

6. HOUSING GOALS, OBJECTIVES, POLICIES, AND ACTIONS

The California Government Code requires the Housing Element to contain “a statement of goals, quantified objectives, and policies relative to the maintenance, preservation, improvement, and development of housing” (Section 65583(b)(1)). This chapter fulfills that requirement. It builds upon the information presented in previous chapters to provide direction on key housing issues in San Leandro.

The Element’s nine goals define the major topic areas covered. These are:

- New Housing Opportunities
- Affordable Housing Development¹
- Administration of Housing Programs
- Home Ownership
- Affordable Housing Conservation
- Healthy Homes and Sustainable Neighborhoods
- Special Needs Populations
- Elimination of Housing Constraints
- Fair Housing

The first of these goals was adopted by the City in 2002 as part of the Land Use Element of the General Plan. It is repeated here because it is relevant to the mandatory topics covered by the Housing Element. The next eight goals are unique to the Housing Element. Where appropriate, policies in other parts of the General Plan have been cross-referenced to demonstrate internal consistency and identify other parts of the Plan where housing issues are addressed. In the event these policies are changed through the General Plan Update now underway, the Housing Element will be amended to ensure internal consistency.

Numerical objectives have been developed for several of the goals. Each objective represents a target for the number of housing units to be preserved, improved, or developed—or the number of households to be assisted—during the time period covered by this Plan. The objectives provide a way to measure the City’s progress toward the implementation of the Element.

Each of the Element’s goals is also accompanied by policies and action programs. The policies are intended to guide day-to-day decisions on housing, while the actions identify the specific steps the City will take after the Element is adopted. Some of the actions are followed by narrative text providing further detail on the steps to be taken after the Housing Element is adopted.

¹ Unless otherwise indicated, references to “affordable housing” in this chapter refer to housing that requires no more than 30 percent of a household’s income for extremely low, very low, low, or moderate income households. Occupancy of such housing is typically limited to persons with incomes below thresholds set by the US Department of Housing and Urban Development and the California Department of Housing and Community Development, although some smaller and/or older units may be considered “affordable by design” as their market rents or sales prices place them within the affordability ranges of lower and moderate income households.

land use element goals relating to housing

GOAL 3: NEW HOUSING OPPORTUNITIES

Provide housing opportunities and improve economic access to housing for all segments of the community.

| Policies and Actions | Implementation Strategies |
|--|---|
| <p>Policy 3.01 MIX OF UNIT TYPES Encourage a mix of residential development types in the city, including single family homes on a variety of lot sizes, as well as townhomes, row houses, live-work units, planned unit developments, and multi-family housing.</p> | <ul style="list-style-type: none"> • Development Review • Zoning Code |
| <p>Policy 3.02 MIX OF PRICE RANGES Encourage a mix of price ranges to provide housing choices for San Leandro residents of all incomes and ages. Opportunities to include affordable units and market rate units within the same development projects should be pursued.</p> | <ul style="list-style-type: none"> • Development Review • Housing Programs • Public/Private Partnerships |
| <p>Policy 3.03 AFFORDABLE HOUSING DESIGN Design new affordable housing to blend in with the existing fabric of the community. Affordable housing should be located in a variety of neighborhoods rather than concentrated in one particular part of the City.</p> | <ul style="list-style-type: none"> • Design Guidelines • Development Review |
| <p>Policy 3.04 PROMOTION OF INFILL Encourage infill development on vacant or underused sites within residential areas.</p> | <ul style="list-style-type: none"> • Development Review • Zoning Code |
| <p>Policy 3.05 MIXED USE ON TRANSIT CORRIDORS Encourage mixed use projects containing ground floor retail and upper floor residential uses along major transit corridors. Such development should be pedestrian-oriented, respect the scale and character of the surrounding neighborhood, and incorporate architectural themes that enhance the identity of adjacent commercial districts.</p> | <ul style="list-style-type: none"> • Design Guidelines • Specific Plans • Zoning Code |
| <p>Policy 3.06 HOUSING BY NON-PROFIT DEVELOPERS Promote the participation of non-profit housing organizations in the construction of new affordable housing in San Leandro, with particular emphasis on housing for seniors and working families.</p> | <ul style="list-style-type: none"> • Housing Programs • Public/Private Partnerships |

Policies and Actions**Implementation Strategies**

Policy 3.07 AMENITIES AND SOCIAL SERVICES WITHIN NEW HOUSING

Encourage new affordable housing development to provide amenities for future residents, such as on-site recreational facilities and community meeting space. Where feasible, consider the integration of social services such as child care within such projects.

- Housing Programs
- Public/Private Partnerships

Policy 3.08 LIVE-WORK DEVELOPMENT

Provide opportunities for live-work development as a buffer land use between residential and non-residential areas, and to provide a housing resource for artists, craftspersons, and persons working from home. The design of live-work projects should be sensitive to the surrounding areas.

- Development Review
- Municipal Code and Ordinances
- Zoning Code

Policy 3.09 EXECUTIVE HOUSING

Encourage the provision of a significant amount of executive housing as part of an effort to maintain and diversify the City's economic base.

- Development Review

Policy 3.10 CONVERSION OF NON-RESIDENTIAL LAND TO HOUSING AND PUBLIC USES

Encourage the development of new housing on underutilized commercial and industrial sites which meet the following criteria:

- Sites on the edges of commercial or industrial areas, adjacent to established residential areas.
- Sites where continued use with commercial or industrial activities could perpetuate existing land use conflicts.
- Sites with adequate infrastructure, access, and road capacity.
- Sites which are not constrained by external environmental factors, including freeway, railroad, and airport noise.
- Sites where conflicts with surrounding uses would not be created in the event of re-use.
- Sites which lack "prime" qualities for commercial or industrial development, such as direct freeway or rail access.
- Publicly-owned land which is not being used to its fullest potential.

Sites meeting the above criteria should also be considered for churches, libraries, parks, community facilities, and other uses that provide necessary services and advance the quality of life in the community.

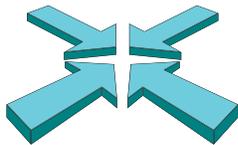
- Development Review
 - Specific Plans
 - Zoning Code
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housing element goals, policies, and actions

Goals in the other elements of the General Plan are sequentially numbered from 1 through 52. The Housing Element begins with Goal 53 and continues through Goal 60.

GOAL 53: AFFORDABLE HOUSING DEVELOPMENT

Increase the supply of ownership and rental housing in San Leandro affordable to extremely low, very low, low, and moderate income households.



Quantified Objectives for Goal 53:

1. Facilitate the development of 200 units of very low income housing in the Cornerstone Apartments (BRIDGE Housing) development by 2017
2. Facilitate the development of at least 304 additional units affordable to very low income households, 270 new units affordable to low-income households, and 352 new units affordable to moderate-income households between January 1, 2014 and October 31, 2022 to satisfy the City's ABAG Regional Housing Needs Allocation.
3. Of the 304 very low income units, strive to achieve occupancy of at least half (152 units) by extremely low income households. This would include a combination of units that are explicitly reserved for extremely low income households and units that serve all households with incomes less than 50 percent of AMI.

Policies and Actions

Implementation Strategies

Policy 53.01 LAND SUPPLY

Provide and maintain an adequate supply of land to accommodate the City's fair share housing assignment for the 2014-2022 period, as determined by ABAG.

- Zoning Code
- General Plan

Action 53.01-A: Downtown TOD Strategy Implementation

Continue to promote the San Leandro BART Transit Oriented Development (TOD) Area as a major regional opportunity for mixed use development and ABAG Priority Development Area (PDA). *The EIR for the TOD Strategy, certified in September 2007, provides for the development of 3,431 housing units, 718,000 square feet of office space, and 121,000 square feet of retail space. The number of potential residential units has decreased slightly following the approval of a corporate tech campus in lieu of housing on the west side of the BART station, but the TOD area continues to have a large number of vacant and underutilized housing sites. The City will continue to market the development opportunities in this area, work with property owners to facilitate development, and continue to improve the pedestrian environment, streetscape, and circulation system as a way to attract investment.*

Action 53.01-B: Bay Fair BART

Work with BART to further develop and refine transit-oriented development plans for the area around the Bay Fair Station, including the BART parking lots and adjoining underutilized private and public properties.

In 2014, the Metropolitan Transportation Commission (MTC) awarded a \$440,000 Priority Development Area (PDA) Planning Grant to San Leandro to prepare a specific plan or area plan for the area around the Bay Fair BART station. The study area includes Bayfair Mall, other community and neighborhood shopping centers, and a mix of other commercial and residential uses within one-half mile of the Bay Fair BART Station. One of the objectives of the plan will be to achieve official regional designation as a Priority Development Area, making the area eligible for additional funds to improve infrastructure and streetscape features. The Plan will provide a blueprint for the area's transformation from an auto-oriented shopping area to a "transit village" with housing, retail, office, civic, and other uses. Completion of the Plan is expected in 2016-2017.

Following completion of the plan for this area, zoning changes that would facilitate additional residential development are anticipated. While the number of potential units is unknown at this time, a 2007 Access study by BART presented three options ranging from 500-740 units. This was for a more narrowly defined area than the current study area, so the capacity to be identified in the upcoming plan is expected to be higher. To be conservative, the City is assuming capacity for 500 units here by 2022. This figure may be increased during the forthcoming public planning process.

Changes to the General Plan Map will be made as needed to reflect the outcome of the upcoming planning process. At minimum, the new Plan should lead to the rezoning of the 11-acre Bay Fair BART Station parking lot from its current designation (Public/ Semi-Public) to a zoning district which encourages and promotes high-density mixed use development. The designation should establish a minimum density of 40 units per acre to maximize the potential use of this site for multi-family housing development. The new zoning should be in place by 2018, within one year after the Plan is adopted.

