RESOLUTION NO. 12-497

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLEASANTON APPROVING THE CITY-INITIATED GENERAL PLAN AMENDMENT TO ADOPT AN UPDATED HOUSING ELEMENT OF THE GENERAL PLAN FOR THE 2007-2014 PLANNING PERIOD, AS FILED UNDER CASE PGPA-17

WHEREAS, over the last 15 months, the City of Pleasanton has been preparing an updated Housing Element of the General Plan; and

WHEREAS, an 11-member Housing Element Task Force was formed in October 2010, and after nine Task Force meetings, four community workshops, input from housing experts, and extensive community input, the Task Force recommended a Draft Housing Element to the City Council on June 1, 2011; and,

WHEREAS, at its meeting on July 19, 2011, the City Council authorized staff to submit a Draft Housing Element to the California Department of Housing and Community Development (HCD), and HCD provided comments on the Draft Housing Element to the City of Pleasanton in a letter dated October 14, 2011; and,

WHEREAS, staff has responded to HCD's comments, as appropriate, in the revised Draft Housing Element document and the City Council finds the Housing Element as now drafted is consistent with the requirements of State housing element law; and,

WHEREAS, on December 14, 2011, the Planning Commission held a public hearing on the updated Housing Element and made recommendations to the City Council; and

WHEREAS, a Supplemental Environmental Impact Report (SEIR) was prepared for this project, and a resolution certifying the SEIR as complete and adequate in compliance with the California Environmental Quality Act was adopted by the City Council on January 4, 2012; and

WHEREAS, a duly noticed public hearing was held on February 13, 2012 with respect to this General Plan Amendment.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES RESOLVE, DECLARE, DETERMINE, AND ORDER THE FOLLOWING:

SECTION 1. The City initiated General Plan Amendment to adopt the updated Housing Element of the General Plan, as shown in Exhibit A, attached hereto and made part of this resolution by reference, and thereby superseding and replacing the Housing Element adopted on April 15, 2003, is hereby approved.

SECTION 2. The City Council determines that this is one of the four times in 2012 that the Housing Element of the General Plan may be amended as provided in Government Code Section 65358.

SECTION 3. This resolution shall become effective immediately upon its passage and adoption.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of Pleasanton at a special meeting held on February 13, 2012.

I, Karen Diaz, City Clerk of the City of Pleasanton, California, certify that the foregoing resolution was adopted by the City Council at a special meeting held on the 13th day of February 2012 by the following vote:

Ayes: Councilmembers Cook-Kallio, McGovern, Sullivan, Thorne, Mayor Hosterman
Noes: None
Absent: None
Abstain: None

Karen Diaz, City Clerk

APPROVED AS TO FORM:

Jonathan Lowell, City Attorney

4. HOUSING ELEMENT

Adopted February 13, 2012

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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. For detailed information regarding population trends, housing conditions, housing affordability and future housing needs and opportunities, see the Housing Background Report (separate document).

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 were posted on the City's website.

In addition to Task Force meetings, the process 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 four 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 were made available on the City's website during the review process.. In addition, review and direction was provided at publicly noticed meetings conducted by the City's Housing Commission, Planning Commission and City Council. As described in the Housing BackGround Report, prior to the adoption of the 2007-2014 Housing Element, the City completed the rezoning and General Plan Amendments necessary to accommodate the City's share of the regional housing need.

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 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	Programs for NEW CONSTRUCTION (Programs 6.1, 9.4, 11.5, 13.5, 16.1, 38.1)	Programs for REHABILITATION (Programs 9.3, 11.2, 34.2)	Programs for CONSERVATION (Programs 8.1, 9.2, 9.6, 13.1, 13.9, 17.4, 34.2)
Extremely Low Income	50	5	5
Very Low Income	931	40	45
Low Income	1,554	45	--
Moderate Income	720	--	--
Above Moderate Income	753	--	--
Total	4,008	90	50

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. The intent of the Housing Element is to address the housing needs of all income levels. In particular, the housing needs of extremely low, very low, and low-income households are explicitly mentioned because special emphasis on these income groups is needed. Programs relying on the City's Lower Income Housing Fund are intended to specifically address the needs of extremely low income, very low income and low income households.

In some cases programs implement several goals and policies; therefore programs apply to all goals and policies 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: **Provide residential densities capable of accommodating housing affordable to extremely low-, 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 and permitting high density housing..

Program 1.1: Discourage the redesignation of areas designated for High Density Residential development. The objective of this program is to ensure that adequate sites are available to accommodate the City's regional housing need for all income levels.

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: Continue to 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 extremely low-, 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: Complete next survey by December 2013
Funding Source: Housing Division, Planning Division Budgets

Program 6.2: Create incentives for homeowners to rent their second units to moderate-, low-, and very-low-income households. The City's role would be to develop the program materials including information, criteria for qualifications, and incentives, and to monitor the success of the program. 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: Initiate by end of 2012
Quantified Objective: Five units per year.

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: January 2013
Quantified Objective: 5 percent of new single family homes include a second unit.
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.

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: 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, if market conditions are resulting in the displacement of lower-income tenants.

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

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, to the extent permitted by State law.

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

Housing Affordability

Goal 5:	**Produce and retain a sufficient number of housing units affordable to extremely low-, low- and very-low-income households to address the City's responsibility for meeting the needs of Pleasanton's workforce, families, and residents, including those with special needs.**

Goal 6:	**Promote the production of housing affordable to extremely low-, 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 extremely low-, 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, etc. The objective of this program is to assure that the City's Growth Management Program is consistent with State law and that there is a procedure for assuring that there is available infrastructure to serve future approved residential development.

Responsible Agency: City Council
Time Period: End of 2012; then annually
Funding Source: Housing Division, Planning Division Budgets

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

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

Program 9.3: Seek State and Federal assistance for the development of housing to meet the housing needs of households with extremely low-, 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. The objective of this program is to

secure available funding required to finance new affordable housing development. A timeline would be developed on a project by project basis as affordable development inquiries/applications are submitted to the City.

Responsible Agency: Housing Division
Time Period: On-going; Dependent on Specific Development Proposals
Funding Source: State and Federal Housing Funds

Program 9.4: Continue to provide incentives such as reduced development fees, assistance in public improvements, priority in permit processing, increased density, altered site-development standards, mortgage revenue bonds, affordable-housing competition, and other creative incentives to encourage the development of housing affordable to moderate-, low-, extremely 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. The objective of this program is to assure that incentives are made available and known to the development community.

Responsible Agency: City Council
Time Period: Enhanced promotional effort to be completed by June 2012
Funding Source: Lower-Income Housing Fund

Program 9.5: Seek creative alternative and non-traditional means, including using available City financial and property resources and working cooperatively with community groups, that will assist in the production of or preserve housing for extremely low-, very-low-, low-, and moderate-income- households.,

Responsible Agency: Planning Division, Housing Division
Time Period: On-going
Funding Source: Planning Division, Housing Division Budgets

Program 9.6: Adopt a density bonus ordinance consistent with State law.

Responsible Agency: City Council
Time Period: Mid-2013
Funding Source: Planning Division, Housing Division budgets

Program 9.7: Adopt Development Standards and Design Guidelines to facilitate the development of high quality multifamily housing and to create more certainty for residential development on Sites 25 through 33 in Appendix B Housing Sites Inventory. These standards are intended to be substantially similar to those developed for the Hacienda TOD (sites 22, 23 and 24) and would provide more certainty for multifamily developers during the PUD process.

Responsible Agency: Planning Division, Planning Commission, City Council
Time Period: By end of September 2012
Funding Source: Planning Division, Housing Division budgets

Policy 10:	Give greater priority to providing housing which is affordable to extremely low income households and 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: Maintain zoning adequate to accommodate Pleasanton's share of the regional housing need for all income levels. Sites designated High Density Residential or Mixed Use shall be developed at a minimum density of 30 units per acre, and comport with the development standards and design guidelines set forth in Program 9.7.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Planning Division

Program 11.2: Attempt to rehabilitate five ownership-housing units affordable to extremely low-, 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
Quantified Objective: Five ownership units and one apartment complex prior to the end of the Planning Period.

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: Work with the Tri-Valley Housing Opportunity Center and employers to develop partnerships for participating in programs to make housing affordable to their workers.

Responsible Agency: Housing Division
Time Period: Initiate program by end of 2012.
Funding Source: Housing Division Budget

Policy 12: Give priority for housing opportunities to extremely low, 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 occupants of at-risk units by either retaining those units as affordable for their income category or by finding new housing for them that is affordable to low- and very-low-income households.

Policy 13: Preserve for the longest term feasible, restricted units affordable to extremely low-, 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 extremely low-, 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: 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 13.3: 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 13.4: 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; dependent on specific proposals
Funding Source: Lower-Income Housing Fund; CDBG Funds

Program 13.5: 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; dependent on specific proposals
Funding Source: Lower-Income Housing Fund; Tax-Exempt Bonds

Goal 9: **Process housing proposals affordable to extremely low-, 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 affordable to extremely low-, low- and very-low-income households and associated 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: Identify a funding mechanism for 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 extremely low-, 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-, extremely 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 extremely low-, 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 extremely low-, 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

Program 14.7: Assess future sewer infrastructure needs, including sewer infrastructure upgrades and facilities to accommodate future RHNA cycles in the region.

Responsible Agency: Operation Services Department, Housing Division, City Council
Time Period: 2011-2012
Funding Source: Sewer Enterprise Fund

Program 14.8: Continue to work with non-profit and for-profit housing developers, service providers, Pleasanton employers, the Pleasanton Unified School District, and urban planning specialists to develop new programs and incentives for meeting the full range of Pleasanton's future affordable housing needs.

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

Program 14.9: As required by State law, the City will review the status of Housing Element programs by April of each year, beginning April 2012. The review will cover consistency with other General Plan programs and community goals, the status of implementing actions, accomplishments, and a review of housing sites identified in the Housing Element. In particular, the annual review will cover development assumptions and actual development activity on sites by assessing projected development potential compared to actual development approval and construction. This will also include residential units anticipated on mixed use zoned sites. The primary intent of the annual review is to maintain adequate sites during the Housing Element planning period. In addition, the annual review will evaluate the effectiveness of the City's inclusionary zoning requirements (see Programs 16.1 and 16.2) to determine if modifications are needed.

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

Policy 15:	Educate the public regarding the community, environmental, and economic benefits of Pleasanton's affordable housing program.

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: Continue to coordinate public information with surrounding communities to provide up-to-date listings of opportunities for regional affordable housing and programs for extremely low-, low- and very-low-income households.

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

Program 15:3: Develop incentive/revitalization programs for neighborhoods to encourage support for affordable housing opportunities. Such incentives could include enhanced public amenities or other investment in areas where additional multifamily housing is planned.

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 for-sale 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 to the lower-income housing fund to facilitate the construction of housing affordable to extremely low, low-, very-low, and moderate-income households. Review and modify policies for rental housing to conform with the Costa Hawkins Act. It is strongly encouraged that the Inclusionary Zoning Ordinance requirements be met by building housing affordable to extremely- low, 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. As part of the inclusionary ordinance review, conduct meetings with developers to identify specific changes that may be considered by the City.

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 and amend if required:

-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;
-to be consistent with recent court decisions regarding rental housing;
- as a potential constraint to housing

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

Policy 17:	Use the lower-income-housing fee to generate funds for the provision of housing affordable to extremely low-, 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 extremely low-, 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. The objective of this is to utilize the Lower Income Housing Fund in a manner consistent with City ordinance and to support affordable housing, particularly developments proposed by non-profit developers that include units for large families at very low incomes.

Responsible Agency: City Council
Time Period: As Needed/On-going
Quantified Objective: 150 units
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 extremely low-, 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:	Incentivize the development of housing units affordable to extremely low-, 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 extremely low-, 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 and joint for-profit housing developments by offering incentives. Non-profit and joint for-profit housing developers of housing affordable to moderate-, low- , extremely 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; • Consideration of reduced development standards, such as reducing the number of parking spaces (this consideration does not include reducing the number of required on-site parking spaces in the Downtown Specific Plan Area); and • Consideration of mortgage revenue bonds.

Program 25.1: Actively assist owners of property zoned or designated High-Density-Residential in soliciting non-profit housing organizations for proposals to develop housing affordable to extremely low-, moderate-, low-, and very-low-income households on available sites using lower-income-housing fees. The objective of this program is to assure that owners of HDR properties are informed of City affordable housing programs. The City will notify all property owners of HDR sites of available City housing programs within 6 months of Housing Element adoption.

Responsible Agency: Housing Division
Time Period: On-going; information to property owners by August 2012.
Funding Source: Housing Division Budget; Lower-Income Housing Fund

Program 25.2: Continue to 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. The objective of this program

is to assure that the City maintains a full range of incentives that are beneficial to assisting non-profit housing developers.

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-, extremely 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: Housing developments with at least 25 percent of all units affordable to extremely low-, very-low- and/or low-income households in perpetuity 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 extremely low-, 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 if necessary the Growth Management Ordinance to reflect current housing and infrastructure conditions and current housing needs, and to ensure that the Growth Management Ordinance does not include constraints that would prevent the City from meeting its share of the regional housing need.

Responsible Agency: City Council

Time Period: End of 2012, then annual review.
Funding Source: Planning Division Budget

Existing Housing Condition

Goal 13: Encourage 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 citywide including in the Downtown area, pursuant to the General Plan and 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- , extremely 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 extremely low-, 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, in areas near public transit, major thoroughfares, shopping, and employment centers.

Program 35.1: Provide and maintain existing sites zoned for multi-family housing, especially in locations near existing and planned transportation and other services, as needed to ensure that the City can meets its share of the regional housing need.

Responsible Agency: Housing Element Task Force, Planning Division, Planning Commission, City Council
Time Period: On-going.
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: Maintain existing zoning of 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. This may be accomplished through the preparation and adoption of multifamily development standards as described in Program 9.8.

Responsible Agency: Planning Division, Planning Commission, City Council
Time Period: 2012
Funding Source: Planning Division Budget

Program 36.4: For those properties designated for high density residential development with existing commercial uses, conduct outreach with property owners and businesses in 2012 to identify specific incentives for business relocation and to encourage property owners to develop their properties with housing. Develop appropriate incentives that would facilitate relocating existing commercial/office/industrial uses in order to enable development with residential uses. 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: Initiate by end of 2012.
Funding Source: Housing Division Budget

Policy 37:	Disperse housing units affordable to extremely-low-, low- and very-low-income households throughout new residential developments consistent with City Resolution No. 10-390, a Resolution of the City Council of the City of Pleasanton Approving Enhancements to Existing Non-Discrimination Housing Policies. 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: Ongoing dependent on specific proposals and opportunities.
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 extremely low-, 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; dependent on specific proposals and opportunities.
Funding Source: Tax-Exempt Bonds

Program 38.3: If the City acquires or obtains control of a potential housing site, in order to facilitate the provision of affordable housing and a mixed-income environment, the City may issue an RFP in conjunction or in partnership with non-profit or for-profit partnerships for development providing at least 20 percent of the units to very-low-income households and 20 percent of the units to low-income households.

Responsible Agency: Housing Division, Housing Commission, City Council
Time Period: As Appropriate (i.e., Based on Land Availability)
Quantified Objective: 150 units
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:	**Continue City policies eliminating 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, extremely low income households, the homeless, farmworkers, and families with single-parent heads of households.

Program 41.1: Continue to 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, SRO's, emergency shelter and transitional housing for the homeless, and units affordable to extremely low-, low- and very-low-income households with single-parent heads of households. The City will continue to 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 extremely low income housing, special needs 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, and persons with extremely low-incomes.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Lower-Income Housing Fund

Program 41.5: Give priority for 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: Continue to permit the development of group homes for six persons or fewer (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

Program 41.9: To ensure that there are adequate sites to accommodate the need for farmworker housing, modify the zoning ordinance as necessary to comply with the requirements of the Health and Safety Code sections 17021.5 and 17021.6 related to farm-worker employee housing.

Responsible Agency: Housing Division, Housing Commission, Planning Division, Planning Commission and City Council.
Time Period: September 2012
Funding Source: Not Applicable.

Program 41.10: Adopt a reasonable accommodation ordinance to permit modifications of zoning provisions for housing intended to be occupied by persons with disabilities.

Responsible Agency: Planning Division, Building Division, Planning Commission, City Council
Time Period: By mid 2013
Funding Source: Not applicable.

Policy 42:	Investigate and solicit information on 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.

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: Utilize 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; dependent on specific proposals.
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. The City will work cooperatively with developers to identify any funding gap in project financing and will make contributions from its Lower Income Housing Fund to help close this gap. A minimum of $1 million will be made available for this purpose.

Responsible Agency: Housing Division, City Council
Time Period: Schedule workshop by December 2012; other assistance dependent on specific proposals.
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

Program 45.5: The City is committed to work in good faith with non-profit and for-profit developers in the East Pleasanton Specific Plan area during the specific plan process to secure property for the development of family housing affordable to low- and very-low-income households.

Responsible Agency: Housing Division, Planning Division
Time Period: During preparation of the East Pleasanton Specific Plan.
Funding Source: Housing Division and Planning Division Budgets

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 consistent with SB 2. The zoning district proposed to accommodate this use as a permitted use is the C-S (Service Commercial) zone . The zoning text amendment will also establish objective development standards to encourage and facilitiate the use, and will subject shelters to the same development standards that apply to other permitted uses in this district.

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

Program 46.2: Conduct public outreach and revise the Zoning Title of the Pleasanton Municipal Code within one year of adoption of the Housing Element to accommodate supportive and transitional housing consistent with SB2. The Zoning Ordinance will be amended to permit transitional and supportive housing as a residential use and subject to the development regulations that apply to other dwellings of the same type in the same zone.

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

BACKGROUND

Prepared February 2012

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Section I

Introduction

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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

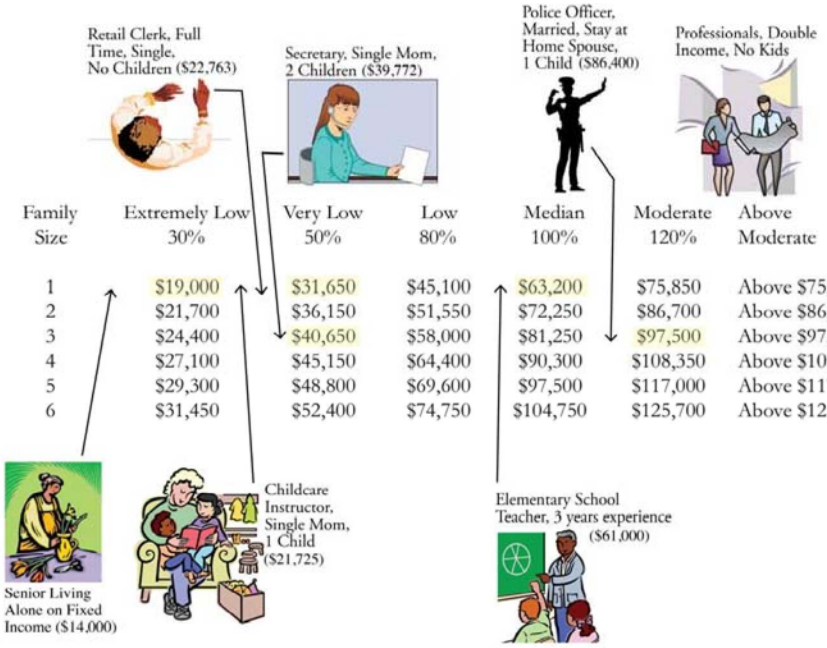
- **Income Limits:** Income limits are updated annually by the U.S. Department of Housing and Urban Development (HUD) for Alameda County and are posted on the State Department of Housing and Community Development (HCD) website a along with income limits established annually for State CDBG and HOME programs. 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 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

	Section 8, CDBG, Inclusionary			Inclusionary		
Family Size	**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



Family Size	Extremely Low 30%	Very Low 50%	Low 80%	Median 100%	Moderate 120%	Above Moderate
1	$19,000	$31,650	$45,100	$63,200	$75,850	Above $75,850
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4	$27,100	$45,150	$64,400	$90,300	$108,350	Above $108,350
5	$29,300	$48,800	$69,600	$97,500	$117,000	Above $117,000
6	$31,450	$52,400	$74,750	$104,750	$125,700	Above $125,700

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.

- **Lower Income Housing:** In general, the term "lower income housing" refers to housing affordable to very low and low income households. For the purposes of the Pleasanton Housing Element, extremely low income households are also included in this definition. The City's Lower Income Housing Fund is intended to address the needs of extremely low income, very low income, and low income households.

- **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.

- **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.

- **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.

- **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 and other assistance for affordable housing. (See Appendix F: History of Fee Waivers and other Financial Assistance for Affordable Housing.) Whereas the earliest BMR apartment projects had 15 year expiration terms, the most recent projects will remain affordable in perpetuity. Appendix G includes a listing of the BMR units in Pleasanton.

- **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

- **Provision of Adequate Sites for Housing.** The City has completed the rezoning and General Plan amendments 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).

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:

- **Provision of Adequate Sites for Housing.** 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.** The Housing Element includes a program to consider incentives (such as relaxing the parking and height limit requirements) to encourage the development of second units.

- **Condominium Conversions.** Programs are included to review the City's Condominium Conversion Ordinance to identify desirable changes to minimize the impact on 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.

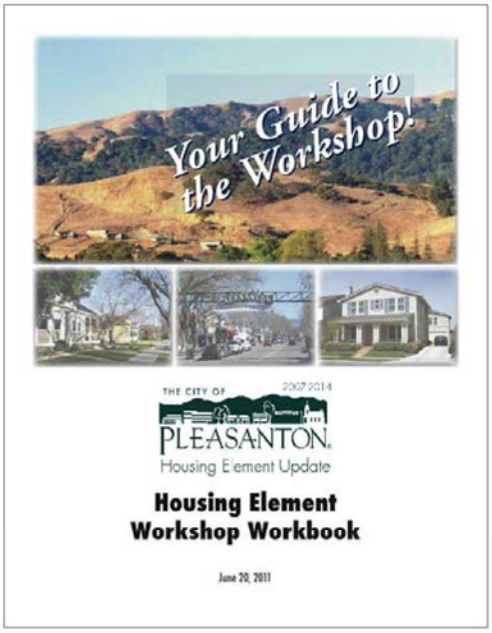
- **Outreach.** The City will coordinate a workshop with non-profit developers and owners of sites rezoned to accommodate affordable housing for the purpose of facilitating discussion regarding potential opportunities, programs, financial support, etc. The City will utilize its Lower-Income Housing Fund, 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 SB2.

D Public Participation in the Preparation of the Housing Element

In October 2010, the City Council appointed an 11-member Housing Element Update Task Force comprised of two City Council members, two members of the Planning Commission, two members of the Housing Commission, and five at-large members. The Task Force was charged with identifying potential sites for housing, reviewing possible policies and programs for the Housing Element, and ensuring extensive outreach to the community. All Task Force meetings were open to the public and were noticed to the mailing list and on the City's website[1]. The Task Force met on nine occasions.

The City of Pleasanton also hosted four Community Workshops to get community feedback and assistance in identifying potential sites for housing and to obtain ideas and suggestions for the Housing Element update. The first three workshops were conducted in March 2011. Later in the process, the City decided that an additional workshop was important to conduct focusing on sites that were not reviewed at the previous workshops.



Throughout the process the City has made a special effort to notify and involve all economic segments of the community. A Housing Element e-mail list was prepared that contained over 500 persons. More than 7,000 notices were sent out to residents within 1,000 feet of potential sites being considered for higher density housing. Inserts and noticing was provided in the City's newsletter, and notices and press releases were also published in the Valley Times. The City's website was also used extensively to provide announcements and meeting materials. In addition to Task Force meetings and the four community workshops, the City also conducted three meetings with housing experts (organizations include

[1] Agendas, meeting summaries, community comments, background materials, etc. are available at http://www.ci.pleasanton.ca.us/business/planning/HousingElement/housingelementupdate.html

Greenbelt Alliance, Habitat for Humanity, Community Resources for Independent Living, Tri-Valley Housing Opportunity Center, Disable Action Network/CRIL, Citizens for a Caring Community, Eden Housing, and many others), and policy check-ins and direction meetings with the Pleasanton Housing Commission, Planning Commission and City Council.

Below is a listing of public meetings conducted as part of the Housing Element Update. The process is also summarized on the graphic that follows.

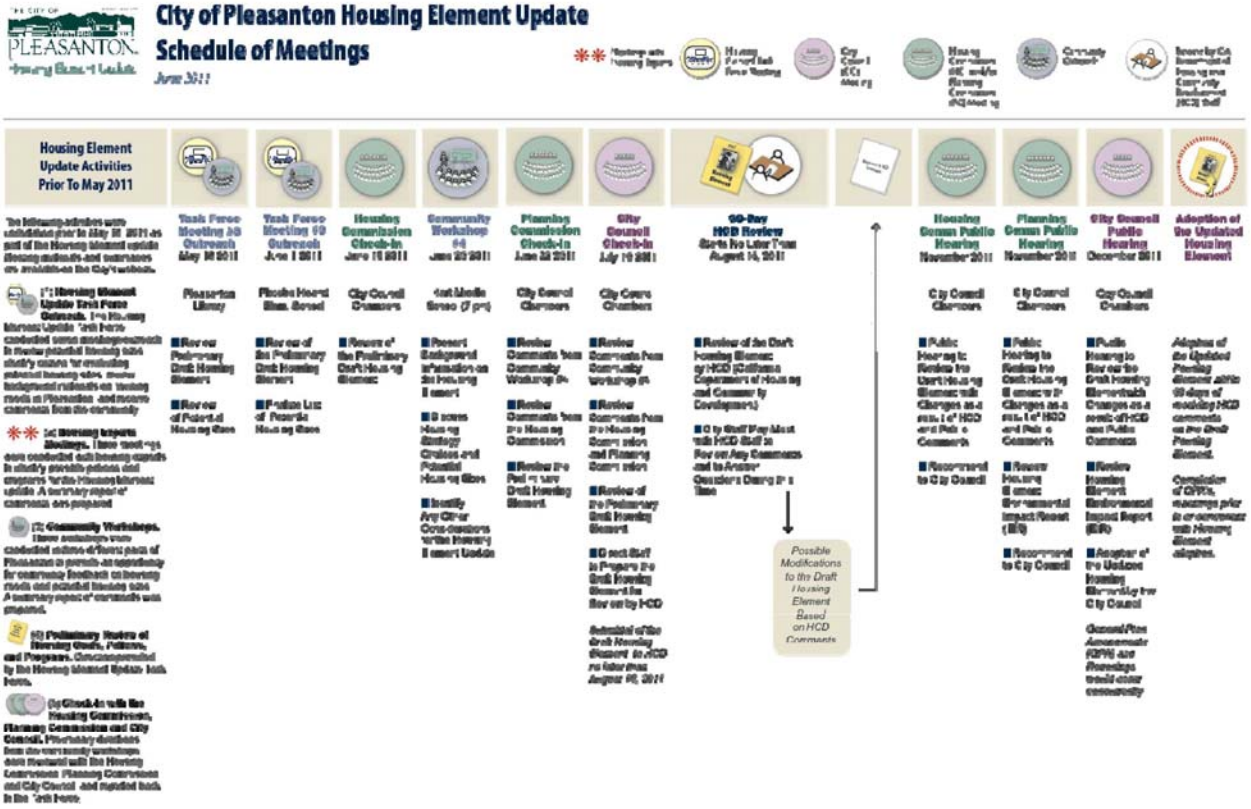
Meeting Description	**Date**	**General Purposes of the Meeting**
Task Force Meeting #1	November 8, 2010	Introduction and initial review of housing needs and potential housing sites.
Task Force Meeting #2	December 1, 2010	Identification of possible housing sites selection criteria, including Tax Credit Allocation scoring criteria, and considerations and further review of potential housing sites.
Task Force Meeting #3	January 5, 2011	Confirmation of housing sites selection criteria, further review of potential housing sites, and direction for housing experts meetings.
Meetings with Housing Experts	January 20, 2011	Three separate meetings were conducted with housing experts, including affordable housing advocates and developers, affordable housing service providers, and for profit housing developers.
Task Force Meeting #4	February 2, 2011	Review, discussion and direction for the Draft Housing Sites Inventory, and approach for community workshops.
Task Force Meeting #5	March 2, 2011	Review of possible changes to current Housing Element goals, policies and programs, including SB2 requirements.
Community Workshop #1	March 8, 2011	Opportunity for the community to learn about the Housing Element and provide feedback on housing needs, housing sites criteria, and specific sites identified for possible higher density rezoning.

Community Workshop #2	March 12, 2011	Opportunity for the community to learn about the Housing Element and provide feedback on housing needs, housing sites criteria, and specific sites identified for possible higher density rezoning.
Community Workshop #3	March 14, 2011	Opportunity for the community to learn about the Housing Element and provide feedback on housing needs, housing sites criteria, and specific sites identified for possible higher density rezoning.
Task Force Meeting #6	March 30, 2011	Review feedback from first three community workshops, and modify preliminary list of potential housing sites.
Housing Commission Meeting	April 21, 2011	Check-in and feedback on possible Housing Element goals, policies and programs, and potential sites for rezoning to higher density housing.
Planning Commission Meeting	April 27, 2011	Check-in and feedback on possible Housing Element goals, policies and programs, and potential sites for rezoning to higher density housing.
City Council Meeting	May 3, 2011	Check-in and feedback on possible Housing Element goals, policies and programs, and potential sites for rezoning to higher density housing.
Task Force Meeting #7	May 4, 2011	Review feedback from Commissions and Council, and reach agreement on Housing Element goals, policies and programs.
Task Force Meeting #8	May 18, 2011	Initial feedback on a preliminary draft of the Housing Element Background, and further recommendations on housing sites.
Task Force Meeting #9	June 1, 2011	Recommendations to the City Council regarding Housing Element goals, policies and programs, and recommendations on housing sites.

Housing Commission Meeting	June 15, 2011	Consideration of Draft Housing Element (including Goals, Policies and Programs, and Potential Sites for Rezoning) prior to Submittal to the California Department of Housing and Community Development.
Community Workshop #4	June 20, 2011	Opportunity for the community to learn about the Housing Element and provide feedback on housing needs, housing sites criteria, and specific sites identified for possible higher density rezoning.
Planning Commission Meeting	June 22, 2011	Consideration of Draft Housing Element (including Goals, Policies and Programs, and Potential Sites for Rezoning) prior to Submittal to the California Department of Housing and Community Development.
City Council Meeting	July 19, 2011	Consideration of Draft Housing Element (including Goals, Policies and Programs, and Potential Sites for Rezoning) prior to Submittal to the California Department of Housing and Community Development.
Planning Commission Meeting	October 26, 2011	Review of Draft Supplemental Environmental Impact Report (SEIR) for the Housing Element Update and Climate Action Plan
Housing Commission Meeting	December 1, 2011	Consideration of Draft Housing Element
Joint City Council and Planning Commission Workshop	December 6, 2011	Consideration of Draft Potential Sites for Rezoning
Planning Commission Meeting	December 14, 2011	Review of Final (SEIR) for the Housing Element Update and Climate Action Plan; Consideration of Draft Potential

		Sites for Rezoning
City Council Meeting	January 4, 2012	Certification of SEIR; Introduction of Ordinance for the Rezoning and necessary General Plan Amendments for Potential Sites for Rezoning
City Council Meeting	January 10, 2012	Adoption of Rezoning Sites and necessary General Plan Amendments
City Council Meeting Update	February 13, 2012	Adoption of Housing Element

The process is also generally summarized on the graphic that follows which was prepared in June 2011. The actual key meeting dates, reviews, and actions after June 2011 are in the above listing of public meetings.


