

Piedmont Housing Puzzle Report – May 5, 2022

Goals

On March 24, 2022, the City of Piedmont launched the Piedmont Housing Puzzle, a web-based interactive tool hosted on Balancing Act software. Active from March 24, 2022, to May 1, 2022, the tool was intended to present land resources and constraints analysis prepared for the Draft 6th Cycle Piedmont Housing Element to members of the public in an engaging format. The license to use Balancing Act, as well as software technical support, were awarded to the City of Piedmont as the result of a competitive grant.

At the Housing Element Community Workshop on March 24, 2022, City staff and consultants introduced the Housing Puzzle tool to the community. As presented to the public, the goals of the Piedmont Housing Puzzle were:

- Create a setting that puts residents in the shoes of decision-makers to show how they would solve tough public policy challenges
- Frame trade-offs so that background data, community values, and community preferences can be included in decision-making
- Allow public engagement that is not limited by staffing resources, so that thousands of people can provide informed input using smartphone, computer, or tablet.

One of the Housing Element Community Workshop presenters on March 24, 2022, was Chris Adams, President of Balancing Act. During the presentation, he highlighted the kinds of data the Piedmont Puzzle was not intended to provide, as follows:

- The Piedmont Housing Puzzle was not intended to be the sole or final means by which sites for the Housing Element sites inventory will be evaluated
- The Piedmont Housing Puzzle, by itself, is not a scientifically valid research tool
- The Piedmont Housing Puzzle was not intended to capture other factors that go into site selection, such as environmental constraints or affordability and equity requirements.

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Publicity and Promotion of the Piedmont Housing Puzzle

The Piedmont Housing Puzzle was published to the homepage of the Housing Element website at Piedmontishome.org and to the homepage of the City of Piedmont city website. The Piedmontishome.org website was, in turn, publicized with 30 banners on streetlights along Grand, Highland, and Moraga Avenues starting the week leading up to the launch on March 24, 2022, and continuing beyond the close of the web-based tool on May 1, 2022. Physical posters were located at community bulletin boards, including City Hall, the Piedmont Police Station, Mulberry's Market, Wells Fargo bank, the Piedmont Service Station on Highland Avenue, the Shell gas station on Grand Avenue, a location near Kehilla Community Synagogue, and Piedmont Community Church.

The City publicized the Piedmont Housing Puzzle in notices and posters for the March 24, 2022 Housing Element Community Workshop, as well as the Planning & Building eNewsletter mailing to over 4,000 email addresses. Emails were sent to all City staff and sent to PUSD to share with School district employees. Local news outlets, including the Piedmont Post, The Exedra online newspaper, and the Piedmont Civic Association website published stories about the Piedmont Housing Puzzle and the Housing Element Community Workshop on March 24, 2022.

Approach

Piedmont's next Housing Element must identify the sufficient land to meet the Regional Housing Needs Allocation (RHNA) of 587 new housing units by 2031. The Piedmont Housing Puzzle tool included a map of Piedmont with 14 sites, chosen using the following methodology: sites suggested by the community in March-April 2021 through the web-based interactive Pinnable Map tool, hosted on Social Pinpoint software; public comments gathered at stakeholder interviews, public meetings, and community events, hosted in person and virtually over the last 12 months; and sites and constraints analysis, completed by City staff and Housing Element consultants. Users of the Puzzle could allocate the 587 units to any of the identified sites, up to reasonable maximums capped in the software to urge users to develop a "balanced" housing plan with sites for new housing throughout the community.

These 14 sites were identified on the Housing Puzzle map:

1. Zones A & E, Single-Family Residential Zone
2. Piedmont Community Church
3. Zone C – Linda Avenue at Oakland Avenue
4. Zone D – Grand Avenue
5. Corpus Christ Church and School
6. Linda Dog Park
7. Kehilla Community Synagogue
8. Zone D - Gas Station, Mulberry's, Bank of America, Wells Fargo
9. Grassy Strip and Median on Highland Avenue at Sheridan Avenue
10. Public Works Corporation Yard
11. Blair Park
12. Civic Center: City Hall, Veterans Hall, Corey Reich Tennis Center, etc.
13. Plymouth Community Church
14. Zion Lutheran Church & Renaissance School

