



1625 SHATTUCK AVENUE
SUITE 300
BERKELEY, CA 94709
TEL: 510 848 3815
FAX: 510 848 4315
www.dceplanning.com

MEMORANDUM

DATE August 6, 2009
TO GPC Members
FROM Chad Markell
RE **Reviewing Housing Element Goals, Policies and Implementing Strategies**

Based on our work to date, Town staff and DC&E have prepared housing policy alternatives for the updated Housing Element. The documents you will be reviewing include:

Existing Housing Element Goals, Policies and Implementing Strategies

We want to carry forward as much as possible from the Town's existing Housing Element, which was certified by HCD in November 2003. Please review these carefully to ensure that they are still relevant, appropriate and effective. DC&E and Town staff have reviewed each item and offered a recommendation to keep, move, delete or revise in the right-hand column.

Proposed Housing Element Goals, Policies and Implementing Strategies

Based on DC&E's work with the GPC and Town staff, as well as on our experience completing Housing Elements for other Bay Area communities, we have prepared a set of proposed policy alternatives for consideration by the GPC for possible inclusion in the Housing Element update.

Reviewing Goals, Policies and Implementing Strategies

In reviewing both the existing and proposed Goals, Policies and Implementing Strategies, we ask that you keep in mind the following general guidelines:

- ◆ A **Goal** is a description of the general desired result that the Town seeks to create through the implementation of its Housing Element.
- ◆ A **Policy** is a specific statement that guides decision-making as the Town works to achieve a goal. Such policies, once adopted, represent statements of Town regulation. Therefore, policies should focus on issues the Town has the authority or responsibility to regulate. A policy is on-going and requires no further implementation. The Housing Element's policies set out the standards that will be used by Town staff, the Planning Commission and Town Council in their review of land development projects and in

decision-making about Town actions. Therefore, the strongest and clearest policies *require* or *prohibit* rather than *promote* or *discourage*.

- ◆ An **Implementing Strategy** is an implementation measure, procedure, or technique intended to help to achieve a specified goal or policy. The Town must take additional steps to implement each implementing strategy in the Housing Element. An implementing strategy is something that can and will be completed. Therefore, implementing strategies to *conduct a study of* or *evaluate the feasibility of* are clearer than actions to *consider*.