

# 4. HOUSING ELEMENT



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### BACKGROUND

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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 eight 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 5<sup>th</sup> Cycle Housing Element focuses on the 2015–2023 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 2007-2014, 4<sup>th</sup> Cycle 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).

## CONSISTENCY WITH OTHER GENERAL PLAN ELEMENTS

Policies and programs established throughout the General Plan affect housing development in Pleasanton. To provide for consistency, a program will continue to be included within the 2015-2023 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 previous fourth Housing Element revision planning period, as assigned to the City by the Association of Bay Area Governments (ABAG) have occurred.

## 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 2015–2023 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 2015–2023 planning period.

Income Category	Programs for NEW CONSTRUCTION (Programs 6.2, 17.4, and Regional Housing Need)	Programs for REHABILITATION (Program 11.2)	Programs for CONSERVATION <sup>1</sup>
Extremely Low Income	358	5	--
Very Low Income	358	40	--
Low Income	391	--	--
Moderate Income	407	--	--
Above Moderate Income	553	--	--
Total	2,067	45	0

*Note 1: No affordable housing units are anticipated to need preservation or conservation during the Housing Element planning period*

## 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 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 2015 and 2023.

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 2015–2023 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: As General Plan Amendments are proposed and ongoing  
Funding Source: General Fund

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

**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.

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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 surveys annually beginning in May 2015

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 as well as those with disabilities (including developmental disabilities). 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: Complete by the end of 2016

Quantified Objective: Five units per year.

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



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Program 6.3: Conduct a review of the Second Unit Ordinance, including a survey of similar requirements in other Bay Area cities. Using this review, consider allowing second units without an Administrative Design Review process in new single-family developments, subject to performance standards, consider reducing the existing Second Unit Ordinance requirements, such as the parking and height limit requirements, to encourage the development of second units, consider other measures to promote the creation of second units, and adopt necessary changes as appropriate.

Responsible Agency: Planning Division, Planning Commission, City Council  
Time Period: May 2016  
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.**

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: As multiple-family residential development proposals are received.  
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

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through the provisions of the City's Condominium Conversion Ordinance, and Government Code, Section 65863.7 (as to mobile homes). This includes requiring condominium converters to maintain rental units for households with special needs including those with developmental disabilities, such as lifetime leases with rental caps for persons with disabilities, to the extent permitted by State law and denying 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 when any applications for conversion are received.  
Funding Source: Not Applicable

Program 8.2: 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: Complete the review by the end of 2016.  
Funding Source: Housing Division Budget

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

*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.**

Policy 9: Support the development of housing for persons with special needs.

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Program 9.1: 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 as well as those with disabilities (including developmental disabilities). 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 and those with disabilities. 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: Seek funding annually and when specific development proposals are brought forward.

Funding Source: State and Federal Housing Funds

Program 9.2: 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 as well as special needs housing including housing for those with disabilities.

Responsible Agency: Planning Division, Housing Division

Time Period: Ongoing and meet with community groups every two years.

Funding Source: Planning Division, Housing Division Budgets

Program 9.3: Advocate changes in Federal and State legislation to provide incentives for the development of housing for special needs and 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: Ongoing.

Funding Source: General Fund

**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 10: Support the development and rehabilitation of housing affordable to extremely low-, low- and very low-income households and review infrastructure needs.

Program 10.1: Conduct a review of the Growth Management Program and amend as necessary to assure the rate of residential development, limited to 235 units per year consistent with the City's Growth Management unit allocation, 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, and to create a more efficient process for implementing the program.

Responsible Agency: City Council

Time Period: Early 2016; then annually.

Funding Source: Housing Division, Planning Division Budgets

Program 10.2: 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: As Housing Agreements are put in place for lower-income projects.

Funding Source: Not Applicable

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Policy 11: 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).

Program 11.1: 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 and households with special needs. A priority will be placed on projects that provide the largest number of units at the greatest level of affordability. The availability of incentives will be incorporated in the City's Inclusionary Zoning Ordinance, to be consistent with State law and recent court decisions, 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: Ongoing and enhanced promotional efforts at least once by May 2017.

