

CHAPTER 5. GOALS, OBJECTIVES, POLICIES AND PROGRAMS

This chapter presents the goals, objectives, policies and programs that will be implemented during the housing element period. The Housing Action Program outlined in Chapter 6 identifies the implementing department, implementation action, funding source, funding level, and measurable outcome for each of these policies and programs. These goals, objectives, policies and programs are consistent with the other elements of the General Plan.

Goal I. Preserve existing housing stock.

Objective I-A. Promote preservation of existing housing stock through the Emeryville Housing Rehabilitation Program.

Program I-A-1. Continue support of the Emeryville Housing Rehabilitation Program through Redevelopment Agency funding and allocation of a portion of Emeryville's annual federal Community Development Block Grant (CDBG) funds.

Program I-A-2. Conduct annual review of Emeryville Housing Rehabilitation Program and projected program demand for next fiscal year.

Program I-A-3. Continue existing marketing and establish new marketing efforts for the Emeryville Housing Rehabilitation Program through regular updates to the City's website, participation at community-wide events, and annual, targeted mailings to landlords and homeowners in the City's older residential neighborhoods.

Objective I-B. Maintain and improve existing older housing stock, especially the older residential housing located in the Triangle neighborhood east of San Pablo Avenue and the Doyle Street neighborhood located east of Hollis Street.

Program I-B-1. Continue administration of the Community Preservation Program and the Community Preservation Committee to encourage and improve maintenance of single and multi-family residences in the older residential neighborhoods. Provide rehabilitation program information and conduct code inspections on a case-by-case basis.

Policy I-B-2. Retain and continue implementing the Residential Preservation Ordinance, which requires Council approval for demolition of residential structures.

Objective I-C. Minimize the loss of affordable units and displacement of residents of lower and moderate income through implementation of State Community Redevelopment law provisions relating to replacement housing and relocation.

Policy I-C-1. Continue to review aggregate housing demolition and construction in the City each year through the annual Redevelopment Agency report submitted to the State Department of Housing and Community Development.

Policy I-C-2. Ensure that a replacement housing plan is implemented in connection with any loss of residential units housing lower or moderate income persons as a result of a specific Redevelopment Agency-sponsored or assisted project.

Policy I-C-3. Ensure that state relocation law is applied as required in connection with a specific Redevelopment Agency-sponsored or assisted project as required.

Goal II. Promote a range of affordability levels.

Objective II-A. Ensure that the Zoning Ordinance continues to facilitate the development of affordable housing.

Policy II-A-1. Ensure that sufficient sites are zoned in the City to allow for the development of the City's overall fair share allocation of regional affordable housing need.

Policy II-A-2. Incentivize the provision of extremely low, very low, low, and moderate income housing in conjunction with the revision to the Density Bonus Ordinance to ensure compliance with State Density Bonus law.

Policy II-A-3. Revise the City's Zoning Ordinance to ensure that the requirements for secondary units are consistent with State law.

Policy II-A-4. Continue implementation of the Affordable Housing Set-Aside Ordinance to ensure inclusion of Below Market Rate Units in residential projects of 30 or more units.

Objective II-B. Support new housing opportunities for extremely low, very low, low and moderate income households.

Policy II-B-1. Make extremely low, very low, and low income housing a priority for use of the Redevelopment Agency's Low and Moderate Income Housing Fund.

Policy II-B-2. Include extremely low, very low, and/or low income housing in Redevelopment Agency-assisted development projects whenever feasible.

Policy II-B-3. Where feasible, consider a reduction in the moderate income inclusionary percentage requirement on development projects subject to the City's Affordable Housing Set Aside Ordinance to support the inclusion of extremely low, very low, and/or low income units.

Program II-B-4. Continue funding of the City's First Time Homebuyer Program and Ownership Housing Assistance Program through Redevelopment funds to ensure that downpayment assistance can be provided to support homeownership opportunities for very low, low, and moderate income households purchasing homes in Emeryville.

Policy II-B-5. Leverage State and Federal funding programs to maximize the number of affordable units available to low and very low income households, whenever possible.

Program II-B-6. Coordinate with the Housing Authority of Alameda County to link Emeryville Section 8 Program participants in its Family Self-Sufficiency Program with homeownership opportunities in Emeryville.

Objective II-C. Sustain affordable housing availability for existing participants in the City's Below Market Rate and Market Rate First Time Homebuyers Program.

Program II-C-1. Continue implementation of the City Foreclosure Prevention and Predatory Lending Prevention Strategy so long as required during the Bay Area foreclosure crisis.

Goal III. Promote development of affordable housing for persons with special needs.