Action 53.01-C: Upper Washington Corridor and MacArthur Blvd Rezoning

Consistent with the San Leandro General Plan, rezone the following “CC” areas for Mixed Use development:

- Washington Street between Castro Street and San Leandro Boulevard (excluding properties zoned RD and RM)
- MacArthur Blvd between Durant Street and Foothill Boulevard

Although multi-family housing is already a conditionally permitted use under the existing Community Commercial (CC) zoning, the mixed use zoning would allow multi-family housing and mixed use development by right, establish minimum (in addition to maximum) densities, potentially improve the pedestrian scale and street environment, and expedite the reuse of vacant and under-developed properties on these two corridors. The rezoning should take place by 2017, within one year of General Plan adoption.

Action 53.01-D: Shoreline Area Housing Opportunities

Complete a planning study for the San Leandro Marina area which includes opportunities for new housing at a variety of densities. Following consideration by the Planning Commission and City Council, make appropriate zoning changes which would enable the construction of additional housing units in this area.

Policy 53.02 HOUSING PROXIMITY TO TRANSIT

To the greatest extent feasible, locate future higher density housing in areas that are served by transit, especially BART and frequent bus service. Transit availability not only achieves regional air quality, congestion management, and greenhouse gas reduction goals, it also reduces household transportation expenses and provides more disposable income for housing. The City should lobby strongly for high-quality, premium AC Transit service along the East 14th Street and San Leandro Boulevard corridors so that bus service remains a viable means of transport.

- Zoning Code
- General Plan

Policy 53.03 FUNDING

Actively pursue and leverage private, non-profit, and public funds to facilitate the development of housing affordable to lower and moderate income households in San Leandro. Provide administrative and technical assistance to affordable housing developers and support the applications of these developers for loans, grants, tax credits, and other financing sources that facilitate affordable housing production in the City.

- Annual HOME and CDBG Funding
- Housing Programs

Action 53.03-A: Applications for Grant Funding

Continue to pursue all available funding sources for affordable housing construction, including annual applications for federal CDBG and HOME funds, and applications for state funds through the Department of Housing and Community Development.

The City will continue to participate as a member of the Alameda County HOME Consortium in applications for federal funds. The City will also continue to explore alternatives to make up for the revenue lost when the Redevelopment Agency was eliminated. Among the new state funding sources to be explored are the Proposition 41 funds to acquire, construct, rehabilitate and preserve affordable housing for veterans and their families. Approximately \$545 million in Prop 41 funds will be available statewide in the next seven years. The City will also explore funding to facilitate new housing development through HCD’s Infill Infrastructure Grant Program and its TOD Housing Program. Based on a 2014 Senate Budget Review Committee proposal, approximately 20 percent of the funds collected through the State’s cap-and-trade program may be earmarked for affordable housing in transit-oriented development.

Action 53.03-B: Support for Non-Profit and For-Profit Affordable Housing Developers

Continue to provide support and information to non-profit and for-profit developers seeking to create affordable housing in San Leandro, including assistance in applications for Low Income Housing Tax Credits, Mortgage Revenue Bonds, Affordable Housing Program funds, and other funding sources.

Local non-profit affordable housing developers and for-profit housing developers will be encouraged to participate in the formulation of the city’s housing policies and programs.

Action 53.03-C: Affordable Housing Trust Fund

Maintain a local affordable housing trust fund that is capitalized with in-lieu fees from the inclusionary housing program and condo conversion fees.

The fund should be used to leverage affordable housing development in San Leandro.

Action 53.03-D: Affordable Housing Bonds

Support affordable housing bond measures at the State and County level. Lobby for and participate in discussions of such bonds if and when they are being developed or proposed.

Policy 53.04 INCLUSIONARY HOUSING

To the extent permitted by law, require the inclusion of housing affordable to moderate, low, and/or very low income households in new housing developments or the payment of an in-lieu fee which creates a funding source for affordable housing. Modify ordinances as needed to make these requirements clearer and more effective.

- Inclusionary Housing Ordinance

Action 53.04-A: Housing Nexus Study

Prepare a nexus study, either independently or collaboratively with other cities, to support an adjustment to the inclusionary housing in-lieu fee and/or an Affordable Rental Housing Impact Fee.

The City must periodically prepare a nexus study to determine the amount of the in-lieu fee that is collected under its inclusionary housing law. This action calls for such a study, but its scope would be expanded to also determine the feasibility of an impact fee on other types of development to generate funds for affordable rental housing. Recent court decisions preclude cities in California from applying inclusionary housing laws to rental housing. The loss of redevelopment funding and rapid increase in apartment rents has exacerbated the situation. As a result, some cities in the Bay Area have adopted affordable housing “impact fees” instead of “in lieu fees.”

Enacting an impact fee (and adjusting the inclusionary housing fee) requires that cities first conduct a nexus study that demonstrates the relationship between new housing and jobs and the need for affordable housing. Given the cost of undertaking such a study, some cities are choosing to pool their resources and fund them collaboratively. The study does not obligate the City to adopt an affordable housing impact fee; it merely would establish the amount of a potential fee and the legal foundation for its adoption.

The action itself calls for a nexus study to be completed within two years. The study would estimate the increase in demand for affordable housing resulting from new commercial and residential development and the maximum fee per square foot (or unit) that the City could charge to offset that impact. The City Council would then hold hearings to determine if a fee should be adopted, and what the amount would be.

Action 53.04-B: Revisions to Inclusionary Housing Ordinance

Revise the Inclusionary Housing Ordinance (Zoning Code Article 30) to incorporate “lessons learned” since its adoption.

It may be desirable to amend the Ordinance so that it is more responsive to market fluctuations. The aim of the revision should be to increase the production of affordable units while still achieving geographic dispersal of affordable housing across the city.

Changes to the Ordinance should consider:

- *making it easier to contribute to the Affordable Housing Trust Fund rather than incorporating inclusionary units on site. Such a change could enable deeper levels of subsidy for affordable housing development and increase the supply of very low and extremely low income units when above moderate income housing is built.*
- *allowing developers to acquire and refurbish foreclosed properties and resell them as income-restricted inclusionary units (in lieu of developing new units).*
- *modifying the way inclusionary requirements are calculated, rounding “up” rather than “down” for fractional assignments over 0.5.*
- *capturing “partial” units (0.1 through 0.4) in projects with seven or more units through in-lieu fees (for example, a 9-unit project currently only has to provide one unit and pay no fee, even though 15 percent of nine units is 1.35 units.).*
- *adjusting the percentages of owner-occupied units targeted to low- versus moderate-income households based on market conditions.*

The City will ensure that any revisions to the Ordinance are made with input from developers, builders, realtors, and housing advocates in the San Leandro area, as well as the community at large.

Policy 53.05 SITE ASSEMBLY

Actively work with willing property owners and developers to assemble underutilized parcels to create more viable sites for future housing development.

- Business Development Programs

Action 53.05-A: Marketing of Housing Development Opportunities

Prepare promotional print and web-based materials advertising residential and mixed use development opportunities in the city, particularly around the Downtown and Bay Fair BART Stations and along the East 14th Street corridor. Continue to pursue grant funding for visual simulations and other educational media which illustrate high-density housing prototypes (especially along East 14th Street and around the BART Stations) and respond to neighborhood concerns about higher density housing.

Action 53.05-B: Downtown Housing Sites

Facilitate land assembly and/ or mixed use development, including housing, on the following two sites:

- Town Hall Square (block bounded by Davis, Hays, and East 14th)
- CVS (1188 East 14th)

The Town Hall Square site includes about a dozen parcels, including several owned by the City and others owned by private parties. Some of the buildings on the block are still occupied and others are vacant. The City will continue working to acquire the remaining properties from willing sellers. The Downtown TOD strategy identified this site as having the potential for as many as 148 housing units, with ancillary ground floor commercial uses. The site inventory in Appendix A uses a lower buildout estimate (89 units), recognizing that this site requires lot consolidation and that not all parcels may be available for reuse.

The CVS site contains an active drug store that will be vacated after a new CVS opens in the new Village shopping center. The store adjoins a City-owned parking lot and two older offices. The TOD Strategy identified the CVS site and adjacent parking lot and offices as having the potential for 135 housing units, with ancillary commercial uses.

Policy 53.06 NEW RENTAL HOUSING

Strongly encourage the development of additional rental housing in the City, including both market rate units and affordable units. It should be recognized that many *market rate* rentals meet the affordability criteria for moderate-income households. Expanded production could increase the supply of workforce housing and address the deficit in housing production for households earning between 60 and 120 percent of the area median income.

- Development Review
- Housing Programs

Action 53.06-A: The Cornerstone Apartments

Facilitate the completion of the 200-unit Cornerstone Apartments on the 2.2 acre site at West Juana Avenue and San Leandro Boulevard currently used for BART parking. *The development will contain 115 units for very low income families, 85 units for very low income seniors, and ancillary facilities including a child care center and replacement parking for BART.*

Action 53.06-B: Encouraging Market Rate Rentals

Develop strategies to attract additional market rate rental apartment development to San Leandro.

Since it has now been more than 25 years since any substantial market rate rental apartment development has occurred, San Leandro will explore approaches to attract such development in the coming years. This could include direct outreach to major apartment developers, and incentives to encourage apartment development on key opportunity sites Downtown, along East 14th Street, and in the Bay Fair area. The City is particularly interested in market rate rentals that meet the needs of moderate-income and above moderate income professionals, given the limited range of options for such persons in San Leandro today.

Policy 53.07 HOUSING FOR THE SAN LEANDRO WORKFORCE

Improve San Leandro’s jobs/ housing balance by providing additional housing units appropriate for persons who are locally employed. To the extent possible, a significant share of future housing units should reflect current wages in the city and be marketed to the local workforce in order to reduce commute times and vehicle miles traveled. This could include promotion of new housing opportunities by major employers, housing advertisements and notices at local workplaces, increased outreach to local employers by non-profit and for-profit developers, and the development of housing suitable for workers in the technology sector and other growing sectors of the San Leandro economy.

