

Anti-Displacement Roadmap Draft Strategies

The following programs and policy list highlights select tools that HR&A recommends for inclusion in the anti-displacement roadmap.

Residential Policy	Description	Time Frame	Notes on CAC Pros	Notes on CAC Cons
Assist At-Risk Families				
Communication of Rights & Responsibilities to Landlords and Renters	Implement efforts to inform tenants and landlords about renters' rights regarding affordability and housing quality.	Short-Term		
Expanded Tenant Relocation Assistance	Expand time-period required for permanent relocation assistance in the event of no-fault evictions. Would require the landlord, under certain circumstances, to pay a fee to tenants who are forced to permanently move out of their homes or provide alternative comparable housing.	Medium-Term		
Legal Aid and Tenant Mediation	Establish funding for additional assistance in SSF for dispute resolution, landlord/tenant mediation and legal aid.	Long-Term		
Protect Existing Affordable Homes				
Preservation Intervention Plan	Establish a Preservation Intervention Plan to create policy and funding mechanisms in the event of redevelopment of existing subsidized or NOAH multifamily buildings.	Short-Term		
Rental Inspection Program	Identify and remedy cases of most severe residential rental conditions through comprehensive system of inspections or owner certification.	Medium-Term		
Residential Rehabilitation Program	Seek funding sources to assist owners with low-cost loans and grants for property improvements address blight, substandard housing, or other health and safety issues.	Long-Term		
Increase Housing Supply and Funding for Affordable Housing				
Codify State ADU Sale Allowances	Codify allowance for the sale of ADUs as condominiums, permitted under AB1033.	Short-Term		
SSFUSD / SSF Teacher Housing Joint Project	Partner with local agencies, such as the school district, to provide financial and technical assistance for utilizing public and/or institutional sites for affordable housing.	Short-Term		
Find Additional Revenue Streams for Affordable Housing	Assess opportunities to create additional funding streams through regional and statewide advocacy. Pursue more consistent General Fund sources.	Short-Term		
Operational Improvements				
Consolidation of Tenant Protections Ordinance	Merge the Apartment Rent Ordinance, Just Cause Eviction Ordinance, and Red-Tag relocation requirements into a unified Tenant Protections Ordinance.	Short-Term		
Sustain and Refine Existing Programs and Policies	Expand the capacity of the Housing and Economic Development department to continue to maintain existing successful programs such as the Rental Assistance Program, Promotores Program, Inclusionary Housing Ordinance, and Commercial Linkage Fee Implementation. Increase staff capacity to pursue additional programs detailed in this roadmap.	Medium-Term		
Build Staff Capacity to Implement Goals				

Commercial Policy	Description	Time Frame		
Identify a Dedicated Funding Source				
Small Business Anti-Displacement Fund	Explore a Small Business Anti-Displacement Fund seeded by the city as a dedicated fund. Funds could come from sources such as private developer contributions or community benefits agreements (CBAs) or set-aside existing or enhance Transient Occupancy Tax Revenue.	Long-Term		
Provide Financial Support and Technical Assistance				
Lindenville Overlay Zone	Monitor adoption of existing Overlay District. Propose revisions as needed based on feedback from developers and other parties.	Short-Term		
Downtown Improvement District Formation	Continue existing efforts and recommend newly formed Downtown Improvement District review the Anti-Displacement Roadmap.	Short-Term		
Commercial Legacy Business Program	Create a discretionary legacy business designation and targeted grants to support such businesses.	Medium-Term		
City Grants and Loans	Identify additional sources of funds to continue and expand City grant programs.	Medium-Term		
Economic Advancement Center Technical Assistance and Coaching	Adapt funding for EAC and continue existing programs. Make nonconforming industrial businesses conforming uses, as was done for Gimbal's/Berrata Foods, See's Candies, and Bimbo Bakeries, to give them the ability to expand as needed.	Medium-Term		
Relocation Assistance for Displaced Commercial Businesses	Utilize funds from Small Business Anti-Displacement Fund to support the development of a relocation assistance program. This program could include technical assistance to help businesses find new space, access to design and architectural services or tenant-landlord mediation support.	Long-Term		
Grow and Sustain Customer Base				
Downtown and Storefront Activations	Continue formation of a Downtown PBID and associated Downtown events. Recruit a Downtown anchor, such as a major grocer or entertainment anchor. Continue and learn from initial feedback from "Launch Local!" – the City's vacant storefront activation pop-up program – for future expansion.	Short-Term		
Local Business Bucks Program / Increased Institutional Spending Power to Small Businesses	Encourage life science employers to utilize local businesses for on-site catering and other procurement opportunities. Continue and expand existing efforts by the City and Chamber of Commerce to convene major employers to advance these initiatives and others that support small businesses. Continue new program with Glass, a shop-local platform that digitizes small businesses and encourages local procurement by the City.	Short-Term		

Commercial Real Estate Development

Space Negotiations for Small Businesses in CBAs	Negotiate with large-scale developments to include small, local business space on-site through a CBA process (In the future, consider contributions to a Small Business Anti-Displacement Fund).	Medium-Term		
Expanded Launch Local! Program for City or private owned sites	Continue and expand "Launch Local!" efforts and affordable commercial rents in city-owned or leased spaces.	Long-Term		