

11 | HOUSING

INTRODUCTION

The Housing Element addresses existing and future housing needs for persons of all economic groups in the city. The Housing Element is a tool for use by citizens and public officials in understanding and meeting the housing needs in Coachella.

Recognizing the importance of providing adequate housing in all communities, the State has mandated a housing element within every general plan since 1969. It is one of the seven elements required by the State. Article 10.6, Section 65580–65589.8, Chapter 3 of Division 1 of Title 7 of the Government Code sets forth the legal requirements of the housing element and encourages the provision of affordable and decent housing in all communities to meet statewide goals. Specifically, Section 65580 states that the element shall consist of “identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives, financial resources and scheduled programs for the preservation, improvement, and development of housing.” The element must also contain a housing plan with quantified objectives for the implementation of the goals and objectives of the housing element. The contents of the element must be consistent with the other elements of the general plan.

Meeting the housing needs established by the State is an important goal for the City of Coachella. As the population of California continues to grow and scarce resources decline, it becomes more difficult for local agencies to create adequate housing opportunities while maintaining a high standard of living for all citizens in the community. State law recognizes that housing needs may exceed available resources and therefore does not require that the City’s quantified objectives be identical to the identified housing needs. This recognition of limitations is critical, especially during this period of financial uncertainties in both the public and private sectors.

Section 65583(b)(2) states, “It is recognized that the total housing needs...may exceed available resources and the communities’ ability to satisfy the need. Under these circumstances, the quantified objectives need not be identical to the identified existing housing needs but should establish the maximum number of housing units that can be constructed, rehabilitated, and conserved over a five-year time frame.”

PURPOSE

The State of California has declared that “the availability of housing is of vital statewide importance and the early attainment of decent housing and a suitable living environment for every California family is a priority of the highest order.” In addition, government and the private sector should make an effort to provide a diversity of housing opportunities and accommodate regional housing needs through a cooperative effort, while maintaining a responsibility toward economic, environmental, fiscal factors, and community goals within the General Plan.

State housing element law requires “an assessment of housing needs and an inventory of resources and constraints relevant to the meeting of these needs.” The law requires:

- An analysis of population and employment trends
- An analysis of the City’s fair share of the regional housing needs
- An analysis of household characteristics
- An inventory of suitable land for residential development
- An analysis of the governmental and non-governmental constraints on the improvement, maintenance, and development of housing
- An analysis of special housing needs
- An analysis of opportunities for energy conservation
- An analysis of publicly assisted housing developments that may convert to non-assisted housing developments

The purpose of these requirements is to develop an understanding of the existing and projected housing needs within the community and to set forth policies and schedules, which promote preservation, improvement, and development of diverse types and costs of housing throughout Coachella.

ORGANIZATION OF THIS ELEMENT

The Housing Element contains community goals; housing goals, policies, and actions; and quantified objectives. The Housing Element is supported by the Housing Technical Appendix (Appendix B of the General Plan), which provides the following:

- **Public Participation.** This section highlights the public participation process and outcomes.
- **General Plan Consistency.** This section outlines state requirements and identifies how this Housing Element is consistent with the other elements of the City’s General Plan.
- **Community Profile.** This section provides information about demographic trends, household characteristics, special needs groups, and affordable housing units at risk of converting to market-rate housing units.
- **Housing Opportunities and Resources.** This section includes the City’s fair-share housing allocation, the inventory of vacant residential land, financial resources for affordable housing, and opportunities for energy conservation.
- **Housing Constraints.** This section provides information and analysis of various governmental and non-governmental constraints to the development of affordable housing.

OUR COMMUNITY’S GOALS

The Housing Element is designed to address existing and future housing needs of all types for persons of all economic groups in the city. During the Housing Element update process, the citizens of Coachella, along with the City Council and the Planning Commission, provided their ideas for how the City should address these housing issues. They identified the unique aspects of the city as well as the vision for the growth as Coachella transforms from a small town into a medium-sized city. As part of this process, the community identified key land use and community design concepts, described below, which are the foundation both for the City’s future land-use vision and the development of General Plan designations and for the specific goals and policies contained in this element, as well as elsewhere in the General Plan.

