auf de Maur/Rickenback Site		16.0	5.3		159		23		
9. Nearon Site		5.6	5.6	129			24		
10. CarrAmerica		60.0	8.4		252		27		
11. Kiewit Site		49.0	10.0		300		25		
13. CM Capital Properties		12.6	12.6	290			24		
14. Legacy Partners		51.2	12.0		360		23		
46. Vintage-Hills-Shopping-Center		6.4	0.0	0	0	0	26		
17. Axis Community Health		0.6	0.6	13			22		
18. Downtown (SF Site)		3.2	3.2	74			n/a		
19. Sunol Blvd. and Sonoma Dr.		1.3	1.3	30			n/a		
20. Sunol Blvd. and Sycamore Rd.		2.3	1.0	23			n/a		
21. 4202 Stanley		1.8	1.8	41			n/a		
<b>TOTAL</b>			<b>105.5</b>	<b>737</b>	<b>1902</b>	<b>400</b>			

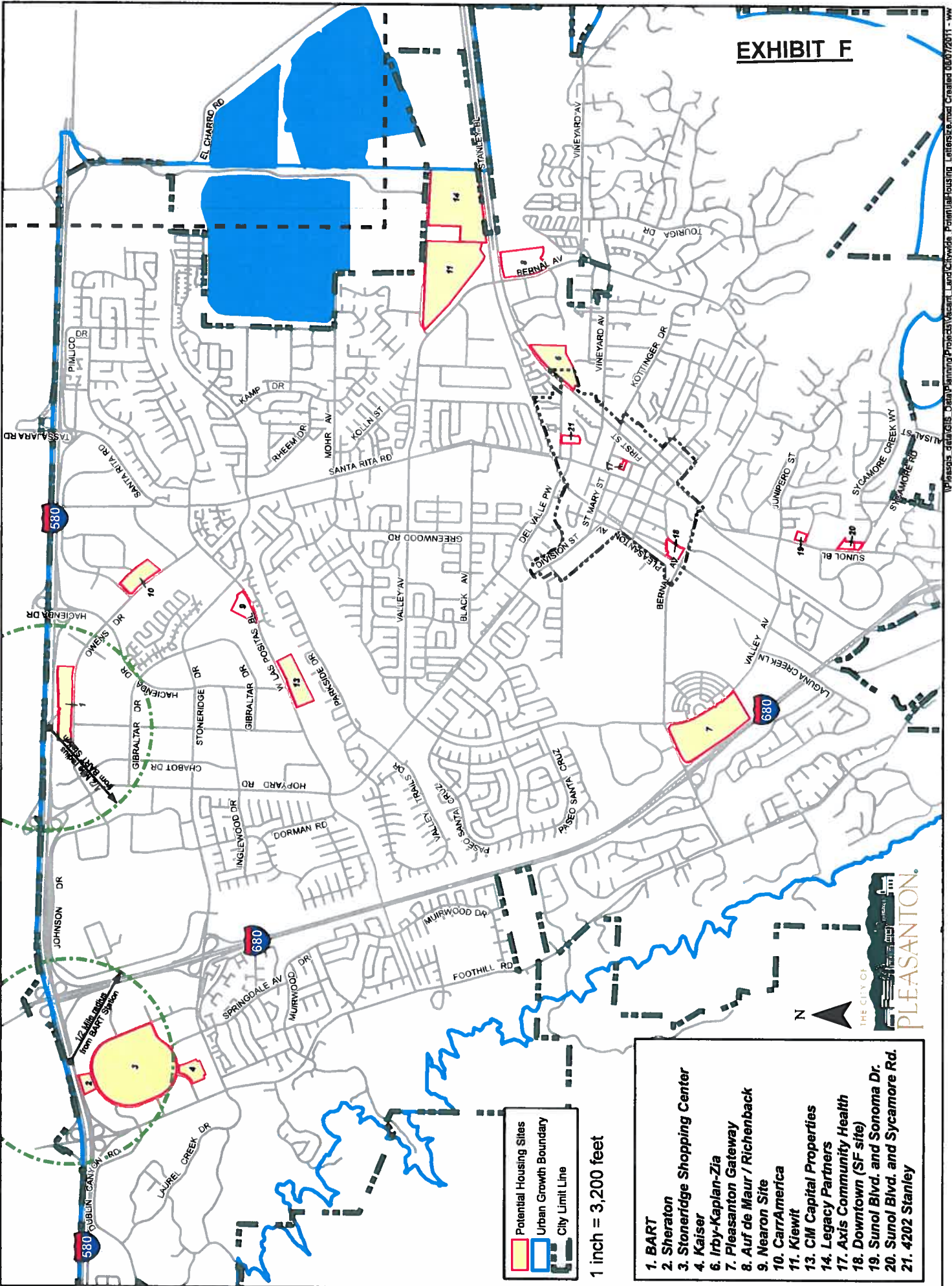
<b>PRELIMINARY ESTIMATE OF HOUSING NEED: February 18, 2011</b>						
	Includes properties within the City and UGB only					
	<b>Total</b>	<b>Very Low Income</b>	<b>Low Income</b>	<b>Moderate Income</b>	<b>Above Moderate Income</b>	
Remaining Need from 1999-2007	871	0	871	0	0	
2007-2014 RHNA	3,277	1,076	728	720	753	
Total RHNA	4,148	1,076	1,599	720	753	
Permits Finalized 2007 through 2010 (1)	319	0	5	38	276	
Units Under Construction (2)	82	0	5	39	38	
Approved (zoned) projects with BP not issued (3)	1321	102	32	312	875	
Land Designated for Residential Development w/no entitlements (4)	158	0	0	0	158	
Minus Hacienda Rezonings	870	435	435	0	0	
Additional Residential Zoning Required (units)	1,992	539	1,122	331	-594	
<b>NEED</b>	<b>1,661</b>	<b>units or 55 acres at 30 units/acre, plus 331 mod. Units or 14 acres at 23 units/acre</b>				
1. Includes Low Income and Moderate Income units from Birch Creek; 31 second units; 5 apartment units.						
2. Includes Low Income and Moderate Income Civic Square apartments and 7 second units.						
3. Includes affordable Staples units, Windstar Very Low Income units and balance of Windstar as Moderate Income						
4. This number does not include development potential for several hill area sites which require further analysis						