City of Pleasanton Housing Element Update
Schedule of Meetings
June 2011
Housing Element Update Activities Prior To May 2011
Task Force Meeting #3 Outreach
May 18 2011
Task Force Meeting #4 Outreach
June 1 2011
Housing Commission Check-In
June 15 2011
Community Workshop #4
June 23 2011
Planning Commission Check-In
June 28 2011
City Council Check-In
July 19 2011
90-Day HCD Review
Starts No Later Than August 14, 2011
Housing Comm Public Hearing
November 2011
Planning Comm Public Hearing
November 2011
City Council Public Hearing
December 2011
Adoption of the Updated Housing Element
Pleasanton Library
City Council Chambers
Review of the Draft Housing Element by HCD (California Department of Housing and Community Development)
Possible Modifications to the Draft Housing Element Based on HCD Comments
Public Hearing to Review the Draft Housing Element with Changes as a result of HCD and Public Comments
Recommend to City Council
Review Housing Element Environmental Impact Report (EIR)
Adoption of the Updated Housing Element by the City Council
General Plan Amendments (GPA) and Rezonings would occur concurrently

Section II

Housing Conditions and Trends

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[2]. The table below shows the existing and projected

[2] 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

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
Bay Area Regional Total							
Population	6,783,762	7,096,500	7,341,700	7,677,500	8,018,000	8,364,900	**1,023,200**
Households	2,400,020	2,583,080	2,667,340	2,784,690	2,911,000	3,039,910	**372,570**
Persons Per Household	2.69	2.69	2.70	2.70	2.70	2.70	**0.00**
Employed Residents	3,452,117	3,225,100	3,410,300	3,633,700	3,962,800	4,264,600	**854,300**
Jobs	3,753,460	3,449,740	3,475,840	3,734,590	4,040,690	4,379,900	**904,060**
Employed Residents/Job	0.92	0.93	0.98	0.97	0.98	0.97	**-0.01**
Alameda County							
Population	1,443,741	1,505,300	1,549,800	1,626,100	1,705,900	1,787,300	**237,500**
Households	523,366	543,790	557,270	585,400	615,470	645,680	**88,410**
Persons Per Household	2.71	2.72	2.73	2.72	2.72	2.72	**-0.01**
Employed Residents	709,557	705,900	725,200	778,900	868,800	950,800	**225,600**
Jobs	750,160	730,270	712,850	761,270	825,070	897,810	**184,960**
Employed Residents/Job	0.95	0.97	1.02	1.02	1.05	1.06	**0.04**
Percent of Bay Area Population	21.3%	21.2%	21.1%	21.2%	21.3%	21.4%	**0.3%**
Percent of Bay Area Jobs	20.0%	21.2%	20.5%	20.4%	20.4%	20.5%	**0.0%**
City of Pleasanton							
Population	63,654	67,500	70,711	72,200	75,600	78,800	**8,089**
Households	23,311	24,660	25,260	26,350	27,550	28,750	**3,490**
Persons Per Household	2.72	2.73	2.75	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 for the City of Pleasanton show 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

firm that provides demographic data for marketing and other uses. They gather and analyze data from the 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

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
Bay Area Regional Total							
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**
Total Jobs	3,753,460	3,449,640	3,693,920	3,979,200	4,280,700	4,595,170	**1,145,530**
Total Employed Residents	3,452,117	3,225,100	3,410,300	3,633,700	3,962,800	4,264,600	**1,039,500**
Alameda County							
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**
Total Jobs	750,160	730,270	712,850	761,270	825,070	897,810	**167,540**
Total Employed Residents	709,557	705,900	725,200	778,900	868,800	950,800	**244,900**
Ratio of Jobs to Employed Residents	1.06	1.03	0.98	0.98	0.95	0.94	**-0.09**
City of Pleasanton Planning Area							
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**
Total Jobs	59,480	58,110	56,700	62,320	67,790	71,320	**13,210**
Total Employed Residents	35,198	35,680	36,520	38,850	42,500	45,810	**10,130**
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

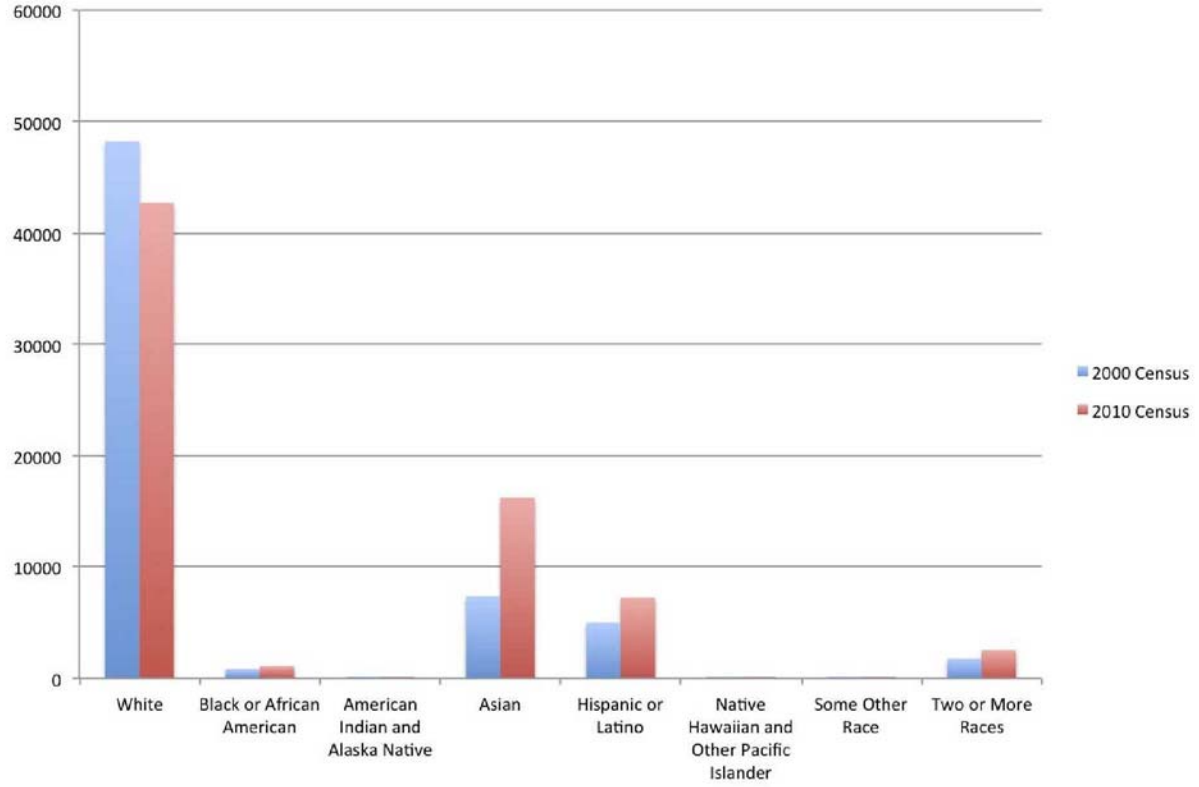
employment growth, and (2) it contributes to the demand for infrastructure and services which, to a certain extent, results in competition with new residential development for infrastructure capacity and services.

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

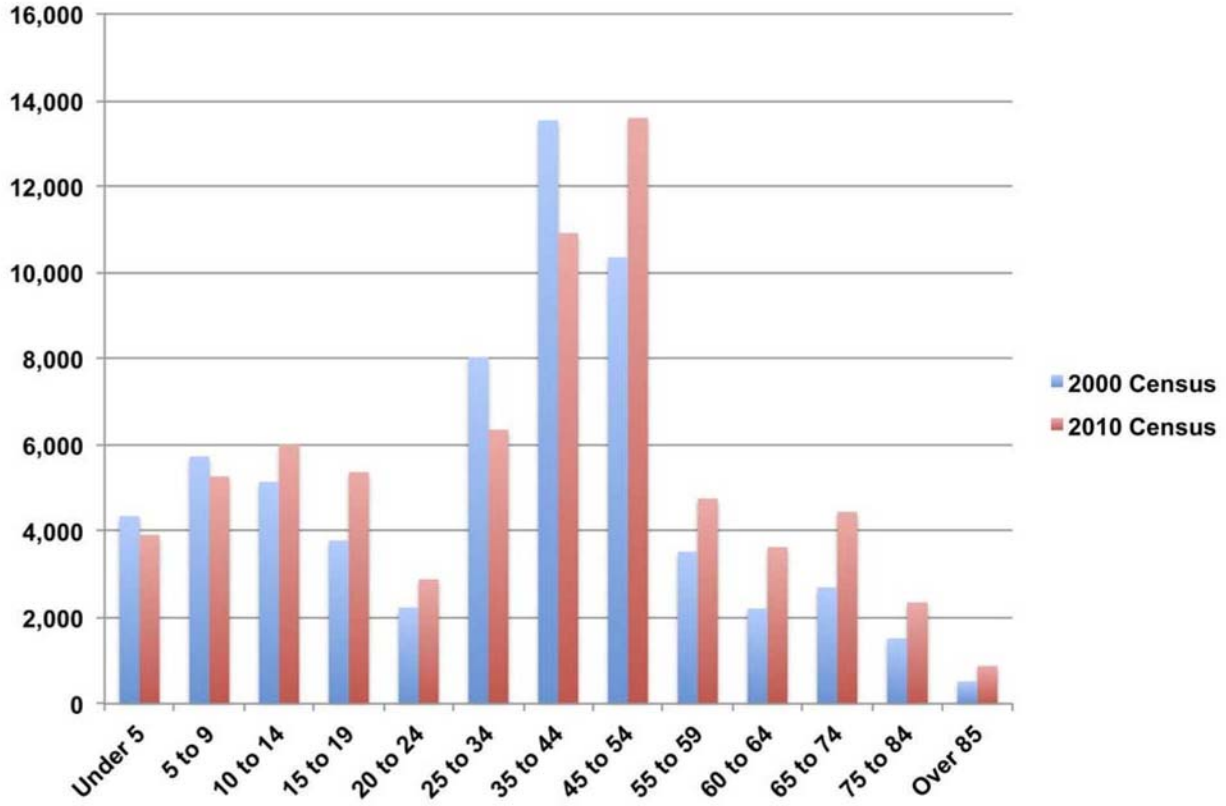
Pleasanton's population is generally less racially mixed than Alameda County as a whole. However, between 2000 and 2010 the City's population has become more racially diverse. As of 2010, Pleasanton's population was 61 percent White, 23 percent Asian, 2 percent Black or African-American, 0.2 percent 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)

	Year 2000				Year 2010			
Age Range	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%
Total	1,453,078	100.0%	63,710	100.0%	1,550,133	100.0%	70,285	100.0%

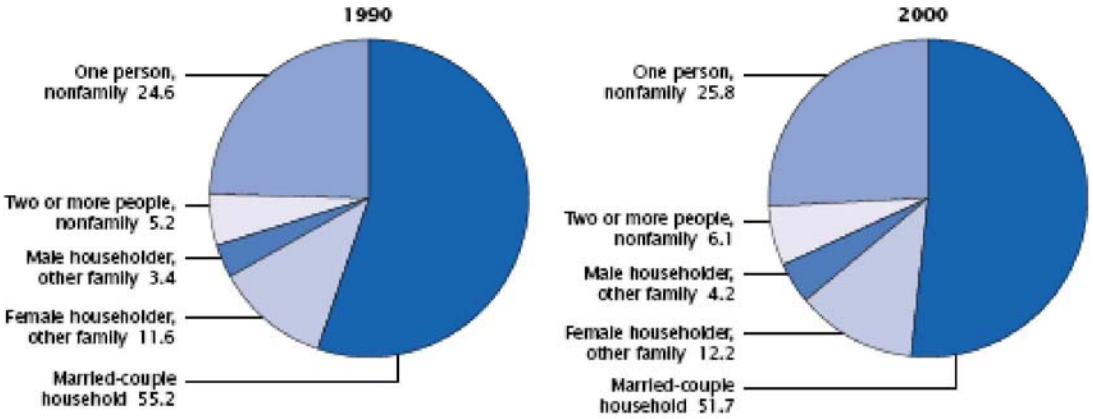
Source: California Department of Finance 2007; U.S. Census 2000 and 2010

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.[3] 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*)



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

[3] 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.

researchers that social connection for people has powerful effects on their health. Socially connected people live longer, respond better to stress, use fewer resources, have more robust immune systems, and do better at fighting a variety of specific illnesses. 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. If all the multifamily zoning required as part of the 2007-2014 RHNA is developed, multifamily units will comprise about 38 percent 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).

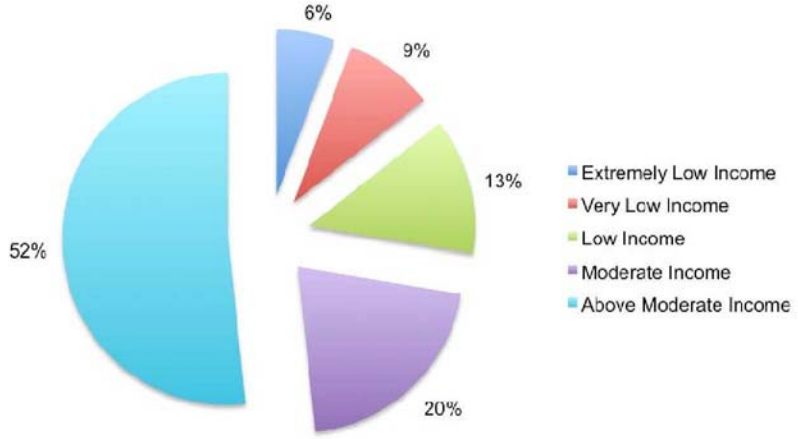
Estimated Distribution of Households in Pleasanton by Income (2010)

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%
Total Households	24,578	100.0%	3,108	100.0%	17,378	100.0%	4,092	100.0%

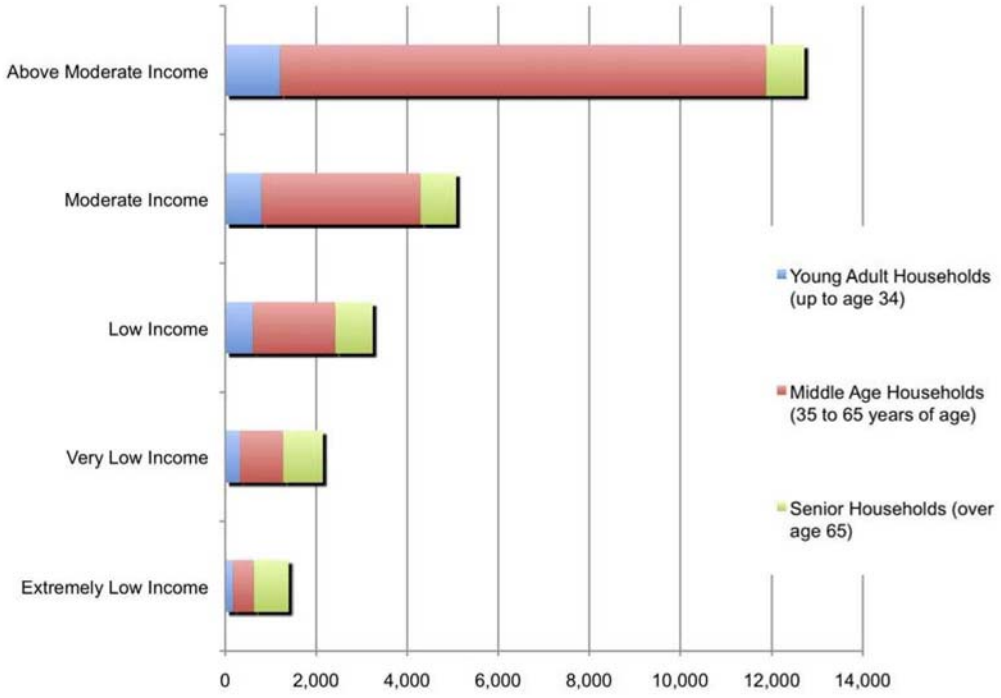
*Based on 2010 Household Income Limits for a family size of 3 persons (based on 2010 estimated average household size of 2.79 persons in Pleasanton)

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

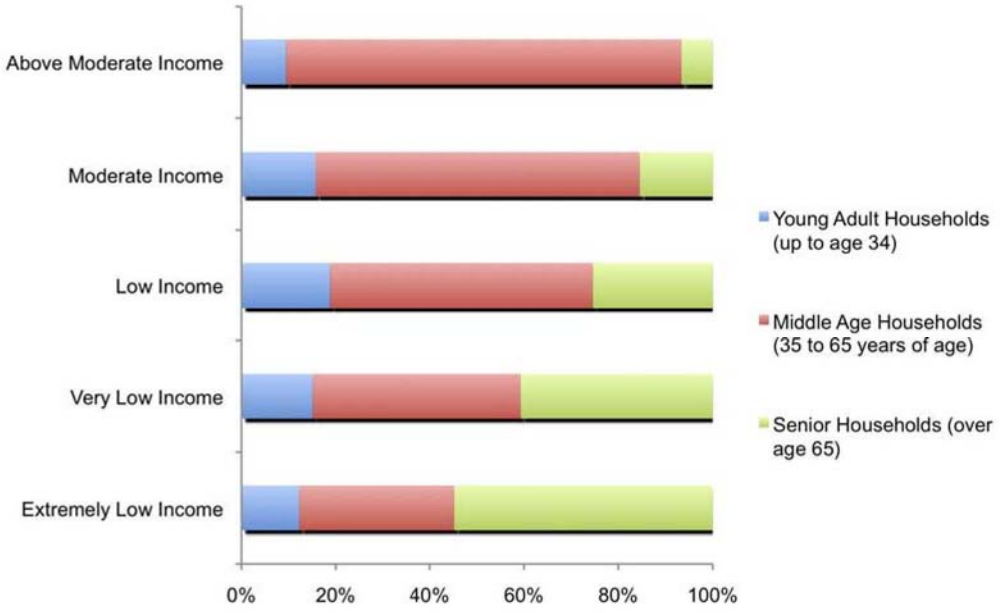
Estimated Distribution of Total Households by Income in Pleasanton (2010)



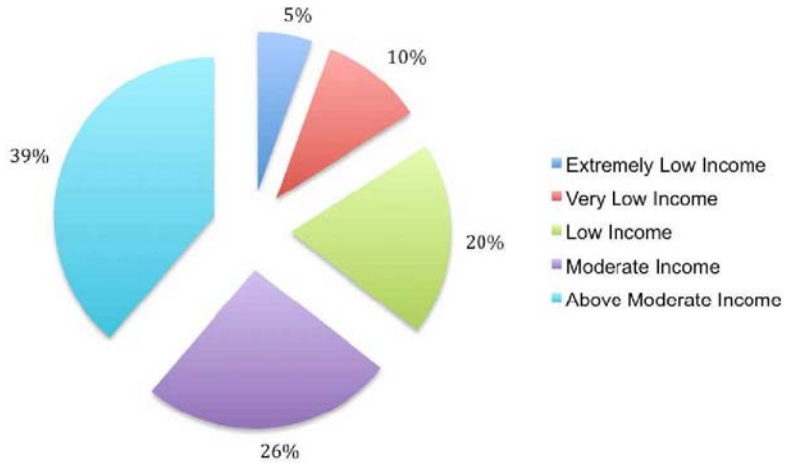
Estimated Distribution of Total Households by Income and Age of Householder in Pleasanton (2010)



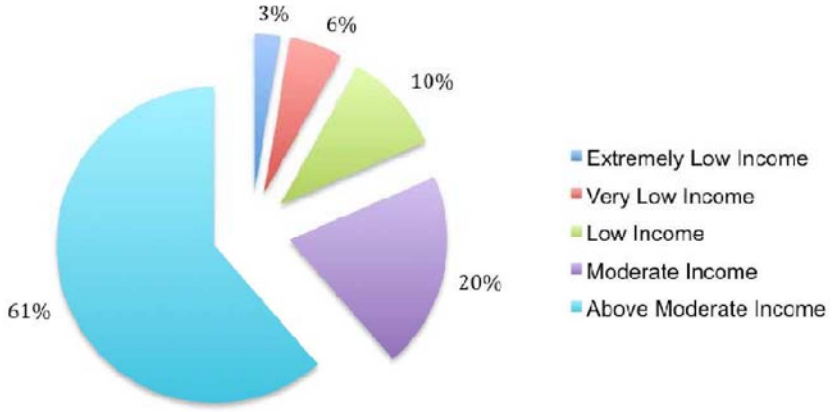
Estimated Distribution of Total Households by Income and Age of Householder in Pleasanton (2010)



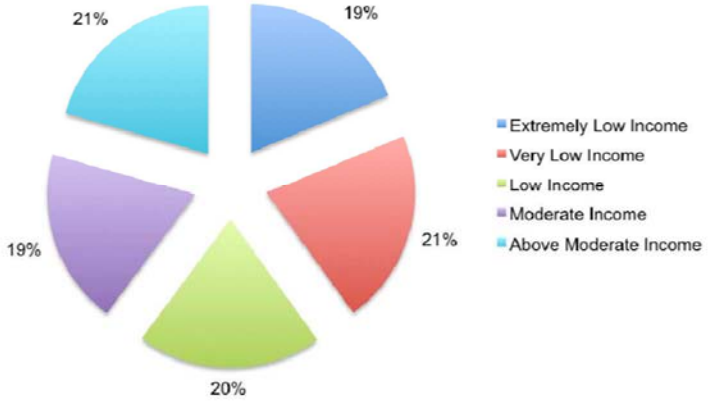
Estimated Distribution of Young Adult Households by Income in Pleasanton (2010)



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



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



State law defines extremely low income households as those households earning less than 30% of the County's median income. In general, in 2011 extremely low income households earn less than $27,700 per year, although this varies depending upon household size (a household consisting of one person earning less than $19,400 would be considered extremely low income and a household consisting of 5 people earning less than $29,950 would be considered extremely low income).

The table below shows the distribution of extremely low income households by tenure, overpayment for housing and overcrowding in Pleasanton in 2000. As shown in the table, a relatively high percent of 1 and 2 person senior households are considered ELI households. The total number of ELI households in Pleasanton in 2000 accounted for over 4% of the total households. They were fairly evenly split between owner and renter households. Most ELI households were overpaying for housing, with 74.4% of ELI renters and 87.7% of ELI owners paying more than 30 percent of the their income for housing; 61.9% of renter households and 77.8% of owner households paid more than 50 percent of their income for housing. Information regarding overcrowding of extremely low income housing is not available by income, but overcrowding in general is discussed on p. 30

Extremely Low income Households in Pleasanton by Tenure, Overpayment and Household Size (2000)

		Seniors (1 and 2 Person Households)	Small Related (2 to 4 Person Households)	Large Related (5 or More Person Households)	Non-Senior Single Person and Other Households	Total Households
Renters	Total Households Earning Less Than 30% of Median Income*	243	160	25	134	562
	Percent of Households Paying More Than 30% of Income for Housing	69.5%	90.6%	100.0%	59.0%	74.4%
	Percent of Households Paying More Than 50% of Income for Housing	53.1%	90.6%	60.0%	44.0%	61.9%
Owners	Total Households Earning Less Than 30% of Median Income*	205	143	39	59	446
	Percent of Households Paying More Than 30% of Income for Housing	82.9%	100.0%	100.0%	66.1%	87.7%
	Percent of Households Paying More Than 50% of Income for Housing	70.7%	97.2%	100.0%	40.7%	77.8%
All Pleasanton Households	Total Renter and Owner Households	3,364	13,268	2,246	4,413	23,291
	Percent of Extremely Low Income Households	13.3%	2.3%	2.8%	4.4%	4.3%

**"Extremely Low Income" (ELI) households are defined as households earning less than 30% of the County median income*

Source: State of the Cities Data Systems, CHAS Data (2000)

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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 an 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
Single Person							
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
Two Persons							
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
Four Persons							
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).

Lower income households are more severely impacted by higher housing prices and rents because there is limited choice in the number of housing units affordable to lower income households and the impact of spending so much of a household budget on housing reduces the amount available for other necessities. Year 2000 CHAS data indicate 1,416 lower income renter households and 1,178 lower income owner households paid more than 30% of their income on housing (approximately 71% of total lower income households). The total 2,595 lower income households overpaying for housing in 2000 comprised 11.1% of the total households in the City. This information underscores the importance of enacting and implementing City policies and programs to assist in the development of housing affordable to lower income households

Households that must devote more than 30 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 6,21o renter households paid greater than 30 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
Single Person								
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
Two Persons								
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
Four Persons								
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 OF PLEASANTON

123 Main St., P.O. Box 520, Pleasanton, CA 94566-0802
Housing Division (tel. 925-931-5007; fax 925-931-5476)

2010 Applicable Income and Rent Limits for Below-Market Rent (BMR) Apartments

(revised annually by City)

PERSONS IN HOUSEHOLD:	MAXIMUM ANNUAL INCOME:		
	Low Inc. 80% of Med. Inc.	Low Inc. 60% of Med. Inc.	Very Low 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. 80% of Med. Inc.	Low Inc. 60% of Med. Inc.	Very Low 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.

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.

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.

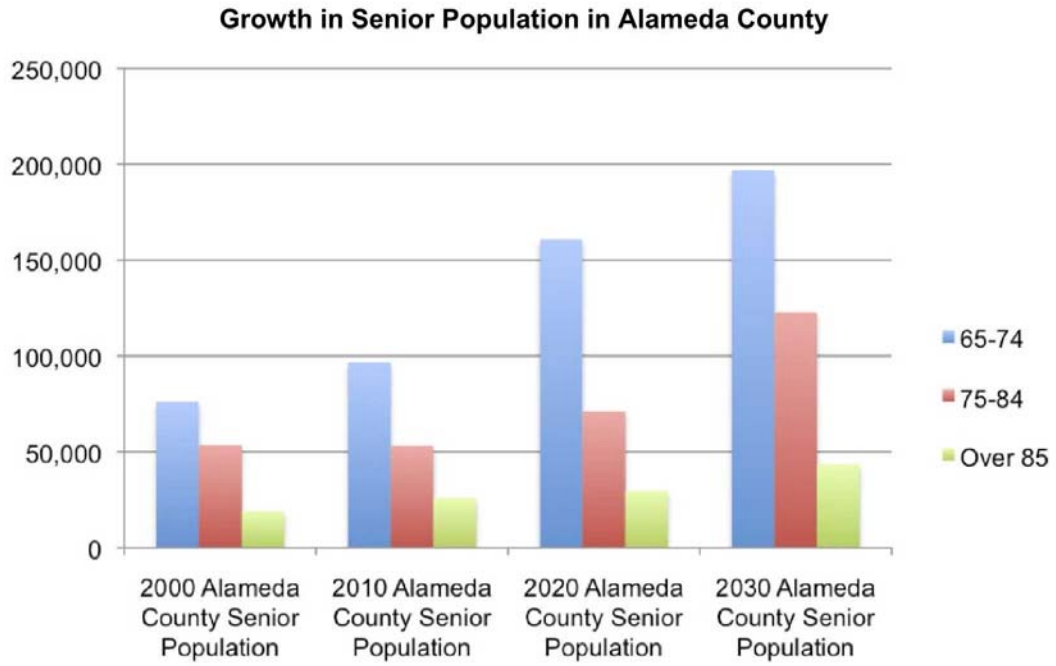
The senior population in Alameda County (age 65+) is projected to double between 2000 and 2030, and the population of those over 85 will increase even more according to the California Department of Finance, Association of Bay Area Governments (ABAG) and other sources. The median age in Alameda County 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 Alameda County Senior Population	Percent in the Year 2000	2010 Alameda County Senior Population	Percent in the Year 2010	2020 Alameda County Senior Population	Percent in the Year 2020	2030 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%
Total	148,624	100.0%	175,995	100.0%	261,610	100.0%	363,249	100.0%
Percent Seniors of Total Population		10.2%		11.4%		15.7%		20.3%

Source: California Department of Finance 2007



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. This segment of the population, which includes individuals with mental, physical, and developmental disabilities need affordable, conveniently-located housing which, where necessary, has been specially adapted for wheelchair accessibility, along with other physical needs.

The living arrangements for persons with disabilities depend on the severity of the disability. Many persons live at home in an independent environment with the help of other family members. To maintain independent living, disabled persons may require assistance. This can include special housing design features for the physically disabled, income support for those who are unable to work, and in-home supportive services for persons with medical conditions. Accessible housing can also be provided via senior housing developments.

The majority of persons with disabilities live on an income that is significantly lower than the non-disabled population. Many disabled individuals live on a small fixed income that severely limits their ability to pay for housing. The State of California Task Force on Family Diversity estimates that at least one-third of all persons with disabilities in the United States live in poverty. Persons with disabilities have the highest rate of unemployment relative to other groups. For most, their only source of income is a small fixed pension afforded by Social Security Disability Insurance (SDI), Social Security Insurance (SSI), or Social Security Old Age and Survivor's Insurance (SSA), which will not adequately cover the cost of rent and living expenses even when shared with a roommate. In addition, persons with disabilities oftentimes experience discrimination in hiring and training. When they find work, it tends to be unstable and at low wages.

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.

A disability is a physical or mental impairment that substantially limits one or more major life activities. This also includes the special housing needs of persons with developmental disabilities. The term developmental disability refers to a severe and chronic disability attributable to a mental or physical impairment, such as cerebral palsy, epilepsy, or autism that begins before individuals reach adulthood. 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. The most pervasive disabilities for the general population are physical and mental disabilities, accounting for about 24 percent of all disabilities and affecting about 2,400 residents.

People living with disabilities often have trouble finding housing. Even relatively small physical obstacles, like a shower that requires a step, may make a house unusable for an individual with a disability. Both federal and State housing laws require certain features of adaptive design for physical accessibility in all multi-family residential buildings with four or more units built for first occupancy starting March 13, 1991. However, numerous dwelling units built before that date are not subject to these accessibility requirements. This, however, does not assist individuals – particularly seniors – who choose to remain in their homes rather than move to assisted living facilities and/or other newly constructed units. 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.

Persons with Disabilities by Disability Type in Pleasanton (2000)

	Number	Percent
Total Disabilities	9,958	100.0%
Total Disabilities for Ages 5-64	6,855	68.8%
Sensory Disability	531	5.3%
Physical disability	1,275	12.8%
Mental disability	1,098	11.0%
Self-care disability	276	2.8%
Go-outside-home disability	864	8.7%
Employment disability	2,811	28.2%
Total Disabilities for Ages 65 and Over	3,103	31.2%
Sensory Disability	588	5.9%
Physical disability	1,124	11.3%
Mental disability	402	4.0%
Self-care disability	282	2.8%
Go-outside-home disability	707	7.1%

Source: Census Bureau (2000 Census SF 3: P41)

Persons Living in the City of Pleasanton with Disabilities (2000)

	Number	Percent
Employed Persons with a Disability (Ages 5-64)	3,085	47.6%
Not Employed Persons with a Disability (Ages 5-64)	1,721	26.5%
Persons Age 65 Plus with a Disability	1,632	25.2%
Total Persons with a Disability	6,438	99.3%

Source: US Census, 2000

The City does not require special building codes or onerous project review to construct, improve, or convert housing for persons with disabilities. Both the federal Fair Housing Act and the California Fair Employment and Housing Act impose an affirmative duty on local governments to

make reasonable accommodations (i.e., modifications or exceptions) in their zoning and other land-use regulations when such accommodations may be necessary to afford disabled persons an equal opportunity to use and enjoy a dwelling. For example, it may be a reasonable accommodation to allow covered ramps in the setbacks of properties that have already been developed to accommodate residents with mobility impairments. The Model City allows homeowners to build ramps into single-family dwellings to allow first floor access for physically disabled residents. Such ramps or guardrails are permitted to intrude into the standard setbacks required under zoning, and are subject only to a building permit. This provision eliminates the need to obtain a zoning variance.

The housing needs of several other categories of disabled persons, including developmentally disabled persons and the mentally ill are typically not addressed by Title 24 Regulations. The housing needs of persons with these types of disabilities, in addition to basic affordability, range from needing slight modifications of existing units to the need for a variety of supportive housing arrangements. Some of this population can only live successfully in housing that provides a semi-sheltered, semi-independent living state, such as clustered group housing or other group- living quarters; others are capable of living independently if affordable units are available.

Through programs such as the City's Growth Management Ordinance, the federal CDBG (Community Development Block Grant) and HOME (HOME Investment Partnership Program) grants, and others, the City has assisted the development of specific housing units in Pleasanton that are reserved for persons with disabilities. Rental opportunities in these developments are administered either by the on-site management or by a supporting agency. Examples of projects in Pleasanton are described below.

The Promenade Apartments

As part of the 68 below-market rental apartments in this 146-unit complex, the City utilized funds from its federal HOME grant to construct four (4) apartments at below-market rents for persons with physical disabilities. Each apartment is located on the ground floor and includes universal design features that promote accessibility and independent living. Leasing for these apartments is administered directly by The Promenade's on-site management staff.

In addition to the four units described above, the City worked with East Bay Innovations and the State Department of Housing and Community Development (HCD) to reserve four (4) additional below-market rental apartments at The Promenade for persons with developmental disabilities who are able to live independently. Supportive services are provided through East Bay Innovations in collaboration with the Regional Center of the East Bay.

REACH

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.

Bay Area Community Services
The City has 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.

