AGENDA ITEM NUMBER 3

REPORT SUMMARY:

Informational Report from LWC presenting the results of stakeholder interviews in November 2020 and aggregated results of the fair housing community survey conducted in Spring of 2021. In addition, an informational report from City staff presenting results from the Interactive Pinnable Map planning tool conducted in Spring of 2021. This agenda item will include an interactive “charrette” or architectural design poll for Committee Members and members of the public at the meeting.

BACKGROUND AND ANALYSIS:

LWC will present the results of the citywide Fair Housing Community Survey which was open for public participation from March 12 to April 15, 2021. Survey results will be aggregated and LWC will share results showing general levels of familiarity with state and federal housing law, priorities for housing implementation strategies and funding sources, and general design preferences. Preliminary survey results are provided as Attachment A to this report. Results related to accessory dwelling units, also known as “second units,” will be presented at the next Housing Advisory Committee meeting on June 15, 2021.

The presentation will also include the results of the Interactive Pinnable Map which was also open for public participation from March 12 to April 15, 2021. Community members were asked to “pin” comments to the following areas: (1) areas that should be protected from development; (2) areas that should be identified for increased development; and (3) areas where Community members have questions. The Interactive Pinnable Map results have been compiled and provided as Attachment B to this report.

On May 19, 2021, LWC will present the results and what they tell us about new SB 2 housing programs. LWC will test the interpretation of the results using a real-time, interactive “charrette” or architectural design poll for Committee Members and members of the public present at the meeting.

CONFORMANCE WITH GENERAL PLAN:

Development of the new SB 2 grant housing programs is consistent with General Plan Housing Element goals, policies, and actions, including the following goals:
Goal 1: New housing construction – provide a range of new housing options in Piedmont to meet the needs of all household types in the community.

Goal 3: Affordable Housing Opportunities – Create additional housing opportunities for moderate, low, and very low income Piedmont residents.

A list of the 2015 General Plan Housing Element goals, policies, and actions that will be supported by the new SB 2 grant housing programs is included with this report as Attachment C.

CEQA:

This agenda item is exempt from the California Environmental Quality Act (CEQA) because this report is not a project as defined in section 15378 of the CEQA Guidelines, and also exempt pursuant to section 156061(b)(3) of the CEQA Guidelines because it can be seen with certainty that there is no possibility of an impact on the environment.

CITY COUNCIL ACTION REQUIRED:

No City Council action is required.

ATTACHMENTS:

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<tr>
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<th>Pages</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>3 to 13</td>
<td>LWC Slides – Fair Housing Survey Results</td>
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<td>B</td>
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<td>Pinnable Map Results Report</td>
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<td>C</td>
<td>18-19</td>
<td>General Plan Housing Element Goals, Policies, and Actions</td>
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SB2 Community Survey

Open from March 12 to April 15, 2021
877 total responses

Part 1: SB2 Housing Programs Project Background
Part 2: Tell Us About Yourself (questions 1-13)
Part 3: Taking Action (questions 14-17)
Part 4: Thinking About Design (questions 18-41)
Questions 1 & 2: Demographic Data

I am a...

- Resident of Piedmont: 733
- Employed in Piedmont: 159
- Student in Piedmont: 12
- Owner/operator of a Piedmont business: 8
- Developer/builder: 17
- Landlord/property manager: 65
- Other (please specify): 20

I’ve been a resident for...

- Less than 1 year: 62
- 1-5 years: 94
- 6-10 years: 123
- 11-25 years: 255
- 26 or more years: 259
Questions 3 & 4: Demographic Data

Own or rent?