- Business Development Programs
- Public/Private Partnerships

Policy 53.08 CONDOMINIUM AND CO-OP DEVELOPMENT

Promote the development of new condominiums and cooperatives as more affordable alternatives to single family detached housing for those seeking home ownership. Work with local developers to address the financial, legal, and market conditions which have impeded such development in the recent past

- Housing Programs
- Business Development Programs

Policy 53.09 MANUFACTURED HOUSING

Continue to permit manufactured or mobile homes in any residential zoning district, subject to a Certificate of Compatibility from the Zoning Enforcement Official. Encourage the production of such units as a way to meet the need for “workforce” housing in the city.

- Building Code
- Zoning Code

Action 53.09-A: Additional Allowances for Mobile Home Parks

Amend Section 2-510(B) of the San Leandro Zoning Code to make “manufactured home parks” a conditionally permitted use in the RD zone, in addition to the RM zone (where it is already permitted).

Policy 53.10 BUSINESS COMMUNITY PARTICIPATION

Encourage the participation of the business community in developing creative and mutually beneficial solutions to meeting the City’s housing needs.

- Public/Private Partnerships

Action 53.10-A: Market-Rate Development Focus Groups

Convene one or more roundtable discussions, site tours, or focus groups with prospective developers of market rate condominiums and townhomes, as well as lenders, realtors, economists, and others with knowledge of the local market.

The purpose of this action is to have a continuing discussion about the factors affecting the condo and townhouse market in San Leandro, and steps the City, the development community, lenders, and others can take to create more favorable conditions for development.

Policy 53.11 ATTRACTING INVESTMENT

Actively seek additional investment from the private sector, including foreign investors, to develop market rate and affordable housing in the city. Monitor opportunities to solicit investment and pursue such opportunities when they are identified.

- Public/Private Partnerships
- Business Development Programs

The above policies and actions are further supported by the following policies and actions appearing elsewhere in the General Plan:

- Policy 1.10 (Land Use Element) encouraging secondary units (also known as “in-law apartments” or “granny flats”) in residential areas subject to conditional use permit requirements which ensure that parking, design, and other neighborhood impacts are fully addressed.
- Action 1.10-A (Land Use Element), calling for secondary unit design guidelines.
- Action 13.04-B (Transportation Element), calling for a minimum density of 18 units per acre for any housing development near the BART Stations and along the East 14th Street corridor.
- Action 35.02-A (Environmental Hazards), calling for the enforcement of energy-efficient design standards (e.g., Title 24) in new construction.
- Action 42.04-A (Historic Preservation and Community Design Element), calling for small-lot single family and multi-family design guidelines.
- Action 42.04-B (Historic Preservation and Community Design Element), calling for infill housing design guidelines.

GOAL 54: ADMINISTRATION OF HOUSING PROGRAMS

Ensure that local housing programs are administered in a way that maximizes benefits to San Leandro residents.

Policies and Actions

Implementation Strategies

Policy 54.01 HOUSING SERVICES DIVISION

Maintain a department or division within San Leandro City government that is specifically responsible for housing and coordination with other agencies on housing issues.

- City Operating Procedures

Action 54.01-A: Housing Annual Report

Consistent with State law, prepare an annual report on the City's progress toward Housing Element implementation.

Action 54.01-B: Monitoring Housing Production

As a component of the Annual Report, include data on the balance between market rate and affordable housing production in San Leandro. Use this data to shape the City's housing and economic development programs, and to identify funding priorities.

During the last seven years, San Leandro gained more than 1,000 housing units for low and very income households through new construction and the conversion of market-rate rental apartments to affordable apartments. Fewer than 120 new market-rate units were added during this period. While there is an urgent need for affordable housing, there is also a need for moderate and above moderate income housing. Maintaining a balance is an important part of the City's vision.

*This action would result in a new heading added to the City's Housing Element annual progress report which assesses the balance between market rate and affordable housing as one factor in setting priorities and allocating the housing program budget for the coming years. The intent is not to discourage affordable housing production, but rather to encourage housing at **all** price points and better monitor City progress in meeting housing needs for all income levels, resulting in a well-balanced mix of market-rate units and units with affordability restrictions.*

Policy 54.02 EFFICIENCY OF OPERATIONS

Enlist the assistance of the Alameda County Housing and Community Development Department, local non-profits such as ECHO Housing and the Bay Area Homebuyer Agency, and private organizations in the administration of housing programs where City administration is infeasible or would be inefficient.

- Intergovernmental Coordination
- Public/Private Partnerships

Policies and Actions**Implementation Strategies**

Policy 54.03 HOUSING ADVOCACY

Ensure that San Leandro is represented on task forces or other forums addressing housing issues at the regional, state, and national levels.

- City Operating Procedures
 - Intergovernmental Coordination
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Policy 54.04 LONG-TERM AFFORDABILITY RESTRICTIONS

Ensure that housing units that are created or rehabilitated with financial assistance from the City (or that are created through the City’s Inclusionary Housing Ordinance) include long-term affordability restrictions. Appropriate resale and tenant occupancy requirements (such as deeds of trust and/or rent limitation agreements) should be established for such units to ensure that they are reserved for low- and moderate-income households when occupancy changes.

- Housing Programs
- Inclusionary Housing Ordinance

Action 54.04-A: Changes to Long-Term Affordability Requirements

Engage the City Council in a discussion of possible revisions to the City’s long-term affordability requirements.

The City generally supports the longest affordability terms allowed by law. However, in some cases, such as the renewal of affordability restrictions on “at-risk” units, shorter terms may be acceptable. This is particularly true when the outcome is the creation (or preservation) of affordable units that would otherwise not be possible at all. Where not precluded by state or federal law, the City should consider using a “sliding scale” for affordability terms based on the amount of financial assistance that is provided.

Policy 54.05 RESIDENT PREFERENCES

To the extent permitted by law, ensure that persons who live and/or work in San Leandro are given preference when screening applicants for affordable housing units. Wherever feasible, the City will assist non-profit housing developers and other housing service providers responsible for selecting tenants and buyers to give priority to persons who live and/or work in San Leandro.

- City Operating Procedures
- Housing Programs

Action 54.05-A: Monitoring Data to Demonstrate Local Needs and Benefits

Continue to collect and report out on data which documents the need for affordable housing among existing San Leandro residents, and the extent to which new affordable units benefit local residents.

Data on homeless students, doubled up households, overcrowding, homelessness, and the former place of residence (and current place of employment) for occupants of new affordable units should continue to be monitored to make a more compelling case for the local benefits of (and need for) such housing. Data also should be monitored to demonstrate San Leandro’s affordable housing production relative to other cities in the region.

Policy 54.06 MUNICIPAL HOUSING FUNDS

Use local housing funds to leverage funding from other public and private sources in the development of affordable housing. Ensure that local housing funds benefit a mix of income levels.

- Public/Private Partnerships
- CBDG/HOME
- General Fund
- City Affordable Housing Trust Fund

Action 54.06-A: Boomerang Funds

Review the feasibility of using “boomerang” funds (locally designated funding for affordable housing from property tax revenues resulting from the elimination of the Redevelopment Agency) for affordable housing development and programs in San Leandro. A report on this issue should be provided to the City Council within two years of Housing Element adoption and an action to dedicate such funds to housing programs/projects should be taken if deemed appropriate.

Policy 54.07 PUBLIC ACCESS TO INFORMATION

Use the City website, libraries, GIS applications, local access cable TV, and streaming video to increase public access to information about housing resources and conditions, demographics, land uses and available sites, zoning, proposed development, and building permits. Where feasible, provide multi-lingual and culturally appropriate outreach materials and language/sign interpreters at community forums for non-English speaking residents and/or people with disabilities.

- City Operating Procedures
- Public Education/ Outreach

Action 54.07-A: Web-Based GIS Applications

As feasible, expand web-based GIS applications so that the public can access data about particular parcels and their surroundings via the internet.

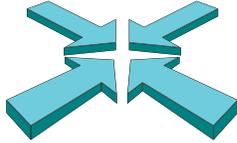
Policy 54.08 COLLABORATION WITH OAKLAND AND ALAMEDA COUNTY

Continue to work collaboratively with the City of Oakland and Alameda County on issues of mutual concern along the San Leandro border. In the North Area, this should include joint planning efforts to address circulation, parking, truck traffic, neighborhood blight and code enforcement issues along the border between the two cities. In the Bay Fair and Ashland areas, this should include joint efforts with Alameda County to improve the quality of housing, roads, infrastructure, and public space in the unincorporated areas southeast of the San Leandro city limits.

- Intergovernmental Coordination

GOAL 55: HOME OWNERSHIP

Provide opportunities for low- and moderate-income San Leandro households to become homeowners, and support efforts to help such households retain their homes in the event of financial crisis.



Quantified Objectives for Goal 55

1. As funding allows, restore the first-time homebuyers assistance program within five years of Housing Element adoption, and provide assistance to an average of 10 homeowners a year once it is re-established. .
2. Facilitate at least two first-time homebuyers seminars annually between 2015 and 2023.

Policies and Actions

Implementation Strategies

Policy 55.01 COMMUNITY STABILITY THROUGH HOME OWNERSHIP

Enhance community stability by promoting home ownership and creating opportunities for first-time buyers in the City.

- First-Time Homebuyer Program

Policy 55.02 HOME OWNERSHIP FOR SAN LEANDRO RENTERS

Expand programs which help eligible San Leandro renters purchase homes in the community. These programs should focus on moderate-income households (80-120% of areawide median income) but should also provide home purchase opportunities for low-income households.

- First-Time Homebuyer Program
- Mortgage Credit Certificates
- Inclusionary Housing

Action 55.02-A: First-Time Homebuyer Loan Program

As funding allows, restore the City's first-time homebuyer assistance program, offering low-interest deferred payment loans to qualifying low- and moderate-income households for downpayment assistance or gap financing.

