

2023-2031 HOUSING ELEMENT

for the City of Emeryville



Agenda

- » Report-out from Community Workshop
- » Goals, Policies and Programs
- » Schedule



Community Workshop



Community Workshop #1

- » June 29th
- » 87 registrations, approximately 20 attendees
- » Interpretation in Amharic provided, Spanish interpretation available but not requested

Feedback from Community Workshop

- » Concerns about the location of affordable housing in the city, and a sense that it's over-concentrated in one area
- » Desire for more opportunities for homeownership at all income levels, including below market rate (BMR) homes
- » Interest in having BMR homes with more bedrooms for larger families (3+ bedrooms) and more opportunities for artists lofts
- » Concern about resale potential for BMR ownership homes
- » Interest in supporting the renovation of unused office buildings into housing
- » Seniors and low-income populations considered most underserved, would like to see more support for these types of development

Goals Policies & Programs



Goals, Policies and Programs in the Housing Element

- » **Goals** express large-scale priorities. They are general and visionary.
- » **Policies** are statements to guide decision-making. They are specific and imply clear commitment.
- » **Programs** identify actions and/or procedures to implement policies and achieve goals. Programs include quantifiable objectives, responsible parties, timelines and funding sources.

Current Goals

- H-1.** Preserve and improve existing neighborhoods and housing stock.
- H-2.** Encourage housing development affordable to lower income households.
- H-3.** Promote the development of affordable housing for persons with special needs.
- H-4.** Provide a wide variety of housing types for a range of incomes, lifestyles and preferences
- H-5.** Promote equal opportunity in housing.
- H-6.** Provide ownership opportunities and family-size housing.
- H-7.** Promote environmental responsibility and sustainability through site remediation and green/healthy development.

Conceptual Goal Categories

1. New construction
2. Rehabilitation
3. Conservation/Preservation of Affordability Covenants
4. Fair housing
5. Address constraints

1. New Construction

H-2. Encourage housing development affordable to lower income households.

H-3. Promote the development of affordable housing for persons with special needs.

H-4. Provide a wide variety of housing types for a range of incomes, lifestyles and preferences

H-6. Provide ownership opportunities and family-size housing.

H-7. Promote environmental responsibility and sustainability.

New policies for ADU construction

2. Rehabilitation

H-1. Preserve and improve existing neighborhoods and housing stock.

H-7. Promote environmental responsibility and sustainability.

3. Conservation/Preservation of Affordability Covenants

H-1. Preserve and improve existing neighborhoods and housing stock.

New policies to address affordable units at-risk of conversion, displacement, resiliency to housing market fluctuations, code enforcement

4. Fair Housing

H-5. Promote equal opportunity in housing.

5. Address Constraints

New policies to remove or mitigate governmental or non-governmental constraints.

Current Policies and Accomplishments



Current Policies Under Goal H-1:

H-1-1. Promote the preservation and improvement of existing homes through the Emeryville Housing Rehabilitation Program

H-1-2. Maintain and improve the city's older housing stock, particularly the homes located in the Triangle neighborhood east of San Pablo Avenue and the Doyle Street neighborhood located east of Hollis Street.

H-1-3. Maintain the availability and affordability of existing units that are restricted for occupancy by lower- and moderate-income households.

H-1. Preserve and improve existing neighborhoods and housing stock.

Progress Under Goal H-1

- » Promoted the Housing Rehabilitation Program.
- » Partnered with Alameda County on Healthy Homes workshops.
- » Offered education on the Earthquake Brace and Bolt program.
- » Approved the replacement of two residential structures that were demolished in 2015 as well as two in 2017.
- » Prevented foreclosure of affordable ownership unit and provided information for owners at risk of foreclosure.

Current Policies Under Goal H-2:

H-2-1. Ensure that the planning regulations continue to facilitate the development of affordable housing.

H-2-2. Support new housing opportunities for extremely low-, very low-, low-, and moderate-income households.

H-2. Encourage housing development affordable to lower income households.

Progress Under Goal H-2

- » Affordable Housing Administration and Expenditure Plan adopted February 2021.
- » \$1,286,558 in impact fees collected over five years.
- » Several projects approved for density bonus points.
- » Inclusionary affordable homes created.
- » All affordable project approved in 2020 at 3600 San Pablo.
- » All affordable development agreement negotiated at 4300 San Pablo.
- » 11% of units to be affordable at the Public Market development.
- » Continued to offer first-time homebuyer loan program. No loans were issued; pending program revisions to adapt to market conditions.
- » Supported the Alameda County Affordable Housing Bond in 2016 and a local bond in 2018.