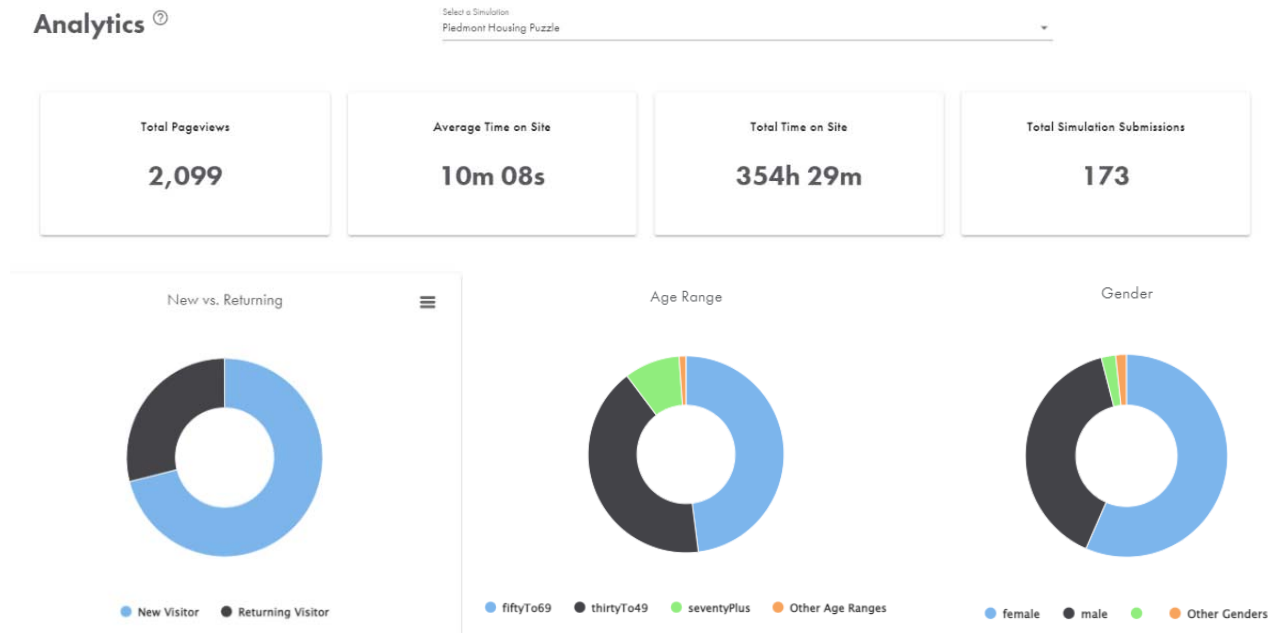
Piedmont Housing Puzzle Users

As shown below, the Piedmont Housing Puzzle had 2,099 total pageviews and 1,050 new sessions, and users spent an average of 10 minutes on the site. This equated to 246 hours of on-line public engagement. The Balancing Act software reported 1,050 new sessions and 1,477 total sessions (new and returning visitors, combined). Of the 1,050 new sessions, approximately 16% (173 users) submitted a housing plan and comments showing where these Housing Puzzle users would choose to allocate the 587 housing units required by the RHNA.

Housing Puzzle users identified the general location of their residences as part of the tool. The resulting map of user locations showed that Piedmonters in all parts of the City were aware of, and participated in, the Housing Puzzle tool.

Comments were received as part of the housing plans filed through the Housing Puzzle. These comments have been incorporated into the public comments compiled for the Planning Commission and City Council consideration, as well as listed in the appendix to this report. Users who did not file housing plans were not able to leave comments through the Housing Puzzle. Alternative forms of communication were provided in publicity materials. Many people used the comment form at Piedmontishome.org or via email to Piedmontishome@piedmont.ca.gov.

Demographics analysis provided by Balancing Act software reported that 56.5% of users were female, 39.4% were male, and 4% were other genders. Also, users represented every age bracket with the age bracket of 50 - 69 representing the largest group (48% of users), 30 to 49 (42%), and 70 or older representing the second smallest bracket (9% of users).

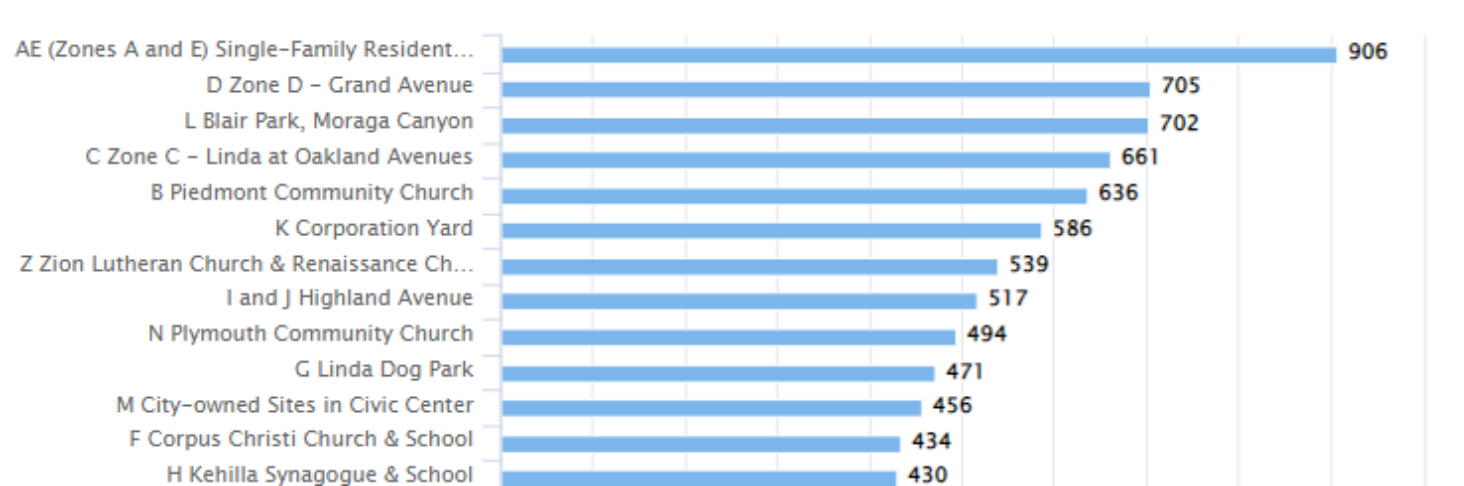


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Results

The Piedmont Housing Puzzle tool generated 173 housing plan submittals and 116 public comments. Although the majority of sessions (84%) did not result in a balanced housing plan filed through the Piedmont Housing Puzzle, the software could track where all user activity was occurring as people considered the pros and cons of the various locations. As shown below in the table titled “Table 1, Piedmont Housing Puzzle Opens By Site,” the most activity or “opens” occurred in the following categories: Zones A & E; Zone D on Grand Avenue; and Blair Park. All the sites listed on the Housing Puzzle map received some level of interest from members of the Piedmont community.