Assisted Living and Community Care Facilities
Housing opportunities for persons with disabilities are also available through several assisted living facilities that have been developed in Pleasanton and its neighbor communities in recent years. Because these facilities offer housing together with a range of services and activities, the monthly cost is generally very expensive. The City's Housing Division provides information on assisted living facilities in Pleasanton and the surrounding area. Similar housing opportunities can be found on a smaller scale in residential care facilities that are licensed by the State. These facilities generally accommodate up to six (6) residents and are licensed for a particular type of care or shelter (e.g., elderly, disabled, youth, etc.).

Carmen Avenue Apartments
The City of Pleasanton contributed funds from its federal HOME allocation to Affordable Housing Associates to assist the development of a regional housing project in Livermore for persons with disabilities and special needs.

Fremont Oak Gardens
The City of Pleasanton contributed funds from its federal HOME allocation to Satellite Senior Housing to assist the development of a regional housing project in Fremont for deaf senior citizens. Fremont Oak Gardens, a 51-unit apartment complex for seniors aged 55 and older who are deaf or hard of hearing, opened in 2005.

Lorenzo Creek
The City of Pleasanton contributed funds from its federal HOME allocation to Allied Housing to assist the development of a regional housing project in Castro Valley for homeless and chronically disabled persons."

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 or 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 1st 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 Faming, 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 and through the sites zoned to accommodate low income housing. 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. The City has also adopted Program 41.9 to amend the Zoning Ordinance as necessary to ensure compliance with Health & Safety Code Sections 17021.5 and 17021.6. This will increase the available sites for farmworker housing by allowing employee housing as a permitted use on sites where agriculture is a permitted use.

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. Surveys have not been done to determine year-round need as compared to seasonal need. However, because the 2009 survey was completed in the winter in

January 209, it is considered to represent peak need, when the demand for emergency shelters is highest.

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, SB2 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 import 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 tool 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.

Staff evaluated the City's Zoning Districts in regards to the appropriateness of locating one or more facilities for emergency housing, to accommodate the City's estimated need for 24 to 51 emergency shelter beds. After analyzing vacant and underutilized parcels, and considering other uses allowed in various zoning districts, it was determined that the City's Commercial Service District (C-S) would be most appropriate. The following use is currently allowed with a conditional use permit in this district: "Charitable institutions and operations, including but not limited to, lodging houses or dormitories providing temporary quarters for transient persons, organizations devoted to collecting or salvaging new or used materials, or organizations devoted principally to distributing food, clothing, and other supplies on a charitable basis and other similar charitable operations." A zoning code amendment will be adopted to make shelters a permitted use, to satisfy the requirements of SB2.

Table II-1: Potential Emergency Housing Sites describes six sites within the C-S Commercial Service District that could accommodate an emergency shelter. The six sites are either vacant lands or currently developed with structures that could reasonably be converted to a shelter facility.

Each of the sites is within a half mile of retail services or other supporting services that occupants of the shelter could utilize or may have a need for, such as grocery stores, clinics/ hospitals, churches, schools, public transportation, etc. The surrounding uses are retail and auto service orientated businesses, and not heavy industrial operations. Additionally, staff considered the surrounding uses for the potential of employment opportunities for those shelter occupants pursuing employment.

As previously described in this section, the projected need for the City of Pleasanton is 24 to 51 emergency shelter beds. Staff contacted local shelters to obtain information on the number of beds, facility size, and lot sizes. This information yielded a base assumption of an appropriate Bed to Lot Ratio (BLR). The BLR is assumed at 1 bed per 600 square feet of site area[4].

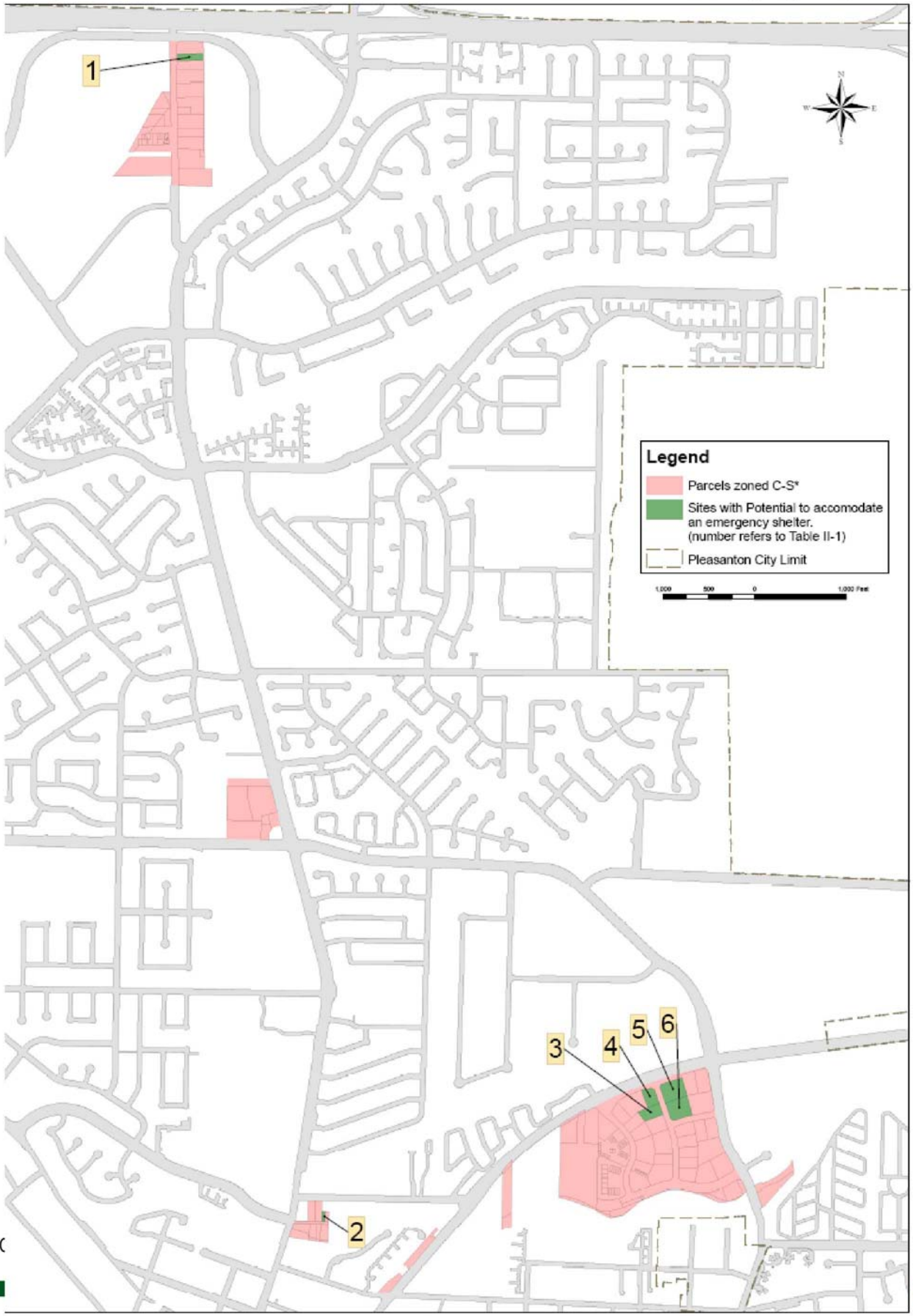
Based on the lot sizes of the parcels listed in Table II-1, staff estimates that five of the sites could be developed with sufficient capacity meet the City's needs individually (projected number of beds ranging from 37 to 93). Additionally, one site has an estimated capacity to off-set the need by approximately seven beds.

[4] The average BLR for the existing shelters was calculated at 350 square feet. However, the operator of the existing shelters commented that the sites needed to be bigger to better service the occupants. Therefore, staff adjusted the assumed BLR to 600 square feet to have a conservative base number.

Table II-1: Potential Emergency Housing Sites

MAP ID	Address	Street Name	APN	Zoning	Ord.	General Plan Land Use	Lot Size (AC)	Site Capacity (est. # of beds for the site @ 600 sq ft per bed)	Surrounding Uses	Current Use	Proximity Needed Services
1	3956	SANTA RITA RD	946 110000300	C-S	C-S uses	COMMERCIAL	0.51	37	Industrial, Auto services, Commercial/retail, Grocery store, Office, Freeway	Existing Houses	.5 miles to Wal-Mart shopping center
2		VERVAIS AVE	946 169100700	C-S	C-S uses	COMMERCIAL	0.10	7	car wash, park, bank, MH park, commercial, retail	vacant	0 miles
3	19	WYOMING ST	946 454200300	PUD-C	.1010-C-S uses	COMMERCIAL	0.66	48	Office, Vet, Auto service, auto part sales, auto paint shop, auto body repair, equip. rental, vacant lands, restaurants, gas station, retail, church	Vacant	.46 miles to Oakhills Shopping Center
4	3	WYOMING ST	946 454200200	PUD-C	.1010-C-S uses	COMMERCIAL	0.63	45	Office, Vet, Auto service, auto part sales, auto paint shop, auto body repair, equip. rental, vacant lands, restaurants, gas station, retail, church	Vacant	.46 miles to Oakhills Shopping Center
5		STANLEY BLVD	946 454204202	PUD-C	.1010-C-S uses	COMMERCIAL	1.28	93	Office, Vet, Auto service, auto part sales, auto paint shop, auto body repair, equip. rental, vacant lands, restaurants, gas station, retail, church	Vacant	.46 miles to Oakhills Shopping Center
6	3595	UTAH ST	946 454202201	PUD-C	.1010-C-S uses	COMMERCIAL	1.17	85	Office, Vet, Auto service, auto part sales, auto paint shop, auto body repair, equip. rental, vacant lands, restaurants, gas station, retail, church	Vacant	.46 miles to Oakhills Shopping Center

Figure II-1: Areas zoned service commercial and sites which could accommodate emergency shelters*



* Land use sites zoned PUD which refer to the Service Commercial zoning district uses

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. For a complete inventory of BMR units in Pleasanton, see Appendix G. 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, the City is unaware of any developments that are currently at risk.

Projects Developed during the 2007 to 2010 Time Period

The table below summarizes the residential development projects which include below market rate units, and were approved, under construction or completed since the beginning of the planning period. These projects (other than the second units) are all party to affordable housing agreements with the City of Pleasanton which will retain the BMR units in perpetuity.

Table: New Construction including Below Market Rate units with Housing Agreements— approved, under construction and completed January 2007 through December 2010.

Project Name	Project Type	Status	Number of Units	Very-Low	Low	Moderate
Windstar Stoneridge Mall Road	Apartments	Approved 2009	350	70		280[1]
Civic Square Apartments (addition to existing apartment complex)	Apartments	Under construction	36		5	31[1]
Birch Terrace	For Sale Townhomes	Completed	45		5	2
Medeiros Gardens	For Sale Townhomes	Approved	10		1	
Continuing Life Communities (being marketed as Stoneridge Creek)	Residential Care for the Elderly including independent living units	Under construction	635 Independent Living Units, as well as assisted living/Alzheimer's beds and skilled nursing beds.	32	32	32
Parkview Assisted Living Facility[2]	Assisted living and Alzheimer's care	Completed	105 beds	31		
Second Units (no housing agreements in place)	Various second units in association with single family homes	31 completed, 2 approved, 7 under construction.	40			40

Notes:

1. These units are not subject to an affordable housing agreement. However, as confirmed by the City's annual rental and vacancy surveys, market rate rental units are affordable to moderate income households.
2. These units have not been counted towards the City's Regional Housing Needs Assessment (RHNA)

Section III

Future Housing Needs and Opportunities

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 RNHA 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.

It is estimated that 50% of the City's very low income housing need for the 2007-2014 time period will be for households earning less than 30% of median income (considered "extremely low income"). Thus, the number of extremely low income households needing housing for the 2007-2014 planning period is estimated at 538 units. Housing types available and suitable for extremely low income households include Single Room Occupancy units (SRO's), smaller apartments, emergency shelters, housing with Section 8 vouchers, supportive housing and transitional housing. The Housing Element includes several programs to address extremely low income housing needs — from rental assistance programs, permanent supportive/transitional housing, and appropriate zoning for emergency shelters.

The table on the following page includes the City of Pleasanton's Regional Housing Needs Assessment (RNHA), the remaining need from the 1999-2007 planning period, and a calculation (after subtracting permits finaled and units approved since 2007, as well as land already designated for residential development) showing that the City of Pleasanton has already rezoned a sufficient amount of land . The first line of the following table, "Remaining Need from 1999-2007" refers to the identified unmet housing need from the 2003 Housing Element. The City identified a need to rezone land for an additional 871 high density multifamily units as part of the

2003 Housing Element "planning period" (1999-2009)[5].,. The table below shows all 871 units added to the 2007 – 2014 RHNA for the City of Pleasanton.

Table III-1
Showing Sufficient Appropriately-Zoned Land to meet the City's Housing Need

	Total	Very Low Income	Low Income	Moderate Income	Above Moderate Income
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
Minus Permits Finaled 2007 through 2010	319	0	5[1]	38[2]	276
Minus Units under construction	82	0	5[3]	39[4]	38
Minus Approved (zoned) projects with building permit not issued	1,321	102[5]	32[6]	312[7]	875
Remaining units to be accommodated	2,862	2,531		331	-436
Land designated for residential development with no entitlements (Appendix B)[4]	3,447	2,774[8]		474	199
Remainder: Capacity over and above housing need	500	243		99[9]	594[10]

Notes:

1. Low income units from Birch Creek project.
2. Includes 2 units from Birch Creek, 31 second units, and 5 apartment units.
3. Low Income Civic Square Apartments
4. Includes 7 second units, 31 moderate income Civic Square Apartments, and 1 apartment.
5. Includes 32 units in the Continuing Life Communities Agreement, and 70 units in the Windstar Agreement.
6. 32 units affordable to Low Income Households in the Continuing Life Communities Agreement.
7. Includes 32 units affordable to Moderate Income Households in the Continuing Life Communities Agreement and the balance of the Windstar Apartments (280).

[5] The 'planning period' is the period between the due date of one housing element and the due date of the next housing element. The 2003 Housing Element was due on June 30, 1999, while the next housing element was due on June 20, 2009.

8. Sites 24 through 33 in Appendix B, plus 76 units in the Affordable Housing Agreement for sites 22 and 23.
9. Balance of units from Sites 22 and 23, plus Site 5 in Appendix B
10. Sites in Appendix B not counted in Notes 8 and 9.

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.

Appendix B describes the existing inventory of available housing sites. Adequate sites are available to meet the City's RHNA need. The City has available sites comprising 101 acres zoned at densities of at least 30 units per acre that can accommodate 2,774 units affordable to low and very-low income households. To show that the sites are suitable for lower income housing, the City has chosen to utilize Government Code Section 65583.2(c)(3)(B), which provides that sites zoned at a 'default' density of 30 units per acre or more are suitable for lower income housing.

The City's 2010 Rent and Vacancy Survey (see Appendix C) illustrates that apartments including those recently constructed are generally affordable to moderate income households. As more recent apartment projects have ranged between 20 and 25 units/acre, it can be assumed that residential development at 23 units an acre or more would be affordable to moderate income households.

Identifying Sites to Meet Unmet Housing Site Need

Prior to the adoption of the 2007-2014 Housing Element Update, the City of Pleasanton rezoned 9 sites it had identified to accommodate the development of housing consistent with City's "fair share" regional need numbers. The review process for these sites included several factors, including some key factors described below.

Providing a range of housing choices and managing traffic congestion have been major challenges in the past and will continue to be so into the future. City planning efforts have strived to maintain and enhance the community's high quality of life and to incorporate innovative "smart growth" planning strategies, such as mixed-use and transit-oriented development (TOD), to further the goal of creating a more sustainable and energy efficient city. A main concept of smart growth is the decentralization of services so that people may access local services – retail, services, schools, recreation, etc. – through alternative modes of travel, such as walking, bicycling, and taking the bus.

The foundation of the Pleasanton General Plan — The City's VISION — is a well-planned, balanced community with desirable neighborhoods, an award-winning downtown with its small-town character, a diversified economic base, excellent schools, and a wide variety of community facilities. Quality of life is a cornerstone as the City maintains these desirable qualities by (1) continuing to develop a safe, convenient, and uncongested circulation system, (2) providing a comprehensive system of bicycle and pedestrian trails, (3) providing additional recreational and cultural facilities for the health and well-being of residents, (4) preserving natural resources, including water and air quality, and the community's environmental sensitivity, and (5) minimizing health and safety hazards. Supporting this VISION is the concept of sustainability. A sustainable city draws from the environment only those resources that are necessary and that can be used or recycled perpetually, or returned to the environment in a form that nature can use to generate more resources.

The approach for achieving adequate sites was based on the identification of factors for evaluating potential housing sites, and assessing potential sites from a comprehensive set of principles related to community quality of life and for creating high quality livable neighborhoods with well-maintained and appropriate public facilities. The overarching goals of the City of Pleasanton General Plan provided the framework for site selection principles. The housing location principles were developed through the rezoning process and were based on: (1) City of Pleasanton General Plan policies; (2) Smart Growth principles, including regional and sub-regional strategies; (3) criteria important for California Tax Credit Allocations for affordable housing funding; (4) additional factors important to the community; and (5) factors important to HCD in evaluating a site for its readiness and suitability for higher density housing (potential site constraints, current uses, site size, land use designation and zoning, application of development requirements, realistic development potential, etc.).

The sites that are described on the following pages were evaluated based on the criteria developed by the Housing Element Update Task Force with guidance and feedback from the community at community workshops, discussions with housing experts, and direction by decision-makers during the process. Scoring for sites was based on a "YES" answer (a site receives 1 point) and "NO" answer (a site receives 0 points) based on each of the following criteria listed below.

List of Criteria Used to Evaluate Potential Sites for Higher Density Housing

1. Infill

a. Site is an infill site

b. Site is not anticipated to require off-site sewer/water infrastructure improvements

2. Proximity to Modes of Transportation

a. Site is within ½ mile of BART

b. Site is within ¾ mile of BART

c. Site is within 1/3 mile of transit stop with 15-minute headway to BART

d. Site is within 1/3 mile of transit stop with 30-minute headway

e. Site is adjacent to bike route

f. Site is within ½ mile of freeway on ramp

3. Proximity to Services and Amenities

a. Site is within ½ mile of an existing or approved grocery store
b. Site is within ½ mile of an existing elementary school
c. Site is within ½ mile of an existing middle school
d. Site is within ½ mile of an existing or planned park/open space

4. Impact on Future Residents

a. Site is not anticipated to have odor impacts
b. The project is anticipated to meet noise standards with no or with reasonable mitigation measures (if adjacent to or across the street from freeway or rail line = 0)
c. The site is not within BAAQMD's air quality screening distance for new sensitive receptors
d. The site is within the standard response time for emergency services
e. The site is outside geological and fire hazard areas
    - *Site is not within Alquist-Priolo zone or fault zone*
    - *Site is not within earthquake induced landslide zone*
    - *Site is not within Special Fire Protection Area*
f. The site is outside a 300-foot radius of an existing wireless facility
g. The site will be at least 150 feet from overhead portions of the 230 kV line and at least 37.5 feet from underground portions of the 230 kV line

5. Height and Mass Compatibility

a. Will the project (assuming 3 stories) be no more than one story higher than all adjacent residential development or all residential development across a residential collector or local street
b. Will the FAR of the proposed project (assuming an FAR of 80%) be less than twice of the allowable FAR for development on all adjacent sites (not including parks) and sites across a residential collector or local street
c. Site is not adjacent to or across (a residential collector or local street) from an existing single-family detached residential home(s)

6. Impact Trees, Species, Historic Resources

a. The site will not likely require a significant tree mitigation/ consideration
b. The site will not likely require an environmental analysis related loss of suitable habitat for or the taking of sensitive species
c. The site will not likely require an analysis related to impacts on historic resources

7. Potential Inconsistency with General Plan Themes

a. Development of the site (assuming 3-4 stories) will not likely be inconsistent with the overarching goals/themes stated in the Introduction section of Pleasanton's General Plan: preserving and enhancing Pleasanton's character[1] and quality of life, and encouraging sustainable[2] development (if potentially inconsistent score = 0)

8. Site Size

a. The site is 5 acres or more in size allowing for design flexibility
b. The site is 1 acre or more in size allowing for more State/Federal financing opportunities

9. Interest in Site

a. Property owner/developer has expressed interest in the site for high density residential development

10. Economic Interest

a. Site is not adjacent to a freeway

11. Other

a. The project will create no significant environmental impacts or will create no significant environmental impacts that cannot be mitigated with reasonable mitigation measures
b. Will development of the site with housing be accepted by the surrounding community
c. Rezoning of the site will not have a significant fiscal impact on City
d. Project will not significantly contribute to an overconcentration of existing and potential high density housing into a few areas of Pleasanton

In reviewing potential housing sites and the available land inventory, there was adequate land supply to meet the housing needs of Above Moderate Income households for the foreseeable future. The challenge for the community was to provide higher density sites that would fit with the goals of the community and that would provide the opportunity for extremely low, Very Low, and Low Income affordable housing to be built. In order to provide local governments with greater certainty and clarity in evaluating and determining what densities facilitate the development of housing that is affordable to lower-income households (Very Low and Low Income together), the Government Code provides two options: (1) the City can conduct an analysis of market demand and trends, financial feasibility, and residential project experience to demonstrate the densities facilitate lower income housing development; or, (2) apply Government Code Section 65583.2(c)(3)(B), which allows local governments to utilize "default" density standards deemed adequate to meet the "appropriate zoning" test. In Pleasanton, sites designated at 30 units per acre or more would meet the "default" density requirement established in State law. The second standard using the default minimum density was used and approximately 73 acres were rezoned to allow for high density residential development,

Infrastructure Availability

Sewer Infrastructure

The City of Pleasanton owns and maintains the pipelines, manholes, force mains, pump stations, and siphons in the local sewer collection system within the City's limits. Most of the City's existing collection system is in satisfactory condition and operates in accordance with acceptable industry standards for conveyance of average dry weather flows, peak hourly dry weather flows, and peak wet weather flows during a generally acceptable storm event. The Pleasanton General Plan adopted in 2009 identified the need for future improvements to the existing local collection and pumping system. These improvements included the construction of new or parallel sewers; diversion structures; and modifications, improvements, or complete reconstruction of various pump stations. The Pleasanton General Plan adopted in 2009 provides that maintaining and enhancing the existing local sewer collection system will be funded as part of the City's Capital Improvement Program (CIP), and new sewer lines will be funded and constructed by new development as it occurs.

If the housing sites rezoned to accommodate RHNA in the 2007-2014 Housing Element are developed, additional expansions to the local sewer collection system are warranted. In addition to the three sites in Hacienda Business Park which were rezoned in early 2011 to allow for high-

density-residential use, nine other sites in Pleasanton were rezoned for high-density-residential use to accommodate RHNA as described in the "Meeting Projected Housing Needs" section below.. In the 2007 Wastewater Master Plan, these sites were anticipated to be developed for office-commercial use, with a correspondingly lower wastewater flow than now anticipated (with high-density-residential use). The rezoned sites located east of Hopyard Road and north of Stanley Boulevard (BART, Nearon, CarrAmerica, and CM Capital Properties) require the construction of a new sewer pump station and pipelines. The pump station and appurtenant pipelines are not needed immediately, but will likely be necessary after the first major high-density-residential development in this area is occupied. The pump station is currently in the preliminary planning phase, and anticipated to be operational in 2014. Several other sites (Sheraton, Stoneridge Shopping Center, Kaiser, Auf der Maur/Rickenbach) will require new sewer pipelines to accommodate new residential growth. The sewer pump station project is estimated to cost over $3 million dollars. The local sewer pipe upgrades are anticipated to cost between a few hundred thousand to several hundred thousand dollars. Replacement and improvement funds in the City's CIP are funding the first phases of the pump station project, and the City's CIP and/or new development, will fund the later phases. The cost to fund the new sewer facilities will be funded on a pro rata basis between existing users and future development.

Dublin-San Ramon Services District (DSRSD) provides Pleasanton's sewage treatment services. Under a contract with DSRSD, Pleasanton has treatment capacity entitlement to 8.5 million gallons daily (mgd) of average dry weather flow (ADWF). DSRSD owns the treatment plant's remaining treatment capacity of 8.5 mgd (for a total treatment capacity of 17 mgd).

As part of the 2007 Wastewater Master Plan, the City of Pleasanton performed a sewer flow monitoring capacity study. Results showed that in 2004 the ADWF from Pleasanton to DSRSD's regional sewage treatment plant was approximately 5.47 mgd. With the future growth projected in the 2009 General Plan, Pleasanton's flow is anticipated to increase to approximately 7.7 mgd. At the time the 2009 General Plan was adopted, Pleasanton's capacity entitlement at the treatment plant was deemed sufficient to accommodate growth; however, total flows at the treatment plant were expected to reach 17 mgd around 2015 due to growth in both Pleasanton's and DSRSD's sewer service area, and as a result, an expansion of the treatment plant was deemed warranted. DSRSD has not designed this expansion; but, it is anticipated that the final expansion will accommodate a total of 20.7 mgd. After the expansion is complete, Pleasanton's capacity entitlement at the plant will increase to 10.3 mgd. Pleasanton's existing and future capacity entitlements are anticipated to adequately accommodate increased flows as a result of the high-density-residential rezonings during the 2007-2014 Housing Element planning period. The total cost of the plant expansion is anticipated to be approximately $18 million dollars (in 2007 dollars). DSRSD's fees for new sewage connections are anticipated to increase in the future to pay for this expansion.

Disposal of treated effluent from DSRSD's plant to the San Francisco Bay is provided by means of disposal lines managed by LAVWMA (Livermore Amador Valley Water Management Agency), a Joint Powers Authority (JPA) between the City of Pleasanton, the City of Livermore, and DSRSD. LAVWMA's disposal capacity is 41.2 mgd peak wet weather flow (PWWF), of which

Pleasanton has capacity entitlement to 14.4 mgd. While an upgrade of this facility is not needed to accommodate the RHNA allocations in the 2007-2014 Housing Element planning period, if future RHNA cycles include substantial residential growth in the region, the disposal system may require a future upgrade. The cost of the upgrade has not been estimated, but it is anticipated that it could be extremely expensive.

After the adoption of the 2007-2014 Housing Element, the City anticipates updating its 2007 Wastewater Master Plan to assess the full extent of the needed upgrades/expansions to accommodate (to the extent possible) future RHNA cycles. This assessment is consistent with programs 14.6 and 14.7 of the 2007-2014 Housing Element which state:

> 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
>
> Program 14.7: Assess future sewer infrastructure needs, including sewer infrastructure upgrades and facilities to accommodate future RHNA cycles in the region.
>
> Responsible Agency: Operation Services Department, Housing Division, City Council
> Time Period: 2011-2012
> Funding Source: Sewer Enterprise Fund

The City will also review infrastructure conditions and the Growth Management Ordinance between 2011 and 2014. Program 29.2 of the 2007-2014 Housing Element states:

> 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

To reduce the use of potable water and impacts to sewer facilities, the JPA members of LAVWMA have agreed to use recycled wastewater for landscaping irrigation when feasible, and program 6.1 of Pleasanton's General Plan Water Element states:

> Program 6.1: Utilize wastewater reuse/reclamation methods to the fullest extent financially and environmentally feasible….

Water Infrastructure

It is not anticipated that any of the sites which were rezoned accommodate Pleasanton's RHNA for the 2007-2014 Housing Element planning period will require potable-water pumping, storage, or pipeline upgrades. Several housing sites zoned for low-density-residential development, such as sites west of Foothill Road, will need such improvements, but these sites are zoned for low-density-residential development, and will not address Pleasanton's RHNA for the 2007-2014 Housing Element planning period. The cost of the potable-water upgrades could exceed $1 million dollars for some of these low-density residential sites. While City's water infrastructure is sufficient for future development units, water sources in California are scarce. In response to scarcity of water sources, State of California in 2009 enacted SBX7-7 requiring water providers to reduce their water demand by 20 percent by calendar year 2020 (20-20 Program). In compliance with the California's 20-20 Program, City of Pleasanton has implemented public outreach and water conservation methods for its customers. These methods include indoor plumbing retrofit and outdoor landscape irrigation more efficient upgrades. City Council approved Pleasanton's 2010 Urban Management Plan and directed staff to implement recommended water conservation programs and also establish programs for funding to mitigate water recycling in the City. Future development units will be designed utilizing the latest available water conserving technology for indoor plumbing fixtures and outdoor irrigation devices and also participate in recycled water mitigation program funding.

As required by Government Code Section 65589.7, in May 2008, the City of Pleasanton adopted an administrative policy to provide priority water and sewer service for housing developments serving lower income households.

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.

In the period 1999 through 2006, 131 second units were built or about 16 second units a year. Since then, from 2007 through 2010, 34 second units were built or approximately 9 units per year. This slow down in the construction of second units tracks the general decline in residential construction.

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. An issue specific to 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. Prior to the adoption of the 2007-2014 Housing Element, the Pleasanton City Council rezoned nine sites (BART, Sheraton, Stoneridge Shopping Center, Kaiser, Pleasanton Gateway, Auf der Maur/Rickenbach, Nearon, CarrAmerica, and CM Capital Properties) to accommodate the City's RHNA allocation, Of these nine sites, five (BART, Sheraton, Stoneridge Shopping Center, Kaiser, and Carr America) allow for mixed use development. In large part, these sites were selected for mixed use because of their potential for housing development in the context of prior infill planning and City policies. Accordingly it is very likely that these mixed use rezonings will incorporate a high density housing component,

Meeting Projected Housing Needs

Prior to the adoption of the 2007-2014 Housing Element, the City completed the rezoning and General Plan Amendments necessary to accommodate the City's RHNA. The table and map below summarize nine sites which were rezoned to meet the City's remaining need for available sites. The pages immediately following the summary table and map include background information and development considerations for the nine sites. It was the intent of the City to rezone land sufficient to meet the need for 2,000 units, The nine sites listed can accommodate approximately 2,326 units, In the tables and figures below, the nine sites are numbered 25-33 to correspond with their housing site number in the Housing Sites Inventory (Appendix B).