Funding Source: Lower-Income Housing Fund

Policy 12: Strive toward meeting Pleasanton's share of regional housing needs, as defined by the Regional Housing Needs Determination (RHND).

Program 12.1: 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 adopted Housing Site Development Standards and Design Guidelines for Multifamily Development.

Responsible Agency: City Council

Time Period: Ongoing

Funding Source: Planning Division

Program 12.2: 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 2015 and 2023, and maintain their affordability. Attempt to rehabilitate at least one apartment complex by 2020. Single-family homes will be

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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/ongoing.

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 12.3: 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 2023.

Responsible Agency: City Council

Time Period: By 2023.

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

Program 12.4: 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: Meet annually with groups mentioned in the program.

Funding Source: Housing Division Budget

Policy 13: Give priority for housing opportunities to extremely low, low- and very low-income households with persons that live and work in Pleasanton.

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## *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 14:** 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 14.1: 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: Ongoing and when units become at risk of converting to market rate.

Funding Source: Housing Division Budget

Program 14.2: 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: Ongoing and when units become at risk of converting to market rate.

Funding Source: Lower-Income Housing Fund

Program 14.3: 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: When new assisted projects are approved.

Funding Source: Lower-Income Housing Fund

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Program 14.4: Provide rehabilitation funds or other incentives such as a density bonus where appropriate for apartment complexes in exchange for extended or perpetual assisted-housing time periods.

Responsible Agency: City Council  
Time Period: Ongoing; dependent on specific proposals.  
Funding Source: Lower-Income Housing Fund; CDBG Funds

Program 14.5: 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: Ongoing; dependent on specific proposals.  
Funding Source: Lower-Income Housing Fund; Tax-Exempt Bonds

*City Government Actions*

**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 15: 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 for those with disabilities (including developmental disabilities), and housing affordable to moderate-, low-, and very low-income households.

Program 15.1: Identify funding mechanisms for infrastructure improvements contained in the General Plan to accommodate projected housing growth.

Responsible Agency: City Council  
Time Period: Research currently available funding mechanisms annually.  
Funding Source: Capital Improvement Budget; Developers



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Program 15.2: Waive City fees for housing developments that provide a minimum of 15 percent affordable to extremely low-, low- and very low-income households.

Responsible Agency: City Council

Time Period: As applications are received for projects containing units for lower-income households.

Funding Source: Lower-Income Housing Fund

Program 15.3: Expedite the development review process for housing proposals that provide a minimum of 15 percent affordable to moderate-, low-, extremely low, and very low-income households.

Responsible Agency: Planning Division

Time Period: As applications are received for projects containing units for moderate- and lower-income households.

Funding Source: Planning Division Budget

Program 15.4: 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: Ongoing.

Funding Source: General Fund

Program 15.5: 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 next Housing Element update.

Funding Source: Housing Division Budget

Program 15.6: Assess future sewer infrastructure needs, including sewer infrastructure upgrades and facilities to accommodate future RHNA cycles in the region.

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Responsible Agency: Operation Services Department, Housing Division, City Council

Time Period: 2014–2015.

Funding Source: Sewer Enterprise Fund

Program 15.7: 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: Ongoing and meet annually with groups mentioned in the program.

Funding Source: Housing Division Budget

Program 15.8: 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 7.1 and 7.2) to determine if modifications are needed.

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

Time Period: Annually.

Funding Source: Housing Division Budget

Policy 16: Educate the public regarding the community, environmental, and economic benefits of Pleasanton’s affordable housing program.

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Program 16.1: 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: Ongoing and update information annually or as needed.

Funding Source: Housing Division Budget; Housing Grants

Program 16.2: 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: Ongoing and update information annually or as needed.

Funding Source: Housing Division Budget

Program 16.3: 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: As applications are received for projects containing affordable housing opportunities.

Funding Source: Housing Division Budget

Policy 17: 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 State law and recent court decisions. 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.

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Program 17.1: Review the City’s Inclusionary Zoning Ordinance and amend:

- 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 and State law;

Responsible Agency: Housing Division, Housing Commission, City Council

Time Period: January 2016, then annually.