To achieve the community's vision, the Housing Element is organized around the following broad goals:

- Adequate housing in the city by location, price, type, and tenure, especially for those of low and moderate income and households with special needs.
- Balanced growth in the city with residential development constructed at suitable sites.
- Conservation and improvement of the existing affordable housing stock within the city.
- Reduced residential energy usage within the city resulting in reduced housing costs.
- Equal housing opportunities for all residents of the city regardless of race, religion, marital status, age, sex, nationality, physical or developmental disability, family size, and level and source of income.
- Maintenance, improvement, and development of housing commensurate with local needs.
- Adequate housing to meet the needs of all economic segments of the community.
- Preservation of existing affordable housing opportunities for lower-income residents of the city.

GOALS, POLICIES, AND IMPLEMENTATION ACTIONS

Goal 1. Adequate Housing. Adequate housing in the city by location, price, type, and tenure, especially for those of lower income and households with special needs.

Policies

- 1.1 **Land Use Controls.** Use the Land Use Element of the General Plan and the Zoning Code to ensure the availability of adequate sites for a variety of housing types.
- 1.2 **Varying Densities.** Employ a range of housing densities to provide housing for all economic segments of the community consistent with good planning practice.
- 1.3 **Infill and Contiguous Land.** Maximize use of vacant land within the city and contiguous to existing development in order to reduce the cost of off-site improvements and create a compact city form.
- 1.4 **Compatible Uses.** Ensure the compatibility of residential areas with surrounding uses through the separation of potentially hazardous or damaging uses, construction of adequate buffers, and other planning and land use techniques.
- 1.5 **Housing Downtown.** Promote higher-density and mixed-use redevelopment within the downtown area.
- 1.6 **Services and Facilities.** Require that adequate public and private services and facilities are or will be provided to all new residential developments as a prerequisite for their approval.
- 1.7 **Adaptive Reuse.** Investigate the adaptive reuse of vacant commercial structures in the downtown area for housing, possibly in a mixed-use fashion.
- 1.8 **Innovative Construction.** Promote and encourage the use of innovative construction techniques.

IMPLEMENTATION ACTIONS

Action 1.1: The City will adopt the updated General Plan Land Use Element to provide for a wide range of housing opportunities, suitable for residents of all income levels. Following General Plan adoption, the City will conduct a study that analyzes changes needed to the Zoning Code to implement the new General Plan and will then complete a comprehensive Zoning Code update. Once the City's General Plan and Zoning Code are adopted, the City's standards will:

- Provide adequate, suitable sites for the construction of new housing, reflecting a variety of housing types and densities;
- Explore and establish mechanisms such as incentives and funding to promote and preserve housing affordability in targeted growth areas;
- Meet the requirements of state housing law;
- Facilitate housing in a variety of neighborhood styles;
- Allow mixed-use residential development; and
- Ensure the compatibility of residential areas with surrounding commercial and other nonresidential uses.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: General Plan update adopted in early 2014, Compatibility Study completed by 2014, Zoning Code updated by 2015, Examine potential affordable housing incentives annually or as needed when projects are proposed, establish incentives in conjunction with the Zoning Code update by 2015.

Action 1.2: Continue to utilize environmental and other development review procedures to ensure that all new residential developments are provided with adequate public and private facilities and services. Require documentation of the adequate services and facilities that are or will be provided as a condition of approval.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

Action 1.3: While the new General Plan standards will create ample opportunity for higher-density housing appropriate to meet the lower-income RHNA for the 2008–2014 and 2014–2022 planning periods, zoning standards are not yet in place to facilitate development at planned General Plan densities. Thus, as part of the planned Zoning Code update, the City will ensure that the new zoning standards facilitate housing development at new General Plan densities to accommodate the remaining 2008–2014 RHNA of 1,916 units and the remaining 2014–2022 RHNA of 2,542 lower-income units. Potential rezone sites are listed in Table B-49. It is anticipated that sites rezoned to meet this remaining RHNA will be those located in the Urban Neighborhood and Urban Employment land use areas, which have planned minimum densities of 20 and 30 units per acre, respectively.

The City will ensure that sites made available through zoning changes to meet the Coachella’s remaining 2008–2014 RHNA and remaining 2014–2021 lower-income RHNA meet the following criteria:

- Require a minimum density of 20 units per acre
- Be of adequate size to accommodate at least 16 units per site
- Allow multi-family residential development “by right” (without discretionary review)
- At least 50 percent of sites will allow residential uses only

Responsible Agency: Community Development and Building Departments

Financing: Department budgets

Time Frame: Sites will be made available within one year of Housing Element adoption.