Objective III-A. Support development of affordable housing for disabled people, people living with HIV/AIDS, single-parent families, and seniors who are extremely low, very low, low or moderate income.

Policy III-A-1. Encourage the inclusion of extremely low and very low income affordable set-aside units for people living with physical and/or developmental disabilities in projects subject to the City's Affordable Housing Set Aside Ordinance. Ensure that support services are provided to tenants of these units.

Policy III-A-2. Encourage the inclusion of Shelter-Plus-Care units (rent-assisted units for dually-diagnosed people with mental illness, substance abuse and/or AIDS-related illness) in projects subject to the City's Affordable Housing Set Aside Ordinance or as set-aside within new Agency-sponsored affordable rental developments. Ensure that support services are provided to tenants of these units.

Policy III-A-3. Support the development of Residential Care Facilities for the Elderly (RCFE) and independent senior housing developments.

Policy III-A-4. Continue to support the County-wide long-range effort to prevent and end homelessness, the “EveryOne Home—Alameda Countywide Homeless and Special Needs Housing Plan”, and monitor the Plan’s progress through City participation in collaborative groups such as the EveryOne Home Leadership Board, the Alameda County Urban County Technical Advisory Committee, and the Alameda County HOME Consortium Technical Advisory Committee.

Goal IV. Ensure that the City has a variety of housing types to meet the diverse needs of its residents as well as attract new residents.

Objective IV-A. Ensure that the Zoning Ordinance facilitates the development of a variety of housing types.

Policy IV-A-1. Continue support of residential mixed use development through broader General Plan and update of zoning regulations.

Policy IV-A-2. Continue allowing development of live/work units as conditionally permitted in the light industrial and mixed use zones.

Policy IV-A-3. Encourage new developments to provide unit types for which there is an identifiable gap in Emeryville’s housing stock.

Policy IV-A-4. Revise the Zoning Ordinance to be in compliance with Senate Bill 2, effective January 1, 2008, requiring establishment of a zoning district allowing emergency shelters without a conditional use permit or other discretionary approval and ensuring that transitional and supportive housing developments are considered as a residential use of property subject only to those same restrictions that apply to other residential uses of the same type in the same zone.

Policy IV-A-5. Revise the Zoning Ordinance to clarify that group homes and residential care facilities for six or fewer residents be subject only to those same restrictions that apply to other single family uses.

Policy IV-A-6. Revise the Zoning Ordinance to allow exemptions from design review for projects with a negligible visual impact, and to reduce the level of review to minor design review for one- and two-unit residential buildings and accessory dwelling units.

Policy IV-A-7. The City adopted an update of its General Plan including new General Plan Designations on October 13, 2009. The capacity assumptions for sites included in Table 3-3 are based on the newly established General Plan designations

and interim zoning classifications. To ensure sites in the inventory are adequate to accommodate the City's regional need, the City will amend zoning to adopt the interim densities as identified in the sites inventory.

Objective IV-B. Promote opportunities for affordable housing that serves locally identified target groups, including teachers of the Emery Unified School District, City personnel, families with children, and artists/craftspeople.

Program IV-B-1. Continue special homebuyer assistance terms through the City's First Time Homebuyer Program which provides zero-percent down, downpayment assistance loans up to 20% of the purchase price to very low income to moderate income teachers in the Emery Unified School District for both market rate and below market rate units.

Program IV-B-2. Continue special homebuyer assistance terms through the City's First Time Homebuyer Program which provides zero-percent down, downpayment assistance loans up to 20% of the purchase price to City of Emeryville employees who are any income for market rate units and very low to moderate income for below market rate units.

Policy IV-B-3. Encourage provision of set-aside below market rate units for teachers and employees of the Emery Unified School District where feasible in new residential development subject to the City's Affordable Housing Set Aside Ordinance.

Policy IV-B-4. Promote housing designs to attract families with children by encouraging developers to include larger unit sizes (two-, three-, and four-bedroom units) as well as other on-site amenities such as usable outdoor open space, play equipment for a variety of ages, community rooms, and multi-purpose rooms that can be utilized for after-school homework clubs, computer, art, or other resident activities.

Program IV-B-5. Consider development of affordable housing development specifically designed to attract families with children and collaboration between Redevelopment Agency and non-profit developer with expertise in this area of affordable housing development to implement such a development during the course of the housing element period.

Policy IV-B-6. Ensure that new residential developments that include a set-aside of below market rate live/work units conduct targeted marketing to artists and craftspeople to foster occupancy of these affordable below market rate live/work units by artists/craftspeople.

Program IV-B-7. Encourage development of affordable live-work space for artists and craftspeople.

Goal V. Maintain and expand activities designed to prevent those currently housed from becoming homeless and to assist those who are homeless.

