

Pleasanton General Plan 2005 – 2025



Adopted

July 21, 2009

Amended: October 29, 2010; June 5, 2012; October 16, 2012; February 5, 2013; January 21, 2014; January 6, 2015; and August 20, 2019

2005 Pleasanton Plan 2025

A Guide to Community Resources, Future Trends, and Long-Range Plans

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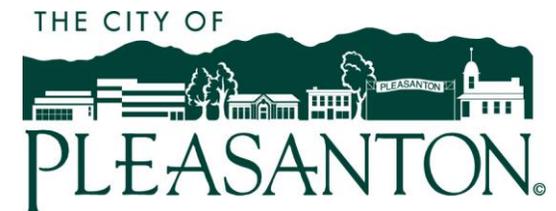


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1. INTRODUCTION



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I. INTRODUCTION

GENERAL PLAN REQUIREMENTS

The California courts have described the general plan as “...a constitution for all future development within the city.”¹ California State law requires each city and county to adopt a comprehensive, long-term general plan to guide its physical development.² A General Plan is the official document used by decision makers and citizens to guide a community’s long-range development of land and the conservation of resources. General plans must contain a land use map, policies, and supporting information adequate for making informed decisions concerning the community’s future.³

California general plan guidelines suggest that a community adopt a comprehensive general plan update every eight to ten years. In addition, the State mandates that housing elements be updated at least once every five years. The purpose of a comprehensive general plan update is to re-evaluate all existing text and maps, and to address possible new areas of planning interest. Pleasanton has customarily initiated its updates once every five years following adoption of the previous plan and has always provided for substantial public involvement in the update process. State law provides that each mandatory general plan element may be amended up to four times per year. The Pleasanton General Plan (General Plan or Plan) meets all requirements for general plans stipulated by State law including the seven mandatory elements: land use, circulation, housing, public safety, conservation, open space, and noise. Note that this General Plan combines two mandatory elements – conservation and open space – into one element. It also includes seven optional elements: public facilities and community

¹ *O’Loane v. O’Rourke* (1965) 231 Cal. App. 2d at p. 782.

² *California Government Code* Section 65300 et sec.

³ State of California, Governor’s Office of Planning and Research, *General Plan Guidelines*, 2003.



Photo: Marion Pavan

Main Street sidewalk

programs, water, air quality, energy, community character, economic and fiscal, and subregional planning. Some of the optional elements contain required information delineated in the State Guidelines under other topics. For example, the guidelines discuss water under land use, conservation, open space, and safety, while the Pleasanton General Plan discusses water in its own element as well as briefly in the Public Safety Element. Table 1-1, below, shows where the major components of the State-required general plan elements can be found in this General Plan as well as discusses which issues are inapplicable to Pleasanton.

The Plan is general and flexible enough to allow for future change but specific enough to provide citizens and decision makers with policy-level guidance for addressing the community-wide issues and physical, environmental, economic, and demographic changes to the community.

TABLE 1-1: STATE-MANDATED INFORMATION RELATED TO PLEASANTON GENERAL PLAN ELEMENTS

<u>Mandated Information</u>	<u>Location by Element</u>	<u>Mandated Information</u>	<u>Location by Element</u>
Land Use Population Density, Building Intensity Land Use Land Use Map Stand-alone, fold-out map Locate Housing, Business, Industry Land Use Locate Open Space (agriculture, recreation, natural resources, scenic beauty) Land Use Map, * Con/OS Fig 7-4 Locate Education, Public Buildings/Grounds *Facilities Locate Solid and Liquid Waste Facilities Locate Flood Areas Water 8-19 to 23 Timber Production and Military Readiness Not Applicable, Not Discussed		Housing See Housing Element in separate volume, adopted April 15, 2003.	
Circulation Describe Existing System (thoroughfares, routes) Circulation Describe Proposed System Circulation Map Existing, Proposed Systems Circulation Locate Public Utilities and Facilities Facilities Describe Terminals, Military Ports & Airports Not Applicable, Not Discussed		Open Space Preserve Natural Resources Con/OS 7-17 to 22 Managed Production of Resources Con/OS 7-22, 23 Outdoor Recreation Con/OS Public Health and Safety Con/OS Open Space Related to Military Lands Not Applicable, Not Discussed Native American Places, Features, and Objects Con/OS	
Conservation Water and its hydraulic force, Rivers Water Water Supply and Demand Water Forests Con/OS 7-7, Water 8-27 Soils Con/OS 7-9,10, Mineral Resources Con/OS 7-10, 11 Wildlife Safety 5-20, Water 8-20 to 23 Development effects on natural resources Con/OS Fisheries and Harbors Not Applicable, Not Discussed		Noise Noise Sources (transportation, industry, other) Noise Noise Contours Based on Monitoring Noise Use Contours as guide for development Noise Implementation Measures Noise	
		Safety Seismic Risks/Hazards (include maps) *Safety 5-2 to 13 Geologic Risks/Hazards (include maps) Safety Risks of Tsunamis and Seiches Not Applicable, Not Discussed Slope Instability Safety, 5-12 Flooding Safety 5-19, 20, Water 8-19 to 23 Wildland and Urban Fire Hazard Safety 5-14 to 19 Evacuation Routes Safety 5-19 to 20, 30 to 33 Hazardous Materials Safety 5-20 to 25 Minimum Road Widths Circulation 3-5, 17 Clearances Around Buildings Safety 5-12, 17, 18 Peak Load Water Supply Requirements Water	