The program was eliminated in 2012 due to the loss of Redevelopment Agency funding. Funding options could include partnering with another jurisdiction or agency on a First Time Homebuyers Loan Program.

Action 55.02-B: Mortgage Credit Certificate Program

Continue to support the Mortgage Credit Certificate (MCC) Program administered by the Alameda County Housing and Community Development Department.

Recipients of MCCs may take 20 percent of their annual mortgage interest payment as a dollar for dollar tax credit against their federal income taxes. The homebuyer adjusts federal income tax withholdings, thereby increasing income available to pay the mortgage.

Policy 55.03 FIRST-TIME BUYER EDUCATION

Inform prospective low- and moderate-income homebuyers of the financial assistance programs available through private lenders, the City, and Alameda County. Provide residents with access to homebuyer workshops and one-on-one homebuyer counseling services.

- Public Education and Outreach
- First-Time Homebuyer Program

Action 55.03-A: First-Time Homebuyer Counseling

Provide support to the Bay Area Home Buyers Agency or an equivalent organization to provide homebuyer counseling services and to conduct periodic City-sponsored workshops for first-time homebuyers, in coordination with participating lenders and realtors. Publicize these seminars as they occur, and ensure that local residents may attend seminars in nearby cities as well as those in San Leandro.

Action 55.03-B: Post-Purchase Seminar

Continue conducting an annual seminar to advise persons who have recently purchased a San Leandro home (a “post- purchase” seminar), particularly through the inclusionary housing program.

Policy 55.04 RENT-TO-BUY

Encourage property managers and absentee owners of San Leandro single family homes to offer “rent with the option to buy” programs for local families when they apply for permits, pay business taxes, or have other interactions with the City. This could create additional opportunities for renters to become homeowners.

- Intergovernmental Coordination
- Lease-Purchase Programs

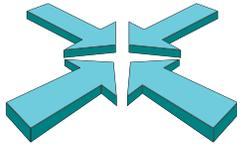
Policy 55.05 FORECLOSURES

Support national, state, regional and countywide initiatives to reduce the risk of foreclosure, prevent predatory lending, and assist those facing foreclosure. The City will strongly support state and federal programs and other measures to assist residents who are at risk of losing their homes.

- Intergovernmental Coordination
- Program Development

Goal 56: Affordable Housing Conservation

Encourage the preservation and rehabilitation of the existing affordable housing stock.



Quantified Objectives for Goal 56

1. Provide rehabilitation assistance to an average of 15 lower-income homeowners a year between 2015 and 2023 through the Minor Home Repair (Grant) Programs.
2. Provide rehabilitation assistance to at least 20 mobile home owners by January 31, 2023.
3. Rehabilitate at least 100 units of rental housing through the apartment rehabilitation program by January 31, 2023. At least 30 percent of these units should be affordable to very low income households.
4. Conservation of 100 percent of the income-restricted units that currently exist in the City, including the four units “at risk” of expiring between 2015 and 2023.
5. Assist at least 15 extremely low income households through the programs listed in Objectives 1 and 2 above.

Policies and Actions

Implementation Strategies

Policy 56.01 REHABILITATION OF OWNER-OCCUPIED HOUSING

Undertake a range of City programs that assist private property owners, particularly low- and moderate-income owners, in maintaining and improving the condition of their homes.

- Housing Programs (Minor Home Repair Grants)

Action 56.01-A: Home Repair Grants

Continue local financial support for the following programs which assist low- and very low income homeowners in home maintenance and repair:

- Minor Home Repair Program, for minor repairs to correct conditions that threaten the health and safety of occupants
- Mobile Home Repair, for minor repairs to correct conditions that threaten the health and safety of occupants
- Accessibility grants, to make homes accessible to disabled or elderly people
- Exterior Clean-up, to help very low income owner occupants with yard clean-up and debris removal
- Exterior Paint, to improve the appearance of homes for very low income owners
- Seismic strengthening, to help low-income owners make improvements to reduce possible earthquake damage.

These grants should be publicized through news articles, expanded use of the “housing programs” link on the City’s website, press releases and liaison with the San Leandro Times and other media outlets, advertisements on the City’s local access cable channel, greater coordination with the Police Department’s Community Compliance officers, increased use of promotional flyers at San Leandro public libraries, greater use of multi-lingual printed materials, and targeted campaigns in neighborhoods with high concentrations of older housing stock or lower-income households.

Action 56.01-B: Owner-Occupied Housing Rehabilitation Loan Program

Explore potential new funding sources to restore the Owner-Occupied Housing Rehabilitation Loan Program, which was discontinued upon the elimination of the Redevelopment Agency. When funds were available, the program provided loans and technical assistance to very low and low-income homeowners for major repairs such as kitchens, baths, and roofs. If new funding sources are identified, they should be pursued and used for this purpose.

Policy 56.02 REHABILITATION OF RENTER-OCCUPIED HOUSING STOCK

Implement measures that assist the owners of multi-family rental projects in maintaining their properties and improving the quality of rental apartments. These measures should include rehabilitation assistance and acquisition/rehabilitation programs in which the long-term affordability of rental units is assured. In addition, support the participation of private apartment owners in state and federal low income housing tax credit programs so that older or marginal rental properties can be refurbished and made available as affordable units.

- Annual HOME and CDBG Funding
- Housing Programs (Apartment Rehab)
- Low Income Housing Tax Credits

Action 56.02-A: Apartment Rehabilitation Program

Continue the Apartment Rehabilitation Program, which funds projects on a case-by-case basis using sources such as HOME, CDBG, the local Affordable Housing Trust Fund, and state and federal tax credits.

This program provides technical and financial assistance to the owners of rental properties to rehabilitate substandard units. The following specific actions related to this program should be pursued:

- *Funding to rehabilitate and/or acquire and rehabilitate additional apartment complexes in the City by 2023. The City will work as co-applicant with interested owners and non-profit developers to obtain additional funds for apartment rehabilitation.*
- *Measures to use this program as a strategy for extending the affordability terms of units with subsidies that will be expiring before 2023.*
- *Expanded publicity of the apartment rehabilitation program through mailings to the owners of rental properties and coordination with interested non-profit developers.*
- *Expanded use of state and federal low income housing tax credits, particularly following the successful application of such credits at Lakeside Apartments, where 840 market rate units were rehabilitated and converted to affordable housing.*

Consistent with Action 54.04-A, changes to the length of the affordability terms for this program may be considered as a way to encourage participation and increase the number of below market rate units. Affordability terms could vary based on the level of financial assistance provided.

Action 56.02-B: Soft-Story Retrofit Program

Explore the feasibility of a formal program to retrofit soft-story multi-family buildings in San Leandro, thereby protecting an important and potentially vulnerable component of the City's housing supply.

While the City has programs to retrofit unreinforced masonry buildings and wood frame homes, it does not have a program to retrofit soft-story buildings. Such buildings are typically two to three stories tall, with ground floor car ports and other ground floor openings that require additional stability to withstand a major earthquake. Some cities have provided programs requiring the installation of shear walls and other improvements to reduce the risk of collapse. The 2002 General Plan estimated that San Leandro had 368 soft-story buildings. This program would evaluate the current level of risk and the options for a program to retrofit these structures.

(See also Action 29.02-C in the Environmental Hazards Element of the 2015 San Leandro General Plan)

Policies and Actions**Implementation Strategies**

Policy 56.03 TENANT RETENTION IN REHABILITATED PROJECTS

Ensure that the City’s apartment rehabilitation program includes relocation provisions for displaced tenants, and measures which give qualifying lower income former tenants preference when the rehabilitated units are re-occupied.

- City Operating Procedures
- Housing Programs

Policy 56.04 EXPANDED LANDLORD PARTICIPATION

Promote the expanded participation of local landlords in rental housing rehabilitation programs. Explore incentives and public information tools to generate interest in these programs.

- Public Education and Outreach

Policy 56.05 PROPERTY MANAGEMENT

Ensure that rental housing projects are well managed and operated. This should be accomplished not only through code enforcement, but also through education, technical assistance to landlords and owners, and ongoing monitoring by City staff.

- Public Education and Outreach
- Code Enforcement

Policy 56.06 “AT-RISK” RENTAL UNITS

Develop programs or strategies to preserve affordable housing in projects with affordability restrictions that will expire during the next 10 years, and to assist renters in foreclosed properties.

- Program Development
- Housing Programs

Action 56.06-A: Protection Strategy for At-Risk Units

Develop a strategy to protect the 4 below market rate (BMR) rental units at the Golden Gate Apartments (15151-15170 Golden Gate Av) set to expire in 2015.

The strategy should include the following components:

- *Direct contact with the owners during the next 12 months*
- *Offering low-interest rehabilitation loans or other forms of financial assistance in exchange for an agreement to retain the units as affordable*
- *Working collaboratively with the property owner and non-profit housing developers who may be interested in acquiring an ownership share in the project*
- *Exploring other incentives (such as fee reductions or allowances for additional development) in exchange for a renewal of affordability restrictions*

In the event that protection of the units is infeasible, ensure that impacted tenants are provided with resources for relocation to the extent required by the state and federal laws associated with the expiring loan or subsidy program.

Action 56.06-B: Renters in Foreclosed Properties

Work with ECHO Housing, Davis Street, Building Futures for Women and Children, and other local non-profits to respond to the needs of persons in rental properties that face displacement due to foreclosure by an absentee owner. Where feasible, assist such households in relocation to suitable rental housing elsewhere in San Leandro.

Policy 56.07 LANDLORD-TENANT RELATIONS

Provide assistance to landlords and tenants in resolving conflicts and understanding their respective rights and obligations. Maintain measures that discourage the displacement of San Leandro renters as a result of sudden or steep rent increases.

