

CITY OF PLEASANTON
JOHNSON DRIVE ECONOMIC DEVELOPMENT ZONE
Supplemental Comparative Analysis

Prepared for
City of Pleasanton

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JOHNSON DRIVE ECONOMIC DEVELOPMENT ZONE

Supplemental Comparative Analysis

A. Executive Summary

Purpose

This report addresses the Johnson Drive Economic Development Zone (referred to in some City documents as the EDZ or JDEDZ, and referred to in this report as the Zone), proposed by the City of Pleasanton in 2015. This report focuses specifically on the differences between the proposed Zone as described in the Johnson Drive Economic Development Zone Supplemental Environmental Impact Report (SEIR), and a theoretical but possible project (the Initiative Project) that would be implemented consistent with a submitted June 2016 initiative (Citizen Initiative, included as part of **Appendix A** of this report) that proposes limitations on development within the Johnson Drive area. Topics of comparison within this report include:

- Transportation funding;
- Employee population;
- Traffic, noise, air quality, aesthetic, and other environmental impacts;
- Fiscal impacts;
- Economic impacts; and
- Consistency with the General Plan.

Two Scenarios

The Zone proposed by the City and evaluated under the SEIR would involve a build out of the Johnson Drive area with up to 535,490 total square feet of retail and hotel space, with 148,000 square feet of space anticipated to comprise club retail¹ uses, such as a Costco. The Initiative Project described in this report and compared to the Zone proposed by the City would have the same size and scope of development as the proposed Zone, but would limit retail footprints to less than 50,000 square feet within the Johnson Drive area. Effectively, this would prohibit the establishment of large-format retail stores, such as a club retail use (e.g., Costco) or big box retail stores (e.g., Target or Dick’s Sporting Goods) within the Johnson Drive area.

¹ “Club retail” uses (also known as “warehouse club” uses) are large-format retail businesses located in a warehouse or similar large structure that offer a wide variety of products to members of the club (customers), wholesale. “Big box” uses are similar to “club retail” uses, but do not require a membership.

Key Differences

The analysis in the following report provides information to the City of Pleasanton, per the request of the City Council, about the fiscal,² economic, environmental, infrastructure, land use, policy, and other implications of the Citizen Initiative. While the two potential economic development zone projects would involve the same total square footage of building space, by replacing club retail with general retail uses and restricting individual retail use footprints to less than 50,000 square feet, the impacts of the Initiative Project would be different from those of the Zone in a number of ways. Among these differences:

- *Traffic Impacts.* Although the Initiative Project would generate fewer vehicle trips to the Johnson Drive area, it would result in the same significant and unavoidable near-term and long-term transportation impacts that would result from the proposed Zone. In addition, funding of traffic improvements would likely be more difficult due to the smaller-footprint retail composition of the Initiative Project, in turn diminishing the feasibility of the Initiative Project.
- *Air Quality Impacts.* Air emissions from operation of the Initiative Project would be lower than for the Zone. However, it is likely that operational emissions from the Initiative Project would, like the Zone, exceed Bay Area Air Quality Management District thresholds of significance.
- *Noise Impacts.* Noise impacts resulting from construction and operation of the Initiative Project would be similar to that of the Zone.
- *Economic Impact.* The Initiative Project would capture more market demand locally compared to the Zone (which would draw more market demand from the overall region). Thus the Initiative Project would result in substantially more impacts on existing retailers in Pleasanton and nearby, with the potential to cause more retailers to experience sales declines, possibly to the extent of resulting in store closures. The Initiative Project would divert \$5.7 million of sales from local businesses per year at buildout in 2028, compared to \$1.3 million of sales impacts per year at buildout under the Zone.
- *Fiscal Impact.* The Initiative Project would result in reduced taxable sales, higher property values, and higher employment compared to the Zone. The overall result is that the net fiscal benefits of the Initiative Project are expected to be lower than for the Zone. The Initiative Project would result in a net fiscal gain for the City of \$1.9 to \$2.1 million/year at buildout, compared to a net fiscal gain of \$2.3 to \$2.5 million/year under the Zone at buildout in 2028.
- *General Plan Consistency.* Though the Initiative Project would not be explicitly inconsistent with policies in the General Plan, it would not promote some individual General Plan policies and programs to the same extent as the Zone.

² Fiscal impacts (as opposed to economic impacts) are impacts related to public service costs and revenues. Fiscal impact analysis of a development project assesses the net cost of the project on the fiscal (public/City) resources of a community. Economic impact analysis of a development project assesses the impact of the project on the business economy of a geographically-defined area, and measures changes in business revenues and profits, jobs, and other factors.

- *Market Feasibility.* Uncertainty of project financing and lack of tenant commitments make the Initiative Project less likely to be constructed, and more likely to be infeasible, than the proposed Zone. It could be more difficult to secure multiple tenant commitments to the site sufficient to secure project financing for the Initiative Project, which has no major tenant commitments nor expressed interest from tenants, than it would be to secure financing for a project like the proposed Zone, which benefits from the expressed interest of one major club retail business. Therefore, the likelihood of retail development occurring in the Johnson Drive area and the attendant fiscal benefits to the City of Pleasanton are greater for the Zone than the Initiative Project.

Table ES-1 summarizes some of the key differences between the proposed Zone and Initiative Project.