* Con/OS = Conservation and Open Space, Facilities = Public Facilities and Community Programs, Safety = Public Safety.

Source: Community Development Department, 2008.

It identifies methods for improving public facilities and services to meet community needs and establishes a framework for implementing zoning, subdivision, and other government regulations. It provides information regarding the community, documents existing conditions, and projects future trends. It also explains City policy and offers specific programs to alleviate potential problems. Finally, the Plan serves as a reference document to help locate information from a variety of sources. In Pleasanton the City Council is the final authority for amending and interpreting the Plan.



Veterans Memorial Building

Marion Pavan

Using the General Plan

The General Plan is intended for all members of the community including residents, businesses, and City officials, as well as any other person or organization interested in the city’s future. The City has written the Plan in lay language with technical terms defined throughout the text and with detailed technical data referenced in supporting documents.

This introduction, the thirteen General Plan elements, and the General Plan Land Use Map comprise the Plan. Each element discusses background, existing and future conditions, and then describes City goals, policies, and implementation programs.

The Plan also contains footnotes, which cite source material referenced in the text. The City of Pleasanton Community Development Department provided all technical and background data, unless otherwise noted. A General Plan Land Use Map accompanies this document and graphically depicts land-use and related physical development policies described in the text.

GENERAL PLAN ACCOMPLISHMENTS

The 1996 General Plan envisioned managed growth of the City consistent with a 29,000 unit residential cap and an Urban Growth Boundary. Consequently, residential and commercial development was focused on infill sites with existing infrastructure or in Specific Plan areas in Happy Valley, along Stoneridge Drive, in the Vineyard Avenue Corridor, and on the Bernal Property. During the last ten years, the city has also seen significant development in its business parks, and redevelopment of some sites such as the former Kaiser Aluminum site at Sunol Boulevard and I-680 which is now a growing campus for Applied Biosystems. Of special note, Pleasanton has pioneered implementation of an ordinance requiring “green building” techniques to be used in commercial, civic, and residential developments.⁴

Open-space acquisitions along the Pleasanton Ridge and in Happy Valley have reinforced the open-space framework to the west and

⁴ Green building is the concept of creating structures and site designs using construction, siting, design, and operation techniques as well as renewable and environmentally friendly materials that limit the negative effects upon the surrounding natural environment and promote the health of building occupants.

south of the city, while acquisition by Zone 7 of reclaimed gravel-mining pits to the east was the first step toward implementation of the “Chain of Lakes” project. New parks, a municipal golf course, renovations and additions at the aquatic center, and additions to the City’s trail system have all contributed to the high quality of life enjoyed by Pleasanton’s residents and visitors.

In regards to traffic circulation, most of the planned intersection and widening projects in the 1996 General Plan have been completed, and thus, although traffic volumes and freeway congestion have increased, the City has generally maintained level-of-service standards. The planned extension of Stoneridge Drive to El Charro Road became the subject of much community controversy and has not yet been completed. Regional improvements completed during the 1996-2006 period included the I-680 south-bound flyover to I-580 east bound, and improvements to State Route 84 which relocated the route from down-town Livermore. BART service came to Pleasanton in 1996 and construction of a second BART station near Stoneridge Mall started in 2007.

Since 1996 public services and facilities have been expanded to serve the growing city, including fire service efficiencies gained with the consolidation of the Pleasanton and Livermore fire departments and the addition and relocation of fire stations. The City has also obtained additional water supply and sewage treatment capacity as well as sufficient sewage export capacity to provide for build out of Pleasanton. In addition, the City has restored and revegetated several creeks and flood-control channels.

Implementation of the policies and programs in the Economic and Fiscal Element, which was a new element with the 1996 General Plan, has resulted in continued economic growth and fiscal stability for the City during a period which included a significant down turn in the general economy and statewide fiscal uncertainty.