Table III-2 Nine Rezoned Sites-Acreages and Densities

MAP ID	Site	APN	Current Use	Prior General Plan / Zoning	New General Plan / Zoning	Total Site Acreage	Potential Acreage for Multi-family Development	Number of Units p/ac Min.	
								30 units/ac	40 units/ac
26	Sheraton	941-1201-057-02	Hotel	Retail•Highway•Service Commercial, Business & Prof. Offices	Mixed Use / PUD-MU	3.3	3.3	99	
27	Stoneridge Shopping Center[1]	941-1201-094-03	Shopping Center	Retail•Highway•Service Commercial, Business & Prof. Offices	Mixed Use / PUD-MU	74.6	10.0		400
28	Kaiser	941-1201-052-03	Vacant / parking lot	Retail•Highway•Service Commercial, Business & Prof. Offices	Mixed Use / PUD-MU	6.1	6.1	183	
25	BART[1]	941-2771-015-00 941-2778-002-00	Parking lot	Mixed Use•Business Park	Mixed Use/Business Park /PUD-MU	14.9	8.3	249	
32	CarrAmerica[1]	941-2780-019-01	Parking lot	Mixed Use•Business Park	Mixed Use/Business Park /PUD-HDR	60.0	8.4	294 [2]	
31	Nearon Site	941-2764-015-00	Vacant / parking lot	Mixed Use•Business Park	Mixed Use-Business Park /PUD-HDR	5.6	5.6	168	
33	CM Capital Properties	941-2762-006-00 941-2762-011-01	Office	Mixed Use•Business Park	Mixed Use-Business Park /PUD-MU	12.6	12.6	378	
30	Auf der Maur / Rickenbach Site	946-4542-045-03	Vacant	Retail•Highway•Service Commercial, Business & Prof. Offices	High Density Residential /PUD-HDR	16.0	11.5	345	
29	Pleasanton Gateway	947-0008-033-00	Grocery store and shopping center under construction / vacant land on the southern portion	Retail•Highway•Service Commercial, Business & Prof. Offices	High Density Residential /PUD-HDR	26.0	7.0	210	
TOTAL							**72.8**	**1,926**	**400**

Endnotes:

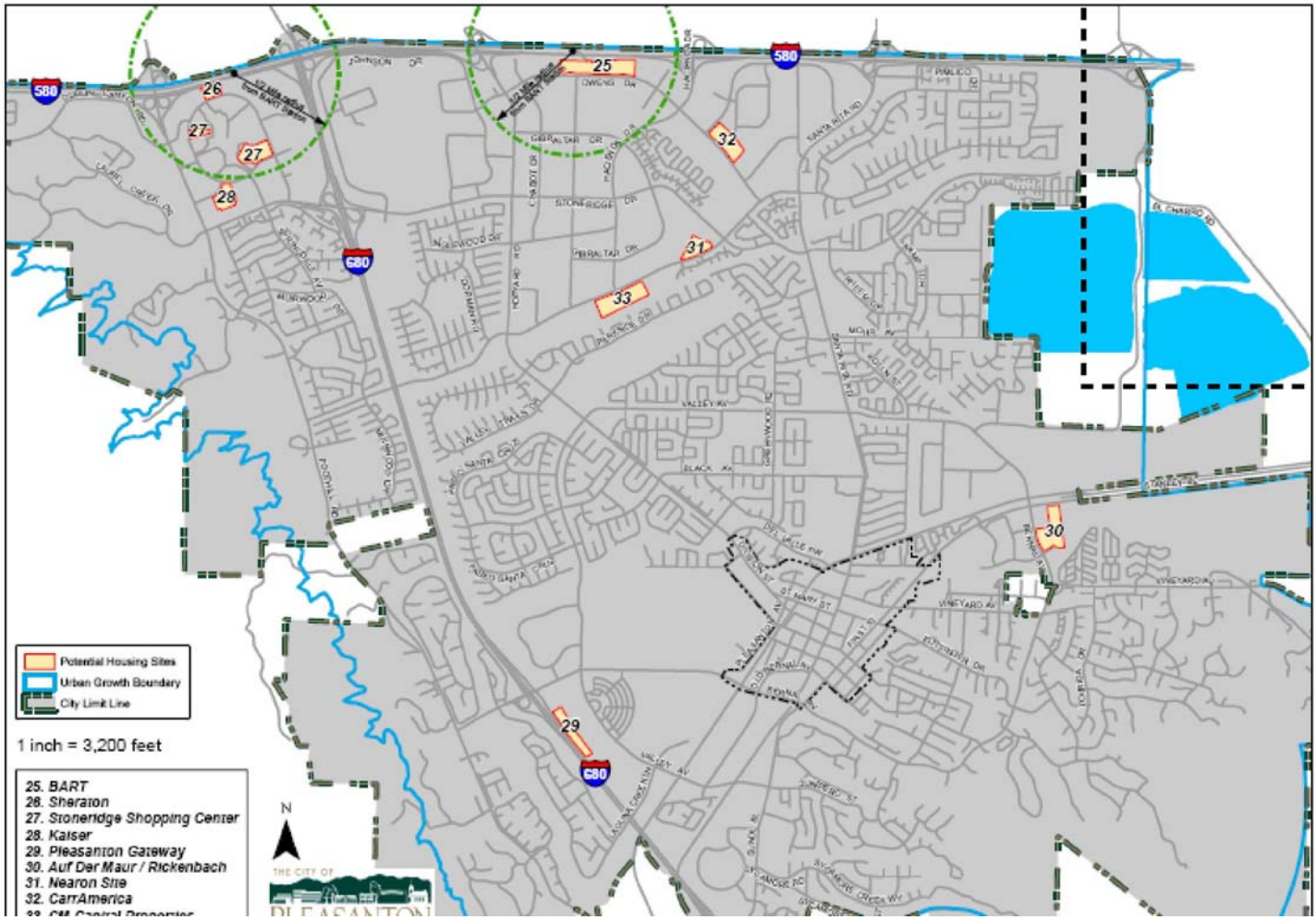
1 Estimate of potentially developable area.

2 The CarrAmerica site is calculated at a minimum density of 35 units per acre

S/P New sewer pump station and pipelines

P New pipelines

Figure III-1: Nine Rezoned Sites



Site #25

BART

Location: Dublin/Pleasanton BART

General Plan Designation: Mixed Use/Business Park

Site Zoning Accommodating High Density Residential Units: PUD-MU (High Density Residential 30+ du/ac—8.3 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning: 249+

Acreage for High-Density Residential Development: 8.3 acres – the minimum of 249 units may be developed on fewer acres at a higher density.

Background Description:

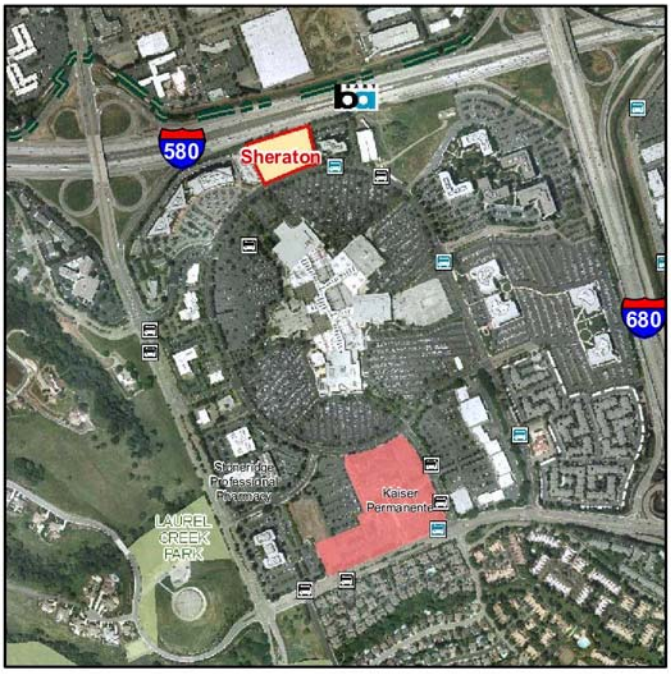
- Surface parking area at Bay Area Rapid Transit (BART) station.
- Within ½ mile of freeway on ramps.
- Adjacent to a bike route.
- Within ½ mile of a park.
- Tall, large buildings in area.
- Site is more than 5 acres in size allowing for design flexibility.

Key Considerations for Site Development:

- Consider reducing parking requirements for units within ¼ mile of BART.

Feasibility for Site Development:

The BART site is currently developed with surface parking serving the Hacienda BART station. BART was a key member of the City's Hacienda Transit Oriented Development Task Force which developed the Hacienda TOD Development Standards and Design guidelines for TOD around the Hacienda BART station. BART advocated for and assisted in the preparation of site specific detailed development standards and guidelines titled "Pleasanton TOD Standards and Guidelines: BART Property" for the subject site for the purpose of facilitating mixed use development of the site including a substantial high density residential component.



Site #26

Sheraton

Location: 5990 Stoneridge Mall Road

General Plan Designation: Mixed Use

Site Zoning Accommodating High Density Residential Units:: PUD-MU (High Density Residential at a minimum of 30+ du/ac—3.3 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning: 99+

Acreage for High-Density Residential Development: 3.3 acres

Background Description:

- Hotel building near BART station.
- Within ½ mile of freeway on-ramps.
- Tall, large buildings in area.

Key Considerations for Site Development:

- Consider reducing parking requirements for units within ¼ mile of BART.

Feasibility for Site Development:

The Sheraton site contains a hotel constructed in 1986 that has been operated by a number of owners. In recent years, City planning staff members have received multiple inquiries from residential developers interested in converting the property to a residential use. The site is immediately adjacent to the West Dublin/Pleasanton BART station, and across the street from the Stoneridge Mall and the high concentration of office employment in the Stoneridege area. Momentum for the residential development of this site will benefit from the construction of the 350 unit mixed use Windstar project approved by the City two parcels away on the other side of the BART station, and the evolving transit oriented village envisioned for the mall and BART area

Site #27

Stoneridge Shopping Center

Location: Stoneridge Mall Road Borders Site

General Plan Designation: Mixed Use **Site Zoning Accommodating High Density Residential Units:** PUD-MU (High Density Residential 40+ du/ac—10.0 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning : 400+

Acreage for High-Density Residential Development: 10.0 acres

Background Description:

- Surface parking area of existing regional shopping center; project would require relocation of existing parking to a parking structure.
- Near BART station.
- Within ½ of freeway on ramps.
- Tall, large buildings in area.
- Site is more than 5 acres in size allowing for design flexibility.

Key Considerations for Site Development:

- Consider reducing parking requirements for units within ¼ mile of BART.
- Parking structures anticipated as part of any development proposal. No net loss of parking anticipated.

Feasibility for Site Development:

The Stoneridge Shopping Center, owned by Simon Properties, currently contains approximately 40 acres of surface parking. Together with City staff, Simon identified 10 of those acres as available and suitable for high density residential development. The new development is envisioned to create a dynamic new neighborhood to complement the existing mall use. Simon has participated in several other similar residential projects at their malls at The Domain, in Austin Texas, the Firewheel Town Center in Garland Texas, and the South Park Mall in Charolette, North Carolina.

Site #28

Kaiser

Location: Southeast of Laurel Creek Way

General Plan Designation: Mixed Use

Site Zoning Accommodating High Density Residential Units: PUD-MU (High Density Residential 30+ du/ac—6.1 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning: 183+

Acreage for High-Density Residential Development: 6.1 acres

Background Description:

- Vacant site adjacent to an existing medical office complex.
- Within ½ mile of freeway on ramps and BART station.
- Tall, large buildings in area.
- Site is more than 5 acres in size allowing for design flexibility.

Key Considerations for Site Development:

- None

Site #29

Pleasanton Gateway

Location: East of I-580, South of Bernal Avenue, and West of Valley Avenue

General Plan Designation: HDR (High Density Residential)

Site Zoning Accommodating High Density Residential Units: PUD-HDR (High Density Residential 30+ du/ac—7.0 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning: 210+

Acreage for High-Density Residential Development: 7.0 acres

Background Description:

- Vacant site adjacent to a new Safeway/neighborhood commercial center (under construction).
- Adjacent to/near I-680/Bernal Avenue on/off ramps.
- Adjacent to a park/open space.
- Across from residential development.
- Site is more than 5 acres in size allowing for design flexibility.

Key Considerations for Site Development:

- Consider a feathering of densities in areas close to single-family development.
- Consider architectural style of the existing residential neighborhood when reviewing the design of any development plan.

Site #30

Auf Der Maur/Rickenbach

Location: 3150 Bernal Avenue

General Plan Designation: HDR (High Density Residential)

Site Zoning Accommodating High Density Residential Units: PUD-HDR (High Density Residential 30+ du/ac—11.5 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning: 345+

Acreage for High-Density Residential Development: 11.5 acres

Background Description:

- Vacant site.
- Within ½ mile of parks.
- Within ½ mile of an elementary school.
- Adjacent to a bike route.
- Site is more than 5 acres in size allowing for design flexibility.

Key Considerations for Site Development:

- Consider visual and distance buffers from PG&E substation located between the site and the BMX park.

Site #31

Nearon Site

Location: 5729 West Las Positas Boulevard

General Plan Designation: HDR (High Density Residential)

Site Zoning Accommodating High Density Residential Units:: PUD-HDR (High Density Residential 30+ du/ac—5.6 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning: 168+

Acreage for High-Density Residential Development: 5.6 acres**Background Description:**

- Mostly vacant site.
- Within ½ mile of parks.
- Within ½ mile of a middle school.
- Adjacent to a bike route.
- Site is more than 5 acres in size allowing for design flexibility.

Key Considerations for Site Development:

- Step back height near Verona development.
- Consider a buffer/transition area by Tassajara Creek.

Feasibility of Site Development:

The Nearon site contains an abandoned 4,000 square foot car wash structure built in 1984 which has been out of operation for at least 5 years, and surplus surface parking. The site owners were strong advocates for the residential zoning for their property. The Hacienda Business Park Owners Association supported the rezoning and future redevelopment of the site.

Site #32

CarrAmerica

Location: Southeast of Rosewood Drive and Owens Drive Intersection

General Plan Designation: Mixed Use/Business Park

Site Zoning Accommodating High Density Residential Units: PUD-MU (High Density Residential 30+ du/ac—8.4 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning: 294+

Acreage for High-Density Residential Development: 8.4 acres

Background Description:

- Undeveloped portion of large office campus area.
- Within ½ of a freeway on ramp.
- Within ½ mile of parks.
- Within ½ mile of an elementary school.
- Adjacent to a bike route.
- Site is more than 5 acres in size allowing for design flexibility.

Key Considerations for Site Development:

- There is a pending office/hotel proposal for another area of this site.

Feasibility of Site Development:

The Carr America site is a 70 acre site developed with an office and conference complex. The very low Floor Area Ratio (FAR) of the current facilities (.39 FAR) leaves generous lawn and landscape areas and surface parking lots that provide significant development potential on this Hacienda business park site. The site's owners have been discussing significant expansion plans to accommodate additional office space and a hotel with the City for the past several years. They have recently worked with City staff to identify 8.4 acres of the site for high density residential development. With its location just over one half mile from BART, and its proximity to the WalMart shopping center across the street, the site scored the highest of all sites on the Housing Element Task Force evaluation criteria for residential sites. The Hacienda Business Park Owners Association supported the rezoning.

Site #33

CM Capital Properties

Location: South of Hacienda Drive and West Las Positas Boulevard Intersection

General Plan Designation: HDR (High Density Residential)

Site Zoning Accommodating High Density Residential Units: PUD-HDR (High Density Residential 30+ du/ac—12.6 ac max.)

Estimated Potential Number of Housing Units per General Plan Designation and Zoning: 378+

Acreage for High-Density Residential Development: 12.6 acres

Background Description:

- Two parcels with existing vacant/semi-vacant office buildings.
- Within ½ mile of a grocery store.
- Across from a middle school.
- Adjacent to a bike route.
- Site is more than 5 acres in size allowing for design flexibility.

Key Considerations for Site Development:

- Consider a feathering of densities, with the lowest densities by the Arroyo Mocho and adjacent 1 story commercial developments.
- Consider landscape screening by the Arroyo Mocho and adjacent 1 story commercial developments.

Feasibility of Site Development:

The CM Capital site contains two parcels, each with an office building constructed in 1984 and 1985. One of the buildings is completely vacant. The buildings do not demise well and are, for the majority share of the tenants in the Pleasanton and Tri-Valley market, functionally obsolete. Each building would need to undergo a very costly renovation in order to make them suitable for multi-tenancy, a renovation that could probably not be justified in today's market. Residential development of this site would require demolition and redevelopment of the site. The site is located near grocery shopping and across the street from a middle school, and is located on a bike route. The site also has Hacienda shuttle service to BART. The property owners were motivated to obtain the residential zoning. The Hacienda Business Park Owners Association supports the rezoning for residential use.

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 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.

Multifamily development in areas zoned R-M, and single family development in areas zoned R-1 that meet the site development standards described in the table following are permitted uses. Development consistent with the zoning district requirements would be reviewed by the Planning Commission for conformance with design review criteria included in PMC 18.20.030.

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 *18.84.040*	150 ft	150 ft *18.84.060*	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 *18.84.040*	100 ft	125 ft *18.84.060*	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 *18.84.040*	80 ft	100 ft *18.84.060*	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 *18.84.040*	75 ft	100 ft *18.84.060*	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 *18.84.040*	70 ft	100 ft *18.84.060*	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 *18.84.040*	65 ft	100 ft *18.84.060*	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 *18.84.060*	20 ft	7 ft; 16 ft	30 ft	4, 000 sq ft *18.84.030(E)*	---	40%	30 ft	15 ft	3 ft	3 ft
RM-2,500	7,500 sq ft	70 ft	100 ft *18.84.060*	20 ft	8 ft; 20 ft	30 ft	2,500 sq ft *18.84.030(E)*	400 sq ft	50%	30 ft	15 ft	3 ft	3 ft
RM-2,000	10,000 sq ft	80 ft	100 ft *18.84.060*	20 ft	8 ft; 20 ft	30 ft	2,000 sq ft *18.84.030(E)*	350 sq ft	50%	40 ft	15 ft	3 ft	3 ft
RM-1,500	10,500 sq ft	80 ft	100 ft *18.84.060*	20 ft	8 ft; 20 ft	30 ft	1,500 sq ft *18.36.060* *18.84.030(E)*	300 sq ft	50%	40 ft	15 ft	3 ft	3 ft
C-C	---	---	---	*18.84.130*	*18.84.130*	---	1,000 sq ft *18.44.090* *18.84.030E*	150 sq ft	300%	40 ft *18.84.150*	40 ft *18.84.150*	---	---
Q	50 acre	---	---	100 ft *18.52.060—18.52.100*	100 ft; 200 ft *18.52.060—18.52.100*	100 ft *18.52.060—18.52.100*	---	---	---	40 ft	40 ft	100 ft *18.52.060—18.52.100*	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, exceptions to the development standards and agreater number of affordable housing units through the PUD process than it would have been possible with conventional zoning.

The PUD process is discretionary and requires review at both the Planning Commission and City Council level. However, it allows great flexibility regarding the standards to be used and these standards can be tailored to specific sites, thus ensuring, for example, that sites near transit incorporate elements of Transit Oriented Development, and that a mix of land uses is allowed where appropriate. In order to ensure that the PUD process does not create uncertainty for potential developers, Program 9.8 commits the City to preparing and adopting Development Standards and Design Guidelines to facilitate the development of high quality multifamily housing, and to create more certainty for residential development on sites zoned PUD. These standards are intended to be similar to ones already adopted for multifamily development for three sites in the Hacienda TOD area.

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	For 30 unit Single Family Project	Multi-Family Unit	For 170 Unit Project
Building Permit and Plan Check Fees[1]	$3,486	$104,580		$185,239
Local Water Connection Fee	$3,000			$9,600
Local Water Meter Fee	$400			$910
Local Sewer Connection Fee	$500		$330/unit	$56,100
Public Facilities Fee	$4,385		$2,674	$454,580
Low-Income Housing Fee	$10,155		$2517/unit[2]	$363,707
Local Traffic Impact Fee	$4,364		$3,054 /unit	$519,180
In-Lieu Park Dedication Fee	$9,707		$7,969/unit	$1,354,730
GIS Mapping Fee	$0.002/sf site		$0.002/sf site	$487.87
Zone 7 Water Connection Fee	$22,230		varies	$177,840
DSRSD Sewer Connection Fee	$13,840		$9,121/unit	1,591,200
Tri-Valley Transportation Fee	$2,170		$1,380/unit	$244,290
Zone 7 Drainage Fee	$1.00/sf		$1.00/sf	$122,000
PUSD School Impact Fee	$6.74/sf		$3.04/sf	$516,800
Total per unit and per project Permit and Impact Fees	$102,863	$3,085,910	$33,499	$5,694,838
PUD Application Fee	n/a	$2,000	n/a	$2,000
Subdivision Map Fee	n/a	$2,300	n/a	n/a
Total Processing, Permit and Impact Fees; and per unit	$103,007	$3,090,210	$33,511	$5,696,838
Planning and Impact Fees as a percentage of all fees		46%		56%
Planning fees as a percentage of all fees		1.6%		0.035%

Source: City of Pleasanton Community Development Department, December 2011
Notes: 1. For single family development, the estimate assumes a 3,000 s.f. home and a 30 unit project; for the multifamily project the assumptions are: 170 units on 5.6 acres; 4,000 s.f. recreation and pool facility; 177,250 gross s.f. of residential development; 275 parking spaces (175 in garage; 200 surface parking), 38,000 s.f. walkways, 58,000 s.f. landscaping.
2. Low Income Housing Fee not paid on MF units restricted to lower income households.

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 (8 or more units per acre), 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

The City adopted its first growth management ordinance in 1978, designed to regulate the location and rate of new residential growth in a period of sewage treatment constraints and air quality concerns. The growth management program was most recently modified in October 2009 to allow the City Council to override the annual housing allocation in order to meet the City's share of the regional housing need. Currently, the Growth Management Ordinance:

- Establishes an annual limit for new residential units (with the exception described in the previous paragraph);
- Requires the apportionment of new residential units to categories of projects (i.e. affordable projects; major projects; and first-come, first-serve projects);
- Describes a process for obtaining an allocation under the program.

In recent years, as fewer large residential development sites are available, and the number of residential units seeking building permits became significantly lower than the annual allocation, the growth management ordinance has not come into play. In 2010, the City amended its Growth Management ordinance to ensure that it did not prevent the City from approving residential development assigned to the City through the RHNA process. Because the number of units approved to date in this planning period (January 2007 through June 2014) is 1,976 units less than the RHNA assignment, there are extensive opportunities for new housing development in the planning period such that the amended Growth Management Ordinance will have no impact on the cost, supply, timing or affordability of housing likely to be proposed in that time-frame. However, as this Housing Element will result in the redesignation of a number of sites to allow

multifamily residential development, and as housing development emerges from the recent slump, the City will conduct a review of the Growth Management Program as necessary to ensure that that growth is consistent with housing needs and infrastructure capacity (Program 9.1).

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 parts of the eastern boundary lines represent other City limits, Dublin and Livermore, respectively, beyond which Pleasanton cannot extend. The western and southern boundaries, comprised of steep slopes and ridgelands, 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.

East Pleasanton is the only area where the Urban Growth Boundary limits the extent of development in an area where development is feasible. In this area, approximately 100 acres of incorporated land lies outside the Urban Growth Boundary, approximately 75 acres of which is potentially developable as residential uses. (The other 25 acres is located within the Livermore Airport Protection Area which prohibits residential development.) However, the East Pleasanton Specific Plan area also includes approximately 100 acres of vacant land remediated from previous mining operations that are within the City limits and within the Urban Growth Boundary. As such, the boundary serves to discourage sprawl but still provides sufficient land within its borders to accommodate several decades of growth without impact to cost, supply, timing, and affordability of housing.

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.

Comparison of Inclusionary Requirements

Jurisdiction	Minimum Project Size	Percent Required	I Incentives
Pleasanton	15 units	15% (20% for single family projects)	Alternatives to construction of units on-site, fee waiver, design modifications. State Density Bonus, use of City funds, priority processing.
Livermore	11 units for construction. Smaller projects required to pay in-lieu fee.	15% (10% in Redevelopment Plan areas)	Alternatives to construction of units on-site, second units. State Density Bonus, fee waiver, design modifications, use of City funds, priority processing.
Dublin	20 units	13%	Alternatives to construction of units on-site, State Density Bonus, density flexibility, fee waiver, design modifications, use of City funds, priority processing.
Hayward	20 units	15%	Alternatives to construction of units on-site, State Density Bonus, fee waiver, design modifications, use of City funds, priority processing.
Fremont	7 units	15%	Alternatives to construction of units on-site, State Density Bonus, design modifications.
San Rafael	2 units	2-10 units:10%; 11-20 units: 15%; 21+ units; 20%	Alternatives to construction of units on-site, State Density Bonus, design modifications, density bonus.
Napa	2 units	10%	Conversion to affordable housing, in-lieu fee, land dedication, off-site construction, State Density Bonus, fee waiver, design modifications, use of City funds, priority processing.
Foster City	Larger sites with Redevelopment Area	(15% requirement) but up to 30% because of the contributions and incentives provided by the City.	Redevelopment, Alternatives to construction of units on-site, State Density Bonus, density flexibility, fee waiver, design modifications, use of City funds, priority processing.
San Mateo	11 units	10%	Alternatives to construction of units on-site, State Density Bonus, density flexibility, fee waiver, design modifications, use of City funds, priority processing.

Pleasanton Inclusionary Requirements

Pleasanton's inclusionary requirements help to achieve the City's affordable housing goals by increasing the production of residential units affordable to households of very low, low, and moderate income either through construction of units or by providing funds for affordable housing. Another purpose of the requirement is to ensure that the remaining developable land in Pleasanton is utilized in a manner consistent with the city's housing policies and needs. The City requires that 15 percent of the total number of units of all new multiple-family residential projects containing 15 or more units be affordable to very low and low income households. For all new single-family residential projects of 15 units or more, at least 20 percent of the project's dwelling units must be affordable to very low, low, and/or moderate income households. Commercial, office, and industrial development are also required either to construct units or pay an in-lieu fee.

Inclusionary units must: (1) be dispersed throughout the project unless otherwise approved by the City; and, (2) be constructed with identical exterior materials and an exterior architectural design that is consistent with the market rate units in the project. However, inclusionary units can be of smaller size than the market units in the project and they may have fewer interior amenities than the market rate units in the project. Other requirements are that the inclusionary units remain affordable in perpetuity through recordation of an affordable housing agreement, and that the inclusionary units in a project be constructed concurrently within or prior to the construction of the project's market rate units.

Although the City's ordinance requires rental development to provide affordable units, a recent court case does not permit this unless the developer agrees and receives either financial assistance or a regulatory incentive. The City is currently exploring alternatives regarding rental housing projects.

Pleasanton Inclusionary Flexibility and Incentives

The primary emphasis of the inclusionary zoning ordinance is to achieve the inclusion of affordable housing units to be constructed in conjunction with market rate units within the same project in all new residential projects. However, since this may not always be practical, the City allows alternative ways for a development to meet its inclusionary requirement. At the discretion of the City, alternatives include: construction of units off-site at a location within the city other than the project site; land dedication; credit transfers if a project exceeds the total number of inclusionary units required; alternate methods of compliance as approved by the City Council; and payment of a lower income housing fee.

The following incentives may be approved for applicants who construct inclusionary units on-site: (1) fee waiver or deferral; (2) design modifications (educed setbacks; reduction in infrastructure requirements; reduced open space requirements; reduced landscaping requirements; reduced interior or exterior amenities; reduction in parking requirements; and height restriction waivers); (3) use of available lower income housing funds for the purpose of providing second mortgages to prospective unit owners or to subsidize the cost of a unit to establish an affordable rent or an affordable sales price; and (4) priority processing of building and engineering approvals.

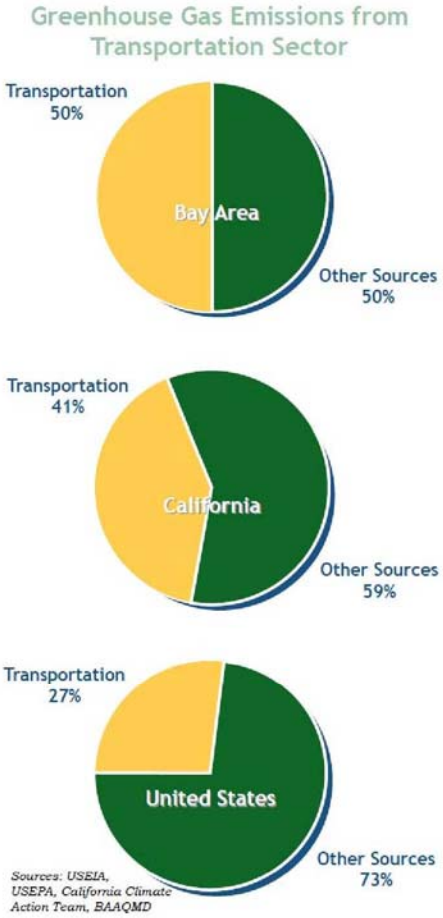
Evaluation

The City of Pleasanton's inclusionary requirements are similar to those of other jurisdictions in Alameda County and similar size communities in the Bay Area and are not a constraint to the production of housing. In general, inclusionary requirements in the Bay Area range from 10% up to 25%, with the majority of jurisdictions requiring 15-20% of the units in projects to be affordable to very low, low and moderate income households. Projects have been submitted recently that provide further evidence of the feasibility of developing units under the City's inclusionary requirements. Many communities offer a variety of concessions or incentives for construction of affordable units, including but not limited to, density bonuses or incentives of equal financial value, waiver or modification of development standards, provision of direct financial assistance, and deferral or reduction of payment of fees.

The general range for the size of projects requiring the construction of affordable units (and tipping of inclusionary requirements) is at 10 or more units. However, there are jurisdictions in that require the payment of fees for smaller projects. Those jurisdictions require a proportional fee based on the size of the project.

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.

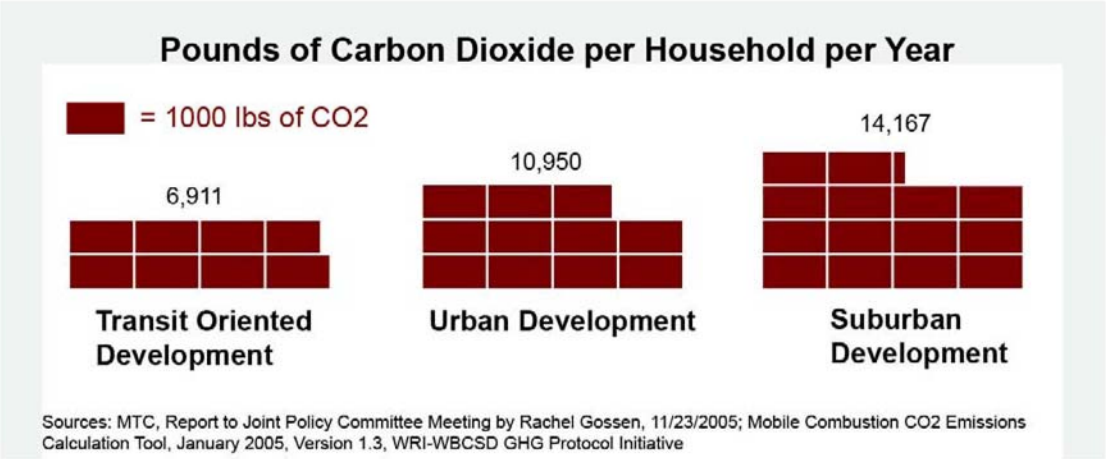
Sustainability, climate action planning, and energy conservation are local, regional and national concerns. According to the Environmental Protection Agency (EPA), "Smart growth development practices support national environmental goals by preserving open spaces and park land and protecting critical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

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 CO2 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 CO2 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 AB32 Global Warming legislation and newly passed SB375 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.

Appendix A
Review and Assessment of 2003 Housing Element

REVIEW AND ASSESSMENT OF 2003 HOUSING ELEMENT PROGRAMS
August 2, 2011 – *DRAFT*
Planning Period Review: January 1, 1999 to June 30, 2009

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

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

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

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

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

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				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. Add timing as follows: 2011-2014 Add responsibility as follows: Planning Division, Planning Commission, City Council [Program 6.3]
GOAL 3: Ensure that sufficient rental housing units are provided and retained to serve Pleasanton residents who choose to rent or who cannot afford ownership housing.				Modify goal. Modify goal as follows: GOAL 3: Endeavor to provide and retain a sufficient number of rental housing units ~~Ensure that sufficient rental housing units are provided and retained~~ to serve Pleasanton residents who choose to rent or who cannot afford ownership housing. [GOAL 3]
GOAL 4: Encourage the production of market-rate moderate-income ownership housing and assisted low- and very-low-income ownership housing.				Modify goal. Modify goal as follows: GOAL 4: Encourage the production of market-rate moderate-income ownership

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				housing and assisted ownership housing affordable to low- and very-low-income households. ~~low- and very-low-income ownership housing.~~ [GOAL 4]
Policy 11: Encourage at least 50 percent of multiple-family housing units to be rental apartments at build-out.				Modify policy. Modify policy as follows: Policy 11: Encourage at least 50 percent of multiple-family housing units to be rental apartments ~~at build-out~~. [Policy 7]
Program 11.1: 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.	On-going	Housing Division	Objective met. Between January 1, 1999 and June 30, 2009, of the 797 condominiums, apartments, duets, and townhomes built, 660 or 82 percent were rentals. Monitoring continues as part of the City's Condominium Conversion Ordinance.	Continue program, timing, and responsibility. [Program 7.1]
Policy 12: Minimize displacement of tenants in rental apartments and mobile homes and encourage ownership of lower-cost residential units by prior renters through the regulation of condominium conversions.				Continue policy. [Policy 8]
Program 12.1: 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).	As needed	City Council	Objective met—revisions not needed. Revisions to the Condominium Conversion Ordinance were prepared in 2007 to address mitigating tenant displacement, retaining at least 50 percent rentals, moving assistance, and maintaining leasehold rights for seniors,	Continue program, timing, and responsibility.