Draft Information Regarding Potential Housing Sites RESULT OF TASK FORCE VOTES 6-1-11							
Site	Mixed Use?	Total site acreage	Potential acreage for multi-family development	No. of units @23 units/ac	No. of units @30 units/ac	No. of units @40 units/ac	Score
1. BART		14.9	8.3		249		26
2. Sheraton		3.3	3.3		99		25
3. Stoneridge Shopping Center		74.6	10.0			400	25
4. Kaiser		6.1	6.1		183		24
6. Irby-Kaplan-Zia		14.8	6.0	138			24
7. Pleasanton Gateway		39.6	10.0		300		24
8. Auf de Maur/Rickenback Site		16.0	5.3		159		23
9. Nearon Site		5.6	5.6	129			24
10. CarrAmerica		60.0	8.4		252		27
11. Kiewit Site		49.0	10.0		300		25
13. CM Capital Properties		12.6	12.6	290			24
14. Legacy Partners		51.2	12.0		360		23
16. Vintage Hills Shopping Center		5.1	0.0	0	0	0	26
17. Axis Community Health		0.6	0.6	13			22
18. Downtown (SF Site)		3.2	3.2	74			n/a
19. Sunol Blvd. and Sonoma Dr.		1.3	1.3	30			n/a
20. Sunol Blvd. and Sycamore Rd.		2.3	1.0	23			n/a
21. 4202 Stanley		1.8	1.8	41			n/a
<b>TOTAL</b>			<b>105.5</b>	<b>737</b>	<b>1902</b>	<b>400</b>	



# Potential Sites for Rezoning

(In Addition to the 3 Sites Already Rezoned in Hacienda Business Park) June 7th, 2011



**EXHIBIT F**

Potential Housing Sites  
 Urban Growth Boundary  
 City Limit Line

1 inch = 3,200 feet

- 1. BART
- 2. Sheraton
- 3. Stoneridge Shopping Center
- 4. Kaiser
- 6. Irby-Kaplan-Zia
- 7. Pleasanton Gateway
- 8. Auf de Maur / Rickenback
- 9. Nearon Site
- 10. CarrAmerica
- 11. Kiewit
- 13. CIM Capital Properties
- 14. Legacy Partners
- 17. Axis Community Health
- 18. Downtown (SF site)
- 19. Sunol Blvd. and Sonoma Dr.
- 20. Sunol Blvd. and Sycamore Rd.
- 21. 4202 Stanley



# City of Pleasanton Housing Element Update Schedule of Meetings

June 2011



Meetings with  
 Housing Experts

Housing  
 Element Task  
 Force Meeting

City  
 Council  
 Meeting

Housing  
 Commission  
 (HC) and/or  
 Planning  
 Commission  
 (PC) Meeting

Community  
 Outreach

Review by CA  
 Department of  
 Housing and  
 Community  
 Development  
 (HCD) Staff

## Housing Element Update Activities Prior To May 2011

The following activities were undertaken prior to May 18, 2011 as part of the Housing Element update. Meeting materials and summaries are available on the City's website.