Marion Pavan

The Pleasanton Arch in the Downtown

VISION FOR PLEASANTON’S FUTURE

Early in the General Plan process, the City Council expressed a desire to include a future vision of Pleasanton to guide the General Plan update. This vision incorporated ideas from several sources including the 1996 *General Plan*, the *Economic Vitality Strategic Plan*, the *Downtown Specific Plan*, and the General Plan Update Community Meetings Summary Report. It was refined by the Planning Commission, after which the City Council revised and accepted the Vision as a working draft to guide preparation of the new General Plan.

OVERARCHING ISSUES

Most elements of this General Plan contain two overarching goals: preserve Pleasanton’s character and encourage sustainable development. Both Pleasanton’s quality of life and its actions regarding sustainable development contribute to its community character.

Vision Statement

Pleasanton is a well-planned, balanced community with desirable neighborhoods, an award-winning downtown with its small-town character, a diversified economic base, excellent schools, and a wide variety of community facilities. Pleasanton is a great place to live, raise a family, work, and do business. As our city approaches buildout in the next few years, we will strive to maintain these desirable qualities by continuing to develop a safe, convenient, and uncongested circulation system; by providing a comprehensive system of bicycle and pedestrian trails; by providing additional recreational and cultural facilities for the health and well-being of our residents; by strengthening our outreach to business of all sizes; and by preserving our natural resources, including water and air quality, and our community's environmental sensitivity. We will seek to minimize health and safety hazards.

Pleasanton is committed to sustainable community principles and will meet the needs of the current generation without compromising the ability of future generations to meet their needs. Pleasanton will maintain a positive and productive relationship with the Tri-Valley region, working collaboratively to address traffic and land use issues. We will continue to emphasize community participation and model the principles of the "Community of Character" of respect, responsibility, compassion, self-discipline, honesty, and integrity. The City's future, this vision, will depend upon maintaining a balanced budget, using our financial resources wisely, and continuing to promote Pleasanton as the premier place to live, work, and do business.

Quality of Life

Residents are nearly unanimous in their feelings of satisfaction with the City of Pleasanton.⁵ While 96 percent of Pleasanton's population believes the City to have an excellent or good quality of life, 97 percent believes that Pleasanton is an excellent or good place to raise children, 99 percent feels safe in the City, and 93 percent feels positive about the City's job rating. General Plan 2005-2025 seeks to preserve and enhance the character and amenities that contribute to residents' satisfaction.

The General Plan also seeks to enhance the community's quality of life and health by encouraging active living: a way of life that incorporates physical activity into daily routines. Pleasanton helps its residents sustain a healthy lifestyle; it encourages physical activity with pedestrian- and bicycle-friendly paths as well as with thoughtful community and building design and diverse recreational programs that increase opportunities for physical activity. Pleasanton also sponsors programs to encourage children to walk or bicycle to school.

Sustainable Development

A sustainable city draws from the environment only those resources that are necessary and that can be used or recycled perpetually, or returned to the environment in a form that nature can use to generate more resources. Sustainability includes long-term fiscal health for the City as well as conserving natural resources, reducing energy usage, and emitting fewer air pollutants. In addition, providing sustainable development may lead to a healthy, more active lifestyle, as discussed under Quality of Life, above. As addressed by the General Plan, Pleasanton's leaders recognize several challenges and opportunities for the City's future, which relate to the concept of sustainability:

⁵ Fairbank, Maslin, Maullin & Associates, *City of Pleasanton Community Satisfaction Survey*, March 2007.

- This General Plan promotes a pattern of development and a regulatory framework that in the long term facilitates a sustainable economy and fiscal health for the City. Although Pleasanton continues to expand its commercial base, it is reaching residential buildout, and the rate of revenue growth is expected to slow. At the same time, the City faces future budgeting challenges, including the need to manage labor costs and limit long-term debt, and uncertainties regarding potential future revenue appropriation by the State.
- This General Plan provides opportunities to integrate higher density, well-designed, in-fill mixed-use development with transit, and thus has the potential to reduce automobile trips, energy use, traffic noise, and air pollution.
- This General Plan acknowledges Pleasanton's responsibility in reducing the City's carbon footprint – the amount of carbon dioxide emitted through fossil fuel combustion from travel, other energy use, and food production. Pleasanton encourages community and building design to reduce energy usage and carbon-dioxide emissions.
- Developing within an urban core preserves outlying areas for natural systems, agriculture, and open space. The City acknowledges the finite nature of many natural resources, resource and habitat systems interconnectedness in natural areas such as watersheds, and the impact of development on these resource systems.
- Preservation and enhancement of urban-edge rural areas is indispensable to the economic, environmental, and cultural vitality of a city and its long-term sustainability. Strategies that support agriculture at the urban edge will preserve our green-belts, support tourism, and help secure a local source of food.