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

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

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

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
subject to normal procedures.				~~needs~~. Potential sources may include the HUD Section 202 and 811 programs (for senior housing and housing for persons with disabilities~~disabled housing~~), the S~~s~~tate HELP and CHFA programs, S~~s~~tate/F~~f~~ederal lower-income housing tax credits, and bond financing. The timing of application will depend upon the schedule for specific projects proposed by individual developers in as much as the City does not currently own any land for development of housing affordable to low- and very-low-income households ~~affordable housing development~~. If the City is successful in securing an open source of funding for housing affordable to low- and very-low-income households ~~affordable housing~~, such as s~~S~~tate 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. [Program 9.4]
Program 13.5: Reserve sufficient numbers of housing units per year through the Growth Management Program to meet City objectives for owner-occupied and rental housing developments which provide at least 25 percent low- and very-low-income units.	On-going	City Council	Objective partially met. The Growth Management Program has not been a constraint to development in recent years	Delete program. Replaced with policy 16 about accommodating RHNA. Program 34.7 requires a

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

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

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
units identified as having major building code violations each year between 2001 and 2006, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 2006. Single-family homes will be identified through the City's Housing Rehabilitation Program which already has in place an outreach program. The City will survey existing apartment complexes, including working with local non-profit housing development agencies, to ascertain the need for rehabilitation. Owners of identified complexes will be contacted and made aware of the availability of rehabilitation assistance.	going beginning in 2001	Division	has generally met the annual goal for major rehab of ownership homes through its Housing Rehabilitation Program with an average of 2-4 homes per year. Demand has decreased recently as many owners are reluctant to assume debt even if deferred. In 2006, the City hired a consultant (Neighborhood Solutions) to identify any rental complexes in need of rehabilitation. The consultant was not been able to identify an apartment complex for rehabilitation due to the lack of interested owners and the generally good condition of older rental complexes in Pleasanton. The City is ready and willing to utilize this component of the Housing Rehabilitation Program should an opportunity present itself.	Continue responsibility. Modify program as follows: Program 16.2: Attempt to rehabilitate five ~~affordable~~ ownership-housing units affordable to low- and very-low-income households identified as having major building code violations each year between 2007~~2001~~ and 2014~~2006~~, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 2014~~2006~~. Single-family homes will be identified through the City's Housing Rehabilitation Program which already has in place an outreach program. The City will survey existing apartment complexes, including working with local non-profit housing development agencies, to ascertain the need for rehabilitation. Owners of identified complexes will be contacted and made aware of the availability of rehabilitation assistance. Modify timing as follows: Annually; on-going ~~beginning in 2001~~ [Program 11.2]

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

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

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
housing.			protections for the affected tenants (for example, most owners agreed to continue accepting below-market rents for one year after the termination of their agreements). In 2006, the City initiated changes to its Condominium Conversion Ordinance to incorporate an inclusionary requirement (consistent with the Inclusionary Zoning Ordinance) and to update protections for tenants who are subject to displacement. The revisions were put on hold due to no more demand for condo conversions.	the owners regarding anti-displacement policy or relocation mitigation, where appropriate. In order to encourage the retention of ~~affordable~~ 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~~ will begin working with the affected tenant at least one year prior to the term expiration to facilitate the tenant's transition from below-market-rate to market-rate housing or to locate for the tenant other below-market-rate housing. [Program 13.4]
Program 18.5: Strive to develop additional joint-venture very-low- and low-income housing projects with other public agencies and non-profit organizations by the year 2005 to replace potentially lost assisted units elsewhere in the City.	2002-2005	Housing Div., City Council	Objective met. The City worked with BRIDGE Housing Corporation during this period to develop a 105-unit assisted living facility (The Parkview) which includes 31 units for very-low and extremely-low-income seniors. The project opened in 2007. In 2006, the City began an analysis for redeveloping Kottinger Place and Pleasanton	Modify program and timing. Continue responsibility. Modify program as follows: Program 18.5: Strive to develop additional joint-venture housing projects affordable to low- and very-low- ~~and low-~~income households ~~housing projects~~

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
Program 19.2: The land use studies on designated unincorporated sites with potential for land use changes to residential will be conducted as follows: 1. Study each site for its potential and desirability for residential development considering both the City's needs for additional land for housing and constraints such as traffic, land use compatibility with adjacent properties and uses, and environmental issues such as soil contamination. 2. Sites identified for potential residential use will be re- designated for such on the General Plan and pre-zoned to a residential zoning district. The City will work with the Local Agency Formation Commission (LAFCO) regarding annexation. 3. Sites will be annexed to the City of Pleasanton, either as part of a development plan or separately.	2003	Planning Dept., Planning Commission, City Council	In progress. Staples Ranch has been studied, rezoned, and approved for 635 new senior units and an affordable housing agreement was approved as part of this project. In January 2011, the property was annexed.	Delete program. All sites under consideration for rezoning to high density residential within the current planning period are within incorporated Pleasanton.
Program 19.3: Fund the infrastructure improvements contained in the Public Facilities Element to accommodate projected housing growth.	Annually	City Council	Objective met. The City's infrastructure improvements are funded through the City's CIP program and by new development needing the improvements. During the reporting period, several infrastructure improvements were funded including the extension of Valley Avenue to accommodate the Greenbriar apartments, and the restriping of Busch Road to accommodate the Gardens senior apartments at Ironwood.	Modify program. Continue timing and responsibility. Modify program as follows: Program 19.3: ~~Fund~~ Identify a funding mechanism for ~~the~~ infrastructure improvements contained in the General Plan ~~Public Facilities Element~~ to accommodate projected housing growth. [Program 14.1]
Program 19.4: Waive City fees for very-low- and low-income housing developments.	On-going	City Council	Objective met. Since 2003, the City has waived a total of approximately $4m in fees for three affordable projects.	Modify program. Continue timing and responsibility. Modify program as follows: Program 19.4: Waive City fees for housing developments affordable to low- and very-low-income

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			housing.	incentives for the development of housing affordable to low- and very-low-income households and ~~affordable housing and~~ to overcome barriers to housing affordable to low- and very-low-income households.~~affordable housing~~. Modify timing as follows: On-going ~~2003-2004~~ [Program 14.4]
Program 19.8: 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.	2002-2003	Housing Commission, City Council	Objective met. City staff has participated actively with Pleasanton's mayor on committees to review and reform the regional fair share allocation process including the consideration of subregional allocations. These efforts are on-going.	Modify program and timing. Continue responsibility. Modify program as follows: Program 19.8: Support ~~s~~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. Modify timing as follows: On-going ~~2002-2003~~ [Program 14.5]
				Add program, timing, and responsibility.

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

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

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

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

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

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				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. Add timing as follows: 2011-2014 Add responsibility as follows: Housing Division, Housing Commission, City Council [Program 16.2]
Policy 22: Use the lower-income-housing fee to generate funds for the provision of very-low- and low-income housing. The low-income housing fund should be used primarily to leverage State and Federal funds in the development of very-low- and low-income housing and in-housing loan programs, so that the fund may be used most efficiently and maintained over time.				Modify policy. Modify policy as follows: Policy 22: Use the lower-income-housing fee to generate funds for the provision of housing affordable to low- and very-low-income households. ~~very-low- and low-income housing.~~ The low-income housing fund should be used primarily to leverage State and Federal funds in the development of housing affordable to low- and very-low-income

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				~~households very-low- and low-income housing~~ and in-house~~ing~~ 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. [Policy 17]
Program 22.1: 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.	2002/Annually	Finance Dept., Housing Div., Housing Commission, City Council	Objective met. This is done annually on January 1.	Continue program and responsibility. Modify timing. Modify timing as follows: ~~2002/~~Annually [Program 17.1]
Program 22.2: Exempt all low- and very-low-income housing units from the low-income housing fee.	On-going	Housing Commission, City Council	Objective met. These units are exempted.	Modify program. Continue timing and responsibility. Modify program as follows: Program 22.2: Exempt all ~~low- and very-low-income~~ housing units affordable to low- and very-low-income households from the low-income housing fee. [Program 17.2]
Program 22.3: Use the Lower-Income Housing Fund to help build low- and very-low-income housing on City-owned land.	As needed / On-going	City Council	Objective met. The City donated land valued at $3.5m for the Parkview Assisted Living Facility project.	Modify program. Continue timing and responsibility. Modify program as follows:

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				Program 22.3: Use the Lower-Income Housing Fund to help build housing affordable to low- and very-low-income households ~~housing~~ on City-owned land. [Program 17.3]
Program 22.4: 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.	As needed / On-going	City Council	Objective met. The City used many of these techniques during the program period to facilitate the production of affordable units (e.g., establishment of a down payment assistance program, pre-development and constructions loans for affordable housing projects, City payment of fees on behalf of developers, etc.).	Continue program, timing, and responsibility. [Program 17.4]
				Add program, timing, and responsibility. Add program as follows: Program 22.5: 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. Add timing as follows:

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
high-density residential developments, including open space, amenities, and facilities for the intended occupants.				[Policy 24]
Policy 30: Encourage non-profit housing developments by offering incentives. Non-profit developers of very-low-, low-, and moderate-income housing shall have the highest City priority for approval. Specific City incentives to encourage such housing developments are the following: • Priority for the Growth Management affordable-housing sub allocation; • Expedited permit processing; • Fee waivers; • Contributions from the lower-income housing fund; • Use of available City-owned land; • Density bonuses; • Waiver of amenities for projects over the mid-point of the General Plan density range; • City assistance in obtaining financing or funding; • Assistance in providing public improvements; • Consideration of reduced development standards, such as reducing the number of parking spaces; and • Mortgage revenue bonds.				Modify policy. Modify policy as follows: Policy 30: Encourage non-profit and joint for-profit housing developments by offering incentives. Non-profit and joint for-profit housing developers of housing affordable to moderate-, low- and very-low-income households ~~Encourage non-profit housing developments by offering incentives. Non-profit developers of very-low-, low-, and moderate-income housing~~ shall have the highest City priority for approval. Specific City incentives to encourage such housing developments are the following: • Priority for the Growth Management affordable-housing sub allocation; • Expedited permit processing; • Fee waivers; • Contributions from the lower-income housing fund; • Use of available City-owned land; • Density bonuses; ~~• Waiver of amenities for~~

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				~~projects over the mid-point of the General Plan density range;~~ • City assistance in obtaining financing or funding; • Assistance in providing public improvements; ~~and~~ • Consideration of reduced development standards, such as reducing the number of parking spaces (this consideration does not include reducing the number of required on-site parking spaces in the Downtown Specific Plan Area); and ~~Mortgage revenue bonds.~~ • Consideration of mortgage revenue bonds. [Policy 25]
Program 30.1: Actively solicit non-profit housing organizations to develop very-low-, low-, and moderate-income housing on available sites using lower-income-housing fees.	On-going	Housing Division	In progress. The City contracted with Christian Church Homes to conduct a predevelopment analysis of the potential for increasing the number of affordable units at Kottinger Place and the possibility of combining Kottinger Place with Pleasanton Gardens. The City recently issued a second RFP (focusing on non-profit housing organizations) to solicit a project	Modify program. Continue timing and responsibility. Modify program as follows: Program 30.1: Actively assist owners of property zoned or designated High-Density-Residential in soliciting non-profit housing organizations for proposals to develop housing affordable to

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
			family apartments, the Parkview assisted living facility, Kottinger Place redevelopment). The City will continue to consider this policy if it acquires land in the future.	becomes available to the City, consider reserving those sites for non-profit organizations to build housing affordable to moderate-, low-, and very-low-income households ~~very-low, low-, and moderate-income housing~~that include three bedroom units for large households. [Program 25.3]
Policy 31: Encourage housing developments which include at least 25 percent very-low- and low-income housing units held as such in perpetuity. Such development proposals shall be considered to have the second highest priority in terms of City approval. Incentives shall include the following: • Priority for the Growth Management affordable-housing sub-allocation for the affordable-housing component; • Expedited permit processing; • Fee waivers; • Contributions from the lower-income housing fund; • Density bonuses; • Assistance in obtaining financing; • Waiver of amenities for projects over the mid-point General Plan density; • Assistance in obtaining Federal and State tax credits through use of City resources as seed money when significant numbers of low- and very-low-income housing units are provided; • Assistance in providing public improvements; • Consideration of reduced development standards, such as reducing the number of required parking spaces; and • Mortgage revenue bonds.				Modify policy. Modify policy as follows: Policy 31: ~~Encourage~~ H~~h~~ousing developments ~~which include~~ with at least 25 percent of all units affordable to very-low- and/or low-income households ~~very-low- and low-income housing units held as such~~ in perpetuity~~. Such development proposals~~ shall be considered to have the second highest priority in terms of City approval. Incentives shall include the following: • Priority for the Growth Management affordable-housing sub-allocation for the affordable-housing component; • Expedited permit processing; • Fee waivers;

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				• Contributions from the lower-income housing fund; • Density bonuses; • Assistance in obtaining financing; • ~~Waiver of amenities for projects over the mid-point General Plan density;~~ • Assistance in obtaining Federal and State tax credits through use of City resources as seed money when significant numbers of housing units affordable to low- and very-low-income households ~~housing units~~ are provided; • Assistance in providing public improvements; and • Consideration of reduced development standards, such as reducing the number of required parking spaces; and Mortgage revenue bonds. [Policy 26]
Policy 32: Strongly encourage housing developers to build small housing units. Multiple-family residential developments with units less than 800 square feet in floor area and single-family residential developments with units less than 1,200 square feet in floor area, which provide housing at moderate-income levels, shall have the third highest priority for City approval.				Modify policy. Modify policy as follows: Policy 32: Strongly

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

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

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

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

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

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

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

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
residential uses above-ground-floor commercial establishments.		Planning Commission, City Council		timing and responsibility. Modify timing as follows: 2011-2014 ~~2002-2003~~ Modify responsibility as follows: Planning Division~~Dept.~~, Planning Commission, City Council [Program 36.3]
Program 42.5: Institute a program by which the City would assist developers of mixed-use projects to secure loans from financial institutions.	2002-2003	Housing Div., Finance Dept., Housing Commission	Not yet done.	Continue program and responsibility. Modify timing. Modify timing as follows: 2011-2014 ~~2002-2003~~ [Program 36.4]
Program 42.6: 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.	2002-2003	Housing Div. and Planning Dept. to identify potential options for Housing Commission, Planning Commission, City Council review	Objective partially met after reporting period. A development agreement was approved in 2010 for the relocation of the Pleasanton Automall to Staples Ranch. A more specific site inventory for high density housing is being developed as part of the current Housing Element update and a portion of the existing automall site is on the draft site inventory list.	Modify program, timing, and responsibility. Modify program as follows: Program 42.6: Develop appropriate incentives which would facilitate relocating existing commercial/office/industrial uses in order to enable development with residential uses. Specific i~~I~~ncentives may include the following:

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				• 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. Modify timing as follows: As needed ~~2002-2003~~ Modify responsibility as follows: Housing Div. and Planning Division ~~Dept.~~ to identify potential options for Housing Commission, Planning Commission, City Council review [Program 36.5]
Policy 43: Disperse affordable housing units throughout new residential developments. For phased developments, ensure that the majority of affordable units are not postponed until the final stages of development.				Modify policy. Modify policy as follows: Policy 43: Disperse ~~affordable~~ housing units affordable to low- and very-

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				low-income households. ~~to developers of low- and very-low-income housing, including both non-profit and for-profit developers, to construct low- and very-low-income housing on identified sites~~. Modify timing as follows: As appropriate, (i.e., based on land availability). [Program 38.3]
Policy 45: Study non-residential properties identified in Table IV-6 for conversion to residential land use in conjunction with the Land Use Element update. Undertake the Land Use study and update within one year of adoption of the Housing Element. Follow-up changes to the Land Use Element modifications with appropriate rezonings.				Delete policy. Addressed in program 16.1.
Policy 46: 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.				Continue policy. [Policy 39]
GOAL 16: Eliminate discrimination in housing opportunities in Pleasanton.				Modify goal. Modify goal as follows: **GOAL 16: Continue City policies e~~E~~liminatinge discrimination in housing opportunities in Pleasanton.** [GOAL 16]
Policy 47: 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				Modify policy. Modify policy as follows: Policy 47: Promote fair and

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
also maintain up-to-date information on affordable housing opportunities and fair housing issues on its web site.				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 ~~affordable housing opportunities~~ and fair housing issues on its web site. [Policy 40]
Program 47.1: Support State and Federal provisions for enforcing anti-discrimination laws.	As needed	City Attorney's Office	Objective met. The City contracts with ECHO Housing, a non-profit agency, to provide housing counseling, fair housing, and tenant-landlord services to Pleasanton residents. Approximately $65,000 per year is allocated for these services.	Continue program, timing, and responsibility. [Program 40.1]
Program 47.2: 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.	On-going/ As needed	City Attorney's Office	Objective met. Through its annual contract with ECHO Housing, the City provides printed materials to the public on fair housing laws and related information. Information is also posted on the City's web site. When necessary, complaints are referred to HUD and other	Continue program, timing, and responsibility.

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

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

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

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

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

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

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

Goals, Policies, and Programs / Objectives	Timing	Responsibility	Evaluation	Continue / Modify / Delete / Add
				Program 50.1: Implement the applicable housing related air quality, climate change, green building, water conservation, energy conservation, and community character programs of the Pleasanton General Plan, including: - 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 Add timing as follows: On-going Add responsibility as follows: Planning Division, Planning Commission, City Council [Program 44.1]
Policy 51: Strongly encourage energy and water conservation designs and				Delete policy. Replaced with

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

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

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

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

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

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

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

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

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

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

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

Appendix B
Housing Sites Inventory

Residentially Zoned Parcels Without Current Development Approvals

2012-02-03

MAP ID	Inventory ID	Project/ Property Name Location/ Assessors Parcel Number	General Plan LU / Current Zoning	Number of Existing Units	Project Acreage	Site Acreage by APN	Acreage by LU[1]	Maximum Density per Current LU[3]	Average Density by LU[3]	Realistic Additional Unit Capacity[2,3]	PP / QQ	Site Constraints	Specific Plan Area	Current Use
1	F	Joel & Greist Property Foothill (west side of Foothill Rd. in general) 941 200000102	Parks and Recreation / PUD-LDR/OS	0	3.86	3.86	3.86	0	0.2	0	Yes	W	none	
	F	Joel property 25 Tehan Canyon Rd. 941 190000200	Ag and Grazing / PUD-OSD	1	50.4	50.4	32.39	1	1	1				
	F		RDR / PUD-OSD	1			18.02	3	3	1				
2	Vr	Olesen property West of 2776 Foothill Rd. (946 393000402)	LDR / R-1-40	0	1.11	1.11	1.11	2	1	1	Yes		none	Vacant
3	Ur	McCarthy property 2768 Foothill Rd 946 39300501	LDR / R-1-40	1	1.61	1.61	1.6	3	2	1	Yes		none	
5	Vr	Harvest Valley Christian Church 3200 Hopyard Rd. 941 090706200	HDR / RM-15	0	2.99	2.99	2.99	23+	44	44	No		none	Vacant
6	Ur	Altieri/Marshall (Hoile)* (PUD-66) 1851 Rose Ave. 946 347900100	MDR / PUD-MDR	1	9.09	9.09	6.95	55	34.0	14	Yes		none	House, Storage, Open Space
	F		Public Health and Safety / PUD-LDR	0			2.13	1	—					
	Ur		Wildland Overlay / PUD-MDR	0			2.13	1	—					
7	Ur	Singleton property 2207 Martin Ave. 946 114604600	LDR / PUD-LDR	1	1.67	1.67	1.67	3	1	1	No	S	SDSP	House
8	Vr	Gonsalves property (RZ-97-02) 2215 Martin Ave. 946 114604700	LDR / PUD-LDR	1	1.66	1.66	1.66	3	1	1	No	S	SDSP	Vacant
9	Vr	Wiemken property (RZ-97-02) 3747 Trenery Dr. 946 457400400	LDR / PUD-LDR	1	1.01	1.01	1.01	2	1	1	No	S	none	Vacant
10	Ur	Selway property 2313 Martin Ave. 946 457 400600	LDR / PUD-LDR	1	5.09	5.09	5.09	10	5	4	No	S	none	House

Residentially Zoned Parcels Without Current Development Approvals

MAP ID	Inventory ID	Project/ Property Name Location/ Assessors Parcel Number	General Plan LU / Current Zoning	Number of Existing Units	Project Acreage	Site Acreage by APN	Acreage by LU[1]	Maximum Density per Current LU[3]	Average Density by LU[3]	Realistic Additional Unit Capacity[2,3]	PP / QQ	Site Constraints	Specific Plan Area	Current Use
11	Ur	Larson property Trenery Dr. (west parcel of 3547 Trenery Dr. APN: 946-457-400-200) 946 457400300	LDR / PUD-LDR	1	1.55	1.55	1.55	3	1	1	No	S	none	House
	Ur	Molinaro/Donato 4189 And 4171 Old Stanley Blvd., including 3 adjacent unaddressed parcels to the north 946 168901100		1		0.14		1+	2.0					
	Ur	946 168901600		1		0.32		2+	4					
	Vr	946 168901700		0		0.26		2+	4					
	Vr	946 168901800		0		0.3		2+	4					
12	Vr	946 168901900	HDR / R-1-65	0	1.17	0.15	1.17	1+	2	12**	No		DTSP	House, Storage, Open Space
13	Ur	Remen Tract Vineyard Ave./Linden Wy. 946 170400801	MDR / R-1-10	1	0.82	0.82	0.82	6	4	3	No	D / S	none	House, Storage, Open Space
13	Ur	Remen Tract Vineyard Ave./Linden Wy. 946 170400805	MDR / R-1-10	1	0.33	0.33	0.33	2	1	1	No	S	none	House
14	Ur	Auf der Maur property 4534 Bernal Ave. APN UNK	MDR / PUD-MDR	2	10.25	10.25	10.25	82	51	51	Yes		none	Houses, Open Space
	Ur	Lund Ranch II Property (PUD-25) Lund Ranch Rd. 948 001500104	LDR / PUD-LDR				58.43	116	58					
	Ur		MDR / PUD-LDR				0.29	2	1					
	F		Public Health and Safety / PUD-LDR				13.29	1	—					
15	Ur		RDR / PUD-LDR	1	195.07	195.07	123.04	24	24	UNK	Yes		none	House, Barn, Storage, Vacant
	Vr	Spotorno** 948 001500201	MDR / PUD-MDR	0			13.254	106	66		Yes		HVSP	
	F		Public Health and Safety / PUD-MDR	0		42.4	29.14	1	—		Yes		HVSP	

Residentially Zoned Parcels Without Current Development Approvals

MAP ID	Inventory ID	Project/ Property Name Location/ Assessors Parcel Number	General Plan LU / Current Zoning	Number of Existing Units	Project Acreage	Site Acreage by APN	Acreage by LU[1]	Maximum Density per Current LU[3]	Average Density by LU[3]	Realistic Additional Unit Capacity[2,3]	PP / QQ	Site Constraints	Specific Plan Area	Current Use
	Vr	948 001500202	LDR / PUD-LDR	1			2.94	5	3		Yes		HVSP	
	F	949 001600600	Public Health and Safety / PUD-LDR	0		3.87	0.92	1	—		Yes		HVSP	
	Vr		Low Density: 1 Dwelling / PUD-SRDR	0			23.07	11	—		No		HVSP	
	F		Public Health and Safety / PUD-MDR	0							Yes		HVSP	
	F		Public Health and Safety / PUD-SRDR	0			87.62	1	—		Yes		HVSP	
16	Vr		MDR / PUD-MDR	0	157.56	111.3	0.6	4	3	UNK	No		none	Vacant
	Vr		LDR / PUD-RDR	0			76.84	153	76		Yes			
	F	Lin Property 1400 Hearst Dr. 950 000400206	Parks and Recreation / PUD-RDR	0			397.49	—	—		Yes			Water tank/ Vacant
17	F		Public Health and Safety / PUD-RDR	0	560.31	560.31	85.96	1	—	UNK	Yes		none	
18	Ur	Nolan & Dwyer Property 1027 Rose Ave. 094 012804100	MDR / PUD-MDR	1	1.5	1.5	1.5	12	7.0	3	No	10K	none	House
19	Vr	Auf de Maur / Maestas Property 418 Rose Ave. 094 015300100	HDR / RM-15	0	0.26	0.26	0.26	2+	4	4	No	A	DTSP	Vacant
20	Vr	Frades/Fuller property Foothill (west side of Foothill Rd. in general) 941 210000900	RDR / PUD-A/RDR	0		5.09	5.09	1	1	1	Yes	W	none	Vacant
21	Vr	Gywy property Foothill (west side of Foothill Rd. in general) 941 210000500	RDR / PUD-RDR/LDR/OS	0	11.76	6.67	6.67	1	1	0	Yes	W	none	Vacant
22	Vn	W.P. Carey[6] 941 277801200	Mixed Use & Business Park / PUD-MU	0	8.4	8.4	8.4	462	N/A	252	No	S	none	Vacant
23	Vn	BRE[6] 941 277801100	Mixed Use & Business Park / PUD-MU	0	8.2	8.2	8.2	451	N/A	246	No	S	none	Vacant
24	Vn	Roche[6] 941 276100300	Mixed Use & Business Park / PUD-MU	0	12.4	33.32	12.4	682	N/A	372	No	S	none	Vacant

Residentially Zoned Parcels Without Current Development Approvals

MAP ID	Inventory ID	Project/ Property Name Location/ Assessors Parcel Number	General Plan LU / Current Zoning	Number of Existing Units	Project Acreage	Site Acreage by APN	Acreage by LU[1]	Maximum Density per Current LU[3]	Average Density by LU[3]	Realistic Additional Unit Capacity[2,3]	PP / QQ	Site Constraints	Specific Plan Area	Current Use
26	Ur	Sheraton 941-1201-057-02	Mixed Use / PUD-MU	0	3.3	3.3	3.3	N/A	N/A	99	no	S/W	none	Hotel Building
27	Ur	Stoneridge Shopping Center[4] 941-1201-094-03	Mixed Use / PUD-MU	0	10	10	10	N/A	N/A	400	no	S/W	none	Mall Parking Lot
28	Vr	Kaiser 941-1201-052-03	Mixed Use / PUD-MU	0	6.06	6.06	6.06	N/A	N/A	183	no	S/W	none	Vacant
25	Ur	BART[4] 941-2771-015-00 941-2778-002-00	Mixed Use & Business Park / PUD-MU	0 0	14.9	6.96 7.97	14.9	N/A	N/A	249	no no		none none	BART Parking Lot
32	Ur	CarrAmerica[5] 941-2780-019-01	Mixed Use & Business Park / PUD-HDR	0	8.9	8.9	8.9	N/A	N/A	294	no	S/W	none	Part of Office Campus
31	Ur	Nearon Site 941-2764-015-00	Mixed Use & Business Park/ PUD-HDR	0	5.6	5.6	5.6	N/A	N/A	168	no	S/W	none	Mostly Vacant w/ Site Improv.
33	Ur	CM Capital Properties 941-2762-006-00 941-2762-011-01	Mixed Use & Business Park / PUD-MU	0 0	12.61	5.93 6.69	12.6	N/A	N/A	378	no	S/W	none	Part of Office Campus
30	Vr	Auf der Maur/Rickenbach Site 946-4542-045-03	HDR/ PUD-HDR	0	11.5	11.5	11.5	N/A	N/A	345	no	S/W	none	Vacant
29	Vr	Pleasanton Gateway 947-0008-033-00	HDR/ PUD-HDR	0	7	7	7	N/A	N/A	210	—		East Bernal Specific Plan	Vacant
34	Vr	Pleasanton Gateway 947-0008-033-00	MDR / PUD-HDR	0	19.7	19.7	19.7	157	98	98	—		East Bernal Specific Plan	Vacant
Totals										3,447				

Endnotes:

Specific Plan Codes:

Residentially Zoned Parcels Without Current Development Approvals

2012-02-03

MAP ID	Inventory ID	Project/ Property Name Location/ Assessors Parcel Number	General Plan LU / Current Zoning	Number of Existing Units	Project Acreage	Site Acreage by APN	Acreage by LU[1]	Maximum Density per Current LU[3]	Average Density by LU[3]	Realistic Additional Unit Capacity[2,3]	PP / QQ	Site Constraints	Specific Plan Area	Current Use

UNK= Unkown
LU= Land Use
N/A= Not Applicable

* Project has been adjusted per proposal.

** Project area contains a parcel with two zonings under one APN., one of the zonings is a non-residential.

General Note:
The calculation of residential units is rounded down to the whole unit if under 0.9 and rounded up where 0.9 and over.

Footnotes:
1 Acreage is based on City of Pleasanton GIS data
2 Existing Units are not included in the number provided.
3 According to the Pleasanton General Plan, new development is prohibited in the "Public Health and Safety" and "Wild lands Overlay", land use designations, other than 1 home on a lot of record before Sept. 1986.
4 Estimate of potentially developable area.
5 The CarrAmercia site is calculated at a minimum density of 35 units per acre.
6 Calculated at 55 units per acre per the Hacienda TOD Standards and Design Guidelines.

