

Pleasanton Housing Element Workshop – March 24, 2014

City of Pleasanton Housing Element

Community Workshop Summary

Introduction

The City of Pleasanton held a Housing Element community workshop to kick off the project on Monday March 24, 2013, from 6:30 to 8pm at the Remillard Conference Center, 3333 Busch Road, Pleasanton, CA. The first Community Meeting was noticed twice in Tri-Valley times, once in the Community Calendar of the Pleasanton Weekly, as well as on the City's website Community Calendar and Housing Element website. In addition, approximately 1,488 notices were mailed out and 175 emails were sent which included all properties within 1000' of the Irby-Kaplan-Zia property, all properties within 1000' of the CM Capital Site, as well as all people requesting special notification on either of those properties or the Housing Element Update. There were approximately 25 participants at the meeting, which started with a brief presentation made by staff and the consultant.

Overview

The presentation included a summary of Housing Element state law requirements, identification of new laws affecting this Housing Element update, and a timeline for the process for the 5th round Housing Element update that is due to be adopted by January 31, 2015.

Following the presentation, participants were asked to visit various stations set up throughout the room to discuss the following topics:

- Housing Programs and Services
- Housing Types
- Housing Challenges and Opportunities
- Current Housing Inventory and Potential Changes
 - CM Capital Property
 - Irby-Kaplan-Zia Properties
- Other Comments and Ideas

Following the station activity, the group reconvened and discussed the schedule of upcoming meetings and turned in comment cards, and the meeting was adjourned.



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Activity Stations

Housing Program and Services

At the Housing Program and Services station, participants were asked to identify: (1) which housing programs and services are important to them and/or their friends and family, and (2) which housing programs and services the City should support. The following table summarizes participant responses.

Housing programs and services	This is important to me and/or my friends and family				The City of Pleasanton should support this			
	Agree	Disagree	Neutral	N/A	Agree	Disagree	Neutral	N/A
Age in place resources	10	0	0	0	6	0	0	0
Down payment assistance	1	0	0	3	2	1	0	0
Energy efficiency resources	8	0	0	0	4	0	1	0
Fair housing assistance	0	1	1	0	1	1	0	0
Farmworker housing	0	4	1	2	2	1	1	0
Homeownership education	3	0	0	0	4	0	0	0
Home maintenance and rehabilitation	6	0	0	0	4	0	0	0
Services for persons with physical or developmental disabilities	3	0	0	1	7	0	0	0
Traditional and supportive housing	0	0	0	2	4	1	0	0
Emergency shelters and homeless services	0	0	0	1	4	0	1	0
Recovery/treatment services	0	0	1	1	6	0	1	0

Participants were invited to provide additional comments regarding housing programs and services in Pleasanton. The following comments were shared:

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Age in place resources:

- Senior housing for middle-class garden homes.
- Senior affordable housing.

Farmworker housing:

- This is a category of workforce housing for lower paid employees that make agriculture in the Tri-Valley sustainable.
- Workforce housing for employees working at the 49.6% of Pleasanton jobs that pay below \$40K/year is needed to support business & lower GHG emissions (community).

Services for persons with physical or developmental disabilities:

- Need housing for special needs individuals.

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Housing Types

At this station, participants were invited to identify which housing type they currently live in (using a red sticky dot) and which housing type the city needs more of (using a blue sticky dot). The following table summarizes participant responses.

Single-family home	Townhouse	Apartment
Currently live in: 13 Pleasanton needs more: 3 Comments: <ul style="list-style-type: none"> • More single-story homes 	Currently live in: 3 Pleasanton needs more: 4 Comments: none	Currently live in: 1 Pleasanton needs more: 2 Comments: none
Mixed-use building	Senior housing/Assisted living	Within walking distance of shops and services
Currently live in: 0 Pleasanton needs more: 3 Comments: none	Currently live in: 0 Pleasanton needs more: 4 Comments: <ul style="list-style-type: none"> • Moderate priced senior housing (not low – not so expensive) • Single-story senior housing moderate price 	Currently live in: 0 Pleasanton needs more: 9 Comments: <ul style="list-style-type: none"> • Need more major retailers, shops and restaurants downtown. Also more child-friendly places downtown (Cold Stone Ice Cream)
Energy-efficient home	Affordable housing	Mobile home
Currently live in: 2 Pleasanton needs more: 7 Comments: none	Currently live in: 0 Pleasanton needs more: 6 Comments: none	Currently live in: 0 Pleasanton needs more: 1 Comments: none

Participants were invited to provide additional comments regarding housing types in Pleasanton. The following comments were shared:

- Special needs housing needed for people with autism or other delays.

