



March 30, 2022

## **Get Ready, Stay Engaged in Danville's Future**

*By Judy Lloyd*

This year, the Town of Danville is updating both its Downtown Master Plan and its Housing Element.

These updates are significant to all residents and business owners not just in the Town of Danville – but neighboring communities in unincorporated Contra Costa County.

The original **Downtown Master Plan** created in 1986 was the guiding document for the charm and character of the downtown we see today. As we transition through the pandemic, resident and visitor behaviors adapted, highlighting a desire for more engagement areas outside in our downtown for lingering longer. The Town began the process of updating the Downtown Master Plan, listening to residents, businesses, and property owners, focusing on identifying opportunities for more outdoor gathering places in downtown Danville.

Earlier this year, the Town conducted several stakeholder interviews and launched a community survey. Town staff is partnering with SWA Consulting, who will be presenting the Draft Master Plan to the Town Council on **May 17<sup>th</sup>**.

**On April 26<sup>th</sup> and 27<sup>th</sup>**, the Town will hold public meetings with its appointed commissioners on the Planning, Parks, Recreation and Arts, Heritage Resource, Design Review, Seniors and Arts Commissions/Boards. Interested parties are invited to attend and provide their input at these meetings.

[All the information you need – including recordings of previous meetings – is at this link.](#)

The **Housing Element** must be updated every eight (8) years, in accordance with State Housing Element Law, enacted in 1969.



## Why does Danville need a Housing Element?

**To comply with State Housing Element Law, enacted in 1969.**

A requirement for each California city and county to accommodate its 'fair share' of projected housing needs by planning for and removing constraints to growth.

The law requires every city to provide its "fair share" of housing needs by planning and removing constraints for growth.

The California Department of Finance generates housing projections and assigns a number to regional governments to distribute. In the Bay Area region, it's up to the Association of Bay Area Governments (ABAG) to come up with a methodology of how they will distribute these units.

Though Danville disagreed with ABAG's methodology and appealed their ruling, we lost – just like every other city who appealed. Danville is now being forced to plan for **2,241 units**. This number is four times the previous allocation eight years ago.

**Where these units are placed will have a direct impact on business.**

The chart below shows Danville's allocation in comparison to neighboring cities in Contra Costa County as well as unincorporated Contra Costa County.

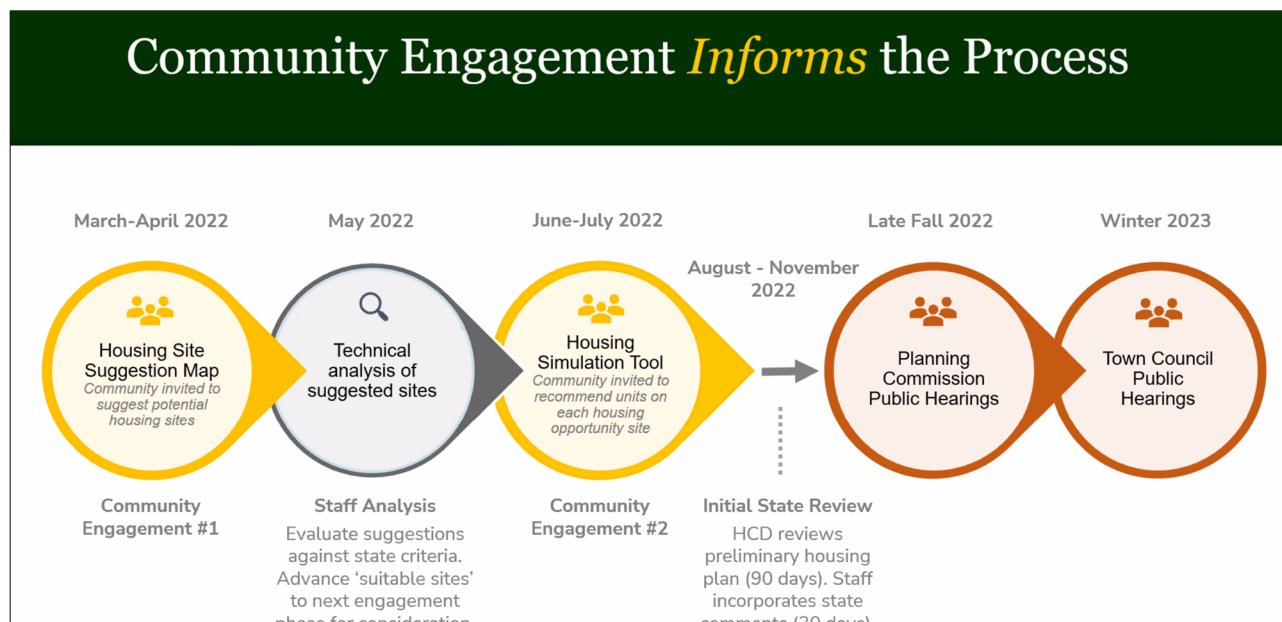
## RHNA Housing Assignments throughout Contra Costa

Jurisdiction	VERY LOW INCOME (<50% of Area Median Income)	LOW INCOME (50-80% of Area Median Income)	MODERATE INCOME (80-120% of Area Median Income)	ABOVE MODERATE INCOME (>120% of Area Median Income)	TOTAL
CONTRA COSTA COUNTY					
Antioch	792	456	493	1,275	3,016
Brentwood	402	232	247	641	1,522
Clayton	170	97	84	219	570
Concord	1,292	744	847	2,190	5,073
Danville	652	376	338	875	2,241
El Cerrito	334	192	241	624	1,391
Hercules	344	198	126	327	995
Lafayette	599	344	326	845	2,114
Martinez	350	201	221	573	1,345
Moraga	318	183	172	445	1,118
Oakley	279	161	172	446	1,058
Orinda	372	215	215	557	1,359
Pinole	121	69	87	223	500
Pittsburg	506	291	340	880	2,017
Pleasant Hill	566	326	254	657	1,803
Richmond	840	485	638	1,651	3,614
San Pablo	173	100	132	341	746
San Ramon	1,497	862	767	1,985	5,111
Unincorporated Contra Costa	2,082	1,199	1,217	3,147	7,645
Unincorporated Contra Costa	4,457	2,654	2,890	7,304	17,305



## Get Involved

Right now, the Town is seeking input from residents. The process is outlined in the graph below.



[Visit the Town Talks online housing portal at this link.](#) Thus far, 100 people have had their say using the housing simulation tool. This online tool allows you to identify places where you believe housing should be built.

You can help decide places that fit State guidelines on what makes a housing site suitable for potential development.

**Don't delay – the map simulation tool is only available through April 8<sup>th</sup>.**

By July 2022, there will be a draft plan for review followed by public hearings.

This is an opportunity for us to shape our future. As difficult as change is – we must embrace it and communicate with our elected leaders to help them make decisions for the good of the Town.



Business owners in unincorporated areas outside of Danville are encouraged to participate. Remember, housing drives a lot of volume for businesses and its placement is very important.

**Spread the word. Be involved. Make a difference today.**

To learn more about these projects visit [www.danvilletowntalks.org](http://www.danvilletowntalks.org).

As always, don't hesitate to get in touch if we can be helpful in any way.

Best wishes,

A handwritten signature in blue ink that reads "Judy". The signature is written in a cursive, flowing style.

Judy B. Lloyd  
President & CEO  
Danville Area Chamber of Commerce