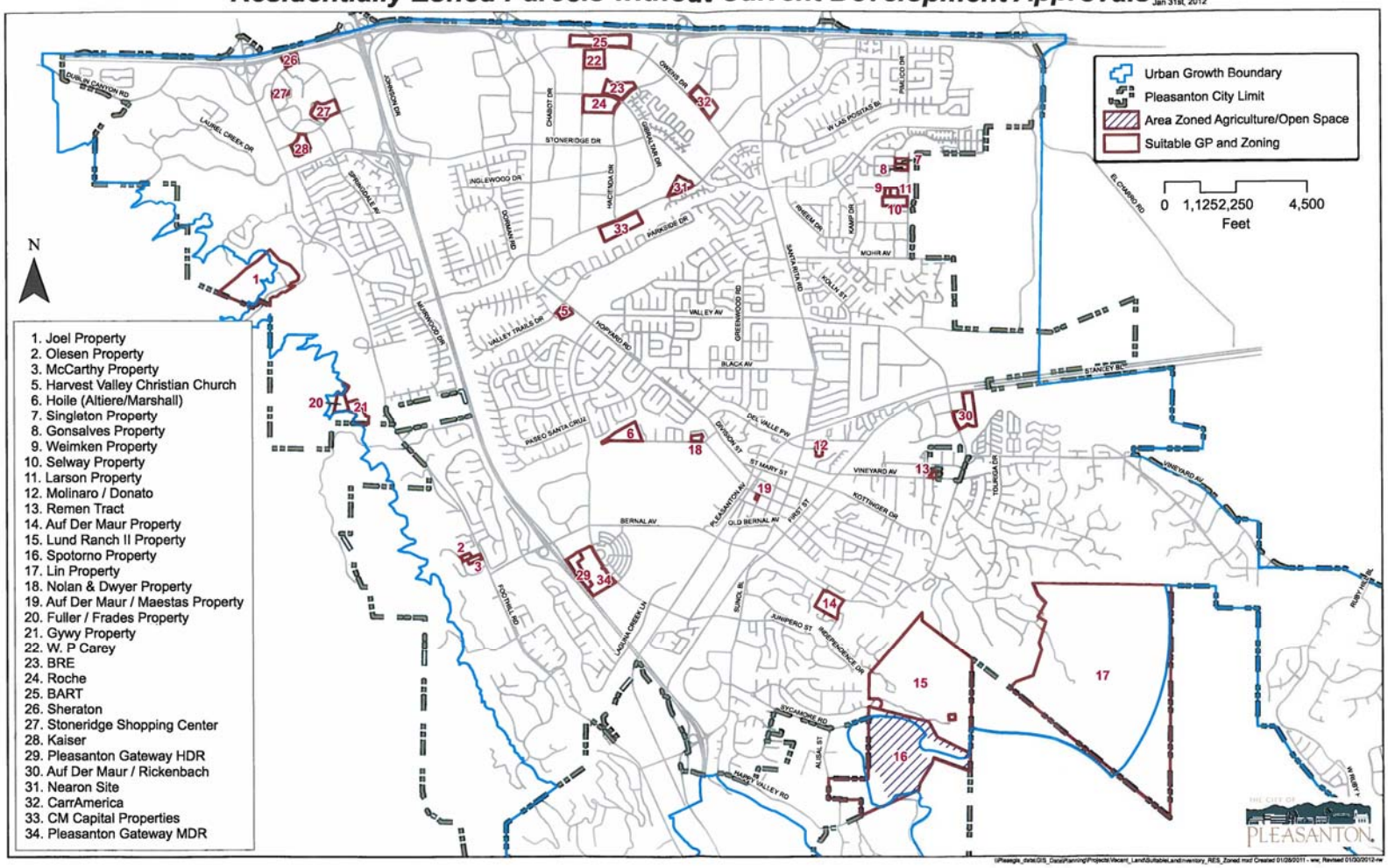
Specific Plan Codes:
SDSP Stoneridge Drive Specific Plan
DTSP Downtown Specific Plan
HVSP Happy Valley Specific Plan

Site Constraints Codes:
A Access constraints
D May require demolitions of existing structures
G General Plan amendment required
S Sewer constraints
W Water constraints
10K Lot size minimum is 10,000 square feet

Inventory ID Codes:
Vr Vacant residential
Vn Vacant non-residential with residential allowed
Ur Underutilized residential

Residentially Zoned Parcels without Current Development Approvals

Jan 31st, 2012



Appendix C
Annual Survey of Apartment Rents and Vacancy Rates (2011)

THE CITY OF PLEASANTON

2011 Rent and Vacancy Survey

Apartment Complex	Telephone	Total Units	BMR Units	Total Units Vac	Vac Rate (%)	Market Rents: 1 Bedroom Low	Market Rents: 1 Bedroom High	Market Rents: 2 Bedroom Low	Market Rents: 2 Bedroom High	Market Rents: 3 Bedroom Low	Market Rents: 3 Bedroom High	Below-Market Rents (BMR): 1 Bedroom Low	Below-Market Rents (BMR): 1 Bedroom High	Below-Market Rents (BMR): 2 Bedroom Low	Below-Market Rents (BMR): 2 Bedroom High	Below-Market Rents (BMR): 3 Bedroom Low	Below-Market Rents (BMR): 3 Bedroom High
4319 Railroad Ave. Apartments	(925) 461-4820	19	0	0	0%	$1,050	$1,199	$1,400	$1,450								
4324 Railroad Ave. Apartments	(510) 891-9060	10	0	1	10%			$1,050	$1,195								
Archstone Hacienda	(925) 398-7368	540	135	25	5%	$1,475	$1,778	$1,856	$2,075	$2,250	$2,800	$1,360	$1,417	$1,720	$1,770	$1,953	$2,053
Avalon Pleasanton	(925) 847-8777	456	0	11	2%	$1,340	$1,447	$1,720	$1,830								
Brentwood Apartments	(925) 462-7603	40	0	0	0%			$1,325	$1,350								
Civic Square Apartments	(925) 484-1011	262	0	1	0%	$1,359	$1,379	$1,575	$1,749								
Cypress Gardens Apartments	(925) 462-6886	29	0	0	0%	$995	$1,050	$1,095	$1,150								
Del Prado Apartments	(925) 846-9689	94	0	1	1%	$1,339	$1,489	$1,462	$1,562								
Fairview Apartments	(510) 352-6310	22	0	0	0%	$950	$1,250										
Gatewood Apartments	(925) 426-0700	200	0	1	1%	$1,320	$1,590	$1,599	$2,195								
Hacienda Commons	(925) 847-8844	212	0	3	1%	$1,100	$1,415	$1,395	$1,700								
Las Ventanas Apartments	(925) 846-2287	131	0	2	2%	$1,225	$1,275	$1,395	$1,395	$1,750	$1,750						
Norton Way Apartments	(925) 426-2566	19	0	0	0%	$775	$825	$1,100	$1,225								
Plaza de la Vista Apartments	(925) 846-4460	52	0	3	6%	$895	$1,025	$1,035	$1,295								
Pleasanton Glen	(925) 931-9310	171	0	4	2%	$1,358	$1,358	$1,646	$1,861	$2,010	$2,200						
Pleasanton Place	(925) 484-3609	51	0	2	4%	$1,215	$1,315	$1,445	$1,650								
Royal Garden Apartments	(925) 846-3100	57	0	1	2%			$1,300	$1,350								
Santa Maria Apartments	(925) 462-5850	59	0	2	3%			$1,275	$1,425								
Springhouse Apartments	(925) 847-9438	354	0	8	2%	$1,249	$1,449	$1,599	$1,749								
Stoneridge Apartments	(925) 463-9603	520	0	25	5%	$1,400	$1,715	$2,100	$2,265								
The Kensington	(925) 846-8882	100	31	5	5%	$1,600	$1,795	$1,995	$2,475	$2,495	$2,705	$823	$1,445	$983	$1,806	$1,133	$2,095
The Promenade	(925) 461-1948	146	68	2	1%	$1,265	$1,290	$1,565	$1,790			$834	$1,007	$994	$1,202	$1,073	$1,385
Valley Plaza Villages	(925) 426-0377	144	0	1	1%	$1,329	$2,665	$1,836	$3,225								
Vista del Sol Apartments	(925) 846-4974	74	0	3	4%	$890	$995										
Woodland Villas Apartments	(925) 484-3710	150	0	3	2%	$1,299	$1,319	$1,599	$1,680								
Total / Average:		3,912	234		3%	$1,211	$1,411	$1,494	$1,724	$2,126	$2,364	$1,006	$1,290	$1,232	$1,593	$1,386	$1,844

This information was collected in spring 2011 from the owners and/or property managers of the rental developments listed above (2010 data were used where 2011 data were unavailable). The table is intended to include major rental apartment complexes in Pleasanton but is not comprehensive. Information on "below market rent" (BMR) units is provided for apartment complexes that are required to rent a percentage of units at reduced rents pursuant to regulatory agreements between the City and the apartment owners. Actual rents may vary according to floor plan, amenities, and other criteria.

Appendix D
Community Workshops Summary Report

Community Workshops Summary Report

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

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

THE CITY OF PLEASANTON 2007-2014

Housing Element Update

THE CITY OF 2007-2014

PLEASANTON

Housing Element Update

Pleasanton Housing Element Update Task Force

Cheryl Cook-Kallio, City Councilmember
Matt Sullivan, City Councilmember
Kathy Narum, Planning Commissioner
Jennifer Pearce, Planning Commissioner
Colleen Lopez, Housing Commissioner
David Stark, Housing Commissioner
Brian Arkin, At-Large Representative
Stacey Borsody, At-Large Representative
James Dibiase, At-Large Representative
James Hines, At-Large Representative
Mary Roberts, At-Large Representative

Pleasanton City Staff

Nelson Fialho, City Manager
Steven Bocian, Assistant City Manager
Brian Dolan, Director of Community Development
Janice Stern, Planning Manager
Robin Giffin, Senior Planner
Scott Erickson, Housing Specialist
Terry Snyder, Senior Office Assistant

Consultant

Baird + Driskell Community Planning
Jeffery Baird, AICP

For more information, please contact Janice Stern, Community Development Department, City of Pleasanton, 200 Old Bernal Avenue, Pleasanton, CA 94566. Email: jstern@ci.pleasanton.ca.us
Phone: 925.931.5606 Fax: 925.931.5483

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A Workshop Flyer
B Housing Element Workshop Workbook
C. Criteria Rating from Community Workshops
D. Public Comments Mentioning Criteria (forthcoming)
E. Public Comments: All public comments through March 23, 2011 may be viewed on the City's website at: http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html
Binders of the comments are also available for viewing at the City Offices at 200 Old Bernal Avenue, Monday through Friday, 8 a.m. to 5 p.m.

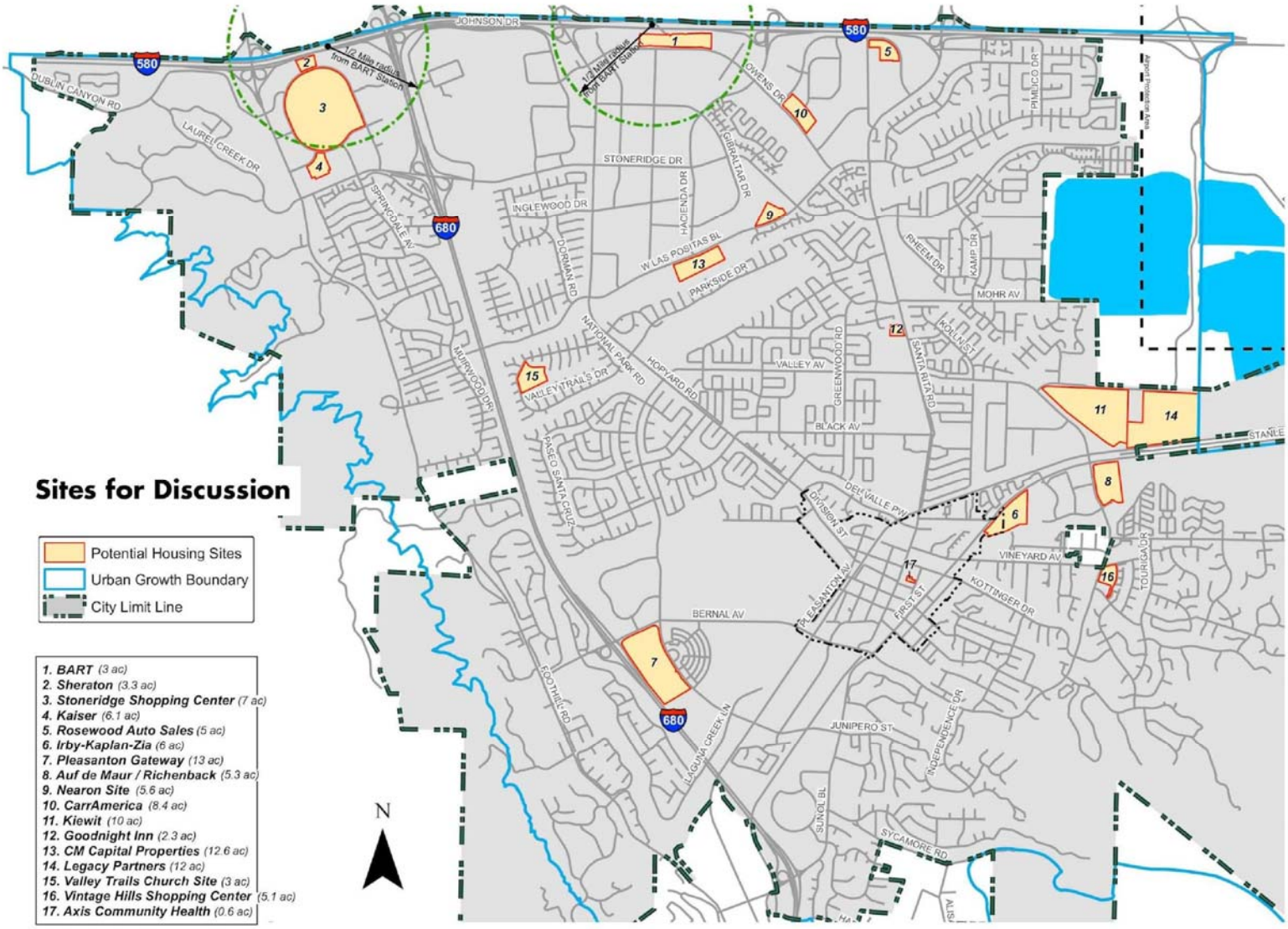
Section I

Overview of the Community Workshops

A Purpose and Organization of the Workshops

Three community workshops were organized by the City's Community Development Department to provide information and to encourage community comments and discussion of the update of the City's Housing Element of the General Plan. The primary purpose of the outreach effort was to obtain feedback on rezoning of potential sites for higher density housing. A list of potential housing sites had been drafted by the 11-member Housing Element Update Task Force (comprised of two Council members, two Planning Commissioners, two Housing Commissioners, and five at-large members). The Task Force then used scores on a number of criteria to narrow-down the broader list of sites to a preliminary list of sites totaling 108 acres of land to be considered for rezoning. A map of the sites for discussion is provided on the following page.

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


Sites for Discussion
Potential Housing Sites
Urban Growth Boundary
City Limit Line
1. BART (3 ac)
2. Sheraton (3.3 ac)
3. Stoneridge Shopping Center (7 ac)
4. Kaiser (6.1 ac)
5. Rosewood Auto Sales (5 ac)
6. Irby-Kaplan-Zia (6 ac)
7. Pleasanton Gateway (13 ac)
8. Auf de Maur / Richenback (5.3 ac)
9. Nearon Site (5.6 ac)
10. CarrAmerica (8.4 ac)
11. Kiewit (10 ac)
12. Goodnight Inn (2.3 ac)
13. CM Capital Properties (12.6 ac)
14. Legacy Partners (12 ac)
15. Valley Trails Church Site (3 ac)
16. Vintage Hills Shopping Center (5.1 ac)
17. Axis Community Health (0.6 ac)
N
JOHNSON DR
1/2 Mile radius from BART Station
DUBLIN CANYON RD
LAUREL CREEK DR
STONERIDGE DR
INGLEWOOD DR
SPRINGDALE AV
HACIENDA DR
GIBALTAR DR
OWENS DR
W LAS POSITAS BL
PARKSIDE DR
DORMAN RD
NATIONAL PARK RD
HOPYARD RD
VALLEY TRAILS DR
MURRWOOD DR
PASEO SANTA CRUZ
VALLEY AV
GREENWOOD RD
SANTA RITA RD
KOLL ST
RHEEM DR
KAMP DR
MOHR AV
BLACK AV
DEL VALLE PW
DIVISION ST
PLEASANTON AV
FIRST ST
VINEYARD AV
KOTTINGER DR
TOURIGA DR
BERNAL AV
FOOTHILL RD
LAGUNA CREEK LN
JUNIPERO ST
INDEPENDENCE DR
SUNOL BL
SYCAMORE RD
PIMLICO DR
580
680

The workshops were held as follows:

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

- Saturday, March 12th at 9:30 a.m. at the **Pleasanton Senior Center**, 5353 Sunol Boulevard.

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

City of Pleasanton Housing Element Workshop

THE CITY OF PLEASANTON 2007-2014 Housing Element Update

Welcome!

A · G · E · N · D · A

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

1 LARGE GROUP: Welcome and Purpose
A. Welcome and Introductions
B. Review of the Workshop Purpose and Agenda

2 LARGE GROUP: Presentation of Housing Element Background Information and Overview of the Workshop Stations
A. Housing Element Overview
B. Potential Housing Sites
C. Questions of Clarification
D. Overview of the Workshop Stations

3 VISIT THE WORKSHOP STATIONS: Please Visit the Workshop Stations for Information and Feedback Activities
(Please see the Workshop Workbook)
A. Pleasanton Housing Needs
B. How We Rated Potential Housing Sites
C. Potential Housing Sites — Your Input is Needed!
D. Arrived Late? (and Other Questions)

B Outreach for the Workshops and Who Attended

Pleasanton Today

The City of Pleasanton Newsletter

February 25, 2011

Housing Element Community Meetings

Pleasanton's Housing Element

Task Force Rolls Up Its Sleeves

City of Pleasanton Housing Element Update

Schedule of Meetings

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

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

C Activities at the Workshop Stations

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

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

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

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

Section 2

Community Workshop Summaries

A Summary of Comments Related to Evaluation Criteria

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

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

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

B Summary of Comments Related to Specific Sites

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

Site #1: BART:

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

Site #2: Sheraton:
Comments from two respondents were received. One positive; one commented on over-crowded schools.

Site #3: Stoneridge Shopping Center:
Comments from three respondents were received. One commented that expanded shopping opportunities would be better than housing; another commented on over-crowded schools.

Site #4: Kaiser:
One comment was received regarding over-crowded schools.

Site #5: Rosewood Auto Sales:
Two comments were received. One stating it is a good choice for housing; the other commenting on over-crowded schools.

Site #6: Irby-Kaplan-Zia:
Comments from three respondents were received. One asked that Pleasanton not be "overcrowded". One noted that the historic portion of the site should be preserved. One commented on overcrowded schools.

Site #7: Pleasanton Gateway:
Approximately 225 pages of comments were received, many of them e-mails or letters sent after the Community Workshops. The overwhelming majority of the comments were against the rezoning of this site for multifamily housing. The most-frequently mentioned factors against rezoning of the site included:

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

Site #8: Auf De Maur/Rickenback:

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

Site #9: Nearon Site:
Comments from four respondents were received. Comments included: kids will get into trouble here; increase in crime; negative traffic impacts; negative impact on creek and the environment; and over-crowded schools.

Site #10: CarrAmerica:
One comment was received: over-crowded schools.

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

Site #12: Goodnight Inn:
Five respondents commented on this site. Comments included: needs to be one-story; need to consider community fit; prior City Council said no to housing here; too small a site; needs adequate setbacks from existing residential; over-crowded schools; negative impact on existing residential.

Site # 13: CM Capital Properties:
Nineteen respondents commented on this site. Comments included: Parkside area already too congested with activities at the park; it's unfair to also have activities (traffic and noise) to the rear of the residential area; bad location across from Hart Middle School because of crime and drug problems; negative impact on home values; over-crowded schools; need jobs not homes; too close to creek; will limit the type of tenants that can locate nearby; rezoning will reduce synergies of businesses locating close to each other; should retain the business area. Several comments included items to consider if the site was developed, such as: allow the same number of stories that would be allowed under commercial development; allow only one story or two story; mitigate visual impact with landscaping and with stepping back upper stories.

Site #14: Legacy Partners:

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

Site #15: Valley Trails Church Site:
Over 160 pages of comments were received including several pages of signatures of residents who opposed the selection of the site, e-mails and comments received at the Community Workshops. The overwhelming majority of comments were in opposition to the selection of this site. The most frequently mentioned factors against the rezoning of the site included:

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

Site #16: Vintage Hills Shopping Center:
Four respondents commented on this site. These comments included: just started to get some commercial uses that residents enjoy; surrounding residents have been hit hard with reduced house values; already have high density housing nearby; no BART or other transit; poor freeway access; over-crowded schools; crime and graffiti; traffic impacts. Comments concerning issues to consider if the site is developed: require bit setbacks from existing residents; no mixed use – it will make building too tall; require adequate parking.

Site #17: Axis Community Health:
One responded commented: over-crowded schools.

C Workshop Summaries

March 8, 2011 Workshop (Fairlands Elementary School)

The community workshop was opened with a presentation by Brian Dolan, Director of Community Development, Janice Stern, Planning Manager, and Jeff Baird, consultant with Baird + Driskell Community Planning. At the conclusion of the workshop presentation, the workshop was opened for public comment. Comments about site numbers relate to the numbers shown on the sites map. A summary of verbal comments follows. Written comments received at the workshop can be viewed on the City's website at: http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html . Approximately 127 people, not including City staff and Housing Element Task Force members, attended the workshop.

Summary of verbal comments

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

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

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

2. Are the maps to scale?

   It was noted that the wall maps include a scale.

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

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

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

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

5. What is the definition of a unit?

It was stated that it is housing for one household.

6. Is there a priority ranking for sites?

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

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

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

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

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

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

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

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

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

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

13. It was noted that the potential for future services to be provided, such as a grocery store, near a site should be a consideration when evaluating sites.

14. It was noted that many of the other sites seem appropriate for rezoning, but not Valley Trails.

15. How many developers will build housing? What if there are no proposals to construct housing?

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

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

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

17. A concern about a blind turn and an increase in traffic near the Valley Trails site, if it were rezoned, was noted.

18. A concern about the number of children on bikes, the blind turn, and an increase in traffic near the Valley Trails site was noted.

19. A concern about a potential increase in crime near the Valley Trails site, if it were rezoned, was noted.

20. There were several requests to not include the Valley Trails site on the list of potential housing sites.

21. It was noted that the criteria for rating potential sites are mostly about how a site will relate to future residents on the site and not about how a rezoning of the site will impact the existing residents in the surrounding area. It was noted that if residential property values decline, this will impact the City.

22. It was noted that Valley Trails residents have expressed in the past that they want a park on the site, not housing.

23. There was a request for a glossary of terms.

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

24. It was noted that there is vacant land in Pleasanton which is not on the list of potential sites for rezoning. It was suggested that the Valley Trails site be taken off the list.

25. There was a suggestion to rezone the fairgrounds parking lot to allow for high density housing.

26. There was a suggestion to not approve another grocery store and to use this land as a potential high density residential site.

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

27. It was noted that some criteria are more important. There was a request that the more important site rating criteria be worth more than 1 point.

28. There was a request to receive an acknowledgement when a comment is received.

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

29. There was a request to let the City Council know this process will be easier if the Valley Trails site is removed as a potential housing site.

30. Can the public's comments from the workshops be posted on the City's website?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Site Evaluation Criteria

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

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

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

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

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

March 12, 2011 Workshop (Pleasanton Senior Center)

The community workshop was opened with a presentation by Brian Dolan, Director of Community Development, Janice Stern, Planning Manager, and Jeff Baird, consultant with Baird + Driskell Community Planning. Public comments were taken during the workshop presentation and at the conclusion of the workshop presentation. Comments about site numbers relate to the numbers shown on the sites map. A summary of verbal comments follows. Written comments can be viewed on the City's website at:
http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html
Approximately 69 people, not including City staff and Housing Element Task Force members, attended the workshop. During its workshop presentation, staff asked how many people in the audience did not attend the workshop on Tuesday. About half of the audience raised their hands.

Summary of Verbal Comments

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

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

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

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

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

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

   This is correct.

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

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

5. It was noted that the affordability level of affordable units expire over time thus creating the need to provide for more affordable units in the future.

6. Why didn't voters get to decide whether or not to continue fighting the lawsuit in court?

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

7. Why don't we put units at Staples Ranch? Valley Trails is in an existing neighborhood, why not put units where they would have less of an impact on existing residents? It was noted that Valley Trails is a quiet, safe neighborhood.

8. It was noted that in the past certain projects were constructed which were suppose to include affordable units but the developers ran out of money. A few projects were mentioned including one by Andrews Drive. It was noted that this is a reason why Pleasanton is behind in its affordable unit numbers. It was asked if this is going to happen again.

9. Why isn't the land adjacent to the West Pleasanton/Dublin BART on the list of Potential sites?

   This site has already been rezoned and counted.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

    Yes.

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

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

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

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

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

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

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

24. Why wasn't Staples Ranch considered?

    The plan for Staples Ranch was recently adopted..

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

    It can be either.

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

    No, this is not a specific requirement.

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

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

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

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

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

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

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

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

    It was noted that underutilized land is being evaluated too.

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

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

Site Evaluation Criteria

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

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

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

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

March 14, 2010 Workshop (Lydiksen Elementary School)

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

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

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

Summary of Verbal Comments

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

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

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

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

3. It was noted that Pleasanton is the way it is because it was planned that way, without high density housing. It was noted that to change an established neighborhood now by including high density housing is a significant change and very different.

4. A comment was noted that a resident didn't purchase a house in Dublin because she didn't want to live in/near high density housing.

5. Why wasn't Staples Ranch considered as a potential housing site?

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

6. It was stated that it doesn't seem like all of the possible sites for high density housing were considered if Staples Ranch wasn't considered.

7. Why wasn't the vacant site across from the library considered?

   This site was considered.

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

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

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

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

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

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

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

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

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

    It includes what housing needs still need to be met.

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

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

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

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

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

17. What about criteria which is deemed important?

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

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

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

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

20. Are some potential housing sites in industrial areas?

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

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

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

Site Evaluation Criteria

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

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

APPENDIX A: Workshop Flyer

THE CITY OF PLEASANTON

Housing Element Update

UPCOMING COMMUNITY WORKSHOPS

— Please attend and have your say —

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

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

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

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

What is the process for preparing a Housing Element?

In October 2010, the City Council appointed a Housing Element Update Task Force comprised of two City Council members, two Planning Commissioners, two Housing Commissioners, and five at-large members. The Task Force has met on four occasions and to date has recommended a preliminary list of sites to consider for rezoning consisting of 17 potential housing sites totaling 108 acres (see map on other side). This list will be reduced to sites more closely totaling the required 70 acres.

What happens if the City does not complete a Housing Element meeting State requirements? The City was supposed to have completed the Housing Element update by June 30, 2009, but did not do so as the outcome of the litigation on the City's Housing Cap was unclear. The Settlement Agreement for the Housing Cap litigation committed the City to a new deadline of August 16, 2011. Failure to prepare an acceptable Housing Element by the deadline could result in additional court sanctions, including the loss of the City's power to issue building and related permits, cessation of the City's ability to zone property and issue variances, and court ordered approval of building permits, tentative and final subdivision maps in order to meet the City's regional housing obligation.

Please Mark Your Calendar!

Community Workshop Dates:

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

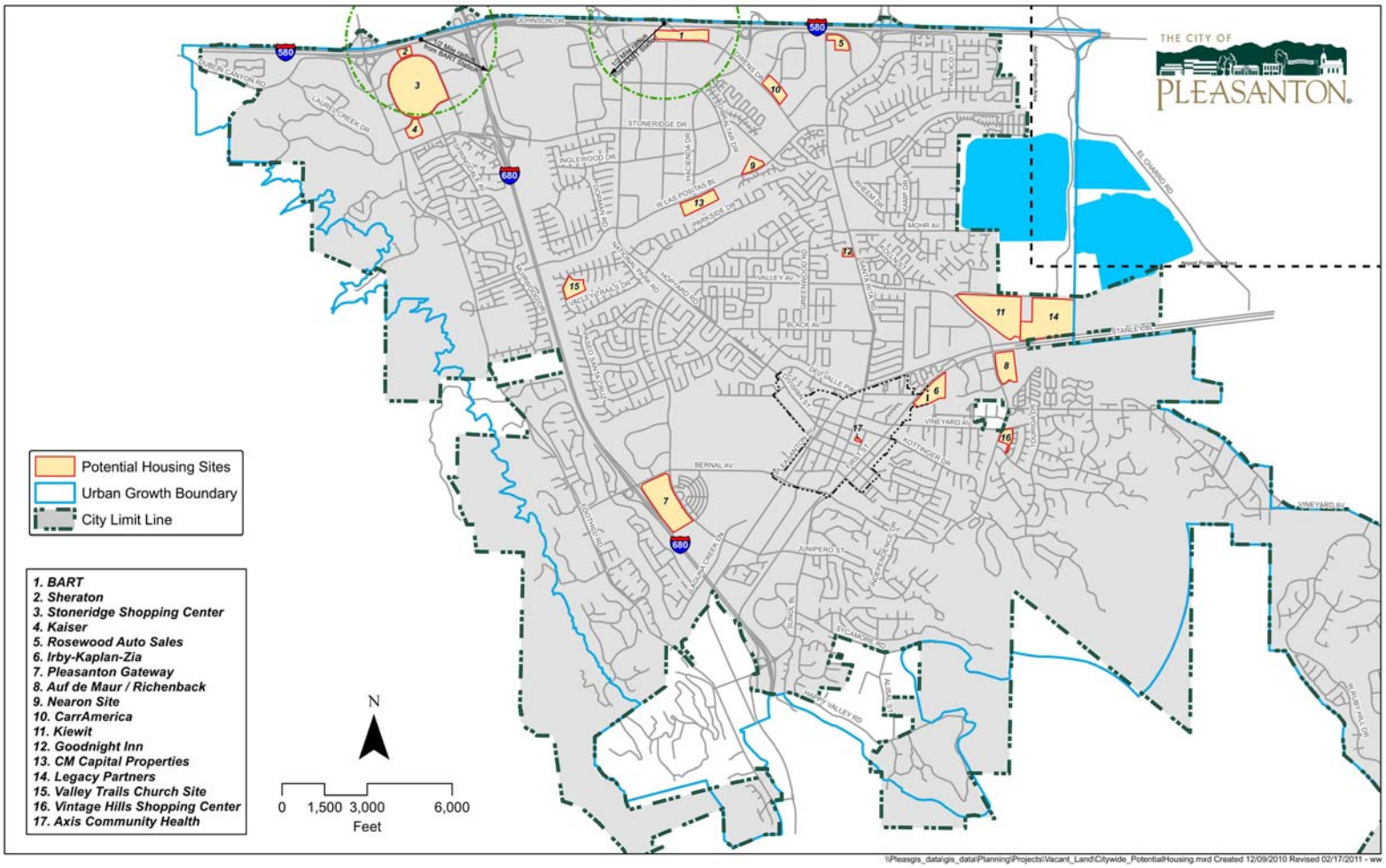
- **TUESDAY, MARCH 8, 7 PM**
  FAIRLANDS ELEMENTARY SCHOOL
  MULTIPURPOSE ROOM
  4151 W. LAS POSITAS BLVD
- **SATURDAY MARCH 12, 9:30 AM**
  PLEASANTON SENIOR CENTER
  5353 SUNOL BLVD
- **MONDAY MARCH 14, 7 PM**
  LYDICKSEN ELEMENTARY SCHOOL
  MULTIPURPOSE ROOM
  7700 HIGHLAND OAKS DRIVE

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

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

See our website at ***www.ci.pleasanton.ca.us***, click on Housing Element Update

Potential Sites for Discussion Feb 17th, 2011



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APPENDIX B: Housing Element Workshop Workbook

Your Guide to the Workshop!

THE CITY OF PLEASANTON 2007-2014

Housing Element Update

Housing Element Workshop Workbook

March 2011

WORKBOOK Contents

Thank You for Coming — Your Participation is Important! 1
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Tear-Off COMMENT SHEET (last page)

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

THE CITY OF 2007-2014
PLEASANTON
Housing Element Update

Housing Element Workshop WORKBOOK

Prepared March 2011

Thank you for Coming — Your Participation Is Important!

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

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

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

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

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

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

Housing Element Process

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

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

City of Pleasanton Housing Element Workshop

THE CITY OF PLEASANTON 2007-2014
Housing Element Update

Welcome!

A · G · E · N · D · A

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

1 LARGE GROUP: Welcome and Purpose
A. Welcome and Introductions
B. Review of the Workshop Purpose and Agenda

2 LARGE GROUP: Presentation of Housing Element Background Information and Overview of the Workshop Stations
A. Housing Element Overview
B. Potential Housing Sites
C. Questions of Clarification
D. Overview of the Workshop Stations

3 VISIT THE WORKSHOP STATIONS: Please Visit the Workshop Stations for Information and Feedback Activities
(Please see the Workshop Workbook)
A. Pleasanton Housing Needs
B. How We Rated Potential Housing Sites
C. Potential Housing Sites — Your Input is Needed!
D. Arrived Late? (and Other Questions)

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

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

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

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

THE CITY OF PLEASANTON 2007-2014
Housing Element Update

City of Pleasanton Housing Element Update
Schedule of Meetings

Prepared for the March 2011 Community Workshops

WE ARE HERE!

** Meetings with Housing Experts
Housing Element Task Force Meeting
City Council (CC) Meeting
Housing Commission (HC) and/or Planning Commission (PC) Meeting
Community Outreach
Review by CA Department of Housing and Community Development (HCD) Staff

Task Force Meeting #3 Outreach Jan 5 2011	Housing Expert Meetings Mid-January	Task Force Meeting #4 Outreach Feb 2 2011	Task Force Meeting #5 Outreach March 2 2011	Community Workshops March 8, 12 and 14, 2011	Task Force Meeting #6 Outreach March 30 2011	Housing Commission Check-In April 21 2011	Planning Commission Check-In April 27 2011	City Council Check-In May 3 2011	Task Force Meetings #7 and #8 May - June	HC / PC / CC Work Sessions July 2011	60-Day HCD Review Starts on August 16, 2011	HC Meeting/ PC Public Hearing October 2011	City Council Public Hearing November 2011	Adoption of the Updated Housing Element
Pleasanton Library	Pleasanton City Hall	Pleasanton Library	Pleasanton Library	Various Locations	Pleasanton Library	City Council Chambers	City Council Chambers	City Council Chambers	Pleasanton Library	City Council Chambers		City Council Chambers	City Council Chambers	
❑ Receive Additional Housing Background Information ❑ Undertake Additional Discussion of Potential Housing Sites ❑ Review Outreach Approach for Stakeholder Meetings	❑ Present Background Information on the Housing Element ❑ Discuss Housing Strategy Choices ❑ Identify Any Other Considerations for the Housing Element Update *A minimum of two Stakeholder Meetings would be conducted*	❑ Review Outreach Results and Stakeholder Meetings ❑ Receive, Review and Finalize DRAFT Housing Sites Inventory for Community Review ❑ Review Outreach Approach for Community Workshops	❑ Review of Other Housing Element Topics and Background Information *Community Workshops / other outreach would be coordinated with the release of the Draft Housing Sites Inventory by February 20, 2011*	❑ Present Background Information on the Housing Element ❑ Discuss Housing Strategy Choices and DRAFT Housing Sites Inventory ❑ Identify Any Other Considerations for the Housing Element Update	❑ Review Outreach Results from Community Workshops ❑ Refine Policy Directions for Key Issues ❑ Review Approach for Outreach for Check-In with HC, PC and CC	❑ Present Background Information on the Housing Element and Key Findings of the Housing Needs Analysis ❑ Review Outreach Results and Task Force Rec. ❑ Provide Direction on Key Issues for the Housing Element for Consideration by the City Council	❑ Present Background Information on the Housing Element and Key Findings of the Housing Needs Analysis ❑ Review Outreach Results and Task Force Rec. ❑ Provide Direction on Key Issues for the Housing Element for Consideration by the City Council	❑ Present Background Information on the Housing Element and Key Findings of the Housing Needs Analysis ❑ Review of Outreach Results and HC, PC, and Task Force Rec. ❑ Provide Direction on Key Issues for the Housing Element	❑ Review Directions from the City Council ❑ Receive Complete Background Section of the Preliminary Draft Housing Element ❑ Conduct Multiple Outreach Meetings to Review Strategies, Programs and Directions for the Preliminary Draft Housing Element	❑ Housing Commission, Planning Commission and City Council Review of the Preliminary Draft Housing Element ❑ Direct Staff to Prepare the Draft Housing Element Based on City Council Initial Review *Submittal of the Draft Housing Element to HCD no later than August 16, 2011*	❑ City Staff May Meet with HCD Staff to Review Any Comments and to Answer Questions During this Time *Possible Modifications to the Draft Housing Element Based on HCD Comments*	❑ Public Hearing to Review the Draft Housing Element with Changes as a result of HCD and Public Comments ❑ Recommend to City Council	❑ Public Hearing ❑ Adoption of the Updated Housing Element by the City Council *General Plan Amendments (GPA) and Rezonings would occur concurrently*	*Adoption of the Updated Housing Element within 90 days of receiving HCD comments on the Draft Housing Element.* *Completion of GPA's, rezonings prior to or concurrent with Housing Element adoption.*

Background on the Housing Element Update

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

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

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

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

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

Workshop Stations and Feedback Activities

- **Pleasanton Housing Needs**
  Please make sure you provide comments on housing needs and housing density.