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Housing Challenges and Opportunities

At this station, participants were asked to respond to the question: What stands between you or your friends and family and a new or renovated home? Participants provided the following responses to this question:

- More schools, all levels, elementary/middle.
- Nonprofit workforce housing for younger workers (like our children) that work in retail or food services. Below 50%-80% AMI.
- If I could keep my property tax rate.
- Downtown needs to grow.
- Good infill housing.
- More big parks.
- More walkable neighborhoods.
- Affordability.
- Downtown offer more services/shops/restaurants/specialty stores.
- Downtown housing.
- More senior housing (middle) range.
- More single-story homes.



Current Housing Inventory and Potential Changes

At the Current Housing Inventory station, participants were asked to provide their feedback regarding potential changes to the zoning of the CM Capital property and the Irby-Kaplan-Zia Site. Staff received no comments or feedback on the Irby-Kaplan-Zia Site. Participants provided the following comments and feedback on the CM Capital Site:

- REZONE! CM Properties back to commercial. Pleasanton does NOT need 2 high density projects next to each other!!
- Rezone CM Properties from residential to commercial.
- Do not put trail on this side of arroyo. Put on predominately commercial side. Not Parkside Resident side.
- Want CM Capital properties rezones back to commercial and not high density.
- Want the CM Capital properties site rezoned back to commercial from residential.
- Change CM Capital zoning back to commercial
- Do not open this side of canal.
- Rezone back to commercial no high density.
- Change CM Capital back to commercial.
- Rezone CM property – it was a mistake to RHNA. Zone the entire parcel. Please correct this mistake. REZONE!
- We do not need this housing. Rezone back to commercial.
- Put trail on the other side of arroyo. The trail is 20' from my bedroom window.

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- Rezone. Do not open trail on this side of arroyo – there are no police patrol services and it does not go anywhere.

Other Comments and Ideas

At this station, participants were invited to provide additional comments and ideas for the Housing Element. Participants shared the following:

- Housing for special needs to fulfill SB812.
- Need major stand alone retail shops, more restaurants and child-friendly eateries downtown (i.e. Cold Stone).
- Adult-only eateries or designated hours for such.
- The need for workforce housing is real. Pleasanton must consider partnering with nonprofit housing developers to achieve low income housing.
- As a long-time Pleasanton resident, I'm concerned that our "elected" officials are not always looking out for my quality of life in Pleasanton. All this new pressure for growth is causing a lack of focus on what is important to me.
- More nonprofit work force housing for those earning below 80%-50% AMI.
- Rezone CM Capital to Commercial.
- No high density 30/ac.
- Infill.

Comment Cards

Participants were provided comment cards to complete with additional questions and feedback. The following comment cards were completed and shared at the end of the workshop.

I understand the RHNA Housing numbers being imposed on us by the State – but Please build these projects in logical locations.

The rezoning of the CM property and the soon to be Summerhill High Density Project being adjacent to each other, with other high density buildings nearby on W. Las Positas, bordering single family homes, across the street from a middle school.

That was VERY poor planning! Who represents Pleasanton citizens? Looks like our city bends their ear to developers, their attorneys and their money.

Suggest explanation of "General Plan"

Explain ABAG acronym & how many areas/counties/jurisdictions get assigned housing rent numbers.

Community workshop good way to inform the residences. Keep it going.

Thank you!

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Conclusion

Several themes and priorities were identified by the residents during this workshop. There was consensus with the residents in attendance that Pleasanton needs more housing within walking distance of shops and services, more energy efficient homes, and more housing for special needs households including housing for persons with developmental disabilities. In terms of priorities for housing services that the City should support, residents felt strongly that the City should partner with developers who provide housing for residents to age in place and energy efficient housing. The City should also support housing rehabilitation programs for existing homeowners and work with advocate groups to support programs for persons with developmental disabilities. Lastly, residents in attendance provided numerous responses to the CM Capital property rezoning and were not in support of maintaining zoning for this property to allow for high density housing.