- Housing Programs
- Rent Review Board

Action 56.07-A: Rent Review Board

Maintain a Rent Review Board (RRB) to mediate disputes related to significant rent increases in local apartment complexes.

The City will continue to promote public awareness of the role of the RRB, including providing outreach materials on tenant’s rights and the appeals procedure in English, Spanish, and Chinese. The City should also continue providing an annual status report on RRB activities, along with suggested policy and program changes as appropriate.

Action 56.07-B: Ratio Utility Billing System

Evaluate the City's Rent Review Board Ordinance to determine whether Ratio Utility Billing System (RUBS) charges should be considered a form of rent increase, and thereby eligible for review by the Rent Review Board.

RUBS are a recent trend whereby landlords subcontract out utility billing to a third party. The tenants make their utility payments to that party rather than to the landlord or utility. Currently, such charges are ineligible for consideration as part of a rent increase because they are not paid directly to the landlord.

Action 56.07-C: Monitoring and Reducing Displacement

Monitor the risk and frequency of displacement and develop programs to mitigate this risk as needed.

Displacement could result directly from development (and removal of lower cost housing) or indirectly from rising rents, evictions, Notices to Vacate, condo conversions and other activities which result in lower income tenants losing their homes. The magnitude of the problem should be measured through such metrics as residential rental rates (to identify trends), local and regional displacement studies (through such organizations as Institute of Urban and Regional Development), and local and regional benefits offered by developers to displaced residents. The City will continue to evaluate existing state and federal “just cause for eviction” provisions to determine if additional protections or ordinances are warranted at the local level.

The annual Housing Progress Report should reference any findings relating to displacement based on the data collected. In addition, the City will meet with a local housing advocacy group (such as Congregations Organized for Renewal) at least once every two years to discuss the issue of displacement and possible strategies for protecting renters.

Policy 56.08

CONSERVATION OF MOBILE HOME PARKS

Promote the conservation and rehabilitation of mobile home parks without displacing tenants or reducing the number of affordable units. Mobile home parks should be recognized as an important affordable housing resource for San Leandro’s seniors and low-income households.

- Annual CDBG/
HOME Funding
- Program Development

Action 56.08-A: Mobile Home Grant Program

Continue local financial support for the Mobile Home Grant Program, which provides grants to very low income mobile home owners for mobile home rehabilitation.

Action 56.08-B: Mobile Home Rent Stabilization

Consider adopting a mobile home rent stabilization ordinance similar to the agreement currently in effect for Mission Bay.

The agreement would apply more broadly to residents of all mobile home parks in the city and help protect the city’s existing supply of mobile homes.

Policy 56.09

CONDOMINIUM CONVERSION

Allow apartments to be converted to condominiums or cooperatives only where all of the following conditions exist:

- a tenant relocation plan is provided
- the design of the building is appropriate for a wide range of residents
- obsolete or inappropriately designed aspects of the building can be replaced or raised to current standards.

Additional requirements may apply based on vacancy rates and other factors. Conversions which would result in a net loss of affordable units or the displacement of lower-income tenants should be avoided.

- Condominium Conversion Ordinance
- Development Review
- Zoning Code

Action 56.09-A: Condominium Conversion Ordinance Update

Update the San Leandro Condo Conversion Ordinance (Article 24 of the Zoning Code) in response to changing market conditions, public input, and the experience of recent condominium conversion proposals. Among the changes that should be considered include:

- increasing the condo conversion fee, and basing the fee on sales price rather than using a flat fee
- removing the exemption for 2- and 3-unit rental buildings
- setting a minimum cost per unit for upgrades as part of condo conversions
- requiring a marketing plan for the converted units

Input from the development community, housing advocates, residents, and others will be solicited as revisions to the Ordinance are considered. As part of this process, the City will survey other communities with condo conversion fees to develop the fee schedule and conversion requirements that are most appropriate for San Leandro.

Policy 56.10

EFFICIENT USE OF THE HOUSING STOCK

Support programs that encourage the more efficient use of existing single family homes, for instance, roommate matching and shared housing programs. This could also include opportunities for local homeowners to rent out rooms in their homes for short-term stays, thereby providing an extra source of income which makes their own housing more affordable.

- Program Development

Action 56.10-A: Shared Housing Program

Explore a roommate matching or shared housing program aimed at seniors living alone. In the event the City is unable to sponsor such a program, participate in the existing shared housing program run by ECHO Housing which serves seniors and others in Alameda County.

Policy 56.11 SECOND UNITS

Recognize second units as an essential part of the City’s housing stock and a resource for lower income households, students and young adults, seniors, extended families and small households. Second units established prior to the adoption of the 1961 zoning code should be recognized as legal dwelling units and measures to legalize unregistered units developed after 1961 should be explored.

- Development Review
- Zoning Code

Policy 56.12 REBUILDING DAMAGED STRUCTURES

Maintain zoning provisions which allow residential structures exceeding the currently allowable density to be rebuilt to their previous size in the event that they are destroyed by fire, earthquake, or other calamity.

- Zoning Code

The above policies and actions are further supported by the following policies and actions appearing elsewhere in the General Plan:

- Policy 1.01 (Land Use Element): “Support the on-going conservation, maintenance and upgrading of the City’s housing inventory”
- Policy 2.07 (Land Use Element): “Discourage ‘teardowns’ (the replacement of smaller dwellings with larger and more expensive homes) where the existing home is in good physical condition and the proposed home would be substantially larger than the prevailing scale of the neighborhood”
- Action 1.02-C (Land Use Element) calling for programs to upgrade the appearance of mobile home parks without displacing owners and tenants
- Action 1.04-C (Land Use Element) calling for programs to ensure that landlords are held accountable for the appearance and maintenance of rental properties
- Action 29.02-A (Environmental Hazards) assisting homeowners with earthquake retrofits by providing low-interest loans, a tool-lending library, and do-it-yourself classes

GOAL 57: HEALTHY HOMES AND SUSTAINABLE NEIGHBORHOODS

Create a healthy environment in all San Leandro homes and sustainable development which reduces greenhouse gas emissions and household utility and transportation costs.

| Policies and Actions | Implementation Strategies |
|---|--|
| <p>Policy 57.01 REDUCING HOUSEHOLD ENERGY COSTS Pursuant to General Plan Policy 28.03 (Energy Retrofits), promote weatherization, energy-efficient appliances, and other measures that reduce household energy costs and thereby provide more disposable income for shelter.</p> | <ul style="list-style-type: none">• Energy-Efficiency Programs |
| <p>Action 57.01-A: Energy Efficiency Programs Encourage the participation of local residents in programs designed to reduce household energy costs, particularly home weatherization programs and utility tax exemptions or discounts geared toward lower-income households. Coordinate with PG&E to inform lower-income households about potential ways to reduce home energy costs.</p> | |
| <p>Action 57.01-B: Property Assessed Clean Energy (PACE) Financing Participate in County and State initiatives to establish alternative energy financing.</p> <p><i>This includes the PACE initiative which enables interested homeowners to install photovoltaic panels and undertake energy efficiency improvements, with the cost repaid through annual property taxes at a low interest rate, or through financial agreements with their utility company. Homeowner participation in such a district would be completely voluntary and could lead to lower energy bills and greater energy independence.</i></p> | |
| <p>Policy 57.02 GREEN BUILDING Support programs that encourage sustainable design and green building construction methods.</p> | <ul style="list-style-type: none">• Building Code• Development Review |
| <p>Action 57.02-A: Build-It Green’s Green Point Rated Checklist and US Green Building Council LEED Requirements Continue to require use of the Green Point Rated or LEED checklists to evaluate new residential construction projects larger than 500 square feet and commercial projects valued at or above \$100,000. Continue requiring “green” or LEED-equivalent construction on projects receiving City funds of \$3 million or more.</p> | |

Action 57.02-B: Evaluation of Green Building Requirements

Continue to amend the San Leandro Building Code as needed to encourage greener construction. The City will monitor code change proposals at the State level and amend its ordinances accordingly. Any changes to the Building Code beyond those required by State law will be thoroughly vetted through discussions with builders, developers, contractors, and property owners.

Action 57.02-C: Incentives for Green Building

Consider incentives for certain types of green building improvements such as solar panel installation, energy efficiency upgrades and green remodeling. The fiscal impacts of incentives should be considered prior to their enactment.

Policy 57.03

CLIMATE CHANGE AND HOUSING

Recognize the link between climate change strategies and housing costs.

- Climate Action Plan
- Intergovernmental Coordination

Action 57.03-A: Climate Action Plan

Maintain a Climate Action Plan with energy efficiency and renewable energy programs to reduce greenhouse gas emissions and achieve the targets set by AB 32. Recognize the potential impacts of these measures on housing costs and work to ensure positive, rather than negative, cost impacts for San Leandro residents.

Action 57.03-B: Plan Bay Area

Continue to participate in the regional dialogue on Plan Bay Area (created under SB 375), which mandates regional land use and transportation solutions to reduce greenhouse gas emissions. Support outcomes which would increase the affordability of housing, including steps to facilitate higher densities around BART stations and along the East 14th Street corridor.

ABAG anticipates the next Plan Bay Area Update to begin in late 2015.

Policy 57.04 PUBLIC HEALTH AND HOUSING

Encourage the health and well-being of residents through the design and construction of new or refurbished housing units. By promoting healthy buildings and walkable, pedestrian-oriented neighborhoods, the City can reduce household health care costs and free up additional disposal income for housing.

- Building Code
- Development Review

Action 57.04-A: Indoor Air Quality

Take steps to encourage healthy indoor air quality through abatement of lead paint and or asbestos hazards and the use of non-toxic building materials such as low VOC paints.

Action 57.04-B: Healthy Homes Initiatives

Collaborate with the Alameda County Healthy Homes Department and the member organizations of the Alameda County Healthy Homes Alliance to address public health and safety issues in San Leandro residences. Working with partner agencies and organizations, the City will develop strategies to help residents improve the health and safety of their home living environments, and will help landlords and building owners remediate construction and design deficiencies which contribute to health problems in San Leandro residences.