Table 1, Piedmont Housing Puzzle Opens By Site



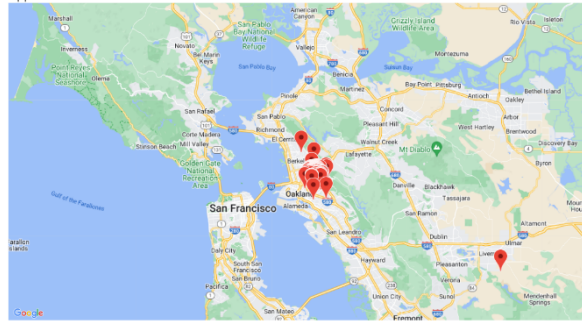
Conclusion

In conclusion, the Piedmont Housing Puzzle helped introduce the Draft Housing Element sites inventory and successfully piqued the interest of a significant percentage of Piedmont community members. It provided a venue for community members to both learn about sites considerations and share their perspectives on potential housing sites. The web-based tool resulted in 116 additional public comments, which are listed in the appendix and included in the public comments compiled for the consideration of the Planning Commission and City Council. This qualitative data is important to fully understand the community’s concerns and preferences for growth.

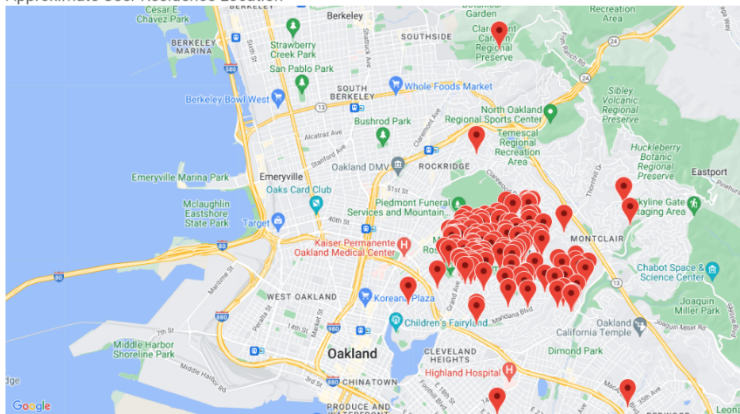
Appendix

Part I, Approximate User Residence Location

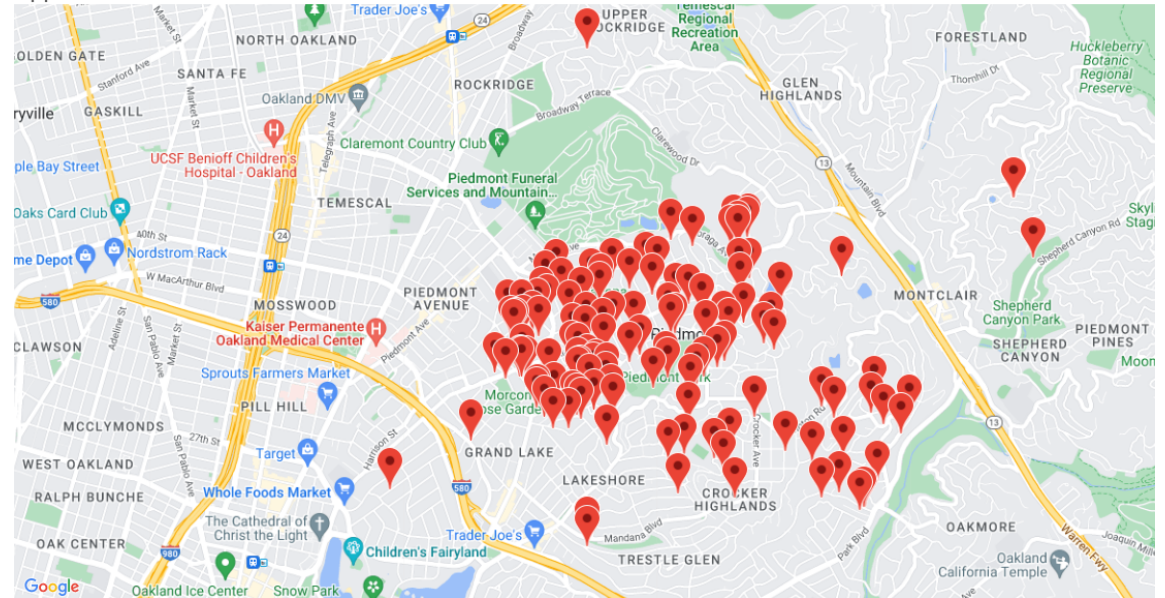
Approximate User Residence Location



Approximate User Residence Location

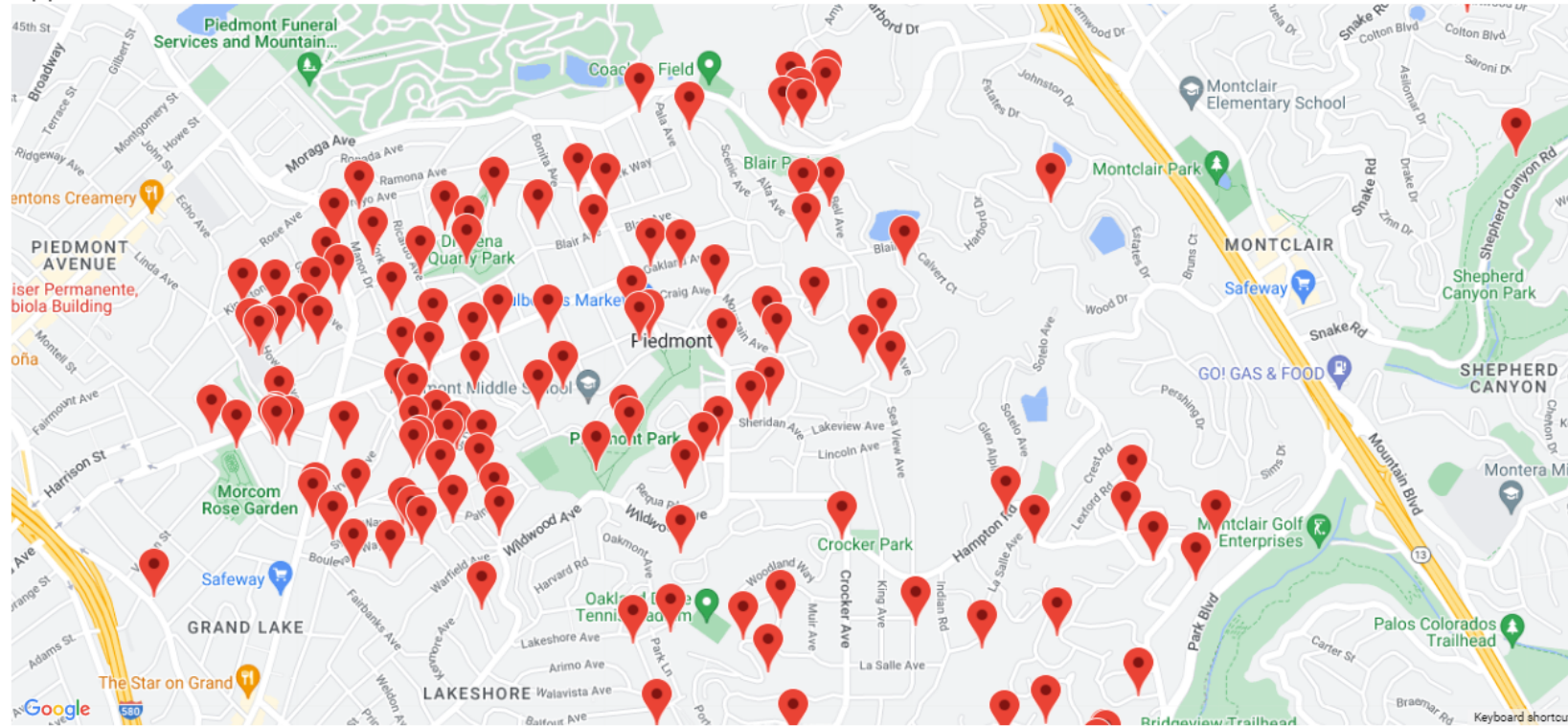


Approximate User Residence Location



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Approximate User Residence Location



Part II, Piedmont Housing Puzzle Comments

	<u>Comment</u>	<u>Item</u>	<u>Change</u>	<u>Date</u>
1	Lots of great options and the #2 place to place units (Zone D is best location).	C - Properties in Zone C, Multi-family Zone	96.15	5/2/2022 18:16
2	This is absolutely the #1 place to put units. I'd add retail at the ground floor. Great access to public transportation and easy walk to commercial.	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	210.53	5/2/2022 18:16
3	Great area to add units. Ideally the Blair Park (L) gets turned into a park with soccer fields (desperately needed).	K - Redevelop City Corporation Yard	166.67	5/2/2022 18:16
4	I think it's important to develop this area into a park with soccer fields. Piedmont desperately needs more soccer fields! Given that I needed a few more units, I added some to this location...hoping that still allows for space for soccer.	L - Blair Park, 930 Moraga Avenue		
5	Deprioritize for housing - maintain quiet nature of city center	B - Piedmont Community Church Property, 400 Highland Avenue	24.24	5/2/2022 18:16
6	Close access to school, transportation, retail shops and restaurants	C - Properties in Zone C, Multi-family Zone	0	5/2/2022 16:09
7	Access to transportation and retail shops, grocery and restaurants	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	96.15	5/2/2022 16:09
8	Close access to Park Ave transportation and retail shops and restaurants	F - Corpus Christi School Property	210.53	5/2/2022 16:09
9	Close access to school, public transport and shops	G - Linda Dog Park, 333 Linda Avenue	31.25	5/2/2022 16:09
10	Deprioritize for housing - surrounded by single family homes	I - Grassy Strip and Median along Highland Avenue at Sheridan Avenue	23.81	5/2/2022 16:09