Current Policies Under Goal H-3:

H-3-1. Support development of affordable housing for disabled persons, developmentally disabled persons, persons with HIV/AIDS, single-parent families, and seniors.

H-3-2. Maintain and expand activities designed to prevent those currently housed from becoming homeless and to assist those who are homeless.

H-3. Promote the development of affordable housing for persons with special needs.

Progress Under Goal H-3

- » Encouraged affordable units for residents with HIV/AIDS and residents with disabilities.
- » Completed a study about incentivizing supportive housing development within mixed-income projects and master-leasing programs.
- » Participated in homelessness prevention regional coordinating programs.
- » Worked with community organizations to open a temporary emergency shelter in response to COVID-19.
- » Entered into an agreement related to the development of an intergenerational development for seniors and transitional-aged youth.

Current Policies Under Goal H-4:

H-4-1. Ensure the zoning ordinance facilitates the development of a variety of housing types.

H-4-2. Promote opportunities for affordable housing that serves locally identified target groups, including employees of the emery unified school district, city personnel, and artists/craftspeople.

H-4. Provide a wide variety of housing types appropriate for households at all socioeconomic levels and with a variety of lifestyles and preferences.

Progress Under Goal H-4

- » Increasing the mix of unit sizes, including adopting the Family Friendly Guidelines to encourage the development of larger units.
- » Projects developed in the planning period included mixed-use, ADUs, and multifamily.
- » BMR ownership opportunities and first-time homebuyer loans marketed to teachers, City employees and artists.
- » Revised FTHB loan document templates to ensure compatibility with the terms of the Artists' Co-op building
- » Live/work units marketed to artists and craftspeople (Parc on Powell and 3900 Adeline)

Current Policy Under Goal H-5:

H-5-1. Prevent and redress discrimination based on race, color, ancestry, national origin, religion, familial status, sex, marital status, sexual orientation, age, disability, or source of income.

H-5. Promote equal opportunity in housing.

Progress Under Goal H-5

- » Worked with ECHO Housing (Eden Council for Hope and Opportunity) to provide Tenant/Landlord and Fair Housing Counseling and to administer the City's Just Cause Eviction Ordinance.
- » Referred cases to EBCLC (East Bay Community Law Center) and HERA (Housing and Economic Rights Advocates).
- » Renter's rights information published in each City Activity Guide.
- » Information on services available at City Hall, City website and E-news.
- » New housing notification email system implemented.
- » City's Access Improvement Program funded accessibility improvements for residents with disabilities and/or developmental disabilities

Poll: Affirmatively

Furthering Fair Housing

Current Policies Under Goal H-6:

H-6-1. Support the development of a variety of housing types for families, the provision of family-friendly amenities, and family-friendly design in housing developments.

H-6-2. Promote homeownership opportunities and encourage the development of new for-sale residences.

H-6-3. Work with existing and potential Emeryville homeowners to prevent predatory lending and foreclosure.

H-6. Improve the balance in housing tenure and unit sizes to specifically address the need for family- friendly housing and increase owner occupancy.

Progress Under Goal H-6

- » Implemented the family-friendly residential amendment to the City Design Guidelines that was adopted in 2015.
- » Promoted Mortgage Credit Certificate program to BMR buyers.
- » Collaborated with Homeowners Associations (HOAs) to verify owner occupancy for participants in the City's First-Time Homebuyer Loan and BMR programs.
- » Adopted a HOA foreclosure moratorium, effective from March to September 2020.
- » Made the First-Time Homebuyer Loan Program available to low- and moderate-income households throughout the planning period. No loans were issued between 2015 and 2020; one loan was issued in 2021.
- » Prevented foreclosure of affordable ownership unit and provided information for owners at risk of foreclosure.

Current Policies Under Goal H-7:

H-7-1. Encourage the remediation of former industrial sites to create safe sites for housing development.

H-7-2. Encourage housing development that provides clean indoor air, maximizes energy and water efficiency, addresses stormwater treatment, prevents stormwater intrusion, and utilizes high quality, eco-friendly building materials.

