



**Planning Commission
Staff Report**

November 13, 2013
Item 6.b.

- SUBJECT:** P13-1858
- APPLICANT:** City of Pleasanton
- PROPERTY OWNERS:** Zone 7 Water Agency, Lionstone Group, Kiewit Peter Sons Co., Legacy Partners, Pleasanton Garbage Service, City of Pleasanton
- PURPOSE:** Scoping Session and Notice of Preparation of a Draft Environmental Impact Report for the East Pleasanton Specific Plan
- GENERAL PLAN:** Water Management, Habitat and Recreation; Community Facilities; High Density Residential; Retail/Highway/Service Commercial, Business and Professional Offices; Business Park; Parks and Open Space; General and Limited Industrial. Future East Pleasanton Specific Plan.
- ZONING:** P (Public and Institutional), I-G-40 (General Industrial District, 40,000 square foot minimum lot size)
- LOCATION:** East of Martin Avenue and Valley Avenue, north of Stanley Boulevard, and south of Arroyo Mocho
- EXHIBITS:** A. [Notice of Preparation](#)

I. BACKGROUND

The City of Pleasanton is in the process of preparing a Specific Plan for East Pleasanton, an approximately 1,100 acre area east of Martin Avenue and Valley Avenue, north of Stanley Boulevard, and south of Arroyo Mocho, previously the site of sand and gravel extraction. The East Pleasanton Specific Plan Task Force has met eleven times since August 2012, and recently recommended a Preferred Plan and alternatives to the Planning Commission and City Council. On October 15, 2013, the City Council authorized the preparation of an Environmental Impact Report and Draft Specific Plan based on the "Preferred Plan" and alternatives.

II. THE PROJECT

The East Pleasanton Specific Plan will serve as a detailed extension of the Pleasanton General Plan for a 1,110-acre portion of eastern Pleasanton. The purpose of the Specific Plan is to provide guidance for the coordination of a land use and circulation pattern, development and design standards, roads, trails and other public infrastructure, environmental protection, financing, and implementation requirements for development of the Specific Plan Area.

The City of Pleasanton is contemplating ten alternative plans, including the “preferred plan,” “no-project,” and “no-project-no-build” alternatives for the Specific Plan area, all of which will be considered in the EIR. The alternatives are summarized in the following sections and also described in Exhibit A, Notice of Preparation.

“Preferred” Specific Plan

While the City will address all of the alternatives, the CEQA analysis will identify a “preferred” plan alternative as the basis for impact analysis. The “preferred” plan would provide a total of 1,759 housing units, including 65 percent single-family and 35 percent multi-family units. This concept is based primarily on the premise that multi-family housing should generally be dispersed throughout the Plan Area. It is therefore separated into two different areas of the project site. Neighborhood retail shopping and a village green would be located at the Busch Road/El Charro Road intersection. The shopping area and village green, along with a community park located on the opposite side of El Charro Road, would provide the central community focus area.

Two areas of campus office are proposed. The first is in the northernmost area above Lake I, and the second immediately south of Lake I. The northernmost area above Lake I is also proposed to include a retail overlay component. A destination use is planned for a 3-acre site located at the convergence of the three lakes. Industrial use is planned in the southeast portion of the Plan Area to potentially include business parks, research and development, industrial/flex and distribution uses, as well as the possible future relocation of the Pleasanton Transfer Station and Recycling Center. The City of Pleasanton Operations Service Center would remain in its present location and be designated as Public and Institutional.

Public parkland would include a 31-acre passive recreation community park east of El Charro Road. In addition, some of the Zone 7 land east of the community park may be used for further passive recreation use (such as trails and vistas). Such a proposal on Zone 7 land would be subject to further review by Zone 7 Water Agency. A 12-acre active recreation park would be located along the south side of Lake I, and a 2-acre village green would be located at the Busch Road/El Charro Road intersection. A school/park use is also included as an overlay at the south of Lake I park site, thus potentially replacing this active recreational facility if the school is eventually needed.

El Charro Road would extend to Stanley Boulevard, connecting at the Shadow Cliffs Regional Park driveway entry. Busch Road is designed as a two-lane roadway. Boulder Street would be extended from its current intersection with Valley Avenue to Busch Road.

Specific Plan Alternatives

The City of Pleasanton is considering ten alternative plans including the “preferred” plan for the Specific Plan Area. For each alternative, the general land use types are the same as those in the “preferred” plan, but they are reconfigured to accommodate alternative land use densities and locations. Table 1 (residential uses) and Table 2 (non-residential uses) provide a summary and comparison of the “preferred” plan and the other alternatives.