11	Offering new commercial options would be interesting but not housing. Prioritize needs of surrounding single family homes (quiet, parking)	J - Zone D - Gas Station, Mulberry's, Bank of America, Wells Fargo	0	5/2/2022 16:09
12	Housing could make sense here (along Moraga thoroughfare) as long as Coaches Field is not disturbed. Piedmont already has too few rec fields / spaces	K - Redevelop City Corporation Yard	0	5/2/2022 16:09
13	Would love to turn this into soccer fields which we are desperately in need of	L - Blair Park, 930 Moraga Avenue	166.67	5/2/2022 16:09
14	Like the idea of supporting emergency and rec uses but not additional housing	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	0	5/2/2022 16:09
15	Close access to Park Ave and Montclair for public transport and shops	Z - Zion Lutheran Property	40	5/2/2022 16:09
16	Super congested already--bad city planning	B - Piedmont Community Church Property, 400 Highland Avenue	0	5/1/2022 20:52
17	Close to public transit and retail best for dense living.	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	210.53	4/30/2022 3:24
18	it would be great if in development the density could be varied so there were different housing types - townhomes, apartments, etc.	C - Properties in Zone C, Multi-family Zone	86.54	4/29/2022 22:53
19	Mixed -use zoning to allow business uses to remain with housing above. Since housing almost always is more profitable to develop, require mixed-use with business/not-for-profit tenancy, not just vacant space. Consider affordability as well. Does Piedmont work to house its teachers and first responders, etc.?	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	210.53	4/29/2022 22:53
20	has Piedmont considered housing for teachers and first responders who work in Piedmont? any consideration of affordability? locations like this one could be a good opportunity for lovely townhouses	I - Grassy Strip and Median along Highland Avenue at Sheridan Avenue	4.94	4/29/2022 22:53
21	keep businesses - mixed-use zoning	J - Zone D - Gas Station, Mulberry's, Bank of America, Wells Fargo	20.41	4/29/2022 22:53
22	this could be a great place for Piedmont to add some new multi-family housing with greater density than is typical in the city - and to consider affordability	K - Redevelop City Corporation Yard	166.67	4/29/2022 22:53
23	could be a very interesting venture - lots of unique opportunities with the Church and school and the location on Park with access to bus, etc.	Z - Zion Lutheran Property	40	4/29/2022 22:53
24	Like the newer condos below the dog park, this could be high end bt smaller unit syle condos and townhouses. Good transportation and walkability score. Good for the senior set and city employee preference houseing, teachers, fire dept, rec center, city admin, etc	G - Linda Dog Park, 333 Linda Avenue	31.75	4/29/2022 18:01