**(1) Housing Element Update Task Force Outreach.** The Housing Element Update Task Force

conducted seven meetings/outreach to review potential housing sites, identify criteria for evaluating potential housing sites, review background materials on housing needs in Pleasanton, and receive comments from the community.

**(2) Housing Experts Meetings.** Three meetings were conducted with housing experts to identify possible policies and programs for the Housing Element update. A summary report of comments was prepared.

**(3) Community Workshops.** Three workshops were conducted in three different parts of Pleasanton to provide an opportunity for community feedback on housing needs and potential housing sites. A summary report of comments was prepared.

**(4) Preliminary Review of Housing Goals, Policies, and Programs.** Direction provided by the Housing Element Update Task Force.

**(5) Check-in with the Housing Commission, Planning Commission and City Council.** Preliminary directions from the community workshops were reviewed with the Housing Commission, Planning Commission and City Council, and reported back to the Task Force.



**Task Force Meeting #8 Outreach**  
 May 18 2011  
 Pleasanton Library

**Task Force Meeting #9 Outreach**  
 June 1 2011  
 Phoebe Hearst Elem. School

**Housing Commission Check-In**  
 June 15 2011  
 City Council Chambers

**Community Workshop #4**  
 June 20 2011  
 Hart Middle School (7 pm)

**Planning Commission Check-In**  
 June 22 2011  
 City Council Chambers

**City Council Check-In**  
 July 19 2011  
 City Council Chambers

**60-Day HCD Review Starts No Later Than**  
 August 16, 2011

**Housing Comm Public Hearing**  
 November 2011  
 City Council Chambers

**Housing Comm Public Hearing**  
 November 2011  
 City Council Chambers

**Planning Comm Public Hearing**  
 November 2011  
 City Council Chambers

**City Council Public Hearing**  
 December 2011  
 City Council Chambers

**Adoption of the Updated Housing Element**

**(1) Review of Preliminary Draft Housing Element**

**(2) Review of Potential Housing Sites**

**(3) Review of the Draft Housing Element by HCD (California Department of Housing and Community Development)**

**(4) Review of the Draft Housing Element by HCD Staff**

**(5) Review of the Draft Housing Element by City Council**

**(6) Review of the Draft Housing Element by City Council**

**(7) Review of the Draft Housing Element by City Council**

**(8) Review of the Draft Housing Element by City Council**

**(9) Review of the Draft Housing Element by City Council**

**(10) Review of the Draft Housing Element by City Council**

**(11) Review of the Draft Housing Element by City Council**

**(12) Review of the Draft Housing Element by City Council**

**(13) Review of the Draft Housing Element by City Council**



**Janice Stern**

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**From:** [REDACTED]  
**Sent:** 2011-06-14 8:51 PM  
**To:** Janice Stern  
**Subject:** PGPA-17

I wont be able to attend the meeting on June 22 because I will be leaving for vacation in England on the 21st. However I want to be on record as totally opposed to any low cost housing near my neighborhood.

We all know that low cost housing is an euphemism for SLUM. This is not housing for Teachers and Firemen ( who can certainly afford to live better than I) , but for non-working people from outside the area who even though we paid for a BART station in near the shopping center, are better placed to steal from the stores and burgle the houses by living within walking distance, thus avoiding the BART fare. We in this area are already feeling uncomfortable with the type of people coming in on BART, and wandering into the adjacent residential areas. I moved from Fremont after living there for forty years because of low cost housing people. I don't want them running down the property values of my present home as well. If you need them in Pleasanton than put them out with the socialist in Ruby Hills, there seems to be plenty of unused space there.

Edward & Jean Magoon

[REDACTED]  
Pleasanton, CA 94588

[REDACTED]

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**Janice Stern**

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**From:** Larry and Suzan [REDACTED]  
**Sent:** 2011-06-14 8:53 PM  
**To:** Janice Stern  
**Subject:** PGPA-17, City of Pleasanton

Janice Stern, Planning Manager, City of Pleasanton,

This letter is in response to the notice of the public hearing on the potential rezoning from office/commercial to multi-family (low cost housing) of the property located at the corner of Sunol Blvd and Sycamore road (site 20).