Action 1.4: Evaluate opportunities for parcel assembly and the use of underutilized sites for affordable housing. Discuss housing development potential with developers and consider relaxing development standards and prioritizing application processing to facilitate housing on these sites. Communicate with developers regarding the variety of housing development options available for these sites under the new General Plan.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

Action 1.5: Regularly post housing data, such as information on building permits, vacancy rates, and availability of funding sources, on the City’s website and provide the information in a hard copy, available upon request.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: 2014; updated every 6 months thereafter

Action 1.6: Encourage developers to provide units with three or more bedrooms, suitable to house large households. In addition, identify incentives for development of housing suitable for families with children, with family members requiring assistance, and multigenerational families. Encourage and where feasible incentivize developers to construct new units that include a full bathroom and bedroom on the first floor.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Offer incentives and work with developers as projects are processed through the Community Development Department.

Action 1.7: Consider preparing a study to explore the benefits and impacts of an inclusionary housing ordinance. The study will:

- Determine an appropriate percentage of affordable units and potential level of affordability;

- Analyze potential program options including the provision of below market rates on- and off-site as well as land dedication and in-lieu fee options; and
- Examine administrative resources required to administer an inclusionary program.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: 2014

Action 1.8: Facilitate development on large sites designated for high-density housing by communicating with developers regarding housing opportunities for these sites, providing priority subdivision processing, and utilizing the new Master Plan review process (as described in the draft General Plan Land Use Element) to facilitate affordable unit development. Work with land owners and developers to create sites ranging from one to 10 acres in size that are feasible and appropriate for the development of affordable housing.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Adopt the Master Plan process as part of the new General Plan in early 2014; engage in ongoing dialogue with developers; and offer priority subdivision processing as applications are submitted.

Goal 2. Conservation and Improvement. A preserved and well-maintained existing affordable housing stock.

Policies

- 2.1 **Rehabilitation Funds.** Continue to use available state and federal funds for housing rehabilitation, in a manner that will benefit the largest number of lower-income households, including those with extremely low income.
- 2.2 **Overcrowding.** Allow utilization of rehabilitation assistance funds to alleviate overcrowded conditions.
- 2.3 **Unit Rehabilitation.** Encourage the rehabilitation of substandard dwelling units instead of requiring their demolition, whenever possible, to preserve the existing affordable housing stock.
- 2.4 **Neighborhood Enhancement.** Utilize the neighborhood enhancement capabilities of the City to ensure that property owners renting unsanitary and unsafe housing units correct identified code violations.
- 2.5 **Code Enforcement.** Ensure that all new housing units constructed in the city are safe and livable through vigorous enforcement of the Uniform Building Code.
- 2.6 **Substandard Units.** Pursue the removal and replacement of substandard units that cannot be rehabilitated.
- 2.7 **Neighborhood Character.** Preserve the physical character of existing neighborhoods.

IMPLEMENTATION ACTIONS

- Action 2.1: Continue to implement the City's Residential Rehabilitation Program as funding is available. Allow funds to be used to alleviate overcrowding, make improvements to accommodate the special needs of elderly and disabled residents, including persons with developmental disabilities, and improve energy efficiency. The City will continue to advertise the program on the City's website, share program information with service organizations, and post program information in City Hall.
- Responsible Agency: Community Development Department
- Funding: CDBG and HOME
- Time Frame: Ongoing
- Action 2.2: Continue to monitor housing conditions throughout the city, and periodically conduct formal housing condition surveys.
- Responsible Agencies: Community Development and Building Departments
- Funding: Department budgets and (for housing condition surveys) CDBG Planning/Technical Assistance Grants
- Time Frame: 2014 and as funding is available through 2021
- Action 2.3: Continue to implement the abandoned and vacant property ordinances, enforce proactive neighborhood enhancement policies, and explore new methods of eliminating unsightly property conditions in residential areas.
- Responsible Agency: Community Development Department
- Funding: Department budget
- Time Frame: Ongoing, 2014–2021
- Action 2.4: Continue to monitor health and safety issues related to substandard mobile home parks located within the city limits and those within the City's sphere of influence. Explore funding opportunities for a loan or grant program to assist with mobile home unit and park repairs and improvements as well as mobile home ownership.
- Responsible Agency: Coachella Community Services Department
- Funding: Department budget
- Time Frame: Explore program by 2015, monitoring ongoing
- Action 2.5: Maintain a representative and an alternate to the CVAG Housing Committee to consistently represent the City in discussions regarding housing issues.
- Responsible Agency: Community Development Department, City Council
- Funding: General Fund
- Time Frame: Annually
- Action 2.6: Participate in the SAFE Cities Committee and in other groups and committees that bring together public safety, neighborhood enhancement, and regional representatives.
- Responsible Agency: Economic Development Department