Objective V-A: Support activities to assist Emeryville residents who are at-risk of homelessness or are homeless.

Program V-A-1. Continue providing funding through Emeryville's allocation of Community Development Block Grant funds to support the Berkeley Food and Housing Project's shelters, transitional housing, and Multi-Service Center to provide housing, meals and other support services to homeless individuals who have resided in Emeryville.

Program V-A-2. Continue providing information at City Hall and through City's website on resources available for emergency housing assistance.

Program V-A-3. Improve City departmental coordination to ensure that information on resources is made available to assist Emeryville families and households at-risk of homelessness.

Program V-A-4. Improve coordination between the City and Emery Unified School District to determine if there are families who may be at risk of homelessness to provide resource and housing referrals.

Program V-A-5. Assist in the development of affordable rental units serving extremely low income households within Redevelopment Agency-sponsored rental developments whenever feasible. Support projects that provide services to tenants of these units.

Goal VI. Promote equal opportunity in housing.

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

Program VI-A-1. Through participation in the Alameda County Urban County Community Development Block Grant Entitlement jurisdiction, continue to contract with Housing Rights, Inc. or another fair housing counseling organization on an annual basis to provide fair housing counseling services, tenant-landlord mediation, public education and legal referrals for Emeryville resident tenants and landlords.

Program VI-A-2. Continue effective marketing of the fair housing counseling service provided through Housing Rights, Inc. or another fair housing counseling organization through a variety of means, including public information available at Emeryville City Hall, on the City's website, and at community-wide events.

Program VI-A-3. Require that developers include language stating that they provide equal opportunity in housing in their marketing materials for below-market-rate units provided through the City's Affordable Housing Set Aside Ordinance.

Program VI-A-4. Include appropriate equal opportunity and anti-discrimination language in all contractual agreements that the City and/or Emeryville Redevelopment Agency enter into with developers pertaining to housing, such as Agreements on Affordable Units, Resale Restriction Agreements, Disposition and Development Agreements, and Owner Participation Agreements.

Program VI-A-5. Continue Accessibility Grant Program through the Emeryville Housing Rehabilitation Program to provide grant assistance to lower income households with disabilities.

Goal VII. Promote environmental responsibility and long-term sustainability of City’s housing development through remediation of brownfields and promotion of “green” and “healthy” housing development.

Objective VII-A. Encourage the remediation of former industrial sites through public-private partnerships and Redevelopment Agency assistance.

Program VII-A-1. Continue Agency grant and loan program, “Capital Incentives for Emeryville’s Redevelopment and Remediation” (CIERRA) to provide financial, technical, and regulatory assistance to property owners and developers seeking to assess and remediate their housing development sites.

Program VII-A-2. Continue seeking outside funding opportunities to leverage the Agency’s funding for site remediation at Agency-sponsored housing and mixed use developments, thereby increasing the financial feasibility of the projects.

Objective VII-B. Ensure that the City and Redevelopment Agency review and permitting process encourages “green” and “healthy” housing development, defined as clean indoor air and conservation of energy, water, and building materials.

Policy VII-B-1. Continue requirement that developers complete the appropriate GreenPoint Rated or LEED Checklist as part of their submittal to the Emeryville Planning and Building Department.

Policy VII-B-2. Include the appropriate GreenPoint or LEED Checklist in all Redevelopment Agency-led Request for Proposals (RFPs) for new housing developments and include the Checklist as a review criterion in the developer selection process.

Program VII-B-3. Ensure that public information materials are available at the City and through the website on green building resources and funding opportunities.

Program VII-B-4. Consider an ordinance requiring projects involving public funds to meet minimum green building thresholds.

Program VII-B-5. Consider an ordinance providing density, FAR, and height bonus for private projects that meet certain green building thresholds.

Objective VII-C. Encourage site and building design that includes social spaces, stormwater treatment, transit access, bicycle parking, and strong interface with the street.

Policy VII-C-1. Adopt open space requirements and design guidelines for multi-family housing projects.

Policy VII-C-2. Continue to require design and operation measures to protect stormwater quality, including site design, pollutant source control, and vegetative stormwater treatment.

Objective VII-D. Support property retrofits that reduce the City's carbon footprint through energy conservation, waste reduction, and transportation access measures.

Policy VII-D-1. Disseminate information on retrofit assistance programs such as youth energy services, solar energy rebates and alternative transportation facilities, such as bicycle parking and car sharing pods.

Program VII-D-2. Continue to provide assistance through the Emeryville Housing Rehabilitation Program for weatherization and energy efficiency repairs.

Policy VII-D-3. Encourage energy conservation measures and use of green building materials in residential remodel projects.