See also Action 56.01-C on rental housing inspection

Policy 57.05 PUBLIC HEALTH AND NEIGHBORHOOD DESIGN

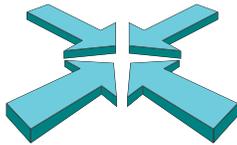
Create neighborhoods and living environments that are conducive to public health and wellness by following the following community design principles:

- Site plans which encourage walking and bicycling, for example, by avoiding dead-end streets, providing easy and walkable connections to the BART stations, and incorporating secure bicycle racks and continuous sidewalks in new development areas
- Siting of local services, offices, and retail stores close to new housing development, so that a growing number of trips can be made on foot instead of by car
- Continued support for farmers markets, green grocers, and other opportunities for residents to easily access fresh and healthful foods
- Continued support for community gardening areas within new multi-family development
- Residential design which reduces the potential for crime and anti-social behavior through site planning, architecture, and landscape design
- Implementation of bicycle and pedestrian plans which make it safer and easier to walk or bicycle through the city.

- Development Review
- General Plan Update

GOAL 58: SPECIAL NEEDS POPULATIONS

Proactively address the special housing needs of the community, including seniors, disabled individuals, single parents, large families, and the homeless.



Quantified Objectives for Goal 58

1. Produce at least 135 new units of lower-income senior housing by January 31, 2023, including 85 units at the Cornerstone Apartments, and another 50 units in future projects.
2. Provide at least 35 new units of low- and very low income housing for persons with physical or developmental disabilities by January 31, 2023, either in free-standing projects or within other affordable housing developments.
3. Create at least 36 new three-bedroom apartments affordable to lower-income households in the Cornerstone project, and another 60 units of affordable housing with three bedrooms by January 31, 2023, both through new construction and the apartment rehabilitation program.
4. Facilitate emergency shelter and access to essential services such as food, clothing, child care, and job training services to 250 persons annually.
5. Assist at least 400 extremely low income families and between 200-250 unduplicated extremely low income individuals per year through homelessness prevention and re-housing services and activities.

Policies and Actions

Implementation Strategies

Policy 58.01 SENIOR HOUSING

In accordance with the needs analysis conducted as part of this Housing Element, encourage the production of housing targeted to San Leandro seniors. Both non-profit and for-profit developers in the City should incorporate supportive services for seniors and design features which respond to the needs of seniors and others with limited mobility—such as single story floor plans, wheelchair ramps, bathrooms with grab bars, and buildings with elevators.

- Business Development Programs
- Development Review
- Zoning Code
- Annual HOME and CDBG Funding
- State/ Federal Low Income Housing Tax Credits

Action 58.01-A: Additional Funding

Pursue funding through the HUD Section 202 and 811 programs, and through State and federal low income housing tax credit programs, for the construction of additional housing for seniors and persons with disabilities.

Policies and Actions**Implementation Strategies**

Policy 58.02 GRADUATED SENIOR HOUSING

To the extent feasible, encourage the development of “graduated” senior housing projects which anticipate the changing needs of seniors over time and which include units for independent living and assisted living, as well as skilled nursing facilities.

- Business Development Programs
- Development Review
- Housing Programs
- Zoning Code

Action 58.02-A: Allowing Senior Householders to “Age in Place”

Continue programs (including loans and/or grants) which allow seniors to “age in place” by retrofitting their homes with grab bars, wheelchair ramps, and other assistive devices which respond to the decreased mobility of elderly householders. Additional funding sources should be explored to replace the lost revenue from the former Redevelopment Agency.

Policy 58.03 RESIDENTIAL CARE FACILITIES

Support the development of affordable licensed residential care facilities for seniors, the disabled, persons with AIDS, and others requiring assistance in day-to-day living.

- Development Review
- Zoning Code

Policy 58.04 ACTIVE RETIREMENT LIVING

Recognize the coming increase in demand for active retirement living as the “baby boomer” generation reaches retirement age. The City should encourage additional housing units appropriate for active seniors and mature adults.

- Business Development Programs
- Development Review
- Building Code

Policy 58.05 FAMILY HOUSING

In accordance with the needs analysis conducted as part of this Housing Element, encourage the production of multi-family housing that is affordable to very low, low, and moderate income large families. To minimize impacts on local schools and to the extent feasible, such housing should be targeted toward persons who are already living in San Leandro, particularly families occupying units meeting the census definition of overcrowding (e.g., more than 1 person per room).

- Development Review
- Housing Programs
- Municipal Code and Ordinances
- Zoning Code
- Annual HOME and CDBG Funding

Action 58.05-A: Large Family Rentals

Consider, and if appropriate amend, the City’s fee schedule and zoning regulations to create incentives to include three- and four-bedroom apartments in new affordable multi-family and/or mixed use projects. The number of bedrooms should be considered as a ranking factor when proposed projects are competing for local affordable housing dollars.

Policy 58.06 BARRIER-FREE DESIGN

Promote accessibility in design for persons with disabilities, including developmental as well as physical disabilities. Also, promote the inclusion of units that are set aside for persons with disabilities, including developmental disabilities, within larger affordable housing developments.

- Building Code
- Development Review
- Housing Programs

Action 58.06-A: Reasonable Accommodations for Disabled Residents

Ensure that reasonable accommodations are made to meet the housing needs of persons with disabilities, including persons with developmental disabilities. All land use regulations and planning procedures shall support the development or alteration of housing to meet the needs of San Leandro’s disabled residents.

The City has already amended its Zoning Code to provide reduced parking standards for housing units serving disabled residents, and it allows variances for wheelchair ramps within required setbacks to be processed administratively. In addition, the City adopted a resolution on November 2, 2009 which formalized its reasonable accommodation procedures. At that time, Title 2 Chapter 5 was added to the City Code, officially defining reasonable accommodation policies and the process for filing a grievance. In 2010, the City’s website was updated to include a link to the Reasonable Accommodation policy and the process for filing a grievance. In 2011, Universal Design principles were incorporated into Chapter 11A of the State Building Code, which has been adopted by the City of San Leandro.

In addition to these measures, the City will continue to work with disabled advocacy groups to address the housing and transportation needs of the local disabled community. This could include representation on the City’s Human Services Commission and advisory committees, ongoing coordination and liaison, and continued allocation of funds through the City’s CDBG program. The City will also continue to allocate CDBG funds for accessibility retrofits, and will continue to enforce the ADA and Title 24 of the California Administrative Code. It will also improve web-based information and resources for those interested in retrofitting their residences or accessing services for persons with disabilities.

Policy 58.07 EXTREMELY LOW INCOME PERSONS

Continue programs that meet the needs of extremely low income persons (defined as 30 percent or less of the areawide median), including the Section 8 voucher and certificate program. Explore other programs which create additional capacity for the working poor and other extremely low income households who cannot find adequate housing in the local marketplace.

- Annual HOME/CDBG Funding
- Housing Programs (Section 8)
- Inclusionary Housing Ordinance
- Program Development

Action 58.07-A: Section 8 Program

Continue to support local property owner participation in the Section 8 Certificate and Voucher Program, which provides assistance to very low income tenants through rent subsidies paid directly to landlords. Promote partnerships with the Alameda County Housing Authority and the Rental Housing Organization to expand the availability of vouchers for San Leandro residents, and provide additional incentives for San Leandro landlords to participate in the program.

Action 58.07-B: Homelessness Prevention and Re-Housing

Pursue funding to sustain the Mid-County Housing Resources Center (HRC), which was initially funded through HUD’s Homelessness Prevention and Rapid Re-Housing (HPRP) program.

The San Leandro (Mid-County) HRC is a joint collaboration with the cities of Alameda and Hayward and the County Housing and Community Development Department. The facility is operated by Building Futures with Women and Children (BFWC) and is housed at the Davis Street Family Resource Center (DSFRC) in San Leandro. Mid-County HRC’s housing and rapid re-housing services are partially funded by the cities of San Leandro, Alameda and Hayward and Alameda County HCD. Following the end of the HPRP grant, and the loss of redevelopment funding, the City is continuing to seek other funding sources to sustain the Center and provide homelessness prevention and rehousing services.

The program provides a variety of homelessness prevention and rehousing services, including temporary financial assistance. Household income at or below 50% AMI is a key criteria for eligibility, but there is a special focus on moving homeless people out of shelters, diverting people from shelters, and stabilizing the housing situations of extremely low income families and individuals.

Action 58.07-C: Funding for Extremely Low Income Housing Programs

Allocate a share of the City’s annual housing budget to programs serving households earning less than 30 percent of AMI and continue to place a priority on serving those with the greatest level of financial need.

The City regularly invests a portion of its annual housing program dollars in services and facilities for extremely low income households. These funds support a combination of new construction and financial assistance programs for existing residents. The amount varies from year to year based on available resources, programs, and need. Several programs, including the City’s mobile home repair and minor home repair grant programs are designed to specifically benefit extremely low income households. The three programs described under Policy 58.08 and the two programs described under Policy 58.09 also would serve extremely low income households.

Policy 58.08 ASSISTANCE TO HOMELESS RESIDENTS

Continue to support programs that prevent or end homelessness in the Bay Area. Work with local non-profits, other public agencies, and community organizations to provide food, shelter, rapid re-housing, and other services to men, women, and children who are homeless, at risk of becoming homeless, or transitioning out of homelessness.

- Annual CDBG/ HOME funding
- Housing Programs
- Intergovernmental Coordination
- Public/Private Partnerships

Action 58.08-A: Assistance to Homeless Service Providers

Continue to provide financial support to Building Futures with Women and Children’s San Leandro Shelter and domestic violence shelter, the Davis Street Family Resource Center, and similar organizations assisting the homeless and persons at risk of becoming homeless. Appropriate organizations to fund include those that provide emergency shelter, case management, hot meals and groceries, motel vouchers, medical care, adult literacy, and other services which assist those who are homeless or at risk of becoming homeless.