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25	The corporation yard seems a good area to put the multi unit type development. There is a main road already in place, public transportation route, and in walking distance for someone who is fit to school and to area's of interest. IT will also not negatively affect the main part of the community with added traffic because of normal commute.	K - Redevelop City Corporation Yard	166.67	4/29/2022 18:01
26	How will public transportation be delivered to this area? What would be the main routes drivers would take to this community? Why is this area not already open to the Piedmont community and public as a park?	L - Blair Park, 930 Moraga Avenue	181.82	4/29/2022 18:01
27	Adding some housing here would change the nature of the Piedmont City Center. Perhaps the city buildings in place could be reidentified for community need.	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	25.86	4/29/2022 18:01
28	My comments are in the specific areas.	RHNA Allocation	0	4/29/2022 18:01
29	Actually, why is the maximum 183, each house could turn their garage into an ADU according to CA state law	AE - Private single-family properties throughout Zones A and E	182	4/29/2022 17:52
30	Redeveloping a park into housing is quite a drastic step compared to allowing more ADUs in the AE zone or redeveloping a larger area of the corporation yard into usable space	G - Linda Dog Park, 333 Linda Avenue	0	4/29/2022 17:52
31	Do we need giant banks downtown? An ATM seems sufficient	J - Zone D - Gas Station, Mulberry's, Bank of America, Wells Fargo	96.94	4/29/2022 17:52
32	Honestly, do we need the public works facilities to be inside city limits? What about acquiring or leasing land in Oakland and developing the corporation yard into high-density housing? Has the advantage of easy access to CA-13 and frankly the nearby neighbors may prefer a well designed housing complex to an ugly corporation yard (I could be wrong)	K - Redevelop City Corporation Yard	166.67	4/29/2022 17:52
33	This park is really underutilized and could be a good spot for townhomes, with easy access to CA-13	L - Blair Park, 930 Moraga Avenue	48.48	4/29/2022 17:52
34	Please convert this useless Bank of America into some kind of restaurant or cafe please!	J - Zone D - Gas Station, Mulberry's, Bank of America, Wells Fargo	0	4/28/2022 20:36
35	We need to focus on the Estates Zone. These are large lots, and mansions could be remodeled as condos and new multi-unit housing built on excess land. An outreach effort needs to be made to homeowners in this zone. It is not inconceivable that many will see the justice and benefit of their property being sold to a developer who can convert it into multifamily housing. This is especially possible in cases where the homeowners' heirs live elsewhere and understand the inequities brought about by intergenerational wealth transfer and the unprecedented levels of wealth concentration we are experiencing in this country.	AE - Private single-family properties throughout Zones A and E	182	4/28/2022 18:05
36	This should be recreation space, if you're talking about the space between the Oakland Ave bridge and Linda Beach field	C - Properties in Zone C, Multi-family Zone	0	4/28/2022 18:05
37	What happened to the idea of the owner of the Shell station to convert that to multi-unit housing?	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	78.95	4/28/2022 18:05
38	Not sure if there's any room here, but Kehilla would be disposed to the social justice angle	H - Kehilla Synagogue Property, 1300 Grand Ave	6.91	4/28/2022 18:05
39	No. This needs to be maintained and improved as open space -- for both the human and animal populations of the area. Piedmont has less open park space than surrounding areas, and I believe we're below the national standard.	L - Blair Park, 930 Moraga Avenue	0	4/28/2022 18:05
40	If the tennis courts in the center of town are being proposed, why not the City of Oakland owned Davie Tennis Stadium (within Piedmont city limits)? Eminent domain that place and let Oaklanders ironically complain about Piedmont building affordable housing instead of letting them keep a tennis stadium. Oakland has plenty of other property to build a tennis stadium.	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	34.48	4/28/2022 17:44
41	This is very confusing. I'm just adding these here to account for housing created by ADUs and letting people split parcels to build additional homes. There could be more.	AE - Private single-family properties throughout Zones A and E	182	4/28/2022 1:05
42	This just seems dumb to include this. We're not tearing down our community church in the center of town for housing. Why do you even have non-starters on here?	B - Piedmont Community Church Property, 400 Highland Avenue	0	4/28/2022 1:05
43	Again! Why are we even suggesting getting rid of a thriving church and school? This is dumb.	F - Corpus Christi School Property	0	4/28/2022 1:05
44	No! It's offensive to even be suggesting this.	H - Kehilla Synagogue Property, 1300 Grand Ave	0	4/28/2022 1:05