Table 1: Specific Plan Alternatives Summary - Residential

Plan	Single-Family du/a			Multi-Family du/a		Residential Units	Percent Single Family/ Multi-Family
	4	8	11	23	30		
Preferred Plan	183	664	296	241	375	1,759	65/35
Alternative 1	500	—	—	195	305	1,000	50/50
Alternative 1A	500	—	—	195	305	1,000	50/50
Alternative 4	—	641	—	250	393	1,283	50/50
Alternative 5A	237	560	176	276	510	1,759	55/45
Alternative 5B	322	304	264	299	570	1,759	50/50
Alternative 6	112	278	932	383	574	2,279	58/42
Alternative 8	328	437	165	170	330	1,430	65/35

Note:
du/a = dwelling units per acre
Source: City of Pleasanton, 2013.

Table 2: Specific Plan Alternatives Summary – Non-Residential

Plan	Square feet			Acres			
	Retail	Office	Industrial	Destination Use	Public Park	Private Open Space	Public and Institutional
Preferred Plan	91,000	442,000	1,057,000	3	45	35	17
Alternative 1	91,000	442,000	1,442,000	3	45	34	—
Alternative 1A	91,000	442,000	1,442,000	3	45	34	17
Alternative 4	91,000	442,000	2,169,000	3	46	40	—
Alternative 5A	91,000	442,000	1,057,000	3	45	35	17
Alternative 5B	91,000	442,000	1,057,000	3	45	35	17
Alternative 6	91,000	442,000	1,057,000	3	45	35	17
Alternative 8	91,000	442,000	1,057,000	3	45	35	17

Source: City of Pleasanton, 2013.

III. CEQA PROCESS

The preparation of a Specific Plan for East Pleasanton is a project as defined by the California Environmental Quality Act (CEQA), and it has been determined that this project will require the preparation of an Environmental Impact Report. The purpose of the Scoping Session is to determine the scope and content of the Environmental Impact Report (EIR) for this project. The environmental review process and proposed tentative schedule is as follows:

1. Distribute the Notice of Preparation of an EIR to Agencies and Interested Parties – Comment period: October 24 through November 25, 2013.
2. Hold a Public EIR Scoping Session – November 13, 2013
3. Prepare a Draft Environmental Impact Report (DEIR) – To be completed by March, 2014.
4. Allow for Public Comment on the DEIR – mid-March 2014 – end of April, 2014
5. Prepare a Final EIR (FEIR) – To be completed by July, 2014
6. Hold Public Hearings to consider Certification of the FEIR – August and September 2014.

Scoping

Exhibit A to the staff report is the Notice of Preparation which was sent to Responsible and Trustee Agencies, and e-mailed to interested parties. It is anticipated that the EIR will address the following impacts:

- Aesthetics, Light, and Glare
- Air Quality
- Biological Resources
- Cultural Resources
- Geology, Soils, and Seismicity
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Mineral Resources
- Noise
- Population and Housing
- Public Services and Recreation
- Transportation
- Utilities and Service Systems

The purpose of the Scoping Session is to provide an opportunity for the Planning Commission and the public to comment on the content and analysis to be provided in the Environmental Impact Report. Comments on the merits of the proposed plan are not relevant to the scope of the EIR.

EIR Preparation

The EIR serves several functions:

- The EIR satisfies the requirements of the California Environmental Quality Act for the project's environmental review. The EIR is the informational document that identifies the environmental impacts of the proposal, the mitigation measures for these impacts, and impacts that cannot be mitigated and are therefore unavoidable.
- As an informational document, the EIR does not formulate recommendations on the proposal (e.g. approval, conditional approval or denial).
- Once finished, the Draft EIR will be circulated for public comment for 45 days. Comments received from the general public and from the applicable federal, state, and local agencies will be addressed in the "Response to Comments" section of the Final Environmental Impact Report (FEIR). The FEIR will then be forwarded to the Planning Commission for review and recommendation to the City Council. The City Council will determine whether to certify the FEIR as complete according to CEQA requirements.

Alternatives

According to State law, an EIR shall describe a range of reasonable alternatives to the project, or to the location of the project, which would feasibly attain most of the basic objectives of the project but would avoid or substantially lessen any of the significant effects of the project. The “no project” alternative is also required to be evaluated. In this case, the “no project” alternative would not adopt a Specific Plan and future development of the area within the City of Pleasanton would occur under the existing zoning regulations, and development of the unincorporated portion of the Specific Plan area would occur under the County’s zoning. The “no project/no build” alternative would not adopt a Specific Plan and no future development would occur within the Specific Plan boundaries.

IV. PUBLIC NOTICE

Notice of this item was published in The Valley Times. In addition, the City sent notification to responsible and trustee agencies, nearby cities, the Pleasanton Unified School District, and property owners within 1,000 feet of the Specific Plan area, and also to the Danbury Park, Rosewood and Heritage Valley neighborhoods. In addition e-mail notice was sent to about 125 interested parties for the East Pleasanton Specific Plan project who have provided e-mail addresses.

V. STAFF RECOMMENDATION

Staff recommends that the Commission hold a public hearing and provide feedback as appropriate on the scope and content of the Environmental Impact Report on the East Pleasanton Specific Plan.

Staff Planner: Janice Stern, Planning Manager 925.931.5606 / jstern@cityofpleasantonca.gov