

GENERAL PLAN GOALS AND POLICIES

The proposed project would be consistent the goals and policies of the General Plan below.

- **Housing Element Program 14:** Remove Barriers to Housing by Updating Development Standards and Development Review Process
- **Housing Element Action 14.1:** Retain services of a third-party parking consultant to analyze the City’s minimum parking standards and conduct stakeholder outreach to identify recommended reductions or eliminations of residential parking minimums to implement the 2021 Climate Action Plan, reduce identified constraints to housing production and make housing developments more financially feasible. Consider establishing a Transportation Demand Management (TDM) Ordinance to encourage reduction in vehicle trips and reliance on automobile parking. Stakeholder outreach shall include discussions with for-profit and nonprofit housing developers, housing advocates, and environmental groups. Recommend any necessary changes to the City’s Zoning Code to the Planning Commission at a public hearing for a recommendation to the City Council by January 2025.
- **Housing Element Policy P-5.10: Reduce Barriers.** Evaluate and reduce barriers to housing that disproportionately affect populations in protected classes, lower income households, and special needs populations by rescinding or mitigating development standards that are exclusionary, discriminatory, or otherwise impede the development of housing that is affordable to lower income households, including prohibitions on multi-family housing, limitations on density, and other standards that increase the cost of constructing housing.
- **Policy LU-6.6: Downtown Housing Diversity.** Encourage a mix of market-rate and affordable housing in the Downtown area, including ownership and rental housing at a variety of price points. Recognize the opportunity to make future Downtown housing more affordable by reducing accompanying transportation costs and making it more feasible to use transit, bicycles, bicycle and car-sharing, and other innovative modes of transportation as these become viable.
- **Policy T-1.7: Off Street Parking Standards.** Implement variable parking standards that reflect factors such as proximity to transit, type of occupancy (seniors, etc.), number of bedrooms (for housing), and the expected level of parking demand. Parking requirements should reflect the City’s goal of reducing vehicle miles traveled.
- **Policy T-1.8: Shared Parking.** Promote the concept of parking areas which are “shared” by multiple uses with different peak demand periods as a means of reducing the total amount of parking which must be provided.

- **Goal T-3:** Promote and accommodate alternative, environmentally-friendly methods of transportation, such as walking and bicycling.
- **Action T-1.3.C: Alternative Mitigation Measures.** Allow and encourage the use of mitigation measures which achieve outcomes other than increasing roadway capacity, such as the provision of car-sharing vehicles or bicycle lockers on-site, transportation demand management programs, and the incorporation of features to support active transportation modes. Such measures are particularly encouraged when increases to roadway capacity would impede pedestrian or bicycle movement, eliminate a bus stop, adversely affect nearby structures, or increase traffic volumes on residential streets.
- **Policy T-3.5: Accommodation of Bicycles and Pedestrians.** Require new development to incorporate design features that make walking, bicycling, and other forms of non-motorized transportation more convenient and attractive. Facilities for bicycles and pedestrians, including secured bicycle parking, clearly marked crosswalks, well-lit streets and sidewalks, landscaping, and street furniture should be provided within new employment areas, shopping destinations, multi-modal transportation facilities, and community facilities.
- **Action EJ-1.9.A: Encourage EV Adoption.** Conduct education and outreach to inform members of the public about the availability of EVs, and the economic incentives available to encourage EV adoption.
- **Action T-4.8.A: Employee Transit Incentives.** Promote the use of transit vouchers, transit passes, and other financial incentives by local businesses to encourage their employees to use public transportation when traveling to and from work. Promote similar incentives by local businesses to encourage their customers to use public transportation when shopping for goods and services. Such incentives may be required as part of Transportation Demand Management (TDM) programs, development agreements, or other appropriate mechanism.
- **Policy T-4.3: Shuttle Buses.** Continue existing shuttle services and ensure they remain as a viable alternative to driving. Shuttles should connect the City's BART stations with major employment centers, residential areas, schools, shopping, health and other activity centers.
- **Policy ED-2.3: Development Review and Permitting.** Maintain clear and predictable development review and zoning regulations.
- **Action ED-4.2.A: Commercial Zoning.** Review zoning regulations for the City's commercial districts, including parking standards, to ensure that they support the City's retail goals.