Funding Source: Housing Division Budget

Program 17.2: Monitor the results of the Inclusionary Zoning Ordinance annually to determine consistency with State law and recent court decisions and 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/ongoing.

Funding Source: Housing Division Budget

Policy 18: 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.

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Program 18.1: 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 18.2: Continue to 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: Ongoing.

Funding Source: Lower-Income Housing Fund

Program 18.3: 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/ongoing.

Funding Source: Lower-Income Housing Fund

Program 18.4: 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: Explore ways to use the fund for the list of activities in the program annually and as needed.

Quantified Objective: 150 units

Funding Source: Lower-Income Housing Fund

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Program 18.5: 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: Consider prioritization by January 2016.

Funding Source: Lower-Income Housing Fund

Policy 19: Encourage the use of density bonuses for housing which is affordable to extremely low-, moderate-, low-, and very low-income households.

Policy 20: 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 21: Work with the Alameda County Housing Authority and other agencies to maintain funding for Section 8 and other Federal subsidy programs.

Policy 22: Assist in the relocation of persons displaced by public projects.

Policy 23: 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 24: 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 25: 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 26: 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 26.1: 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: Ongoing; information to property owners within six months of Housing Element adoption and at least two additional times during the planning period.

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

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Program 26.2: Continue to actively support the activities of non-profit organizations that provide special needs housing as well as 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: Meet with nonprofit housing providers annually and ongoing.

Funding Source: Housing Division Budget

Program 26.3: 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: When land becomes available to the City.

Funding Source: Not Applicable

## 2. For-Profit Housing Developers

- Policy 27: 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 28: 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 29: Retain flexibility in the growth management process in order to accommodate housing affordability.

Policy 30: Encourage substantial private development of housing affordable to extremely low-, low- and very low-income households through the Growth Management Program.

Program 30.1: 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 annual preparation of growth management report.

Funding Source: Planning Division Budget

Program 30.2: Review and amend the Growth Management Program to reflect current housing and infrastructure conditions and current housing needs, and to ensure that the Growth Management Ordinance does not include

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constraints including preventing the City from meeting its share of the regional housing need for all income levels during the Housing Element planning period. Potential revisions include establishing a regional housing need allocation exemption for all lower income housing, incorporating all lower income regional housing need allocation requirements into the growth management allocation, and mandating the ability to “borrow” allocation units for lower income housing from future years to accommodate all levels of regional housing need allocation through the developer’s development agreement, growth management agreement or other legislative act.

Responsible Agency: City Council

Time Period: January 2016 for review and amendments and continue annual review. The City shall notify HCD of implementation, utilizing the annual General Plan progress report required by Government Code Section 65400.

Funding Source: Planning Division Budget

### *Existing Housing Condition*

**Goal 13: Encourage the preservation and rehabilitation of the existing housing stock.**

Policy 31: Provide incentives to encourage the maintenance of affordability in existing housing that is rehabilitated.

Policy 32: 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 33: Encourage the maintenance of safe, sound, and well-kept housing city-wide.

Policy 34: 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 35: Eliminate all substandard housing conditions within the community.

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Program 35.1: Maintain building and housing code enforcement programs, and monitor project conditions of approval.

Responsible Agency: Community Development Department  
Time Period: Ongoing.  
Funding Source: Community Development Department Budget

Program 35.2: 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: Apply for funding annually and ongoing.  
Funding Source: CDBG Funds

Program 35.3: 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: Ongoing.  
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.**

Policy 36: Encourage development of workforce housing that helps to achieve the goals of the Economic Development Strategic Plan.

Program 36.1: Regularly assess the need for workforce housing (including stock, type and quantity of housing) in the community. Develop routine planning and economic development activities to better integrate assessment information into efforts that produce a built environment responsive to the need for workforce housing, in accordance with the Economic Development Strategic Plan. The City Council shall consider the appropriate steps to address the identified needs.

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Responsible Agency: Housing Division, Economic Vitality Committee, Housing Commission, City Council

Time Period: Ongoing, as Appropriate

Funding Source: Housing Division Budget

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

Policy 37: Disperse high-density housing throughout the community, in areas near public transit, major thoroughfares, shopping, and employment centers.