Funding: General Fund

Time Frame: Ongoing

Action 2.7: Work with Riverside County, Riverside County LAFCO, Coachella Valley Water District, the Coachella Valley Regional Water Management Group (CVWRMG), and local advocacy organizations to identify and address housing-related infrastructure needs in disadvantaged unincorporated communities within and adjacent to the City’s sphere of influence. The City will participate in outreach and information gathering events and strategy sessions, contribute to efforts to identify and estimate the cost of potential infrastructure improvements including the preparation of the Integrated Regional Water Management Plan (prepared by CVWRMG), and pursue funding sources to complete necessary upgrades.

As a condition of approval for development in new growth areas, require that developers plan for and construct oversized facilities to create infrastructure connection opportunities for nearby disadvantaged communities. Coordinate with agencies and communities groups to explore annexation potential and timeframes.

Responsible Agency: Community Development Department

Funding: General Fund

Time Frame: Attend events as available, engage in ongoing communication with Riverside County and other organizations, assist with funding applications as NOFAs are released, require infrastructure extensions as development agreements are prepared in new growth areas, engage in ongoing dialogue (meet at least annually) to determine annexation potential and timeframes.

Goal 3. Reduced Energy Usage. Reduced residential energy usage within the city, resulting in reduced housing costs.

Policies

- 3.1 **Conservation Techniques.** Encourage the use of energy-conserving techniques in the siting and design of new housing.
- 3.2 **State Requirements.** Actively enforce state energy conservation requirements for new residential construction.
- 3.3 **Resource Reduction Education.** Make local residents aware of the free home surveys performed by the Coachella Water Authority as a means to reduce water consumption and the rebate programs offered by the Imperial Irrigation District and Southern California Gas Company.

IMPLEMENTATION ACTIONS

Action 3.1: Continue to utilize the development review process to incorporate energy conservation techniques into the siting and design of proposed residences to minimize energy consumption as well as housing costs

Responsible Agencies: Community Development and Building Departments

Funding: Department budgets

Time Frame: Ongoing

Action 3.2: Continue to require that, at a minimum, all new residential development complies with the energy conservation requirements of Title 24 of the California Administrative Code.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing

Action 3.3: Assist in distributing information to the public regarding free home water consumption audits of the Coachella Water Authority and rebate programs offered by Imperial Irrigation District.

Responsible Agency: IID, Community Development Department

Funding: N/A, materials provided by IID

Time Frame: Ongoing

Action 3.4: Assist in distributing information about energy efficiency retrofit rebates and financing opportunities available to the residents and property owners such as Energy Upgrade California, the New Solar Homes Partnership, and the Western Riverside Council of Governments HERO program.

Responsible Agency: Community Development Department

Funding: N/A, materials provided by rebate/financing programs

Time Frame: Ongoing

Goal 4. Equal Housing Opportunity. Equal housing opportunities for all residents of the city regardless of race, religion, marital status, age, sex, nationality, physical or developmental disability, family size, and level and source of income.

Policies

- 4.1 **Equal Opportunity.** Advocate equal housing opportunity for all residents.
- 4.2 **Fair Housing.** Utilize local fair housing agencies to investigate promptly and aggressively any complaints involving housing discrimination.
- 4.3 **Tenant and Landlord Education.** Promote greater awareness of tenant and landlord rights.
- 4.4 **Handicapped Access.** Promote handicapped access in new housing developments and in existing housing.
- 4.5 **Emergency Shelters.** Assist and support local social service agencies in their applications for federal funds to provide emergency shelters for homeless individuals and families.
- 4.6 **Special Needs Housing.** Encourage the development of housing to meet the needs of elderly, large family, and female-headed households.
- 4.7 **Unit Sizes.** Promote the provision of sale and rental housing to meet the needs of families of all sizes.