- **How We Rated Potential Housing Sites**
  Please make sure you use the dots to identify important CRITERIA (or factors) for evalauting potential sites for housing. You will receive 3 GREEN DOTS and ONE RED DOT.

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

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

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

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

Pleasanton Housing Needs

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

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

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

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

The Current Distribution of Households in Pleasanton by Income

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

Housing Affordability and the Ability to Pay for Housing

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

Growing Senior Population

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

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

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

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

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

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

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

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

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

City of Pleasanton and Alameda County 2010 Household Income

Retail Clerk, Full Time, Single, No Children ($22,763)

Secretary, Single Mom, 2 Children ($39,772)

Police Officer, Married, Stay at Home Spouse, 1 Child ($86,400)

Professionals, Double Income, No Kids

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

Senior Living Alone on Fixed Income ($14,000)

Childcare Instructor, Single Mom, 1 Child ($21,725)

Elementary School Teacher, 3 years experience ($61,000)

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

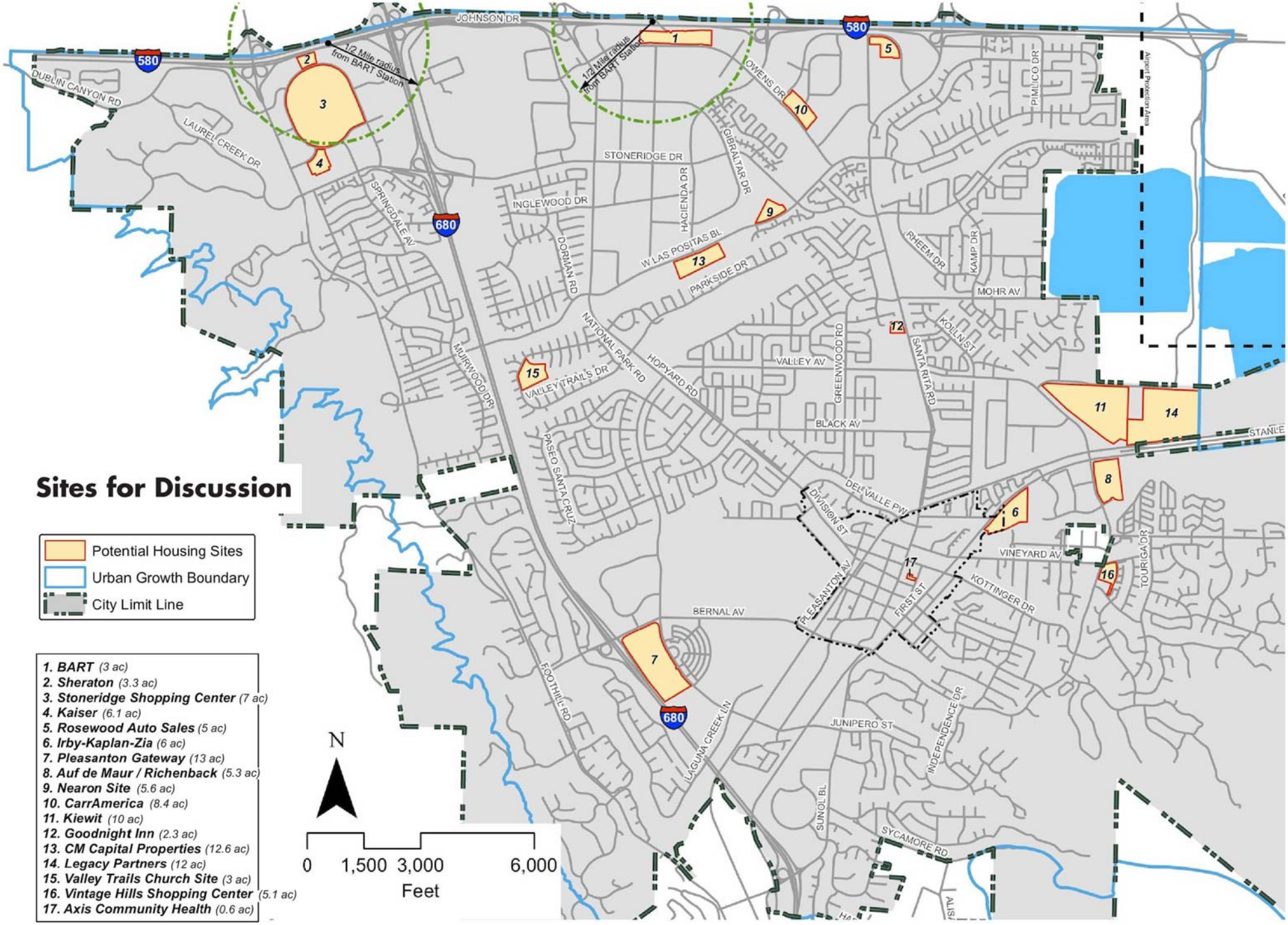
Need for Housing for Persons Living with Special Needs

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

Potential Housing Sites

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

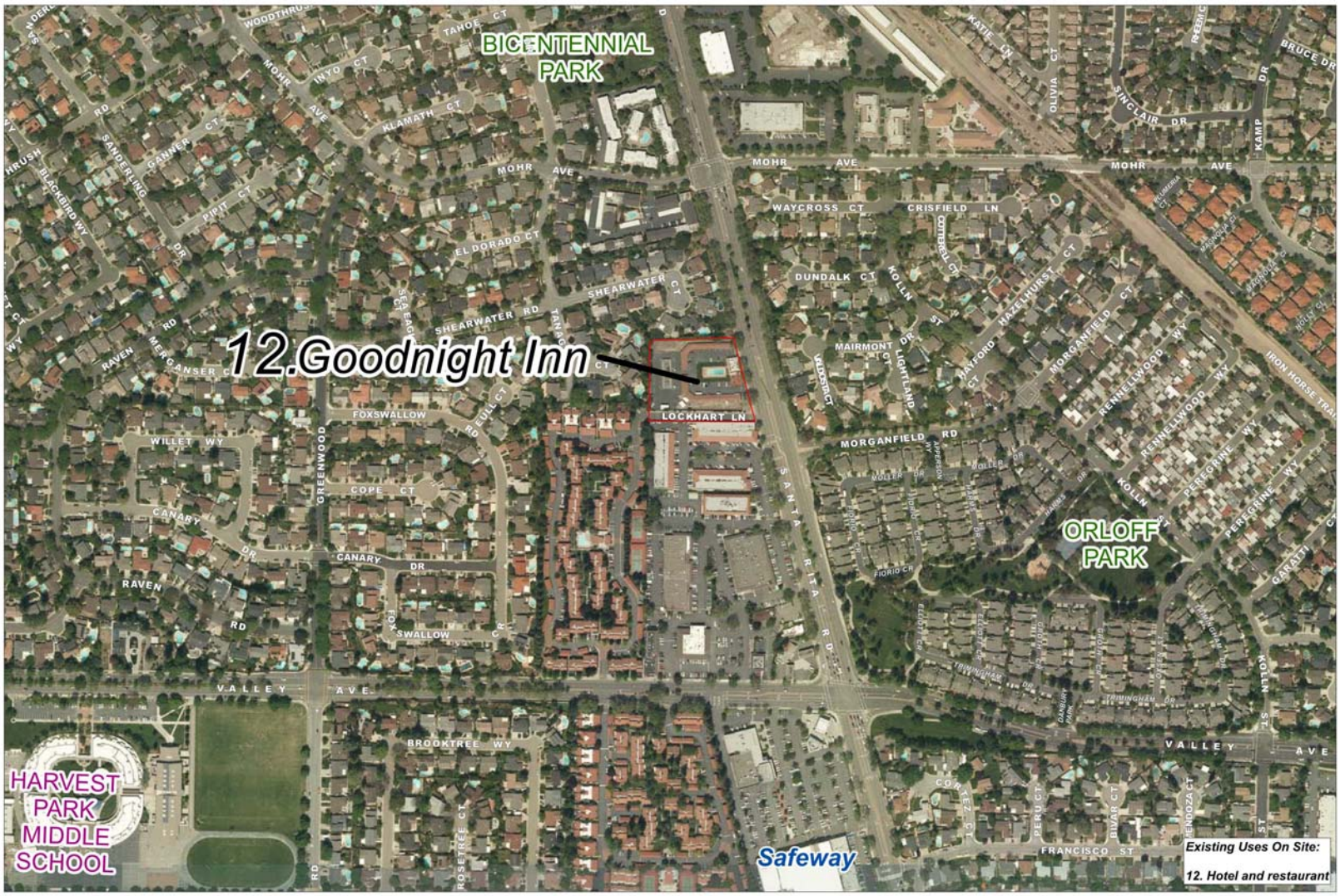
Your Notes:

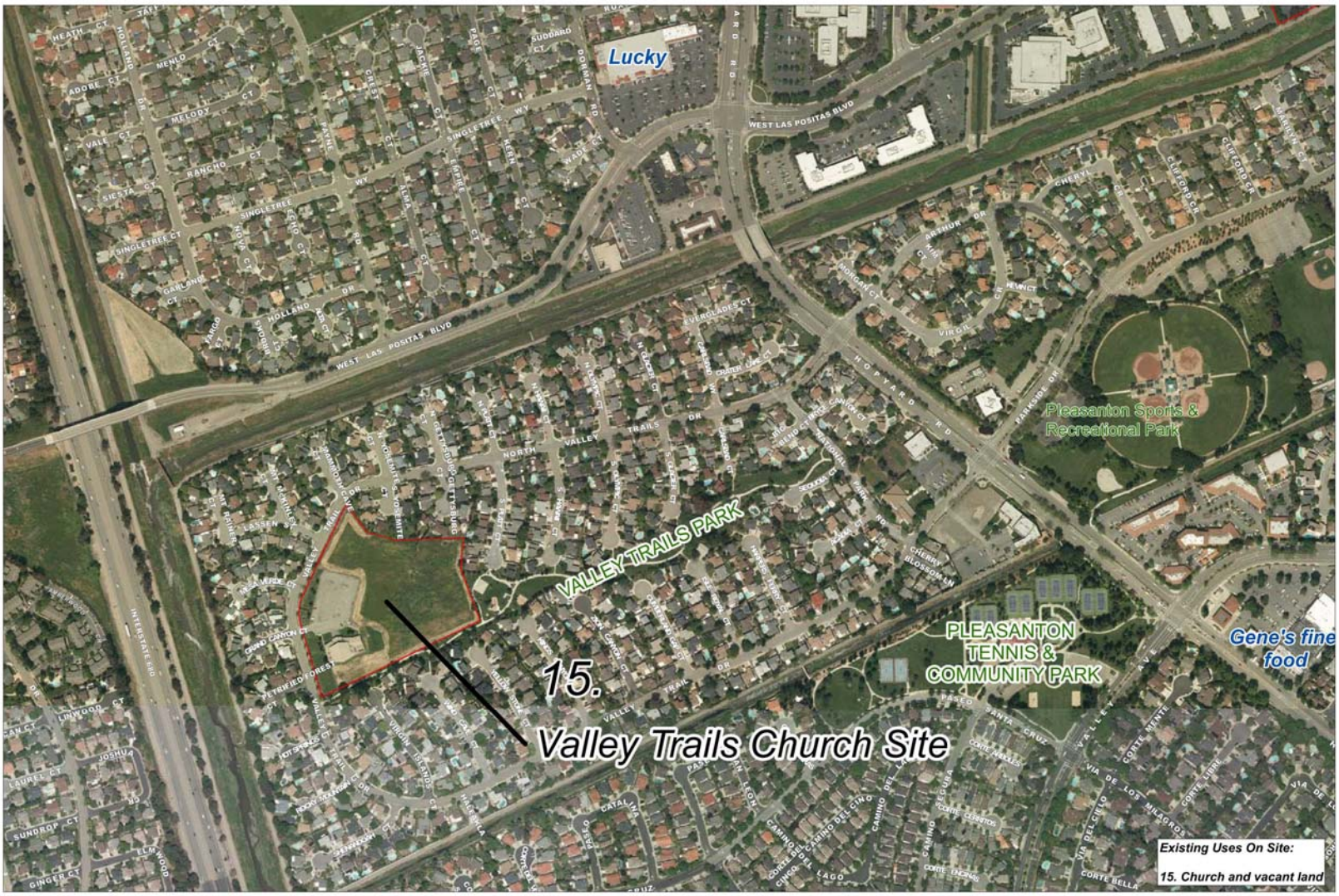

Sites for Discussion
Potential Housing Sites
Urban Growth Boundary
City Limit Line
1. BART (3 ac)
2. Sheraton (3.3 ac)
3. Stoneridge Shopping Center (7 ac)
4. Kaiser (6.1 ac)
5. Rosewood Auto Sales (5 ac)
6. Irby-Kaplan-Zia (6 ac)
7. Pleasanton Gateway (13 ac)
8. Auf de Maur / Richenback (5.3 ac)
9. Nearon Site (5.6 ac)
10. CarrAmerica (8.4 ac)
11. Kiewit (10 ac)
12. Goodnight Inn (2.3 ac)
13. CM Capital Properties (12.6 ac)
14. Legacy Partners (12 ac)
15. Valley Trails Church Site (3 ac)
16. Vintage Hills Shopping Center (5.1 ac)
17. Axis Community Health (0.6 ac)
N
0 1,500 3,000 6,000
Feet
1/2 Mile radius from BART Station
JOHNSON DR
DUBLIN CANYON RD
LAUREL CREEK DR
STONERIDGE DR
INGLEWOOD DR
SPRINGDALE AV
HACIENDA DR
GIBRALTAR DR
OWENS DR
PIMLICO DR
Airport Protection Area
W LAS POSITAS BL
PARKSIDE DR
DORMAN RD
RHEEM DR
KAMP DR
MOHR AV
NATIONAL PARK RD
HOPYARD RD
VALLEY AV
GREENWOOD RD
SANTA RITA RD
KOLLN ST
VALLEY TRAILS DR
MURWOOD DR
BLACK AV
PASEO SANTA CRUZ
DEL VALLE PW
DIVISION ST
VINEYARD AV
KOTTINGER DR
TOURIGA DR
PLEASANTON AV
FIRST ST
BERNAL AV
FOOTHILL RD
LAGUNA CREEK LN
JUNIPERO ST
INDEPENDENCE DR
SUNOL BL
SYCAMORE RD
STANLE
580
680

1.BART
580
5. Rosewood Auto Sales
Smart & Final
99 Ranch Market
Trader Joe
10. Carr America
OWENS PLAZA PARK
FAIRLANDS PARK
FAIRLANDS SCHOOL
CREEKSIDE PARK
9. Nearon Site
NIELSEN PARK
SUNKER GATE PARK
HART MIDDLE SCHOOL
13. CM Capital Properties
DONLON SCHOOL
Lucky
BICENTENNIAL PARK
PLEASANTON SPORTS & RERETIONAL PARK
Existing Uses On Site:
1. Parking Lot
5. Auto Sales
9. Parking Lot / Vacant
10. Parking Lot
13. Office

2.Sheraton
3.Stoneridge Shopping Center
4.Kaiser
LAUREL CREEK PARK
INTERSTATE 580
STONERIDGE MALL RD
EMBARCADERO CT
WORKDAY WAY
DEODAR WY
LAUREL CREEK WY
LAUREL CREEK DR
STONEDALE DR
SPRINGDALE AVE
COMMERCE DR
JOHNSON DR
DUBLIN CANYON RD
FOOTHILL RD
CANYON WY
Existing Uses On Site:
2. Hotel
3. Stoneridge Shopping Center
4. Vacant and parking lot

Safeway
(under construction)
7. Pleasanton Gateway
Pleasanton Commun
Park
BERNAL
OPEN SPACE
680
Existing Uses On Site:
7. Safeway and shopping center uses
(under construction on nothern portion of site)
and vacant land


BICENTENNIAL PARK
12.Goodnight Inn
ORLOFF PARK
HARVEST PARK MIDDLE SCHOOL
Safeway
Existing Uses On Site:
12. Hotel and restaurant
MOHR AVE
SHEARWATER RD
SHEARWATER CT
LOCKHART LN
MORGANFIELD RD
VALLEY AVE
SANTA RITA RD
FOXSWALLOW
CANARY DR
BROOKTREE WY
FRANCISCO ST
WAYCROSS CT
CRISFIELD LN
DUNDALK CT
MAIRMONT DR
RENNELLWOOD WY
PEREGRINE WY
KOLLN ST
GREENWOOD
WILLET WY
COPE CT
RAVEN RD
MERGANSER CT
EL DORADO CT
KLAMATH CT
INYO CT
TAHOE CT
SINCLAIR DR
KAMP DR
BRUCE DR
OLIVIA CT
KATIE LN
HAZELHURST CT
HAYFORD CT
LIGHTLAND CT
MOLLER DR
FIORIO CR
TRIMINGHAM DR
PERU CT
BIVAR CT
MENDOZA CT
CORTEZ CT
GARATTI CT
IRON HORSE TRAIL
SANDERLING DR
BLACKBIRD WY
PIPIT CT
GANNER CT
WOODTHRUSH
ROSETREE CT
EULL CT
SEA EAGLE CT
TANAGER CT
KOLLN ST


Lucky
WEST LAS POSITAS BLVD
Pleasanton Sports & Recreational Park
VALLEY TRAILS PARK
PLEASANTON TENNIS & COMMUNITY PARK
Gene's fine food
15.
Valley Trails Church Site
Existing Uses On Site:
15. Church and vacant land

AMADOR VALLEY HIGH SCHOOL
6. Irby-Kaplan-Zia
17. Axis Community Health
MAIN ST GREEN
Cole's Market
KOTTINGER VILLAGE COMMUNITY PARK
VETERAN'S PLAZA
LIONS WAYSIDE PARK
DELUCCHI PARK
McKINLEY PARK
VALLEY VIEW
UNION PACIFIC RAILROAD
STANLEY BLVD
DEL VALLE PARKWAY
VINEYARD AVE
ALAMEDA COUNTY TRANSPORTATION CORRIDOR
Existing Uses On Site:
6. House, barn, storage and vacant land
17. Medical Office (existing medical office is relocating)

11.
Kiewit
14.
Legacy
Partners
8.
Auf de Maur / Richenback
16.
Vintage Hills
Shopping Center
BMX
PARK
TAWNY
PARK
VALLEY
VIEW
SCHOOL
KOTTINGER
COMMUNITY
PARK
EAST BAY
UNION PACIFIC RAILROAD
STANLEY BLVD
VINEYARD AVE
BERNAL AVE
VALLEY AVE
BUSCH RD
Existing Uses On Site:
8. Vacant
11. Storage / Vacant
14. Vacant
16. Shopping Center

THE CITY OF PLEASANTON 2007-2014 Housing Element Update

Please Tear-Off!

COMMENT SHEET

Prepared for the March, 2011
Community Workshops

City of Pleasanton Housing Element

Please use the space below and on the back to provide any additional thoughts concerning the City of Pleasanton Housing Element update. This could include your comments on any additional housing sites that could be considered, to other suggestions related to housing needs or other considerations for the Housing Element. Please be as specific as possible. We would like to collect your comment sheet at the end of the workshop to supplement the ideas generated at the stations. If you would like to email, fax or mail your comments, please send them **NO LATER THAN MARCH 18, 2011** to Janice Stern, Community Development Services, City of Pleasanton, 200 Old Bernal Avenue, Pleasanton, CA 94566.
❖ Email: jstern@ci.pleasanton.ca.us ❖ Phone: 925.931.5606 ❖ Fax: 925.931.5483 — **Thanks!**

Additional Comments
Pleasanton Housing Needs

Additional Comments
How We Rated Potential Housing Sites

Additional Comments

Pleasanton Housing Sites —Your Input is Needed!

Other Comments or Suggestions for the Pleasanton Housing Element Update:

APPENDIX C: Criteria Rating from Community Workshops

APPENDIX C					
Criteria Rating from Community Workshops					
	Dots Received (Total)	**Red Dots Received (Total)**	**Dots Received (Total for Category)**	**Red Dots Received (Total for Category)**	**Comments**
I. Criteria for Initial Round of Evaluation					
1. Infill					
a. Site is an infill site	3	0			
b. Site is not anticipated to require off-site sewer/water infrastructure improvements	1	0			
2. Proximity to Modes of Transportation	51	27	51	27	Headway to BART criteria scored approx. 7 dots; Adjacent to bike route and proximity to freeway on ramp each scored approx. 1 dot; All other dots by sub criteria were by proximity to BART 1/2 and 3/4 miles
a. Site is within ½ mile of BART					
b. Site is within ¾ mile of BART					
c. Site is within 1/3 mile of transit stop with 15 minute headway to BART					
d. Site is within 1/3 mile of transit stop with 30 minute headway					
e. Site is adjacent to bike route					
f. Site is within ½ mile of freeway on ramp					
3. Proximity to Services and Amenities	2	1	12	1	
a. Site is within ½ mile of an existing or approved grocery store	5	0			
b. Site is within ½ mile of an existing elementary school	4	0			
c. Site is within ½ mile of an existing middle school	1	0			
d. Site is within ½ mile of an existing or planned park/open space					
4. Impact on Future Residents			6	0	
a. Site is not anticipated to have odor impacts	4	0			
b. The project is anticipated to meet noise standards with no or with reasonable mitigation measures (if adjacent to or across the street from freeway or rail line = 0)	1	0			
c. The site is not within BAAQMD's air quality screening distance for new sensitive receptors	0	0			
d. The site is within the standard response time for emergency services	1	0			
e. The site is outside geological and fire hazard areas	0	0			
Site is not within Alquist Priolo zone or fault zone	0	0			
Site is not within earthquake induced landslide zone	0	0			
Site is not within Special Fire Protection Area	0	0			
f. The site is outside a 300-foot radius of an existing wireless facility	0	0			
g. The site will be at least 150 feet from overhead portions of the 230 kV line and at least 37.5 feet from underground portions of the 230 kV line	0	0			
5. Height and Mass Compatibility	41	6	69	8	
a. Will the project (assuming 3 stories) be no more than one story higher than all adjacent residential development or all residential development across a residential collector or local street	8	0			
b. Will the FAR of the proposed project (assuming an FAR of 80%) be less than twice of the allowable FAR for development on all adjacent sites (not including parks) and sites across a residential collector or local street	6	0			
c. Site is not adjacent to or across (a residential collector or local street) from an existing single-family detached residential home(s)	14	2			
6. Impact Trees, Species, Historic Resources	0	0	0	0	
a. The site will not likely require a significant tree mitigation/ consideration	0	0			
b. The site will not likely require an environmental analysis related loss of suitable habitat for or the taking of sensitive species	0	0			
c. The site will not likely require an analysis related to impacts on historic resources	0	0			
7. Potential Inconsistency with General Plan Themes					
a. Development of the site (assuming 3-4 stories) will not likely be inconsistent with the overarching goals/themes stated in the Introduction section of Pleasanton's General Plan: preserving and enhancing Pleasanton's character[1] and quality of life, and encouraging sustainable[2] development (if potentially inconsistent score = 0)	38	11	38	11	
8. Site Size			4	0	
a. The site is 5 acres or more in size allowing for design flexibility	4	0			
b. The site is 1 acre or more in size allowing for more State/Federal financing opportunities	0	0			
9. Interest in Site			1	0	
a. Property owner/developer has expressed interest in the site for high density residential development	1	0			
10. Economic Interest					
a. Site is not adjacent to a freeway	15	1	15	1	
II. Criteria for Later Round of Evaluation	2				
1. The project will create no significant environmental impacts or will create no significant environmental impacts which cannot be mitigated with reasonable mitigation measures	6	2	6	2	
2. Will development of the site with housing be accepted by the surrounding community	7	2	7	2	
3. Rezoning of the site will not have a significant fiscal impact on City	0	0			

4. Project will not significantly contribute to an overconcentration of existing and potential high density housing into a few areas of Pleasanton	8	2	8	2	
III. Additional Criteria Added					
1. Overcrowded Schools	11	4	11	4	
2. Not in Flood Zone	1				
3. Impact on Existing Residents	7	2	7	2	
4. Increase in Traffic Congestion/Traffic Impact on Existing Residents	5	1	5	1	
5. Decrease Property Values	1	1			
			Total		
			Yellow = 158 dots	**46 red dots**	
			Green+Pink = 71 dots	**15 red dots**	
			No Color = 18 dots	**1 red dot**	

APPENDIX D: Criteria Rating from Public Comments (Forthcoming)

APPENDIX E: Public Comments

All comments public comments through March 23, 2011 may be viewed on the City's website at:
http://www.ci.pleasanton.ca.us/business/planning/HousingElement/HEComments.html
Binders of the comments are also available for viewing at the City Offices, 200 Old Bernal, Monday through Friday, 8 a.m. to 5 p.m.

Appendix E
Summary of Housing Experts Meetings

THE CITY OF 2007-2014
PLEASANTON
Housing Element Update

SUMMARY OF HOUSING EXPERTS MEETINGS

Meetings with Housing Experts[1]
Thursday, January 20, 2011
Pleasanton City Hall Conference Room
200 Old Bernal Avenue

Affordable Housing Advocates and Developers
1:00 pm – 2:30 pm

Affordable Housing Service Providers
3:00 pm – 4:30 pm

For Profit Housing Developers
5:00 pm – 6:30 pm

Participants

Affordable Housing Advocates and Developers in Attendance
Laurie Moffet-Fehlberg, Dahlin Group Architecture and Planning*
Reverend Bob Slack, Pleasanton Evangelical Free Church
Jon Harvey, Greenbelt Alliance
John Chapman, Greenbelt Alliance
Millie Seibel, Tri-Valley Housing Opportunity Center
Kile Morgan, Ponderosa Homes
Dave Keddoo, ABHOW (American Baptist Homes of the West)
Jonathan Emami, ROEM Development
Ben Helber, Habitat for Humanity
Karl Lauff, Satellite Housing
Jessica Lehman, Community Resources for Independent Living (CRIL)
Carmen Rivera-Hendrickson, Disable Action Network /CRIL*
Jane Lewis, Disable Action Network /CRIL

[1] *An asterisk (*) notes people attending more than one meeting*

Becky Dennis, Citizens for a Caring Community*
Woody Karp, Eden Housing
Jenny Wyant, Habitat for Humanity (East Bay)
Peter Cohen, East Bay Housing Organizations
Julie Testa, REACH*
Mike Serpa, MAS Consulting*
Ivan Hendren, ROEM Development
Pam Hardy, Ponderosa Homes

Affordable Housing Service Providers in Attendance
Mike Serpa, MAS Consulting*
Julie Testa, REACH*
Carmen Rivera-Hendrickson, Disable Action Network (CRIL)*
Becky Dennis, Citizens for a Caring Community*
Mark Sweeney, Pleasanton Gateway Parcel #12*
Angela Ramirez Holmes, Consultant, Greenbriar Homes*
Scott Trobbe, Pleasanton Gateway*

For Profit Housing Developers in Attendance
Angela Ramirez Holmes, Consultant, Greenbriar Homes*
Mike Serpa, MAS Consulting*
Laurie Moffet-Fehlberg, Dahlin Group Architecture and Planning*
Brad Durga, Arcadia Communities
Scott Trobbe, Pleasanton Gateway*
Becky Dennis, Citizens for a Caring Community*
Mark Sweeney, Pleasanton Gateway Parcel #12*
Marty Inderbitzen, Attorney
Steve Reilly, Land Advisors Organization
Steve Dunn, Legacy Partners
Jeff Schroeder, Ponderosa Homes
Jay Snover, Embarcadero Capital Partners
Bridget Metz, Legacy Partners

Housing Task Force Members
Stacy Borsody
Jennifer Pearce

Staff and Consultant Present
Janice Stern, Planning Manager
Jeffery Baird, Baird + Driskell Community Planning

Meeting Purpose and Agenda

Three work sessions were scheduled on the afternoon of January 20, 2011 with various experts in the field of housing to get their ideas on possible strategies the City of Pleasanton can use to be more effective in meeting housing needs. The basic agenda for each meeting was the same. To start, City staff and consultant provided a brief overview of the City's Housing Element and the update process. Then, discussion was held on housing strategies (policies or implementing actions) the City may want to use to more effectively meet its housing needs. Topics included possible criteria for identifying potential sites for housing, as well as feedback on sites currently being considered for higher density housing.

The City's consultant on the housing element, Jeffery Baird, facilitated the meetings and recorded participant comments on a large wall-graphic. Copies of the wall-graphics are included at the end of this document. In addition, a comment sheet was provided ahead of time for participants to write down their comments and suggestions for the City to consider in the update process. Participants were given until January 25, 2011 to return their comment sheets. The comment sheet helps supplement the record of comments at the meeting itself.

Background

Background on Potential Housing Sites and Criteria

The City is in the process of selecting appropriate housing sites for housing at more than 30 units per acre. These sites also have the potential to provide below market rate affordable housing. A map of potential housing sites was provided at the meetings. City staff and the City's Housing Element Update Task Force have also developed criteria to evaluate potential housing sites (also included in the packet sent out to participants). Below are the questions posed at the meetings on potential housing sites and criteria:

A. Are there any additional criteria the City should consider? Any modifications to the criteria that you could suggest? Do you consider any of the criteria particularly important in selecting appropriate sites for higher density housing or for below market rate affordable housing?

B. Are there particular sites you think are most suitable for higher density housing or below market rate affordable housing? Are there any potential housing sites that are not identified?

C. Are there appropriate types, designs and locations or other factors related to successful housing that should be considered in Pleasanton to address housing needs?

Background on Other Housing Element Issues

The City's Housing Element will address other issues, such as (1) housing for special needs groups (seniors, persons living with disabilities, homeless, etc.), (2) the role of the City in implementing the Housing Element, (3) City regulations, procedures and requirements for housing development, etc. Below are the questions posed at the meetings on other Housing Element issues:

D. What actions can the City take to achieve our goals for housing in Pleasanton?

E. Are there any other factors or items related to the City's Housing Element Update that should be considered?

Summary of Comments on Housing Sites Criteria

Affordable Housing Advocates and Developers

(1) Determine whether the site is encumbered by existing uses.
(2) Will there be neighborhood acceptance?
(3) Can the project developer work with the neighbors?
(4) Does it fit with the community fabric?
(5) What are the traffic impacts?
(6) Address potential impacts on overcrowded schools.
(7) As much as possible, distribute higher density housing and affordable housing throughout the community.
(8) Make sure projects can achieve higher scoring for funding subsidies. For example, the closer a project is to an amenity the higher the score.
(9) Successful integration of uses, especially on larger sites.
(10) Blended projects with a range of densities and affordability levels will be more successful in creating a neighborhood.