Program 37.1: 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 meet its share of the regional housing need.

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

Time Period: Monitor as part of annual report to HCD and ongoing.

Funding Source: Planning Division Budget

Policy 38: Strongly encourage residential infill in areas where public facilities are or can be made to be adequate to support such development.

Program 38.1: 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: Ongoing.

Funding Source: Planning Division Budget

Program 38.2: 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

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homes.

Responsible Agency: Planning Division

Time Period: Ongoing.

Funding Source: Planning Division Budget

Program 38.3: For those properties designated for high density residential development with existing commercial uses, conduct outreach with property owners and businesses 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: Annually.

Funding Source: Housing Division Budget

Policy 39: For phased residential 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 40: Reserve suitable sites for subsidized housing affordable to low- and very low-income households.

Program 40.1: Acquire and/or assist in the development of one or more sites for housing affordable to low- and very low-income households.

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Responsible Agency: Housing Division, City Council

Time Period: Convene City staff meeting annually to discuss potential opportunities and 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 40.2: 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: Ongoing; dependent on specific proposals and opportunities.

Funding Source: Tax-Exempt Bonds

Program 40.3: 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 41: 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.**

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**Policy 42:** 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 42.1:** 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 42.2:** Publicize information on fair housing laws and refer all complaints to the US Department of Housing and Urban Development, ECHO, and the California Department of Fair Employment and Housing.

**Responsible Agency:** City Attorney's Office

**Time Period:** Ongoing/as needed.

**Funding Source:** General Fund

### *Special-Needs Housing*

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

**Policy 43:** Provide for the special-housing needs of large households, the elderly, persons with disabilities including developmental disabilities, extremely low income households, the homeless, farmworkers, and families with single-parent heads of households.

**Program 43.1:** 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,

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specially designed units for persons with disabilities, SROs, 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 or those with disabilities (including developmental disabilities). 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: Seek funding annually and ongoing.

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

Program 42.2: 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 projects with low- and very low-income units come forward.

Funding Source: Housing Developers

Program 43.3: 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 43.4: 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



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Program 43.5: 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: As applications for housing projects in infill locations are received.

Funding Source: Housing Developers

Program 43.6: Encourage the provision of special-needs housing, such as community care facilities for the elderly, and persons with disabilities (including developmental 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 provides fee reductions per Pleasanton Municipal Code Chapter 18.86 (Reasonable Accommodations) on the basis of hardship. 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: Ongoing.

Funding Source: Not Applicable

Program 43.7: Require some units to include Universal Design and accessibility 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 accessibility 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: Ongoing.

Funding Source: Not Applicable

Policy 44: 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.

# 4.0 HOUSING ELEMENT

Policy 4445: 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 46: Preserve and enhance environmental quality in conjunction with the development of housing, including additions and remodels.

Program 46.1: 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: Ongoing.  
Funding Source: Planning Division Budget

Program 46.2: 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: Ongoing; dependent on specific proposals.  
Funding Source: Housing Division Budget

City Resolution 10-390—Non-Discrimination

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

Policy 47: Implement Resolution 10-390, requiring enhancements to existing non-discrimination housing policies.

Program 47.1: 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 47.2: 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: By December 2015.

Funding Source: Housing Division Budget

Program 47.3: 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.

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Responsible Agency: Housing Division, City Council  
Time Period: Schedule workshop by January 2016; other assistance dependent on specific proposals.  
Funding Source: Housing Division Budget

Program 47.4: 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 47.5: The City will work in good faith with non-profit and for-profit developers to secure property, within Pleasanton and its current sphere of influence, for the development of well-designed affordable housing for families with children in Pleasanton.

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 supportive housing, and transitional housing requirements of SB 2.**

Policy 48: Revise the Zoning Title of the Pleasanton Municipal Code to address SB 2.

Program 48.1: Revise the Zoning Ordinance to permit transitional and supportive housing in all zones allowing residential uses and define transitional and supportive housing as residential uses allowed in the same way and subject to the same development regulations that apply to other dwellings of the same type in the same zone.

## 4.0 HOUSING ELEMENT

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