IMPLEMENTATION ACTIONS

- Action 4.1: Continue to provide information on fair housing law on the City’s website, at City Hall, and at the local library. In addition, the City Clerk shall continue to include a statement to City utility bills which indicates that information on fair housing laws is available to the public without charge. Information will be provided in both English and Spanish. Complaints may be directed to the Community Development Department.
- Responsible Agency: City Manager’s Office, Community Development Department, City Clerk
- Funding: Department budget
- Time Frame: Ongoing, 2014–2021
- Action 4.2: Adopt a “Reasonable Accommodation” procedure, in accordance with SB 520, as part of the updated Zoning Code to allow for administrative processing of requests for features and accessibility for persons with disabilities and persons with developmental disabilities.
- Responsible Agency: Community Development Department
- Funding: City General Fund
- Time Frame: 2015, as part of the comprehensive Zoning Code update
- Action 4.3: Amend the Zoning Code to define transitional and supportive housing in accordance with the Health and Safety Code, Sections 50675.14 and 50675.2, and specify that both types of housing shall be treated as residential uses of property, subject to the same restrictions/regulations as other types of housing in the same zoning district.
- Responsible Agency: Community Development and Building Departments
- Funding: City General Fund
- Time Frame: Within one year of Housing Element adoption
- Action 4.4: Continue to actively support efforts of providers who establish short-term bed facilities for segments of the homeless population including specialized groups such as the mentally ill and the chronically disabled.
- Responsible Agency: Community Development Department
- Funding: General Fund
- Time Frame: Ongoing, 2014–2021
- Action 4.5: Amend the Zoning Code to include manufactured housing as an approved housing type, as per State of California requirements.
- Responsible Agency: Community Development Department, Planning Commission
- Funding: City General Fund
- Time Frame: 2015, amendment will be completed as part of the comprehensive Zoning Code update

Action 4.6: Revise the Zoning Code to allow State-licensed and unlicensed group homes, foster homes, residential care facilities, and similar facilities; to allow, by right, group homes with six or fewer persons in any residential zone; and to allow with administrative approval group homes with greater than six persons in all high-density residential zoning districts.

Responsible Agency: Community Development Department

Funding: Departmental budget

Time Frame: Within one year of adoption of this Housing Element

Action 4.7: Amend the Zoning Code to ensure that permit processing procedures for farmworker housing do not conflict with Health and Safety Code Sections 10721.5 and 17021.6. The City will also ensure that such procedures encourage and facilitate the development of housing for farmworkers.

Responsible Agency: Community Development Department, Planning Commission

Funding: Departmental budgets

Time Frame: Within one year of adoption of this Housing Element

Action 4.8: Amend the Zoning Code to define single-room occupancy units (SROs) and identify zones in which SROs are allowed. Facilitate the development of SROs as appropriate housing type for persons with special needs and extremely low incomes.

Responsible Agency: Community Development Department, Planning Commission

Funding: Departmental budgets

Time Frame: Within one year of adoption of this Housing Element

Action 4.9: Amend the Zoning Code to broaden the definition of “family” in keeping with state and federal law and current best practices to protect the rights of persons with disabilities and nontraditional families.

Responsible Agency: Community Development Department, Planning Commission

Funding: Departmental budgets

Time Frame: Within one year of adoption of this Housing Element

Action 4.10: Encourage the development of housing for farmworkers by assisting developers with site identification and providing technical assistance on funding applications. In addition, the City will develop an informational brochure illustrating the possible funding sources and other potential incentives for the development of farmworker housing and provide this brochure at the Community Development Department and on the City web site.

Responsible Agency: Community Development Department, Planning Commission

Funding: Departmental budgets

Time Frame: Assist farmworker housing developers as needed, prepare and make brochure available within one year of Housing Element adoption

Goal 5. Remove Constraints. Policies, standards and programs that facilitate the maintenance, improvement, and development of housing commensurate with local needs.

Policies

- 5.1 Building and Zoning Codes.** Periodically reexamine local building and zoning codes, in light of technological advances and changing public attitudes, for possible amendments to reduce housing construction costs without sacrificing basic health and safety considerations.
- 5.2 Development Fees.** Charge development fees that do not unreasonably contribute to the cost of housing.
- 5.3 Site Improvement Assistance.** Continue to financially assist with land and/or off-site improvements costs for lower-income housing projects, as funds become available.
- 5.4 Expedited Processing.** Continue practice of expeditious processing of residential development proposals and permits.