- Own: 687
- Rent: 35
- Not Applicable: 66
- Prefer not to say: 7

Age

- Under 18: 2
- 18-24: 8
- 25-34: 42
- 35-44: 144
- 45-54: 249
- 55-64: 227
- 65+: 200
Questions 5 & 6: Demographic Data

**Household income**

- Less than $52,200: 27
- $52,201 to $83,550: 52
- $83,551 to $125,300: 95
- $125,301 or more: 675

**Race/ethnicity**

- Asian/Pacific Islander: 87
- Black or African American: 17
- Hispanic or Latino: 29
- Native American or ...: 1
- Multiracial: 38
- White: 561
- Prefer not to say: 126
- Other (please specify): 12
Questions 7 & 8: Familiarity with Recent Legislation

**SB35**
- Very familiar: 74
- Somewhat familiar: 328
- Not too familiar: 255
- Not at all: 167

**SB330**
- Very familiar: 66
- Somewhat familiar: 222
- Not too familiar: 298
- Not at all: 238
Questions 9 & 10: Familiarity with Recent Legislation

**Recent ADU legislation**

- Very familiar: 83
- Somewhat familiar: 235
- Not too familiar: 273
- Not at all: 233

**Housing Elements**

- Very familiar: 104
- Somewhat familiar: 267
- Not too familiar: 235
- Not at all: 218
# Question 14: Housing Strategies

## Support
- Acquisition and rehabilitation of existing buildings for affordable housing.
- Prioritize housing for Piedmont’s teachers, first responders, seniors, and service providers.
- More streamlined permit approvals

## Split
- Relax zoning standards for multi-family buildings.
- Lot-splitting in single-family zones.
- Allow more housing units on existing lots.
- Regulations to support the conversion of existing buildings into condominiums.

## Oppose
- Provide City-sponsored rent subsidies.
- Require a minimum number of rent-restricted housing units in new developments.
- Develop housing on land owned by the City (e.g. parks), School District, and/or religious organizations.
Question 15: Housing Strategies, Comments

• **Infill Development.** Grand Ave, Moraga Ave, Oakland Ave.

• **New Development:** Gas stations, Blair Park, EBMUD Reservoir, Davies Tennis Stadium, park Blvd, Ace Hardware, Corp Yard, pool site, “dress best drop-off site,” Community Arts site, other open/civic/rec spaces

• **Distribute affordable housing.** Locate affordable units above Highland Ave and Sandringham/Estates area

• **Residential above existing non-residential buildings.** e.g., banks, Mulberry’s, City Hall.

• **Support senior housing.**

• **Partner with City of Oakland:**
  • Annex Oakland parcels (e.g. along Moraga) build affordable housing there
  • Subsidize units in Oakland
  • City to purchase apartments in Oakland and rent them to teachers, first responders, etc.
Question 15: Housing Strategies, Comments

- City to assist with ADUs.
- City engage Housing First to assist homeless programs
- City to provide stipends for housing costs based on income
- Offer incentives for owners with large lots to sell pieces of their properties for housing development.
- Create a Piedmont rent board to support tenants.
- Acquisition and demolition.
- Disallow vacant homes.
- Penalize projects that change from low income to market rate before occupancy.
## Question 16: Funding Mechanisms

<table>
<thead>
<tr>
<th>Support</th>
<th>Oppose</th>
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<tbody>
<tr>
<td>• Transient Occupancy Tax</td>
<td>Parcel Tax</td>
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<td>• Inclusionary Housing Ordinance with Fee In-Lieu Option</td>
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<td>• Linkage Fees</td>
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<td>• Impact Fees</td>
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Question 17: Funding Mechanisms, Comments

- **City subsidies** for ADUs and affordable housing through property tax abatement
- City to issue **bonds**
- Explore **State/federal/joint-municipal funding**
- Seek **grant opportunities**
- Create an Affordable **Housing Trust or Land Trust**
- **Transfer/conveyance fees**
- **Tax credits**
- Increase **property taxes (progressive)**
- Increase **sales tax revenue** through encouraging more commercial development
INTERACTIVE PINNABLE MAP TOOL
-March 12, 2021 to April 15, 2021-
Final Report

On March 12, 2021, the City of Piedmont launched a new housing website, “PiedmontisHome.org.” The new website launch was publicized in an email sent to over 4,000 recipients on March 12, as well as physical postcards mailed to every residence in Piedmont, and social media posts on the City’s Facebook and NextDoor accounts. Publicity included messages about opportunities to participate in the Fair Housing Survey and Interactive Pinnable Map, hosted on the website. Follow-up announcements for the Fair Housing Survey and Interactive Pinnable Map were included in the Planning & Building eNewsletters sent on March 18 and April 8 to over 4,000 recipients. Posters for the website and Fair Housing Survey were posted at Mulberry’s, the Valero gas station, the Wells Fargo community bulletin board, and at Ace Hardware.