First of all, I hope that this notice was sent to everyone that travels Sycamore road to their residence, Because these are the residents that will be impacted by this change. This is their gateway for all of these home owners, and 99% of the 150+ are million dollar properties. There are million dollar low and medium density residential properties next to and across the street from this site 20.

Secondly, The North Sycamore Specific Plan was carefully planned and implemented with input from nearly every property owner in that rural area so high density residential PUD was not integrated in the plan.

Finally, this multi-family zoning is best served for areas that are not impacted by existing residential properties, such as site 19 on the location map of this area.

Please include this letter in the Staff report for this public hearing.

Respectively,

Larry Dingman  
[REDACTED]  
Pleasanton, CA 94566

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**Janice Stern**

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**From:** Kevin Thompson  
**Sent:** 2011-06-15 4:57 PM  
**To:** Janice Stern  
**Cc:** Don Shaw  
**Subject:** Safeway Comment PGPA-17 Notice of Public Multi-Family Housing Stoneridge Mall Rd.

Janice,

In regard to the PGPA-17 notice Safeway submits the following comment:

-Traffic congestion on Stoneridge Mall Rd. (ring road) especially between Thanksgiving and the end of the year after 4 PM on weekdays has caused significant backups resulting in delays up to 20 minutes for our employees to exit our parking lots. Over the last 10 years congestion on the ring road has worsened due to:

- The addition of traffic metering lights on the 580 and 680 freeway entrances
- The occupancy of Pleasanton Commons (formerly the Schwab complex)
- The addition of PF Changs and The Cheesecake Factory restaurants

Yet to be experienced is the impact of:

- BART riders during the above mentioned period (the parking garage opened in April 2011)
- Development of the vacant land just east to the existing BART parking lot (retail/dense housing)
- Proposed dense housing as identified by notice PGPA-17
- Planned Mall expansion for a movie complex and relocation of the Nordstrom's store
- Impact an improved economy will have on mall vehicular traffic

We are concerned about the traffic congestion in the area not only for our employees, but the negative effects additional traffic will have on Mall sales and the degradation in quality of life for residents living the dense housing complex for their ease of ingress and egress. Please take the above into consideration.

Thank You

Kevin Thompson  
VP Corporate Properties and Administrative Services  
Safeway Inc.

925.467.3547

"Email Firewall" made the following annotations.

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## Janice Stern

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**From:** Jerry Pannick (jpannick@janicestern.com)  
**Sent:** 2011-06-15 5:35 PM  
**To:** Janice Stern  
**Subject:** Concerns over proposed Site 6 rezoning

Dear Ms. Stern,

I'm writing to express my concerns over the proposed rezoning for purposes of building multi-family housing at "Potential site 6 - Irby-Kaplan-Zla" on Stanley Blvd..

I am concerned about the increase in traffic and noise in the area as well as the physical safety of additional people traveling on foot towards downtown.

**Traffic** - While there is a bus stop nearby, the reality is that most people in our community currently do not and will not utilize public transit at a rate to offset the increased automobile traffic that will be created by high-density housing. During morning and evening commute times the traffic at the Stanley/Stanley intersection is already quite busy with a constant stream of N/S traffic on Stanley between Stanley and Main Streets.

**Noise** - With the added traffic there will be additional noise affecting the CA Reflections properties which are directly across the street (Stanley Blvd.). Additional noise from high-density housing would decrease the quality of life of the established community.

**Safety** - Walking or bicycling along Stanley towards Main St. is dangerous. The sidewalk only runs about 10% of the way towards Main street and then the rest of the way is a dangerous walk during the day with cars parked diagonally towards Stanley that one must walk around dangerously close to traffic. At night it is even more dangerous with limited (poor) lighting. There was a City plan a couple years back to improve this road with sidewalks and lighting but that has seemed to fall off the priority list and the road, which is the most direct path to downtown, is dangerous for pedestrians, those walking dogs and bicyclists.

**Other Potential Sites Better Suited** - Sites 8, 11, and 14 are better suited for multi-family housing. These three sites are the less likely than site 6 to impact traffic due to their close proximity Valley Ave, which is a 4 lane road and better designed to handle increased traffic. Valley Ave. is also properly sidewalked on both sides and has easy access to the Iron Horse Trail. Sites 8, 11 and 14 are also not adjacent to existing housing and additional multi-family housing there would have the least negative impact on established properties.

As a homeowner in the CA Reflections development, I am firmly opposed to high-density housing being built on proposed site 6. I would like to make sure that these concerns are included in your upcoming staff report. Please feel free to contact me for any follow-up.

Regards,  
Jerry Pannick

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