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45	Ditto. Stop with the anti-religious suggestions. It's really offensive.	N - Plymouth Church Properties on Olive Avenue	0.45	4/28/2022 1:05
46	If a church decides it can no longer function, it will sell its property and then we can have these discussions. Until then, it's offensive to suggest getting rid of them.	Z - Zion Lutheran Property	0	4/28/2022 1:05
47	This has always seemed like the most realistic place to build new housing, especially multi-unit housing	L - Blair Park, 930 Moraga Avenue	193.94	4/28/2022 0:42
48	Important that the HE include more than the needed number of housing units as it is unlikely that all of the locations will develop and not providing excess capacity for development will mean the City has not successfully authorized the amount of development needed to meet our RHNA numbers. Please don't treat this like a check the box exercise - Piedmont must do its part.	AE - Private single-family properties throughout Zones A and E	182	4/26/2022 22:31
49	Lots splits in Zone E should be encouraged. ADUs that are rented may be counted but not those used for other purposes.	AE - Private single-family properties throughout Zones A and E	63	4/26/2022 16:52
50	Displacement of current tenants should be avoided	C - Properties in Zone C, Multi-family Zone	19.23	4/26/2022 16:52
51	Public land should be used only for affordable housing. Market rate units or above moderate should be built on privately owned land.	K - Redevelop City Corporation Yard	121.21	4/26/2022 16:52
52	Given the history at Blair Park some open space for an enclosed dog run and heritage trees should be preserved.	L - Blair Park, 930 Moraga Avenue	60.61	4/26/2022 16:52
53	It is important to allow increased density in Piedmont's historically single family neighborhoods. This could be through ADUs, duplexes, triplexes etc.	AE - Private single-family properties throughout Zones A and E	147	4/26/2022 14:17
54	These are well located sites with transportation where we should zone for increased housing density. But because they have existing economically viable uses, they are unlikely to be actually redeveloped quickly. We should not count on these to meet a significant portion of our RHNA obligation.	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	105.26	4/26/2022 14:17
55	This is a great site and our best opportunity to build a feasible affordable housing development soon. This is one of the few sites in Piedmont that can build a community that is large enough to be financially feasible and meet our ELI/VLI goals	K - Redevelop City Corporation Yard	75.76	4/26/2022 14:17
56	This site is one of two sites large enough to build an affordable project capable of meeting our ELI/VLI goals- it must be considered. The site could be developed in a way to retain and improve park land. Without these larger sites it is simply impossible to actually meet the goal of building our ELI/VLI RHNA requirement	L - Blair Park, 930 Moraga Avenue	72.73	4/26/2022 14:17
57	These are great sites, close to schools and services. These are likely to take a long time to redevelop, however-- but let's start planning!	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	68.97	4/26/2022 14:17
58	I did not even realize the church had a parking lot. This seems like a great option for housing with parking underground.	B - Piedmont Community Church Property, 400 Highland Avenue	29.85	4/26/2022 4:02
59	I support housing along Grand Avenue and adjacent lots, including this intersection.	C - Properties in Zone C, Multi-family Zone	96.15	4/26/2022 4:02
60	Grand Avenue is one of the most logical places for multiunit housing. The Ace Hardware parking lots are a total pain - I have even been in a car accident in the hardware parking lot. This space could be easily redesigned to include the current hardware and garden stores, parking and housing above that. It is accessible to transit and in a very walkable location too.	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	210.53	4/26/2022 4:02
61	This is probably the least attractive dog parks in Piedmont. This site could be nicely reconfigured to provide housing and some park area for dog walkers at the same time. The one unknown is how this would affect traffic by Beach School.	G - Linda Dog Park, 333 Linda Avenue	103.17	4/26/2022 4:02
62	Perhaps the parking lot could be repurposed to include housing with parking underground.	H - Kehilla Synagogue Property, 1300 Grand Ave	6.91	4/26/2022 4:02
63	This section of the street could be reconfigured to incorporate housing.	I - Grassy Strip and Median along Highland Avenue at Sheridan Avenue	30.86	4/26/2022 4:02
64	This is an area prime for an update. The BofA is currently unused. Gas stations will soon be obsolete as we transition to electric vehicles to address climate change before it's too late. This area combined with the police station and veterans building could be redesigned together to include the banks and Mulberry's in a visually appealing way that also features substantial affordable housing.	J - Zone D - Gas Station, Mulberry's, Bank of America, Wells Fargo	96.94	4/26/2022 4:02
65	The city's owned sites are the easiest and biggest opportunity for adding housing because the land would not cost money. The city should seriously consider the corporation yard as well as the skatepark.	K - Redevelop City Corporation Yard	166.67	4/26/2022 4:02