Guiding Objectives

As discussed above, Pleasanton's character focuses on its quality of life and its concerns with sustainability. During the General Plan process, the following guiding objectives evolved from the Plan's elements as well as from concepts discussed above:

- Preserve Pleasanton's character.
- Encourage both resource sustainability and sustainable development.
- Confine development to within the Urban Growth Boundary.
- Promote the development of walkable communities.
- Achieve and maintain a complete well-rounded community of desirable neighborhoods and a strong employment base.
- Expand and improve the overall roadway/transit/trail network to provide more travel options.
- Provide housing opportunities for all age and socioeconomic groups.
- Protect the population and minimize risks to lives and property in the event of natural or human-caused hazards.
- Provide sufficient available and convenient community-program, park, open-space, and hiking/bicycling opportunities for all residents.
- Preserve agricultural uses and land.
- Provide adequate water and wastewater service to all residents and businesses.
- Promote high quality water and air resources in Pleasanton.
- Reduce greenhouse gas emissions.
- Conserve energy through green building and other measures.
- Continue Pleasanton's economic vitality by supporting appropriate development.
- Provide for Pleasanton's long-term fiscal sustainability.

CITIZEN PARTICIPATION AND THE GENERAL PLAN PROCESS

In April 2003, the City Council agreed on a City Council / Planning Commission-based process for updating the General Plan with collaborative input from the Economic Vitality Committee, the Parks and Recreation Commission, and the Housing Commission in their areas of expertise. Input from other commissions (such as the Civic Arts, Human Services and the Library Commission) was also sought in regard to specific issues. Public input into the General Plan process was initiated with a series of Town Hall meetings (see below), and many opportunities for public input and discussion in the community about the direction for Pleasanton's future were provided.

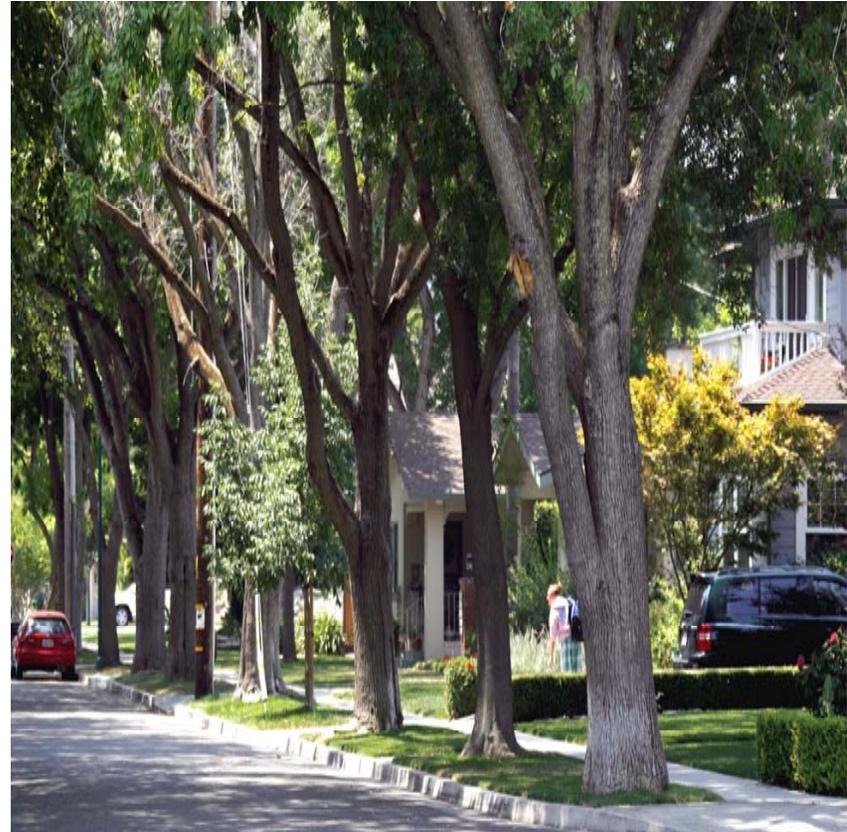
Housing Element Update

In 2001, the City Council appointed a Housing Element Update Task Force consisting of two Planning Commission members, two Housing Commission members, and four members of the public at-large with an interest in housing issues. The Task Force conducted a series of public meetings including a town meeting to gather public input. The City Council, Housing Commission, and Planning Commission then conducted a joint public workshop on Housing Element policies and programs. Following this workshop each reviewing body conducted public hearings on the Draft Housing Element prior to the City Council adopting it on April 15, 2003.

General Plan 2005-2025 does not change the 2003 Housing Element and incorporates it by reference. The City will update the Housing Element in 2009 in accordance with a State-established schedule.