Action 58.08-B: Rental Assistance Program

Pursue alternative funding for the Emergency Rental Assistance Program, which provides emergency loans to lower-income families with delinquent rent due to temporary economic hardship. The program should continue to be administered by a local non-profit entity such as ECHO Housing.

Action 58.08-C: Regulation of Emergency Shelter

Maintain Zoning Code regulations which allow emergency shelter as a matter of right on Industrial-Light (IL) zoned parcels, and as a conditional use in one or more additional zoning districts.

In accordance with State law, the development standards that are applied to shelters, transitional housing, and permanent supportive housing in all zones where these uses are permitted or conditionally permitted will be no more onerous than those that apply to other uses permitted in the same zone. For instance, in the IL Zone, such uses would be subject to the same setback, height, lot coverage, and floor area ratio requirements that apply to permitted light industrial uses. This principle applies not only to the IL zone, but to the city's residential and commercial zones as well. Transitional and supportive housing will be treated the same as all other residential uses. If these uses are multi-family in format, the same standards that apply to other multi-family developments would apply. If they are single family, they would be subject to the same standards that apply to single family homes elsewhere in each respective zoning district.

In addition, the zoning code should include definitions of "supportive housing," "and transitional housing" in addition to using the more generic terms "group housing" and "residential congregate care." This change should be made in both the Definitions section of the Code and in the lists of permitted and conditionally permitted uses for the appropriate zones. The Code changes should clarify that, consistent with State law, these uses are allowed in all districts where housing is a permitted use. In addition, the definitions should be consistent with those established by SB 745, which took effect on January 1, 2014. When these definitions are added, the City will also re-evaluate the Zoning Code definition of "family" and will modify it as needed to ensure consistency with state requirements.

Policy 58.09 ENDING HOMELESSNESS

Develop local strategies with community stakeholders to provide permanent supportive housing for the homeless, people at risk of homelessness, and others with special needs.

- Housing Programs
- Intergovernmental Coordination

Action 58.09-A: EveryOne Home

Develop a local implementation strategy for the Alameda County EveryOne Home program.

EveryOne Home is the community-based organization formed to implement the Alameda County Homeless and Special Needs Housing Plan (also known as the EveryOne Home Plan). The Plan is a comprehensive blueprint to end homelessness by 2020 and address the housing needs of homeless and extremely low income persons and those living with serious mental illness and/ or HIV/ AIDS. The San Leandro City Council has adopted the EveryOne Home Plan and made a commitment to develop a strategy to implement it at the local level in the coming years. This could entail additional efforts to prevent homelessness, increase local housing opportunities for extremely low income households, deliver additional services to support stability and independence, and provide technical and financial assistance to organizations that assist those who are homeless or at risk of becoming homeless. It also includes ongoing City participation in EveryOne Home meetings to enhance coordination with other jurisdictions and social service agencies.

See also Action 58.09-C on the Homeless Task Force

Action 58.09-B: Transitional/ Permanent Supportive Housing

Continue to provide financial support to develop and operate supportive and transitional housing facilities, including those located in nearby communities that are accessible to persons who are homeless or at risk of homelessness in San Leandro.

Action 58.09-C: Homeless Task Force

Create a task force or ad hoc group of service providers, faith community representatives, homeless persons and advocates, City commissioners, and interested community members to address the issue of homelessness in San Leandro.

The task force should assess the needs of homeless San Leandro residents and develop strategies to address those needs. It should also address the funding and organizational changes needed to implement additional homeless prevention and re-housing efforts, and additional steps that can be taken to implement the EveryOne Home Plan. The Task Force should be charged with preparing a report or plan to the City Council which lays out their findings and recommendations within one year of their formation.

Policy 58.10 IMMIGRANT HOUSEHOLDS

Work with community groups, including faith-based and nonprofit organizations, to provide outreach on housing resources to immigrant households and others with limited English language abilities. Local housing programs should respond to the needs of a culturally diverse community that includes multi-generational families, a variety of living arrangements, and a large number of non-English speaking households.

- Public Education and Outreach
- Public/Private Partnerships

Action 58.10-A: Multi-lingual Staff Capacity

Maintain multi-lingual staff capacity at City Hall in order to better respond to the needs of non-English speaking households and ensure that all residents may participate fully and equally in the housing market.

Presently, San Leandro’s Community Development Department includes staff members who are fluent in Spanish. The City maintains a directory which indicates the languages spoken by staff in all City departments so that residents receive appropriate referrals and information. When necessary, the Housing Division staff calls upon bilingual staff from other departments for translation assistance. The City is also updating its Language Access Plan, based on HUD guidelines, to address written and oral language access measures.

Policy 58.11 SERVICE-ENRICHED HOUSING

Promote social services and programs in affordable housing projects that assist lower-income households in obtaining the financial resources needed to increase and stabilize their housing choices in the City.

- Intergovernmental Coordination
- Public/Private Partnerships

Policy 58.12 PUBLIC SERVICE EMPLOYEES

Recognize school teachers, police and fire personnel, child care workers, nurses, and other public service employees as an essential part of the local workforce and seek to improve housing opportunities for these groups within the City to the extent allowed by law.

- Housing Programs
- Grant Funding

Action 58.12-A: Housing for Public Service Employees

Explore programs which assist San Leandro’s teachers, nurses, police officers, and other community service employees in obtaining suitable and affordable housing within the community. Explore the availability of state funding for such programs.

GOAL 59: ELIMINATION OF HOUSING CONSTRAINTS

Reduce potential constraints that increase the cost or feasibility of new housing development.

Policies and Actions

Implementation Strategies

Policy 59.01

ZONING REGULATIONS

Ensure that the development standards, use restrictions, parking requirements, and other regulations contained in the San Leandro Zoning Code enable the production of housing for all income groups. Overly restrictive or redundant requirements should be strongly discouraged.

- Building Code
- Development Review
- Zoning Code

Action 59.01-A: Amend the Minimum Lot Area Required for a Planned Development

Maintain provisions in the Zoning Code for “Planned Developments” (PDs) on sites where the strict application of zoning standards could make development less feasible.

The PD designation should allow flexibility in the application of setback requirements, minimum lot sizes, lot coverage limits, and other standards to reflect the unique context of each site. The designation should not preclude the requirement that development is harmonious with the surrounding neighborhood and that impacts on local services and the environment are mitigated.

To facilitate Planned Development, the City should lower the required minimum lot size for PDs in the RM zone from 10,000 SF to 6,000 SF. This could enable additional 3-5 unit buildings on several underutilized lots in the RM districts.

Action 59.01-B: Amend Zoning Code Provisions for Multi-Family Uses

Amend the Zoning Code as follows to facilitate the production of multi-family housing:

- Adopt a minimum density requirement of 12 units per acre for new development on properties zoned RM-1800, RM-2000, and RM-2500. This would apply to new development only. The purpose of this change is to ensure that land zoned for multi-family housing is actually used for multi-family housing and not developed or redeveloped with single family detached homes.
- Amend Section 2-696(A) (Article 6) of the Zoning Code to note that housing in the CC and CRM zones is subject to the same regulations that apply in the RM-1800 zone (24 units per acre) rather than those that apply in the RM-2000 zone (22 units per acre).
- Amend Section 2-684 and 2-686 of the zoning code to allow higher FARs and lot coverage limits in the CC and CN zone when residential uses are included in a development project. Currently, mixed use projects and multi-family housing in these zones are subject to the same requirements that apply to shopping centers (0.3 FAR and 50 percent lot coverage in CN and 0.5 FAR and 50 percent lot coverage in CC). The current requirements make it impractical to develop housing without a variance. Higher FAR and lot coverage allowances would enable the densities more commonly associated with the RM-1800 zoning district and reduce the need for variances.

Adoption of these zoning changes would be preceded by additional opportunities for community input, including community workshops and neighborhood meetings.

Action 59.01-C: Changes to the North Area (NA) Zoning Districts

Amend the NA-1 and NA-2 zones (parcels fronting East 14th Street between San Leandro Creek and Durant Avenue) so they more effectively implement the General Plan and North Area Plan.

Changes to be considered should include:

- *Eliminating the NA-1 zone, since it was effectively replaced when the Downtown TOD Strategy was adopted and now applies to only one small parcel.*
- *Requiring a minimum density of 18 units per acre to match the SA- zones and to implement Transportation Element Action 13.04-B.*
- *Reducing the setbacks on smaller lots in the NA-2 zone to increase the developable envelope. The existing setbacks (20 ft front yard and 15' side yard) may be appropriate on large, consolidated properties but may be an impediment to development of smaller infill parcels along East 14th Street. Design guidelines should be used to ensure that development is appropriately buffered and steps down to neighboring lower density uses.*

Other changes to the zoning standards may also be considered, subject to further community input and discussion.

Action 59.01-D: Micro Units

Develop regulations for micro units (apartments generally ranging from 250 to 400 square feet) which recognize the growing demand for this type of housing among small households and the relative affordability of such units compared to traditional studios and one-bedroom apartments.

Action 59.01-E: Monitoring the Effectiveness of Minimum Density Standards

Monitor the impacts of minimum density standards on development activity in the Downtown TOD area to ensure they are reasonable and reflective of market conditions.

While no changes to these standards are proposed at this time, they should be periodically evaluated and compared to standards around other transit stations in the Bay Area.

59.01-F: Additional Density in Established Neighborhoods

Develop zoning amendments which would facilitate the construction of additional dwelling units in single family neighborhoods.

This could include lowering the lot size requirement for corner lots from 6,000 square feet to 5,000 square feet in the RS zone. It could also include creating an exception process that would enable a second dwelling unit of equivalent size to the primary unit on large lots in single family neighborhoods. Such exceptions would consider the circumstances under which an additional dwelling unit might be added without adversely impacting surrounding properties or the character of the neighborhood. These provisions would be in addition to those already adopted for secondary dwelling units.