(11) Desirability of the project for the new tenant.
(12) One quarter of a mile to services and amenities works better than one half of a mile distance.
(13) Address toxic air quality standards.
(14) Remove criteria related to fiscal impact.
(15) Evaluate large catalyst sites that could be the impetus for transit infrastructure investments and or mixed use development nodes.
(16) Recognize the importance of neighborhood scale proximity to services, such as sites within ¼ mile distance rather than the ½ mile.
(17) The desires of future tenants should be considered. Homes be built in an existing neighborhood, rather than in an empty commercial site, are more desirable.
(18) A criteria should be crafted to include nearby parks for the tenant families to use.
(19) There would be non-profit organizations within walking distance that could serve new tenants with helpful programs like youth programs; latch key kid supervision; free family activities and even assistance.
(20) The nature of funding for affordable housing is very site-specific, and primary available funding sources typically involve a competitive scoring process that includes points for proximity to transit and other amenities. In order to facilitate development of affordable housing, it may be useful to include a 'sub-inventory' of sites specifically tailored to meet these requirements.
(21) The city should work specifically with affordable housing developers to match selection criteria to the criteria specified by public-sector funders of affordable housing.

Affordable Housing Service Providers

(1) Address location factors important for persons with special needs. These would include transit, services, walkability, buses, paratransit, no stairs, and safe and friendly neighborhoods.
(2) Provide preference considerations for local (Pleasanton) or Tri-Valley residents and local workers.
(3) Address grant formula requirements, such as the use of Project-Based Section 8 rental housing vouchers.
(4) Consider that our schools are full. Coordinate with the schools to create more space.
(5) Housing sites should be near transportation, such as ¼ mile from B.A.R.T. or bus. It may be difficult for people with disabilities and seniors to walk more than ¼ mile, especially in bad weather. The same is true for services being located within ¼ mile walking distance for residents.

For Profit Housing Developers

(1) Exposure of the project for potential residents helps with marketing for rentals.
(2) Proximity to services and amenities.
(3) The shape of the parcel and whether it is easy to develop or has site shape constraints.

(4) Financial feasibility.
(5) Community buy-in. For example, address traffic impacts and school impacts.
(6) Topography.
(7) Availability of on-and off-site infrastructure and the availability and capacity of regional infrastructure.
(8) Whether the site is vacant or under-utilized and whether it is developable.
(9) Neighborhood acceptance may relate to changes from what the community perceives as the accepted land use and the new land use envisioned.
(10) It does not make sense for projects to have no financial impact on the City There will be a financial impacts of infill, some positive, some negative. Pleasanton needs to find a way to get infill built, to meet its regional housing allocation and hopefully with lessons learned from the past the City will be successful.
(11) Design guidelines would be conditions set forth during the PD process.
(12) Locations which provide visibility an suitable topography.
(13) Mixed use development potential.
(14) Larger undeveloped sites can provide better planned mixed-use development with desired densities.
(15) Site development financial feasibility.
(16) Meet minimum lot size.
(17) Percent of possibility that site should or could be used for housing.
(18) Site use in relationship to tax base.
(19) Potential of mixed-use, housing with retail.
(20) Potential and percent of market and affordable housing mix.
(21) Orientation for renewable energy, including solar and wind.

Summary of Comments on Potential Housing Sites

Affordable Housing Advocates and Developers

(1) Look at the public area between sites 10 and 12, the Bernal property.
(2) Sites near 580 and sites that have access to transit are good.
(3) Sites #12, #19 and #22 are large enough to get a wheels line. Although, we should recognize there is reduced funding for transit. Location near the new Safeway is also beneficial.
(4) Encourage density and density flexibility on sites.
(5) Define the length of affordable ownership.
(6) Provide a range of densities on sites.
(7) Look at potential sites and or near to downtown.
(8) Recognize that 30 to 40 units per acre require podium construction which adds to costs for construction.

(9) Consider an additional tier of potential sites for affordable housing at 20 to 30 units per acre as suitable for smaller-scale typology such as a Habitat for Humanity project.

(10) The church property at 6900 Valley Trails should be considered for High and Medium density housing (request of the property owner). The site is easy access to B.A.R.T., with 15 minutes headway on transit line, 30 minutes headway, and adjacent to street (valley Trails Drive) which connects to a bike route (off Valley Trails and Haleakala CT). The church is in walking distance of future housing, and it could be expanded to included any non-profits or organizations that provide free services to all.

(11) For the development of housing generally and affordable housing specifically, it would be helpful if possible to identify a number of "fast-track" sites selected to minimize potential impact on neighbors and speed the entitlement process (e.g. infill sites in the largely commercial I-580 corridor), or at least give similar criteria a role in scoring these sites. These sites should be smaller ones where a nonprofit developer could access a primary source of Federal funding (e.g. Low-Income Housing Tax Credits). These sites could be identified by 'scoring' them against the criteria mentioned in point A above. Utilizing this strategy could also facilitate the adoption of an affordable housing overlay zone or a change to the city code that allows the transfer of development rights for subsidy (i.e. the affordable development would sell its units for use against another market-rate developer's inclusionary requirement).

Affordable Housing Service Providers

(1) Recognize that a very low income project requires that it be stand-alone project.

(2) Affordable units should be scattered in a market rate project.

(3) Site #1 and site #20 are good locations for affordable housing.

(4) Identify where there are other good sites near B.A.R.T.

(5) High density should be considered a positive. We need to get a significant number of affordable units built.

For Profit Housing Developers

(1) Evaluate other requirements and development standards in addition to density and sites at 30 units per acre or more to make site development possible.

(2) Provide as much flexibility as possible to avoid boxing the developer into a corner.

(3) Recognize that site #29 has had neighborhood opposition in the past.

(4) "By right" zoning is the most effective way to provide housing.

(5) The sunrise site is a managed single room occupancy (SR0) units.

(6) For larger projects, it takes about 300 to 500 rental units to cover management costs.

(7) Good management and maintenance of a project are critical for success.

(8) Site development policies and regulations should be coherent, concise, and predictable.

(9) Smaller sites can be developed at medium density.

(10) Larger properties should be developed with a mix of densities. By mixing densities you get a better designed community.

(11) The development numbers assigned to sites should be done carefully to avoid misunderstanding when the sites are developed.
(12) There should be a method for planning for a mix of densities on the property.
(13) Discussions with property owners should occur.
(14) Most of the infill sites identified on the map seemed to be raw land, although there were a couple of parking lots at B.A.R.T. and Stoneridge Mall. Our experience is that infill opportunities also come from already developed but underutilized land and we think this should be analyzed and recorded.
(15) City of Pleasanton, not unlike some other Cities, has rules on the books which strongly discourage infill from being built, including General Plan regulations, codes and fees. It is imperative that City of Pleasanton find ways to both remove or relax these barriers to infill as well as provide financial incentives.
(16) *(See Attachment #1 pertaining to site #19).*
(17) Meet and receive property owner' acceptance of the sites being included in the site inventory for residential rezoning.
(18) Sites more than about 80 units may have trouble obtaining tax credits.
(19) Sites less than 1 acre should not be considered because they are not economical to develop.
(20) Sites near public transportation and/or amenities, such as schools, retail, and jobs, are the best sites.
(21) Downtown sites are most suitable as they bring business revenue to downtown businesses.

Summary of Comments on Other Housing Ideas

Affordable Housing Advocates and Developers

(1) Integrate housing for persons with special needs.
(2) Provide for universal design and allow people to age in place. We need to provide for special needs populations.
(3) Recognize the deep subsidy needs to provide very low income housing.
(4) Look at establishing an affordable housing overlay zone that is site-specific or a floating zone that establishes incentives with zoning to encourage affordable housing. This could be implemented with design review requirements, and could be used to facilitate development on key sites and to provide certainty to developers and decision makers. *(See Attachment #2 Fact Sheet: Housing Overlay Zones submitted separately).*
(5) Look at opportunities for smaller units, such as single room occupancy (SRO) units, second units, and other small unit design types. Small units should be linked to reduced requirements for parking, fees and other regulations due to their size.
(6) Provide opportunities to bank affordable units when there are several projects that can coordinate the production of affordable units on an appropriate site.

(7) Provide flexibility in how affordable housing requirements are met. This could be done by a market rate project purchasing units or a site elsewhere.
(8) Recognize that affordable housing developers need cash in hand to facilitate the development of affordable units.
(9) Provide for sale affordable units as well as rental units. These could be smaller units are smaller projects that combine various income levels.
(10) Evaluate the density bonus and a sliding scale building fee to encourage smaller units.
(11) Provide environmental review affordability incentives.
(12) Provide for universal design.
(13) Provide environmental review relief in select circumstances for affordable housing projects.
(14) The entitlement process is the area of greatest risk for real estate developers. To the extent possible, the selection of locations that are compatible with new development alongside advance work to appropriately modify zoning and building codes would be a great help in facilitating development.
(15) If there are specific goals that the city has in terms of populations to serve, the city may want to consider directing its available financial resources and impact fees or exactions from developers towards satisfying those specific goals. That may mean requiring or encouraging the payment of in-lieu fees to satisfy inclusionary requirements as some of these populations may not be compatible with some market-rate development products.
(16) The city should allow for two-story developments at 20 units per acre and three-story construction for 30 units per acre. Many sites could be precluded if they are located close to single-family, single-story neighborhoods.
(17) The 30 unit per acre density requirement should have an exception. It is very limited if a project is 100% affordable. You should also be able to build at a lower density, such as 20 units per acre, in case the neighbors do not want to see a three-story product. Most of Pleasanton does not allow for a three-story product. The city can still fill its affordable requirements with lower density affordable units at two stories.

Affordable Housing Service Providers

(1) Integrate housing for persons with special needs.
(2) Provide for universal design and allow people to age in place. We need to provide for special needs populations.
(3) Recognize the deep subsidy needs to provide very low income housing.
(4) Look at establishing an affordable housing overlay zone that is site-specific or a floating zone that establishes incentives with zoning to encourage affordable housing. This could be implemented with design review requirements.
(5) Integrated, not segregated, housing should be encouraged. People with disabilities desperately need housing, but we should not desegregating people into housing that is only for people with disabilities, seniors, or any other group.

(6) We need to provide for deep affordability levels. We need very low income and extremely low income housing so people on SSI and others have a place to live. We must consider this from the start so we do not end up building only low income housing.
(7) Universal design must be considered, including requiring features such as zero step entry, lever door handles and faucets, lower lighting and heating controls so that people of all ages and abilities can live there. This also allows for aging in place to occur.
(8) Include a program in the housing element to adopt a universal design ordinance. This would require universal design in all new units, and has already passed in a number of other cities.

For Profit Housing Developers

(1) Look at parking standards.
(2) Add all properties designated for residential use to the potential sites inventory.
(3) Look at 20 to 30 units per acre as a solution.
(4) Reduce fees and requirements for smaller units and provided incentives.
(5) Establish minimum densities for residentially zoned properties under the general plan.
(6) Provide for partnerships between nonprofit and for-profit developers. This would be a way to provide very low and low income housing.
(7) Shortened the review process, including environmental review.
(8) Count inclusionary units that are expected.
(9) Revisit units per acre for this housing zoning change. Consider 20 as compared to 30 units per acre. Conduct study, if necessary.
(10) Provide by-right zoning.
(11) Reduce city fees for housing.
(12) Shorten the review process.
(13) Should allow mixed income projects that are on the same site to be separate. It is easier to build by allowing an affordable developer to obtain financing for a separate building or project. They also know better how to develop affordable units than a market rate developer.
(14) Take the decision-making away from the neighbors and leave it with the planning staff and developers
(15) Put an end to task force committees.
(16) Emotional issues should not interfere with the feasibility issues in developing a project.
(17) Set goals in the housing element and stick to them for affordable housing. Affordable housing is a necessity and there is a great need for it.
(18) Increase height limits.
(19) Allow for such things as a percent of parking being allowed as tandem parking.
(20) Minimum density is clear but is there a maximum density?

(21) 30 units per acre does not work for for sale residential housing. It only works for apartments and the apartment market and demand is limited.

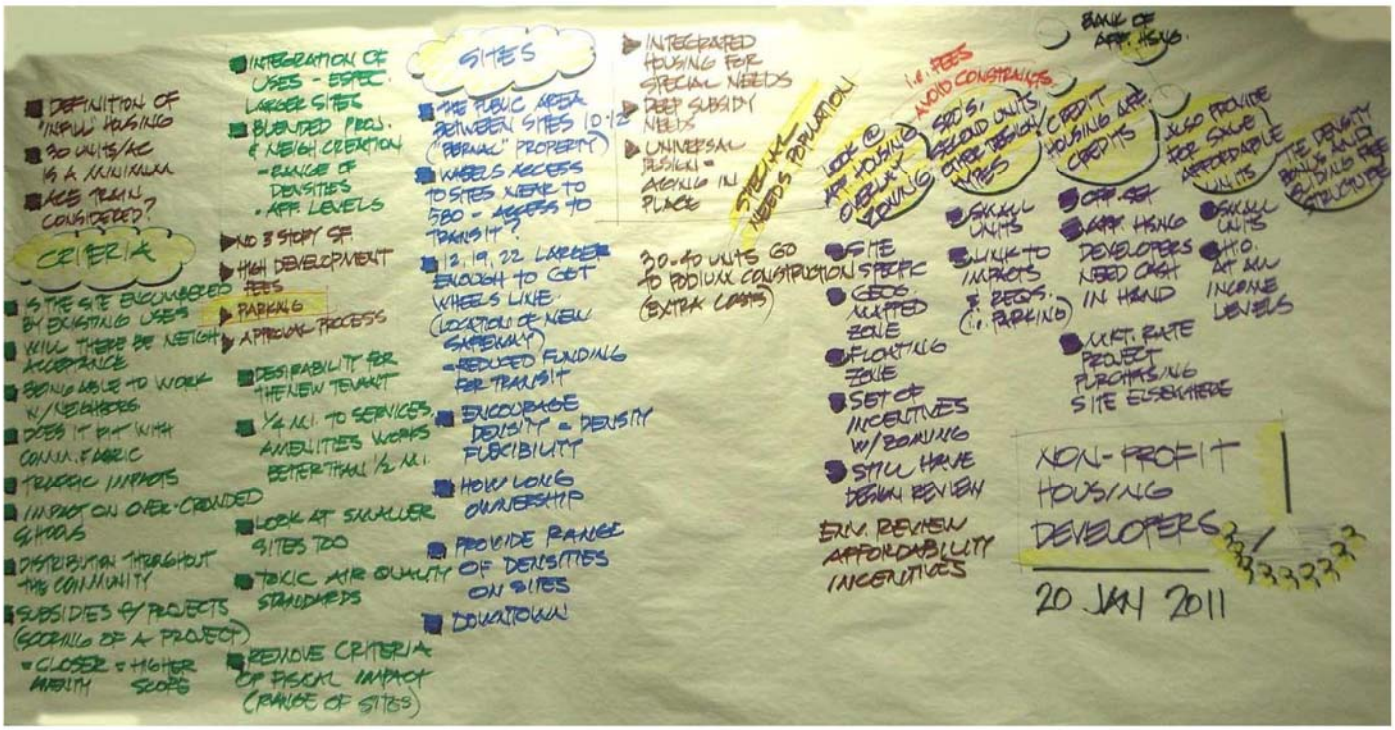
(22) It is better when you can blend or average densities to permit some for sale housing act 9 to 18 units per acre, although that requires larger sites to be able to accomplish this blending or average.

Attachments

#1 Letter from Lauri Moffet-Fehlberg of the Dahlin Group Architecture and Planning pertaining to site #19

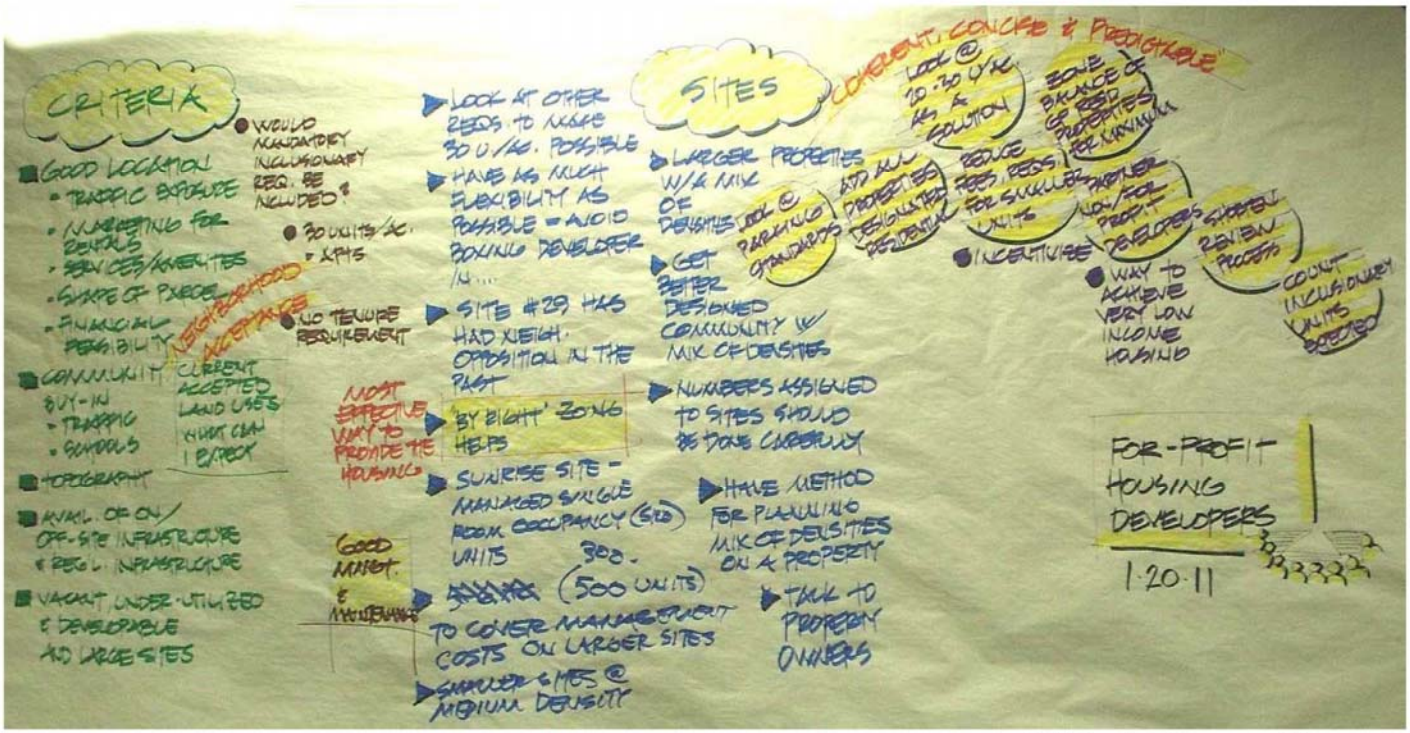
#2 Fact Sheet: Housing Overlay Zones submitted by Peter Cohen, East Bay Housing Organizations

For further information call Janice Stern at (925) 931-5606 or jstern@ci.pleasanton.ca.us



Wall-Graphic Summary of Comments
Non-Profit Housing Developers

Wall-Graphic Summary of Comments
Housing Service Providers



Wall-Graphic Summary of Comments
For-Profit Housing Developers

Appendix F
History of Fee Waivers and Other Financial Assistance

CITY OF PLEASANTON

HISTORY OF FEE WAIVERS AND OTHER FINANCIAL ASSISTANCE FOR AFFORDABLE HOUSING PROJECTS

(INCLUDES LOWER INCOME HOUSING FEE)

Project Name	Year Built	Rent / Sale	Total Units	Aff. Units	Bedrooms (Aff Units)	Perc. Aff.	Aff. Level	Total Waiver / Assistance	Subsidy Per Aff. Unit	Notes / Comments:
Palomino Place	1992	Sale	24	4	2 BR	17%	Moderate	$105,848	$26,462	City fees waived for entire project
California Somerset I	1993	Sale	152	26	3 BR	17%	Median	$172,191	$6,623	City fees waived for 26 affordable units
Division St. Senior Apts.	1994	Rent	20	20	1 BR	100%	Low/Very Low	$126,053	$6,303	City fees waived for entire project
Rotary Commons	1994	Sale	7	7	2/3 BR	100%	Low	$320,509	$45,787	City fees ($86,149) waived for entire project; City paid School Impact Fees ($24,360) and contributed land valued at $210,000
Sycamore Place	1994	Sale	36	6	2 BR	17%	Moderate	$53,400	$8,900	City fees waived for 6 affordable units
Stanley Junction Senior Apts.	1997	Rent	86	86	1 BR	100%	Low/Very Low	$1,273,416	$14,807	City fees and deferred street improvement costs ($400,000) waived for entire project
The Promenade Apts.	1997	Rent	146	68	1/2/3 BR	47%	Low	$1,719,820	$25,291	City long-term loan to project
Town Square	1998	Sale	30	3	3 BR	10%	Moderate	$156,132	$52,044	$6,132 fee waiver; $150,000 subsidy
Archstone Hacienda Apts.	2001	Rent	540	135	1/2/3 BR	25%	Low	$2,597,760	$19,243	City development impact fees waived for entire project.
Nolan Farm	2001	Sale	36	5	3 BR	14%	Very Low	$264,440	$52,888	$14,440 fee waiver; $250,000 subsidy
Greenbriar / Bernal Property (The Kensington Apts.)	2002	Rent/Sale	581	87	1/2/3 BR	15%	Low/Very Low	$3,333,250	$38,313	LIHF waived for entire project; Pub Fac, City Water/Sewer, and insp fees waived for aff units; $20,000 second mortgages for 56 duet homes
Assisted Living Facility (The Parkview)	2004	Rent	105	31	Studios (Asst. Liv.)	30%	Very Low	$3,996,420	$128,917	Payment of City fees ($271,300); City land (3.6 acre site) valued at $3.5 million; $2.49 million City predev. and permanent loans
Ponderosa / Busch Property (Gardens at Ironwood)	2004	Rent/Sale	362	138	1BR	38%	Low/Very Low	$3,025,017	$21,920	LIHF waived for entire project; Pub Fac, Traffic, City Water/Sewer waived for affordable units; $205,000 15-year loan
Windstar / BART (Stoneridge Station)	2010 (proj.)	Rent	350	70	1/2/3 BR	20%	Very Low	$1,372,200	$19,603	LIHF waived for entire project; $500,000 contributed by City for Park Dedication Fees
								$18,516,456	**$33,364**	
								TOTAL	**AVERAGE**	

6/23/2011

Appendix G
Below-Market Rate (BMR) Housing Inventory

Below-Market Rate (BMR) Housing Inventory

1/9/2012

Existing / Active Projects

Rental		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
Archstone Hacienda Apartments	5700 Owens Dr.	2001		540	135	25%	0	135	0	City BMR agreement; opened 1999	$1,390-$2,300
Civic Square Apartments Addition	4800 Bernal Ave.	2011		36	36	100%	31	5	0	City BMR agreement; completed Dec 2011	TBD
Gatewood Apartments	3992 Stoneridge Dr.	1986	2026	200	50	25%	0	50	0	City BMR agreement; opened 1986	$1,200-$1,890
Kensington [Greenbriar] Apartments	1552 East Gate Way	2002		100	31	31%	0	20	11	City BMR agreement; opened 2002	$812-$2,071
Promenade Apartments	5300 Case Ave.	1996		146	68	47%	0	68	0	Tax credits; City land / loans; 50/60% AMI	$1,089-$1,600
					320		31	278	11		

Ownership		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
Birch Terrace / Silverstone	3909 Vineyard Ave.	2007		45	7	16%	2	5	0	City 1st-time buyer prog w/resale restr; 80/120% AMI	$232,560 / $351,530
California Somerset I / KB Home	3100-3300 W. Las Positas Bl.	1993		152	26	17%	26	0	0	Alameda Co. program; 95% AMI; limited resale restrictions	(varies)
Canyon Oaks / KB Home	Bernal Property (Ph. II + III)	2004		200	26	13%	0	26	0	City 1st-time buyer prog w/resale restr; 80% AMI	$244,993
Carlton Oaks / Greenbriar Homes	Bernal Property (Ph. II + III)	2004		60	10	17%	0	10	0	City 1st-time buyer prog w/resale restr; 80% AMI	$244,993
Nolan Farm / SummerHill	Rose Ave. / Fair St.	2001		36	5	14%	0	0	5	City 1st-time buyer prog w/resale restr; 50% AMI	$236,497
Palomino Place / Callahan	Palomino Dr./Bernal Ave.	1992		24	4	17%	4	0	0	City 1st-time buyer prog w/resale restr; 80% AMI	$308,270
Rotary Commons	Palomino Dr./Concord Wy.	1994		7	7	100%	0	7	0	City 1st-time buyer prog w/resale restr; 80% AMI	$180,253 / $224,006
Sycamore Place	Rheem Dr./Katie Ln.	1994		36	6	17%	6	0	0	City 1st-time buyer prog w/resale restr; 120% AMI	$321,052
Town Square	Ray St./Vineyard Ave.	1998		30	3	10%	3	0	0	City 1st-time buyer prog w/resale restr; 100% AMI	$297,148
Walnut Hills / KB Home	Bernal Property (Ph. I)	2002		131	20	15%	0	20	0	City 1st-time buyer prog w/resale restr; 80% AMI	$251,533
					114		41	68	5		

Notes: This table includes primarily project-based affordable housing. Resident-based programs such as Section 8 rental vouchers and City of Pleasanton Down Payment Assistance loans are not included in the preceding figures.

Below-Market Rate (BMR) Housing Inventory

1/9/2012

Senior		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
Division St. Senior Apartments	443 Division St.	1994		20	20	100%	0	3	17	City BMR agreement; fee waivers; 50/60/80% AMI	$600-$900
Gardens at Ironwood Senior Apts.	Cornerstone Ct. (Busch prop.)	2005		172	138	80%	0	69	69	City BMR agreement; fee waivers; 50/60% AMI + 34 mkt	$733-$1,210 (BMR)
Kottinger Place	240 Kottinger Dr.	1973		50	50	100%	0	0	50	HUD Public Housing for very low income seniors	(30% of mo. inc.)
Parkview Assisted Living Facility	100 Valley Ave. (@ Sunol Bl.)	2007		105	31	30%	0	0	31	Contribution of City land and financial assistance	$1,042-$2,084 (w/svcs.)
Pleasanton Gardens	251 Kottinger Dr.	1969		40	40	100%	0	0	40	HUD Sec 236 / Sec 8 housing for very low income seniors	$414-$507
Ridge View Commons Senior Apts.	5200 Case Ave.	1989	2019	200	200	100%	0	120	80	Tax credits; City land; HODAG grant; 25/33/50/60% AMI	$321-$942
Stanley Junction Senior Apartments	4023 Stanley Blvd.	1996		86	86	100%	0	78	8	City BMR agreement; fee waivers; 50/60/80% AMI	$750-$850
					565		0	270	295		

Disabled / Special Needs		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
Bay Area Community Services	4344 Railroad St.	1992		6	6	100%	0	0	6	Purchased/rehabed w/fed. CDBG funds	(30% of mo. inc.)
REACH (HOUSE, Inc.)	4158 Vineyard Ave.	1994		4	4	100%	0	0	4	Purchased/rehabed with federal (CDBG) funds; 4 SRO units	(30% of mo. inc.)
REACH (HOUSE, Inc.)	5608 Hansen Dr.	1997		3	3	100%	0	0	3	Purchased/rehabed with federal (HOME) funds; 3 SRO units	(30% of mo. inc.)
REACH (HOUSE, Inc.)	2253 Tanager Dr.	2006		3	3	100%	0	0	3	Purchased with federal (HOME) funds; 3 SRO units	(30% of mo. inc.)
REACH (HOUSE, Inc.)	1352 Oak Vista Way	2009		3	3	100%	0	0	3	Purchased with federal (HOME) funds; 3 SRO units	(30% of mo. inc.)
REACH (HOUSE, Inc.)	313 Trenton Cir.	2010		3	3	100%	0	0	3	Purchased with federal (HOME) funds; 3 SRO units	(30% of mo. inc.)
					22		0	0	22		
			Existing / Active Projects		1,021		72	616	333		

Notes: This table includes primarily project-based affordable housing. Resident-based programs such as Section 8 rental vouchers and City of Pleasanton Down Payment Assistance loans are not included in the preceding figures.

Below-Market Rate (BMR) Housing Inventory

1/9/2012

Pending Additions

Rental		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
Hacienda Site 1 (BRE Properties)	SEC Owens Dr./Willow Rd.			254	38	15%	0	0	38	Part of Hacienda TOD Plan; # aff units estimated	(to be determined)
Hacienda Site 2 (BRE Properties)	NWC Gibraltar Dr./Hacienda			251	38	15%	0	0	38	Part of Hacienda TOD Plan; # aff units estimated	(to be determined)
Hacienda Site 3 (Developer TBD)	SWC Gibraltar Dr./Hacienda D			361	58	16%	0	0	58	Part of Hacienda TOD Plan; # aff units estimated	(to be determined)
Windstar / Stoneridge Station	Stoneridge Mall Rd.			350	70	20%	0	0	70	Very low income apartments; approved Sept. 2008	(to be determined)
					204		0	0	204		

Ownership		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
Medeiros Gardens / Aminian	5835 Vineyard Ave.			10	1	10%	0	1	0	For sale townhome (1 low); approved 2008	(to be determined)
Stoneridge Apts. Condo Conversion	6250 Stoneridge Mall Rd.			520	35	7%	25	10	0	For sale condos (10 low; 25 mod); approved 2006	(to be determined)
					36		25	11	0		

Senior		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
Knuppe / Sunrise property	Foothill Rd./Stoneridge Dr.				0		0	0	0	(not yet determined)	(to be determined)
Redev. of Kott Place/Pls. Gardens	240/251 Kottinger Dr.			150	150	100%	0	60	90	Low and very low income senior apartments	(to be determined)
St. Augustine's Church Site	3999 Bernal Ave.				0		0	0	0	(not yet determined)	(to be determined)
					150		0	60	90		
			Pending Additions		390		25	71	294		

Notes: This table includes primarily project-based affordable housing. Resident-based programs such as Section 8 rental vouchers and City of Pleasanton Down Payment Assistance loans are not included in the preceding figures.

Pending Expirations

Miscellaneous / Other	Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
[none currently pending]										

Pending Expirations

Notes: *This table includes primarily project-based affordable housing. Resident-based programs such as Section 8 rental vouchers and City of Pleasanton Down Payment Assistance loans are not included in the preceding figures.*

1/9/2012

Expired / Non-Active Projects

Rental		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
4324 Railroad St. Apartments	4324 Railroad St.	1986	2001	10	3	30%	0	3	0	Owner unwilling to extend BMR contract; expired 2001	
Arroyo Village	Vineyard Ave./Mavis Dr.	1987	2002	19	5	26%	0	5	0	Owner unwilling to extend BMR contract; expired 2002	
Civic Square Apartments	4800 Bernal Ave.	1987	2007	262	66	25%	0	66	0	Owner unwilling to extend BMR contract; expired 2007	
Hacienda Commons Apartments	5000 Owens Dr.	1988	2003	212	32	15%	0	32	0	Owner unwilling to extend BMR contract; expired 2003	
Hacienda Gardens / Avalon	3650 Andrews Dr.	1988	1998	456	69	15%	0	69	0	Owner unwilling to extend BMR contract; expired 1998	
Pleasanton Greens (Las Ventanas)	3819 Vineyard Ave.	1976	1998	131	131	100%	0	0	131	HUD Sec 236 expired 1998 / residents recd Sec 8 vouchers	
Springhouse Apartments	5505 Springhouse Dr.	1989	2004	354	53	15%	0	53	0	Owner unwilling to extend BMR contract; expired 2004	
Stoneridge Apartments	6250 Stoneridge Mall Rd.	1989	1999	520	78	15%	0	78	0	Owner unwilling to extend BMR contract; expired 1999	
Valley Plaza II Apartments	4411 Valley Ave.	1986	2006	144	32	22%	0	32	0	Owner unwilling to extend BMR contract; expired 2005	
Vineyard Terrace	420-490 Vineyard Ave.	1986	2002	40	10	25%	0	10	0	Owner unwilling to extend BMR contract; expired 2002	
					479		0	348	131		

Disabled / Special Needs		Impl. Year	Expir. Year	Total Units	BMR UNITS: Total	(%)	Mod	Low	V Low	Description of Program / Subsidy	Current Rent / Sales Price Info
REACH (HOUSE, Inc.)	1898 Harvest Rd.	1998	2006	3	3	100%	0	0	3	Condo sold 2003; acquired new prop in 2006; 3 SRO units	(30% of mo. inc.)
					3		0	0	3		
				Expired / Non-Active Projects	482		0	348	134		

Notes: This table includes primarily project-based affordable housing. Resident-based programs such as Section 8 rental vouchers and City of Pleasanton Down Payment Assistance loans are not included in the preceding figures.