Energy Element

In June 2001, a group of interested citizens (including residents, business leaders, environmentalists, and energy industry experts) was convened to provide input and direction on matters related to the



Tree-lined Pleasanton Avenue near Saint John Street

energy crisis which had resulted in power losses in communities throughout California in the 2000-2001 period. This Energy Advisory Group (EAG) drafted the City's Energy Plan, which the City Council adopted in December 2002. At that time, the City Council established the Pleasanton Energy Committee (PEC) which included the core members of the Energy Advisory Group, and which was given a two-year charter and directed to develop a General Plan Energy Element. The Draft Energy Element was subsequently reviewed by the Economic Vitality Committee, the Planning Commission, and the City Council.

Economic Development Plan

Starting in early 2005, the Economic Vitality Committee guided preparation of a draft Economic Development Strategic Plan and provided input to Economic Development, Finance, and Planning staff on several General Plan issues. Based on this information, staff prepared preliminary draft Goals, Policies, and Programs for the Economic and Fiscal Element of the General Plan. This was refined by the Economic Vitality Committee prior to review by the Planning Commission and City Council.

Town Hall Meetings

In 2003 the City conducted five community meetings, attended by about 200 people, to provide the public with an opportunity for early input on the General Plan update. The City held meetings at the City Council chambers and at schools in four different neighborhoods. Planning Commissioners facilitated small group discussions and



Livermore-Amador Historical Society – former Town Hall

Planning Department staff subsequently summarized the General Plan comments in the Community Meetings Summary Report dated January 7, 2004.

Staff moderated a Town Hall meeting in May, 2005 to discuss a vision statement drafted by the Planning Commission and the City Council. After public input, a “working draft” Vision Statement was subsequently agreed to by the City Council, and this vision guided the preparation of the draft General Plan.

Issues Questionnaire

Early in the General Plan process, staff prepared a questionnaire designed to solicit input from members of all City commissions and committees regarding issues that should be addressed in the General Plan. The General Plan Update Issues Report of August 28, 2003 summarized results of this questionnaire, which were used to guide policy discussion as the General Plan elements were updated.

Joint Workshops and Public Hearings

Beginning in January 2004, the Planning Commission began a series of public workshops regarding the main land-use and density/growth issues identified by the public. Later, the City Council and the Planning Commission held joint public workshops regarding land-use and growth issues.

Also in January 2004, the City Council and the Planning Commission began holding joint public workshops on traffic and circulation, and these continued until April 2007. In addition to the joint workshops, each draft General Plan element was discussed at one or more regular meeting(s) of both the Planning Commission and the City Council.

Public Outreach

The City used several mechanisms to encourage participation by the general public and community organizations in the General Plan process:

- The City created a General Plan webpage and included information on upcoming meetings and background information, staff reports, and draft elements.
 - In October 2003, the City launched a General Plan electronic message forum on the Planning Department webpage that allowed the public to post comments in response to a number of General Plan questions.
 - In the Pleasanton Weekly newspaper, the City provided display ads (and a full-page ad for the Vision) for all workshops and other public meetings related to the General Plan.
 - The City maintained a General Plan mailing list of over 500 persons and organizations and sent out advance notice of all public meetings regarding the General Plan to everyone on the list.

City staff met with specific organizations and individuals to convey information about the General Plan update to solicit information regarding their vision for the City’s future, and to identify specific concerns about community-related issues. Stakeholder outreach included joint meetings between the City Council and the Board of the Pleasanton Unified School District (as well as meetings between City and School District staff), and outreach to the Pleasanton Chamber of Commerce, and local real estate brokers.

LOCATION AND CONTEXT

Regional and Subregional Context

Pleasanton is located within Alameda County, one of nine Bay Area counties bordering the San Francisco Bay. The Bay Area is one of the largest and most diverse metropolitan regions in the United States. As an integral part of the Bay Area, regional economic and developmental trends directly affect Pleasanton. Table 1-2 summarizes Pleasanton’s

TABLE 1-2: PLEASANTON AND BAY AREA DEMOGRAPHICS

	Pleasanton ^a	Alameda Co.	Bay Area ^b
Land Area	24 sq. miles ^c	1,062 sq. miles	7,178 sq. miles
2005 Population	67,500	1,505,300	7,096,100
2010 Population	71,500	1,571,400	7,412,500
2015 Population	75,000	1,635,700	7,730,000
2020 Population	78,000	1,700,700	8,069,700
2025 Population	78,200	1,776,900	8,389,600
2005 Employment	58,110	730,270	3,449,640
2010 Employment	64,260	781,520	3,693,920
2015 Employment	70,260	840,660	3,979,200
2020 Employment	73,180	902,180	4,280,700
2025 Employment	76,020	968,590	4,595,170
2005 Average Income ^d	138,900	88,800	97,400
2010 Average Income ^d	144,000	93,100	102,100
2015 Average Income ^d	151,000	98,300	107,600
2020 Average Income ^d	158,400	103,700	113,500
2025 Average Income ^d	166,300	109,400	119,700

Notes:

- ^a Pleasanton employment and average income are forecast for its Sphere of Influence, not for its city limits.
- ^b Nine counties comprise the Bay Area: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.
- ^c Pleasanton incorporated City Limits.
- ^d The average or mean annual household income in 2005 constant dollars as measured by the 2005 Consumer Price Index.