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66	Blair Park, the city's largest owned property, is the most logical place for affordable housing. This is highly underutilized open space. I regularly drive by and see one person or nobody using this space. Affordable housing could be designed for this space in a way that includes open space that gets far more use than what is there now and even has more appealing greenery. It can be done in a way that would not hurt neighbors who live above the park and it could be done in a way that minimizes traffic impacts on Moraga, for instance by widening part of the road by this property.	L - Blair Park, 930 Moraga Avenue		
67	It makes total sense to consider the tennis courts especially for housing. The housing could be designed in a way that retains the tennis courts, perhaps on the roof. It also makes sense to look at the veterans hall and city hall as part of the plan. Finally, while we are considering tennis courts, why not look at the ones by Hampton Field and off Highland behind the dog park too.	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	193.94	4/26/2022 4:02
68	we should be promoting ADUs while being realistic about affordability and production numbers. Owners of large lots should be able to subdivide their properties to create additional legal lots, and duplexes/triplexes/fourplexes should be allowed on the larger and the smaller lots.	AE - Private single-family properties throughout Zones A and E	112.07	4/26/2022 4:02
69	If the Church wants to add housing I'm supportive. I am adding units here because of the way the "puzzle" is structured, which requires 587 units. I object to this - people should be able to contribute whatever input they have, even if it is partial.	B - Piedmont Community Church Property, 400 Highland Avenue	42	4/26/2022 3:33
70	Yes I support multifamily on Linda.	C - Properties in Zone C, Multi-family Zone	29.85	4/26/2022 3:33
71	Redevelopment of the Sylvan learning center building seems very feasible in light of what appear to be relatively low value tenants and a relatively low value building. I support a 5-6 story apartment building on that block and I'd support a variance enabling 100% residential, in light of how little demand there is for retail space. Ace hardware, I suspect, isn't changing.	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	96.15	4/26/2022 3:33
72	I don't think this is a feasible housing site.	G - Linda Dog Park, 333 Linda Avenue	118.42	4/26/2022 3:33
73	why maximum of 8? This is a great housing site.	H - Kehilla Synagogue Property, 1300 Grand Ave	0	4/26/2022 3:33
74	I support multifamily housing on Blair park with up to 5/6 stories - whatever is needed to create a project feasible and with some level of affordability. I think Blair Park has much better potential than the sites across Moraga.	L - Blair Park, 930 Moraga Avenue	6.5	4/26/2022 3:33
75	Yes!! Veterans building and tennis courts especially should be considered as sites. Veteran's building is probably near the end of its useful life, and community hall/police/fire could be below residential in a 4/5/6 story building. Tennis courts could be on the roof of a multifamily building.	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	181.82	4/26/2022 3:33
76	Slope of site appears to make it unsuitable for housing, but I'd be happy to see housing there if feasible.	N - Plymouth Church Properties on Olive Avenue	60.34	4/26/2022 3:33
77	only more than 3 units with low income. Up to 8 units if design of building is consistent in style with neighborhood like 1001 Warfield avenue.	AE - Private single-family properties throughout Zones A and E	7.17	4/26/2022 3:33
78	6 stories max	B - Piedmont Community Church Property, 400 Highland Avenue	7	4/26/2022 2:52
79	up to 10 stories high	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	13.43	4/26/2022 2:52
80	make same zone as D	H - Kehilla Synagogue Property, 1300 Grand Ave	184.21	4/26/2022 2:52
81	up to 6 stories	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	6.91	4/26/2022 2:52
82	It would be great to see a variety of housing types that would allow a broader range of people with different needs welcomed to Piedmont.	AE - Private single-family properties throughout Zones A and E	25.86	4/26/2022 2:52
83	Please consider this site even including the skatepark, which wasn't well designed and is not accessible to kids that would use it anyways. Seems like a great place for housing!	K - Redevelop City Corporation Yard	70	4/24/2022 15:19
84	I'd love to see housing here...seems like an under utilized resource and has great proximity to nearby amenities.	L - Blair Park, 930 Moraga Avenue	151.52	4/24/2022 15:19
85	We should allow duplexes, triplexes, and small apartment buildings in Zones A and E, especially on larger lots. We need to think beyond single-family homes and ADUs.	AE - Private single-family properties throughout Zones A and E	193.94	4/24/2022 15:19
86	I'd love to see apartments over retail and buildings up to 6-7 stories on Grand Ave.	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	182	4/23/2022 15:47
			78.95	4/23/2022 15:47