The intent of the Interactive Pinnable Map Tool was to start a community dialogue about the available land inventory required by the State of California for every Housing Element of every General Plan. The available land inventory will challenge the Piedmont community to identify sites for new development because the City’s new state-mandated Regional Housing Needs Allocation (RHNA) of 587 homes is much larger than the last Piedmont RHNA of 60 homes, and new state laws limit which sites are eligible.

Pinnable Map participant comments are anonymous and show a range of attitudes toward sites for new development. While the Interactive Pinnable Map Tool was active from March 12 to April 15, 2021, participants were given the option to vote in support or opposition to their neighbors’ comments. The response to comments was often split with several hundred clicks or “votes” in favor and several hundred clicks or “votes” in opposition. The Pinnable Map software did not limit the number of clicks or votes in support or opposition. The intent of the Interactive Pinnable Map was to break the ice surrounding future land use changes, engage a wide spectrum of Piedmont residents, and encourage participation. The clicks in support and opposition are not recorded in this report and are not intended to influence the work of City staff or consultants.

The following images describe the design of the mapping tool interface and provide a summary of participation. While 877 people participated in the Fair Housing Survey, the Interactive Pinnable Map software recorded 93 unique users and a total of 90 comments.

Preliminary analysis of sites identified in the Interactive Pinnable Map in Zone C and Zone D, as well as comments regarding the development of new ADU tools and incentives, will be used in the SB2 housing programs scope of work.

All of the sites identified for development or protection, as well as the questions raised by participants, will be reviewed as part of the Housing Element Update scope of work, beginning with Housing Element background analysis and public engagement scheduled for to start in Fall of 2021.

Word “cloud” from terms used repeatedly in comments attached to pins on the interactive map.
Invitation to participate on Piedmontishome.org and basic mapping instructions.

Results of pinnable map “pins” and comments (see teased out comments and pins on the Piedmont Zoning Map, included herein). “Lightbulb” icons represent thoughts or questions, red exclamation marks represent areas that should be protected from development, and green house icons represent areas that should be designated for increased development.

Activity on the pinnable map from March 12, 2021 to April 15, 2021, showing spikes that relate to public outreach efforts.
This area has the most surplus space of any park area in Piedmont. It also has an optimal traffic pattern in front of it. There should be multi-family development on either side of it. This area is a huge fire danger zone, with twisty roads that are not easily accessible; any extra traffic/parking would impede rescue and evacuation in an emergency. As of now the main roads (Blair Ave/Harbord Dr) are out of Park Blvd such that if there was an emergency, there would be the same fire department farther back on a street that was much less easy to access.

At Paloma Ave and Piedmont Park it's the same story. There could still be a nice open space towards the upper portion of the space.

The city's already creating a centerpiece pool and recreational facility in this area. Plus, we have two schools with all of its traffic. It's just fantasyland to think you can add housing into this area as well.

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Please make sure that Ace Hardware and Garden center are required to be retained as part of any mixed-use development.

Large undeveloped land above state park and disk golf part - adjacent to undeveloped cemetery areas.

The city already has access of undeveloped land for dead persons who do not pay for it. However, buildings may need to be multi-story to reach the skyline. There is no single family home at 401 Magnolia. We should consider rezoning all A zone lots to allow for more than one single-family home.

Consider acquiring and rezoning public space or banks with affordable housing

Where will the city get all of these funds to buy commercial properties? Where are all the willing sellers?

Consider rezoning all A zone lots to allow for more than one single-family home.

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Many of the properties in this area are within the normal operations and could be more efficiently developed with some surveying and strategic thinking. The low level and perhaps some terraced garden roofs to keep it an important main road for first responders to utilize increased density will impact that response. Also it does not make any sense to place affordable housing in an area, as controlling traffic costs will be tough on families.

Imagine an Ace Hardware and Mountain Center that were in a single building with a calf rest room and maybe housing 2-3 stories above.

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The city is already creating a centerpiece pool and recreational facility in this area. Plus, we have two schools with all of its traffic. It's just fantasyland to think you can add housing into this area as well.