Source: Pleasanton population based on projections by the City of Pleasanton Planning and Community Development Department, 2007; Other data based on Association of Bay Area Governments (ABAG), *Projections 2007, Forecasts for the San Francisco Bay Area to the Year 2035*, December 2006.

demographics relative to Alameda County and the Bay Area. Pleasanton, with a 2005 population of 67,600, total employment of 58,110, and mean annual household income of \$138,900 is one of the more affluent communities in the Bay Area.⁶

At the subregional level, Pleasanton is a part of the Tri-Valley area. Also, included within the Tri-Valley are unincorporated portions of Alameda and Contra Costa Counties, the Town of Danville, and the Cities of Dublin, Livermore, and San Ramon. One of the major challenges facing Tri-Valley communities is to plan and coordinate an efficient pattern of land uses and infrastructure which will benefit all of the affected jurisdictions. The City has the locational advantage of being situated at the intersection of two major freeways; generally surrounded by open space and mineral resources; proximate to



Zone 7 Water Agency

Lake I, Chain of Lakes

a skilled, educated labor force; and home to major corporate offices, hotels, research organizations, and public facilities.

Planning Area

Boundaries

The Pleasanton Planning Area (Planning Area) encompasses a 75-square mile (48,000-acre) area (Figure 1-1) within which the City designates the future use of lands “bearing a relation to the city’s planning.”⁷ The General Plan Map designates land uses for the entire Planning Area even though much of this land is unincorporated and lies within the jurisdictional authority of Alameda County, with a small portion within the City of Hayward.

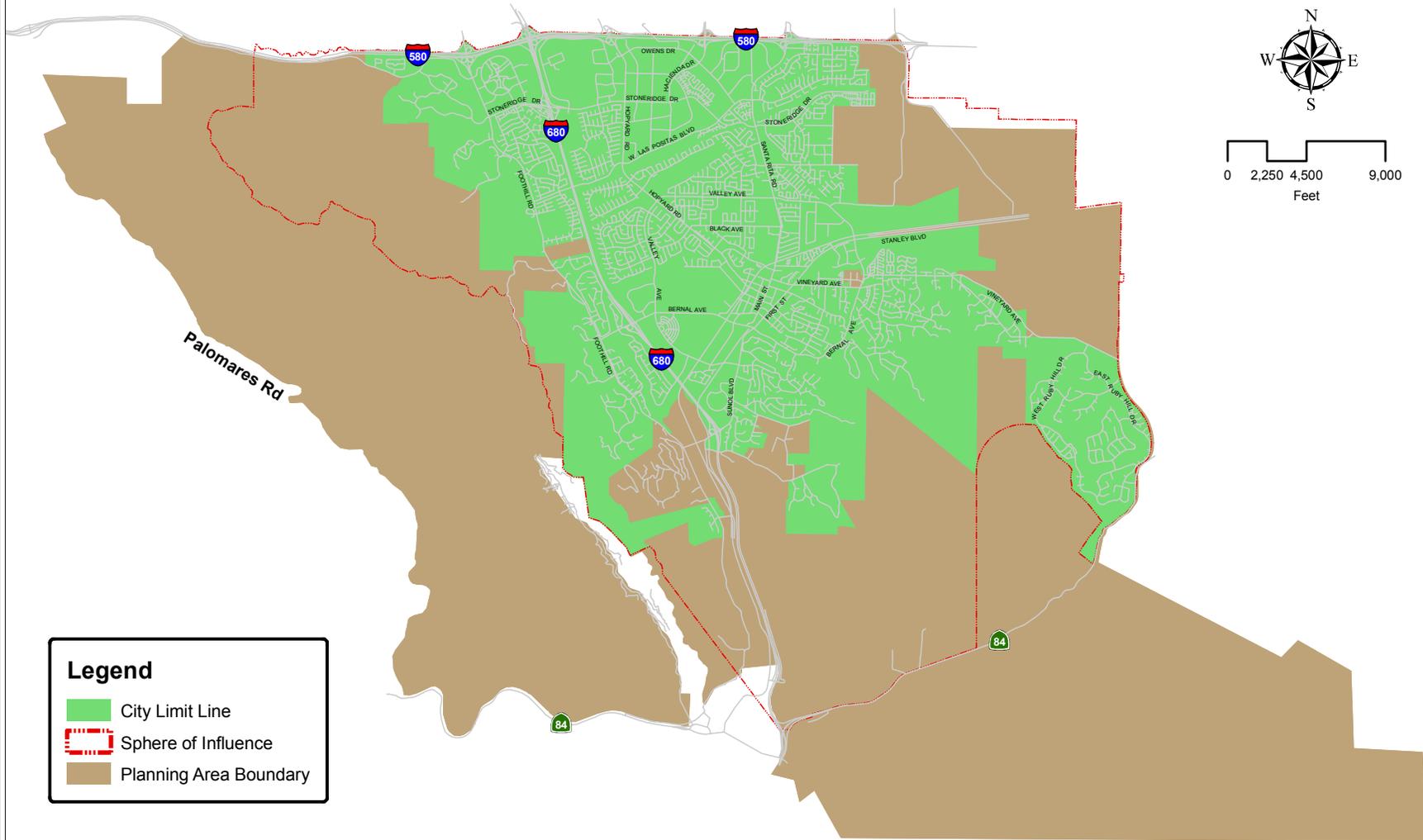
Figure 1-1 also illustrates Pleasanton’s Sphere-of-Influence as well as its city limits. Pleasanton’s Sphere-of-Influence is located within the Planning Area. It consists of a 42.2-square mile (27,200-acre) area adopted by the Alameda County Local Agency Formation Commission (LAFCo) and represents the probable ultimate physical boundary and service area of Pleasanton. The Sphere-of-Influence contains unincorporated lands over which Alameda County has zoning control as well as lands incorporated within the city limits of Pleasanton and a small portion of Hayward.