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87	Strongly support exploring the Corp Yard for affordable housing. We should add the skate park site too for consideration.	K - Redevelop City Corporation Yard	166.67	4/23/2022 15:47
88	Blair Park is a great opportunity site. We should definitely explore. Could put housing and some park / recreational space there, such as a playground.	L - Blair Park, 930 Moraga Avenue	193.94	4/23/2022 15:47
89	We should do a master plan for the Civic Center that integrates some of these facilities and puts affordable housing over community and city facilities. Strongly support putting affordable housing in the Civic Center so it is well integrated and close to transportation.	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	112.07	4/23/2022 15:47
90	It makes sense to have housing where there are services and community resources.	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	0	4/22/2022 21:20
91	This area would help benefit lower income families due to ease of access to local businesses and transportation.	C - Properties in Zone C, Multi-family Zone	96.15	4/22/2022 21:09
92	Blair park should be maximized. It is only used by a few residents. Perfect area for development.	L - Blair Park, 930 Moraga Avenue	193.94	4/22/2022 18:42
93	This is a wonderful central location and I would advocate upzoning this area to incentivize housing in this area, especially low and moderate income housing	B - Piedmont Community Church Property, 400 Highland Avenue	29.85	4/21/2022 18:11
94	97 units in this small area with small lots seems unlikely, given the high cost of construction and the fact that properties in this zone are already developed	C - Properties in Zone C, Multi-family Zone	38.46	4/21/2022 18:11
95	I think significant upzoning will be needed to make redevelopment of private businesses in this area financially feasible, but it would be great to have higher density housing in this area	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	78.95	4/21/2022 18:11
96	This seems unlikely to me given the existing use of the church and school property	F - Corpus Christi School Property	0	4/21/2022 18:11
97	probably too small to be feasible	H - Kehilla Synagogue Property, 1300 Grand Ave	0	4/21/2022 18:11
98	Central locations seem like the best place for new housing, given proximity to schools, city jobs, and transit	I - Grassy Strip and Median along Highland Avenue at Sheridan Avenue	24.28	4/21/2022 18:11
99	Central locations seem like the best place for new housing, given proximity to schools, city jobs, and transit. 60 du/acre seems like a reasonable maximum	J - Zone D - Gas Station, Mulberry's, Bank of America, Wells Fargo	61.22	4/21/2022 18:11
100	This site is less connected to city services (schools, jobs, transit) but could still accommodate some housing, with efforts to improve traffic safety and integrate the neighborhood	K - Redevelop City Corporation Yard	60.61	4/21/2022 18:11
101	This site is less connected to city services (schools, jobs, transit) but could still accommodate some housing, with efforts to improve traffic safety and integrate the neighborhood	L - Blair Park, 930 Moraga Avenue	60.61	4/21/2022 18:11
102	The city center is the best place for new housing given proximity to schools, jobs, transit and recreation resources	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	112.07	4/21/2022 18:11
103	I'm not in favor of converting any city land/parks into housing.	G - Linda Dog Park, 333 Linda Avenue	0	4/18/2022 3:42
104	I'm not in favor of converting any city land/parks into housing.	I - Grassy Strip and Median along Highland Avenue at Sheridan Avenue	0	4/18/2022 3:42
105	I'm not in favor of converting any city land/parks into housing.	K - Redevelop City Corporation Yard	0	4/18/2022 3:42
106	I'm not in favor of converting any city land/parks into housing.	L - Blair Park, 930 Moraga Avenue	0	4/18/2022 3:42
107	I'm not in favor of converting any city land/parks into housing.	M - City Hall, Veterans Hall, Corey Reich Tennis Courts, etc.	0	4/18/2022 3:42
108	This is too many units, but because it's on the city's borderline it would be less disruptive.	F - Corpus Christi School Property	31.25	4/14/2022 22:05
109	This is a very condensed area, and therefore I believe there should be 0 units placed here.	I - Grassy Strip and Median along Highland Avenue at Sheridan Avenue	0	4/14/2022 22:05
110	This seems to be the least obtrusive place for new housing of all the locations offered.	K - Redevelop City Corporation Yard	166.67	4/14/2022 22:05
111	This seems like too many units for one location, but too many of the other locations shouldn't have any new units.	L - Blair Park, 930 Moraga Avenue	193.94	4/14/2022 22:05
112	These zones should be upzoned to allow 2-6 units per property by right.	AE - Private single-family properties throughout Zones A and E	182	4/12/2022 1:50
113	I don't believe it's likely that the maximum buildout would actually be possible as many landowners may not be interested.	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses	118.42	4/12/2022 1:50

Part II, Piedmont Housing Puzzle Comments

114	I live near here and this area desperately needs revitalization and increased density! Ground floor retail with space for hardware store, coffee shops, karate place, sandwich shop etc etc would be ideal. Hard to picture how many stories these buildings would have to be to accommodate this housing though, so I'm not sure what is reasonable number of units here.	D - Zone D - Ace Hardware, Sylvan Learning Center, Homes and Small Businesses		
115	I don't have a dog but it seems this space is heavily utilized - would need to preserve some dog-park area.	G - Linda Dog Park, 333 Linda Avenue	105.26	4/7/2022 3:46
116	This area so needs to be reimagined! Less space for cars, and more for people. See Mill Valley for inspiration of a charming downtown with a plaza (both downtown Mill Valley, and the recent redevelopment of the Mill Valley Lumbar Yard). It would be ideal to have ground level retail and apartments above. Mulberry's, an ATM, and a few other shops/cafes around a small plaza with tables/outside eating area, with housing above. Remove the banks and lawyer/real estate offices. Make Highland Way a small pedestrian-only walkway, or remove all together? It's hard as a lay person to know how different number of housing units would feel here, but I think apartments above more (non-chain) businesses would be a wonderful transformation.	J - Zone D - Gas Station, Mulberry's, Bank of America, Wells Fargo	0	4/7/2022 3:46
117	Empty lot behind 216 Howard.	C - Properties in Zone C, Multi-family Zone	25.51	4/7/2022 3:46
118	Why is this the only park listed? There are many other parks in Piedmont. Why are we listing parks at all?	L - Blair Park, 930 Moraga Avenue	38.46	4/6/2022 6:19
119	Testing	F - Corpus Christi School Property	0	3/25/2022 1:30
120	This is a park. It is not zoned for residential. Do not take away our parks!	L - Blair Park, 930 Moraga Avenue	4.69	3/25/2022 1:22
			0	3/25/2022 1:22

Pierce Macdonald, Senior Planner
City of Piedmont

Part II, Website Traffic Referrers

Top Referrers

Source	%	#
(direct)	70.7%	1045
piedmontishome.org/	10.28%	152
m.facebook.com/	6.09%	90
piedmont.ca.gov/	3.38%	50
l.facebook.com/	2.23%	33
google	1.35%	20
admin.localhost:8083/	1.15%	17
ci.piedmont.ca.us/	1.01%	15
lm.facebook.com/	0.68%	10
piedmontcivic.org/	0.47%	7