Multi-family development would work well on site where Shell gas station currently is. At street level, a corner cafe and a market along that front would be great as these would increase Piedmont's dining, gathering, office or retail locations, which are very important main road for first responders to utilize increased density will impact that response. Also it does not make any sense to place affordable housing in an area, as controlling traffic costs will be tough on families.

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Remember the plan for site area for multi-family housing (but without affecting any existing buildings).

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Attachment C

General Plan Housing Element Goals, Policies, and Actions

The SB 2 Planning Grants Program application prepared by staff is consistent with the following General Plan Housing Element goals, policies, and actions:

Goal 1: New housing construction – provide a range of new housing options in Piedmont to meet the needs of all household types in the community.

Policy 1.2: Housing diversity – Continue to maintain planning, zoning, and building regulations that accommodate the development of housing for all income levels.

Policy 1.4: Context-appropriate programs – Participate in those state and federal housing assistance programs that are most appropriate to Piedmont’s character and that recognize the unique nature of affordable housing opportunities in the City.

Policy 1.5 – Second units – Continue to allow second units (in-law apartments) “by right” in all residential zones within the City, subject to dimensional and size requirements, parking standards, and an owner-occupancy requirements for either the primary or secondary unit. Local standards for second units may address neighborhood compatibility, public safety, and other issues but should not be so onerous as to preclude the development of additional units.

Policy 1.6: Second units in new or expanded homes – Strongly encourage the inclusion of second units when new homes are built and when existing homes are expanded.

Policy 1.7: Housing in commercial districts – Ensure that local zoning regulations accommodate multi-family residential uses on commercial properties in the City, including the addition of apartment to existing commercial buildings.

Policy 1.10: Intergovernmental coordination – Coordinate local housing efforts with the California Department of Housing and Community Development, the County of Alameda, and adjacent cities. Where City-sponsored housing programs are infeasible due to limited local resources, explore the feasibility of participating in programs initiated by other jurisdictions.

Action 1.C: Market-rate second unit production – Maintain zoning regulations that support the development of market-rate second units in Piedmont neighborhoods.

Action 1.E: Allowing multi-family housing and mixed-use in in the Commercial Zone – Amend the Piedmont Zoning Ordinance to add multiple family housing and mixed-use development to the list of conditionally permitted uses in the Commercial Zone (Zone D).

Action 1.G: Facilitating multi-family development – Develop incentives which would facilitate multi-family development on land zone for multi-family or commercial uses in Piedmont, including modifications to lot coverage requirements for multi-family uses in Zones C and D, and modifications to permitted and conditionally permitted use requirements for Zones C and D. The City will also consider potential ways to streamline environmental review in the event future multi-family uses are proposed in these areas.
Action 2.E: Streamlining design review – Conduct a Planning Commission study session to identify steps that might be taken to expedite and improve the design review process. Following this session, develop amendments to the Design Review process consistent with Action 28.C of the General Plan (Design and Preservation Element).


Goal 7: Equal access to housing – Ensure that all persons have equal access to housing opportunities in Piedmont.

Policy 7.1: Housing choice – Promote the development of housing for all persons regardless of race, religion, ethnic background, or other arbitrary factors.

Policy 7.3: Fair housing enforcement – Implement and enforce relevant State and federal fair housing laws.

Action 5.A: Shared housing program – Consider participating in ECHO Housing’s shared housing program as a way to improve housing opportunities for lower income seniors and extremely low income households.

Action 5.C: Assistance to non-profit developers – Provide assistance to non-profit entities interested in developing housing for low and moderate income Piedmont residents, including elderly and others with special needs.

Action 5.H: Faith Community participation – Work with local faith community to serve residents in need within Piedmont and the greater East Bay, and to identify potential partners for meeting local extremely low income housing needs.

Action 5.I: Second units for extremely-low income households – Maintain an inventory of second units that are available at rents that are affordable to extremely low income households. Explore ways to expand this inventory and encourage the development of additional extremely low income second units through the City’s affordable second unit program and other means.

Action 5.J: Housing for extremely low income families – Develop incentives to meet the needs of Piedmont’s extremely low income households potentially including modified development standards for new multi-family buildings that include units for extremely low income families.