The incorporated city limits of Pleasanton include a 22.4-square mile (14,300-acre) area over which Pleasanton exercises zoning control and police powers. In addition, the City provides public services such as water, sewer, and police and fire protection within its jurisdiction. The City may only annex those areas where landowners who represent a majority of the assessed land value favor incorporation. Pleasanton’s

⁶ Association of Bay Area Governments (ABAG), *Projections 2007, Forecasts for the San Francisco Bay Area to the Year 2035*, December 2006.

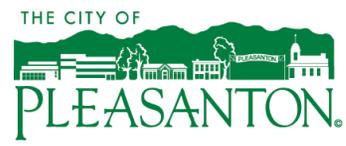
⁷ State of California, Governor’s Office of Planning and Research, *State of California, General Plan Guidelines, 2003*.

2005 PLEASANTON PLAN 2025



Legend

- City Limit Line
- Sphere of Influence
- Planning Area Boundary



Source: LAFCO,
Boundaries adopted
July 13, 2006

Figure 1 - 1
Sphere of Influence

city limits may change when landowners apply for, the City agrees to, and LAFCo approves an annexation.

The General Plan Map designates an Urban Growth Boundary (UGB) line around the edge of land planned for urban development at General Plan buildout. The line distinguishes areas generally suitable for urban development from areas generally suitable for long-term open-space protection such as natural resources, large-lot agriculture and grazing, parks and recreation, public health and safety, subregionally significant wildlands, buffers between communities, and scenic ridgeline views. The intent of the Urban Growth Boundary is to permanently define the line beyond which urban development may not occur.

Setting

Beyond the Urban Growth Boundary to the east lie sand and gravel quarries – a result of alluvial deposits from prehistoric streams flowing through the Tri-Valley – which in the future will convert to water conservation and recreational uses. To the south sit vineyards along Vineyard Avenue and a series of gently to steeply sloping hills – the Southeast Hills – which sustain grazing lands and cattle. Finally to the west, the seismically active Pleasanton and Main Ridges rise sharply, providing recreational and grazing areas. Within the Urban Growth Boundary lies predominantly flat land once covered with native vegetation and agriculture, now generally developed with urban land uses. See Figure 1-2 Existing Features.

Long before the Europeans arrived, the Ohlone Indians lived in the Tri-Valley with its plentiful oak, black walnut, and other trees, and with its long native grasses and extensive marshlands all teeming with wildlife.

Augustin Bernal started the first European settlement in 1850. The adobe house he built along Foothill Road still exists today. For

recreation, Bernal trained and raced horses, a tradition continued today at the Pleasanton Race Track within the Alameda County Fairgrounds. Pleasanton was gradually transformed from a stagecoach stop in the 1850s to a homesteading settlement along the transcontinental railroad in the 1870s, to a thriving agricultural center for the production of grain, hay, and hops, well into the twentieth century.