IMPLEMENTATION ACTIONS

Action 5.1: Upon adoption of the General Plan, the City will conduct a study that analyzes changes needed to the Zoning Code to implement the new General Plan and will then complete a comprehensive Zoning Code update. The updated Zoning Code will build on concepts outlined in the General Plan to incorporate the use of innovative land use techniques and construction methods such as clustering of units, density transfers, zero lot line development, and others to minimize housing development costs and to maximize development opportunities.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Every five years

Action 5.2: Periodically (every five years) survey other cities in the Riverside County area to ensure that the City's development fees are reasonable and do not pose an unreasonable constraint to housing development.

Responsible Agency: Community Development Department

Funding: Department budget; possible CDBG Planning/Technical Assistance Grant

Time Frame: 2015 and 2020

Action 5.3: Encourage concurrent processing of entitlements to foster an environment conducive to business, allowing various analyses and staff reports to be done at the same time, rather than requiring one process to be completed before beginning the next process. Department staff will notify applicants early in development process of this policy and maintain public notice of the City's policy on the website.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

Action 5.4: Review revisions to the Zoning Code to evaluate implementation of reduced parking requirements for residential projects serving special needs groups or for projects located close to public transportation or commercial services.

Responsible Agency: Community Development and Building Departments

Funding: Department budgets

Time Frame: 2015 as part of the comprehensive Zoning Code update

Action 5.5: Amend the Zoning Code to allow second units with ministerial review (rather than a Conditional Use Permit) in the R-O-6000 zone. Review second unit requirements and identify zoning changes to facilitate second unit development as part of the comprehensive Zoning Code update.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: 2015 as part of the comprehensive Zoning Code update

Action 5.6: Monitor residential development under the new General Plan land use categories. Review densities proposed for new development, correspond with developers, and assess how the new densities are or are not working to facilitate housing development, particularly affordable housing units.

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Review annually

Goal 6. Adequate Housing/Housing Affordability. Adequate housing to meet the needs of all economic segments of the community.

Policies

- 6.1 **Construction Costs.** Consider the use of innovative land use techniques and construction methods to minimize housing construction costs without compromising basic health, safety, and aesthetic considerations.
- 6.2 **State and Federal Funding.** Investigate and pursue state and federal programs and funding sources designed to expand housing opportunities for lower-income and special needs households, including extremely low-income households, farmworkers, the elderly, and persons with physical and developmental disabilities.
- 6.3 **CDBG and HOME Funds.** Apply for CDBG, HOME, and other funds to provide affordable housing opportunities for extremely low-income and low- to moderate-income households.

- 6.4 **On-site Affordable Units.** Encourage the inclusion of lower-income units, including extremely low-income and moderate-income units, in privately sponsored multi-family housing developments.
- 6.5 **Affordable Unit Financing.** Work with local lending institutions to maximize private financing for the construction of new lower-income housing, including extremely low-income units, and moderate-income housing.
- 6.6 **Developer Marketing.** Actively market Coachella to housing developers through appropriate advertisements in development publications and in metropolitan area newspapers.
- 6.7 **New Assisted Units.** Promote the construction of new assisted housing units in the city for lower-income households, including those with extremely low income.

IMPLEMENTATION ACTIONS

Action 6.1: When feasible, continue to defer development fees for housing units affordable to extremely low-, very low-, and low-income households.

Responsible Agencies: Community Development, Building, and Public Works Departments

Financing: Department budgets

Time Frame: Ongoing, as projects are processed through the Community Development Department

Action 6.2: Continue to work with nonprofit and for-profit developers to apply for financing to fund the development of housing affordable to lower-income and special needs households, particularly housing that will serve persons with extremely low incomes, farmworkers, the elderly, and persons with disabilities and developmental disabilities. Funding sources may include, but are not limited to, the USDA Section 515 Rural Housing Program, MHP, Joe Serna Farmworker Housing Grant Program, CalHome, Low Income Housing Tax Credits, and tax-exempt bonds. The City will be open to providing letters of support for funding applications; the City will also consider partnerships with nonprofits for utilization of City staff to help write and to review project applications. The City will take actions necessary to expedite processing and approvals for such projects.