H-7-3. Encourage the development of housing in close proximity to transit, parks, and services, and encourage site and building design that includes social spaces, emphasizes transit access, provides bicycle parking, and features a strong interface with the street.

H-7-4. Support property retrofits that reduce the city's carbon footprint through energy conservation, waste reduction, and transportation access measures.

H-7. Promote environmental responsibility and long-term sustainability in residential development through the remediation of brownfields and promotion of “green” and “healthy” development.

Progress Under Goal H-7

- » Partnered with local transit agencies to ensure transit access for Emeryville residents.
- » Provided information on a wide range of sustainability programs through its website.
- » Offered low-interest loans or grants to remediate housing development sites.
- » Marketed \$1.9 million Revolving Loan Fund (RLF) to potential developers of City-owned sites.
- » Vegetative stormwater treatment and water-efficient landscaping required in new projects. Windows and doors required to be tested for water intrusion and replaced if they fail the test.
- » Received a Cap-and-Trade grant to help fund development at 3706 San Pablo Avenue in Emeryville's Priority Development Area. Remediation of this site funded by a 2012 US EPA Cleanup grant.
- » Required developers to complete the LEED or GreenPoint Rated checklist.

Schedule



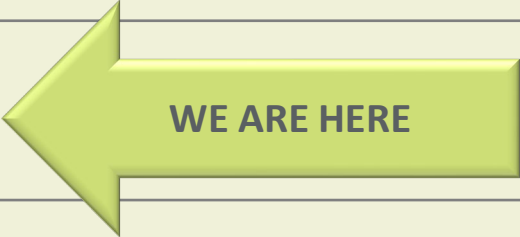
Project Schedule Overview



Project Kick-Off	March 2021
Community Workshop #1	June 29, 2021
Planning Commission and City Council Study Sessions	October and November 2021
Community Workshop #2	January 2022
Release Public Review Draft Housing Element	Spring 2022
Planning Commission and City Council Hearings to present the Public Review Draft	April and May 2022
Submit Draft to HCD (60-Day Review)	May 2022
Planning Commission and City Council Adoption Hearings	October and December 2022
Submit Final Adopted Housing Element to HCD Review and Certification (Up to 90 Days)	December 2022 – March 2023

Housing Committee Schedule and Topics

Meeting	Date	Topics
1	April 7, 2021	<ul style="list-style-type: none"> • Project kickoff. • PlaceWorks presents an overview of the process, roles, new laws, and schedule. • Committee members post-meeting assignment: review existing Housing Element.
2*	July 7, 2021	<ul style="list-style-type: none"> • PlaceWorks presents summary of input received during Community Workshop #1 • PlaceWorks leads a discussion on 2023-2031 goals and programs. • Committee members provide feedback.
3	November 3, 2021	<ul style="list-style-type: none"> • PlaceWorks presents summary of input received during consultation interviews. • PlaceWorks presents summary of input received during the Planning Commission Study Session. • PlaceWorks presents draft Housing Needs Assessment and Assessment of Fair Housing background sections. <i>Drafts will be sent to Committee members by 10/20.</i> • Committee members provide feedback.
4**	December 1, 2021	<ul style="list-style-type: none"> • PlaceWorks presents summary of input received during the City Council Study Session. • PlaceWorks presents preliminary sites inventory and strategies for meeting RHNA and leads a discussion about these. • Committee members provide feedback.
5	March 2, 2022	<ul style="list-style-type: none"> • PlaceWorks presents summary of input received during Community Workshop #2. • PlaceWorks presents draft Constraints, Resources and Opportunities sections. <i>Drafts will be sent to Committee members by 2/15.</i> • Committee members provide feedback.
6***	April 6, 2022	<ul style="list-style-type: none"> • PlaceWorks Presents the Public Review Draft. <i>Draft will be sent to Committee members by 3/23.</i> • Committee members provide feedback and authorize staff to take the Public Review Draft to the Planning Commission for recommendation that the City Council authorize submittal of the draft to HCD for their initial review.



*Optional additional meeting August, September or October 2021 to continue discussion of 2023-2031 goals and programs

**Optional additional meeting January 5, 2022 to continue discussion of sites inventory and strategies for meeting RHNA

***Optional additional meeting May 4, 2022 to continue discussion of the Public Review Draft

Thank
You!