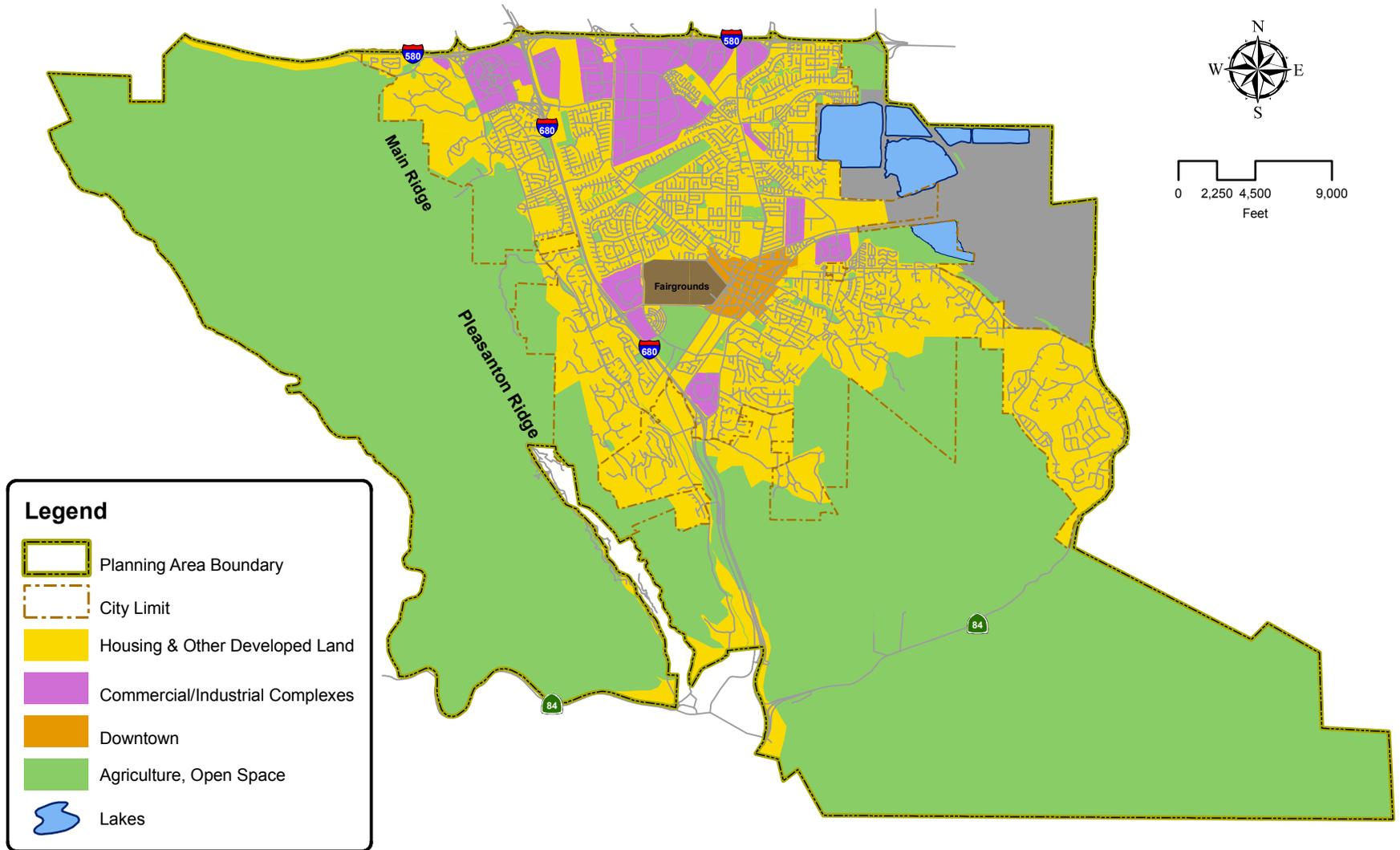


Alameda County Fair Association

Horse race at the Alameda County Fair

The City of Pleasanton incorporated in 1894 and by 1900 had become home to the Bank of Pleasanton, Pleasanton Hop Company, Ruby Hill Vineyard, and three hotels. In 1917, Pleasanton was chosen as the setting for the film “Rebecca of Sunnybrook Farm,” starring Mary Pickford, and later became the site of Phoebe Apperson Hearst’s home, “Hacienda del Pozo de Verona” at the present site of Castlewood Country Club. During the early 1900s, Henry Kaiser and others began harvesting the sand-and-gravel deposits, an industry still vital to the region’s economy.

2005 PLEASANTON PLAN 2025



Source: Planning & Community Development Dept., 2008

Figure 1 - 2
Existing Features

Pleasanton's unique amenities and geographic setting have attracted residents and businesses at an accelerating rate over the past century until today its housing provides many residential options; its business parks, shopping centers, and other places of commerce provide a variety of jobs; and its parks and open spaces provide numerous and varied recreational opportunities. Grazing lands and vineyards remain beyond the Urban Growth Boundary.

The elements of this General Plan examine Pleasanton's existing development and natural resources while guiding and mapping out future growth and sustainability within the community.