Policy 59.02 PARKING STANDARDS

Maintain parking standards that reinforce the City’s land use, transportation and housing goals. Such standards should reduce parking requirements for development within walking distance of BART or on high-volume bus routes, and for projects with a significant number of affordable or senior housing units. In mixed use developments, parking standards should allow shared parking when uses with different peaking characteristics (such as offices and housing) are combined in the same structure.

Action 59.02-A: Amendments to the Parking Requirements

Consider, and if appropriate amend, the parking standards in the San Leandro Zoning Ordinance to incorporate the following changes:

- Allow a greater percentage of the parking spaces in multi-family housing near transit stations or along transit corridors to be uncovered.
- Eliminate guest parking requirements for buildings with less than 4 units.
- Lower the parking requirements for studio apartments from 1.5 to 1.25 spaces/ unit.
- Provide greater incentives and provisions for shared parking for mixed use projects and projects in transit-oriented development areas

(see the Transportation Element of the General Plan for additional policies and actions on parking.)

Policy 59.03 PERMITTING PROCEDURES

Minimize the cost and time associated with development review while still adequately addressing community and environmental concerns. Continually explore ways to streamline the permitting process for projects that are consistent with the General Plan.

- CEQA
- Design Guidelines
- Development Review
- Zoning Code

Action 59.03-A: Permit Streamlining

Maximize the potential benefits of the City’s permit tracking system, one-stop permitting center, and website to facilitate permit processing and the issuance of building permits.

Policy 59.04 DEVELOPMENT FEES

Ensure that local development impact fees are structured to cover only the costs associated with new development. While it is appropriate for impact fees to cover the capital costs required by new projects, they should not be structured to correct deferred maintenance problems or pre-existing deficiencies. To the extent possible, the latter should be addressed through other funding sources, such as bond measures, CDBG funds, grants, and general fund allocations.

- Annual Budget
- City Operating Procedures
- Development Review

Action 59.04-A: Fee Reviews

Regularly review and update local development and permitting fees to ensure that they are competitive with other communities in the East Bay.

Action 59.04-B: Fee Reductions for Affordable Housing—City

Develop a policy to reduce certain fees for affordable housing projects, provided that such reductions will not adversely affect the City’s ability to provide services to the project.

Fee reductions or waivers are currently granted based on the characteristics of each project. This action would formalize fee waiver policies and procedures, creating more certainty and consistency. Due to acute shortages of school capacity and parkland, these fees should not be waived (except for uses such as senior housing, where student generation is minimal). However, reductions or waivers of use permit fees, rezoning fees, preliminary and tentative map filing fees, and similar administrative fees may be considered for housing projects that incorporate a substantial affordable housing component. Reductions in the Undergrounding Utility Fee for affordable housing projects in the East 14th Street corridor also should be considered, provided that there are supplemental funds from another source that can be used to cover this expense.

Action 59.04-C: Fee Reductions for Affordable Housing—Other Agencies

Work with the East Bay Municipal Utility District (EBMUD) and other utilities to explore possible reductions to connection and system capacity fees for housing projects which include a substantial number of affordable units.

Policy 59.05 CUSTOMER-FRIENDLY ENVIRONMENT

Demonstrate a strong commitment to customer service in the processing of residential development applications, continuing the spirit of the City’s One-Stop Permitting Center. Regularly explore ways to make the development review process easier to navigate for applicants.

- City Operating Procedures
- Development Review

Policy 59.06 RESOLVING DESIGN ISSUES

Work proactively with developers and community groups to address design issues and other impacts associated with multi-family housing. For projects that would provide significant public benefit, explore the feasibility of design and architectural assistance to reduce developer costs.

- Design Guidelines
- Development Review
- Public Education and Outreach

Action 59.06-A: Multi-family Design Guidelines

Continue to use the adopted multi-family design guidelines in the Downtown TOD and East 14th Street South areas. Develop additional guidelines that apply more broadly to multi-family projects on infill lots.

Such guidelines should not only address large, high-density projects, but also small (2-10 unit) infill buildings and townhouse projects. Guidelines should ensure that future housing is constructed with quality materials, is attractive and compatible with its surroundings, enhances the pedestrian experience and streetscape, and advances principles of sustainability. Guidelines should address such issues as height, bulk, transitions between higher density and lower density areas, location of parking, and consistency of architectural style. A particular focus should be placed on the transition between new development along the East 14th Street corridor and the low density neighborhoods to the east and west. Design guidelines for this area should address such issues as privacy, noise, sunlight and shadows, the location of off-street parking, and provisions for ingress and egress. Design guidelines for all areas should clearly describe the City’s design expectations and reduce uncertainty for developers and residents.

Policy 59.07 INFRASTRUCTURE MAINTENANCE

Encourage the ongoing maintenance of water, wastewater, storm drainage and other public facilities to ensure that their condition does not preclude the development of additional housing in the City. Coordinate and prioritize repair and rehabilitation projects to ensure that services are available for the housing sites identified in this Element.

- Annual Budget
 - Capital Improvement Program
-

Action 59.07-A: Correction of Infrastructure Deficiencies

Ensure that the San Leandro Capital Improvement Program includes the projects needed to correct existing infrastructure deficiencies and facilitate the development of housing on the sites identified in this Element.

Particular attention should be given to upgrading infrastructure in the Downtown BART station area.

Policy 59.08

SCHOOL IMPACTS

Work collaboratively with the San Leandro and San Lorenzo Unified School Districts to address issues of school capacity. Consider a variety of strategies to manage capacity, in addition to the collection of impact fees and voter-approved bond measures to develop new facilities. Such strategies might include:

- modifications to school enrollment area boundaries
- bussing to less crowded schools
- memoranda of understanding with adjacent districts to enable attendance at their schools
- reductions in out-of-boundary enrollment
- grade reconfiguration
- development of charter schools
- leasing of underutilized or vacant commercial/ light industrial space for school use
- other strategies aimed at increasing classroom capacity

- Intergovernmental Coordination

The City should also work with the school districts to develop student generation rates that are based on actual data from San Leandro developments, and to prepare long-term enrollment forecasts which not only reflect current conditions, but also long term (20-year) demographic trends, and the expected distribution and type of new housing development in the city.

Policy 59.09

ENVIRONMENTAL CONSTRAINTS

Explore programs and funding sources to correct flooding and soil contamination problems on underutilized sites that might be redeveloped with housing.

- Grant Funding
- Program Development
-

Action 59.09-A: Remediation of Soil Contamination

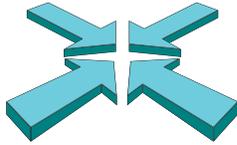
Explore possible funding sources and other ways to assist prospective housing developers in addressing soil contamination problems on potential housing sites.

The above policies and actions are further supported by the following action appearing elsewhere in the General Plan:

- Action 46.02-A (Community Services and Facilities Element) regarding City assistance and support to both School Districts in their efforts to increase capacity and develop new facilities.

GOAL 60: FAIR HOUSING

Ensure that all persons, within their abilities and means and without discrimination, have freedom of choice as to where they live.



Quantified Objectives for Goal 60

1. Follow up on 100 percent of all fair housing inquiries and complaints.

Policies and Actions

Implementation Strategies

Policy 60.01 ENDING HOUSING DISCRIMINATION

Encourage and directly support effective programs working toward the elimination of arbitrary housing discrimination based on age, race, sex, sexual orientation, marital or family status, ethnic background, medical condition, disability status, or other arbitrary factors.

- Housing Programs
- Human Services Commission
- Intergovernmental Coordination

Action 60.01-A: Contract with Fair Housing Services Provider

Continue to contract with a fair housing services provider such as Eden Council for Hope and Opportunity (ECHO) Housing for fair housing assistance and the investigation of discrimination complaints, and for tenant-landlord counseling and mediation services

Policy 60.02 NON-DISCRIMINATION IN CITY HOUSING PROGRAMS

Ensure that non-discrimination is required as a condition of approval for all City-approved housing programs.

- City Operating Procedures
- Annual HOME and CDBG Funding

Policy 60.03 INFORMATION AND REFERRAL SERVICES

Provide information and referral services that direct families and individuals to agencies that can assist them in overcoming financial barriers to housing rental or purchase, locating suitable housing, and obtaining housing with special facilities such as disabled-accessible units.

- Housing Programs
- Intergovernmental Coordination
- Public/Private Partnerships

Policies and Actions

Implementation Strategies

Policy 60.04 OUTREACH ON HOUSING RESOURCES

Ensure that City housing programs are well publicized throughout the community. Use a variety of methods, including multi-lingual printed materials, broadcast media, and the internet to advertise programs that assist low- and moderate-income San Leandro homeowners and renters.

- Public Education and Outreach

Policy 60.05 MULTI-LINGUAL MATERIALS

Produce web-based and printed materials in multiple languages, especially English, Spanish, and Chinese, in order to ensure that all those in need are made aware of their fair housing rights and responsibilities.

- Public Education and Outreach

Policy 60.06 PUBLIC EDUCATION

Promote public education and awareness of fair housing requirements and the need for affordable housing. Work to address misconceptions about affordable housing and to build broad recognition and support for such housing in the community.

- Housing Programs
- Public Education and Outreach
- Public/Private Partnerships

Action 60.06-A: Fair Housing Training Sessions

Work with ECHO Housing to conduct fair housing training sessions for landlords and property owners, tenants and homebuyers, realtors, and the public at large. In addition, support ECHO’s targeted audits to gauge the level of discrimination in the rental housing market.

Action 60.06-B: Fair Housing Outreach

Use public service announcements, newspaper ads, educational fliers, and other media to raise community awareness about fair housing and the need for affordable units.