Responsible Agency: Community Development Department

Funding: General Fund, HCD

Time Frame: Assist with funding applications as needed, 2014–2021; annually review potential funding opportunities

Action 6.3: Continue to pursue funding for the construction and rehabilitation of affordable housing, including annual applications for HOME and CDBG funds. The City will work with nonprofit and for-profit housing developers and will take actions necessary to expedite processing and approvals for such projects.

Responsible Agency: Community Development Department

Funding: HCD

Time Frame: Apply for funding annually, 2014–2021

Action 6.4: Continue to offer a density bonus in keeping with state law (Government Code Section 65915).

Responsible Agency: Community Development Department

Funding: Department budget

Time Frame: Ongoing, 2014–2021

Action 6.5: As part of the City’s website update, the City will include housing-related resources including information regarding the City’s housing rehabilitation program, first-time homebuyer loans, loans available through CalHFA, and other relevant links.

Responsible Agency: Community Development Department

Funding: CalHFA First-Time Homebuyer Program

Time Frame: 2015, as part of the City’s comprehensive website update

Goal 7. Housing Preservation. Preservation of existing affordable housing opportunities for lower income residents of the city.

Policies

7.1 Preservation Funding. Utilize federal, state, and local funding to preserve lower-income rental housing to the extent possible.

7.2 Preservation Cooperation. Work closely with nonprofit organizations and public agencies involved in the provision of affordable housing to preserve existing lower-income rental units in the city.

7.3 Displacement Prevention. Investigate the establishment of procedures to prevent the displacement of lower-income residents from assisted housing units that may convert to market-rate housing in the future.

IMPLEMENTATION ACTIONS

Action 7.1: Actively support the Riverside County Housing Authority’s attempts to secure additional Section 8 rental assistance for low-income households.

Responsible Agency: Community Development Department

Financing: HUD Section 8 Certificate and Housing Voucher Programs

Time Frame: Ongoing

Action 7.2: Monitor and assist in the preservation of affordable units at risk of converting to market rate. Actions will include:

- Monitor the Risk Assessment report published by the California Housing Partnership Corporation (CHPC).
- Maintain regular contact with the local HUD office regarding early warnings of possible opt-outs.
- Maintain contact with the owners and managers of existing affordable housing to determine if there are plans to opt out in the future and offer assistance in locating eligible buyers.

- Maintain the list of potential purchasers of at-risk units and act as a liaison between owners and eligible purchasers.
- Ensure that all owners and managers of affordable housing are provided with applicable state and federal laws regarding notice to tenants of the owner’s desire to opt-out or prepay. State law requires a 12-month notice.

Responsible Agency: Community Development Department

Funding: HCD

Time Frame: As needed and ongoing, 2014–2021

QUANTIFIED OBJECTIVES

Quantified objectives estimate the number of units likely to be constructed, rehabilitated, or conserved/preserved by income level during the planning period. The quantified objectives do not represent a ceiling on development, but rather establish a realistic estimate based on needs, resources, and constraints.

- The construction objective refers to the number of new units that are likely to be constructed using public and/or private sources over the planning period of the Housing Element, given the City’s land resources, constraints, and proposed programs.
- The rehabilitation objective refers to the number of existing units expected to be rehabilitated during the planning period.
- The conservation/preservation objective refers to the preservation of the existing affordable housing stock throughout the planning period.

Each quantified objective is detailed by income level as shown in Table 1. The City will strive to meet the new construction goals of the Regional Housing Needs Allocation (refer to the Housing Resources and Opportunities section in the Housing Technical Appendix for analysis of the allocation) of 6,771 units. However, the new construction estimate is based on actual construction trends for the past 10 years in Coachella, during which an average of 436 new units were constructed per year. As funding permits, the City will provide loans to assist with the rehabilitation of 80 units through loans and rehabilitate additional homes through code enforcement efforts, and preserve the 30 affordable housing units that are at risk of converting to market rate, existing section 8 housing units, and existing residential units serving households at all income categories.

Table 1: Quantified Objectives by Income Level, 2014–2021

	Extremely Low	Very Low	Low	Moderate	Above Moderate	Total
New Construction	384	384	558	628	1,534	3,488
Rehabilitation	30	60	70	60	40	260
Conservation/Preservation	10	10	50	20	20	110
Total	424	454	678	708	1,594	3,858

Source: City of Coachella 2013