**TABLE ES-1
SUMMARY COMPARISON OF THE DEVELOPMENT CHARACTERISTICS OF THE PROPOSED ZONE AND INITIATIVE PROJECT**

Characteristic	Zone	Initiative Project	Notes
Employees ^a	678	1,235	Although the larger number of employees generated by the Initiative Project would result in more economic activity, these employees would generate nearly double increased demand for City services.
Total Building Space (SF) ^b	535,490	535,490	Total building space would be the same for both scenarios.
Vehicle Trip Generation Volume ^c	12,270	9,740	The Initiative Project would generate reduced vehicle trips compared to the Zone, which would be beneficial, although these trips would still result in the same significant impacts to the roadway system that would be generated by the Zone (and as identified in the SEIR), and would require the same mitigation measures to reduce impacts.
Traffic Impacts	Significant level of service impacts at local study intersections and freeway ramps	Same as for Zone	
Air Quality Impacts (Operation)	<i>ppd (pounds per day)</i>		The reduced vehicle trips that would result from the Initiative Project would also result in reduced air quality impacts compared to the Zone, but these air quality impacts would still exceed Air District standards and would conflict with implementation of the Clean Air Plan.
ROG	63	83	
NOx	129	90	
PM2.5	33	18	
PM10	115	60	
Noise Impacts	See Section E below		Differences in noise levels between the two development scenarios would be negligible; compared to the Zone, the Initiative project would result in a slight reduction in roadway noise.
Fiscal Benefits (Annual) ^d	Up to \$2.5M	Up to \$2.1M	The Zone is anticipated to generate about 20 percent more net revenues to the City of Pleasanton General fund at buildout compared to the Initiative Project.
Small Business Sales Impacts ^e	Up to \$1.3M	Up to \$5.7M	Compared to the Zone, the Initiative Project could result in more impacts on existing local retailers, with the potential to cause more retailers to experience sales declines, possibly to the extent of resulting in store closures.
Buildout Likelihood (Feasibility)	High	Low	Compared to the Zone, the Initiative Project would be less likely to be constructed, due to the uncertainty of project financing and lack of existing tenant commitments.

a = Includes existing employees.

b = Includes existing uses.

c = Daily (weekday) net new vehicle trips to the EDZ site.

d = Revenue to City, in millions of dollars.

e = The Initiative Project would result in substantially more impacts on existing retailers, with the potential to cause more retailers to experience sales declines, possibly resulting in store closures.

SF = Square Feet

ROG = Reactive Organic Gases

NOx = Nitrogen Oxides

PM10 = Particulate matter having a particle size less than or equal to 10 microns diameter.

PM2.5 = Particulate matter having a particle size less than or equal to 2.5 microns diameter.

ppd = Pounds per day

B. Introduction

Background

In 2009, the City approved an update to its General Plan, including an Economic and Fiscal Element that contained programs that support business retention and expansion. The City is currently considering an “Economic Development Zone” (Zone), which is consistent with those General Plan policies. The Zone would result in the establishment of an economic development zone along Johnson Drive, presently identified in the City’s General Plan as an area within the Commerce Circle/Johnson Drive Sub-Area; the approval of an associated General Plan amendment; and the rezoning of 12 parcels within the area, in order to:

1. Provide a consistent framework for the City’s review and approval of new uses and projects in the Johnson Drive area, encouraging investment in and adding value to these properties;
2. Maximize the benefits of the location of the Johnson Drive area as an infill site located along transportation corridors and near transit by encouraging the development of both locally and regionally accessible uses in the Johnson Drive area; and
3. Encourage the development of a diverse mix of uses in the City that would promote long-term economic growth by generating substantial new revenues for the City.

The City prepared a Supplemental Environmental Impact Report (SEIR) per the requirements of the California Environmental Quality Act (CEQA) that evaluated the specific environmental impacts that would occur from the Zone, and focused on the physical changes resulting from likely redevelopment of the Johnson Drive area, referred to as the Johnson Drive Economic Development Zone (JDEDZ) in the SEIR. A detailed project description of the Zone is set forth in Chapter 3 (Project Description) of the SEIR (included in this report as **Appendix B**), and is described below under Part C. The Final SEIR, which included an economic impact analysis of the Zone, was published in March, 2016.

In June 2016, a group self-identified as the “Citizens for Planned Growth” submitted an initiative (Citizen Initiative) that would prohibit retail footprints of more than 49,999 square feet within the Johnson Drive area. On July 12, 2016, the Alameda County Registrar of Voters certified that the measure contained the necessary signatures to qualify. On July 19, 2016, the City Council voted to accept the Alameda County of Registrar of Voters Certification of Sufficiency regarding the signatures, and decided to put the matter on the November 8, 2016 ballot. The Council also requested supplemental information on the effects of the initiative, which is the subject of this report.

Citizen Initiative

In response to the proposed Zone the Citizen Initiative proposes, instead, the addition of a new program to the Land Use Element of the General Plan that would: (a) encourage retail uses with footprints of less than 50,000 square feet, highway and service commercial uses, and business and

professional offices in the Johnson Drive area; and (b) prohibit retail footprints (including club retail) larger than 49,999 square feet in the Johnson Drive area.

As stated in the Citizen Initiative (refer to **Appendix A**), the purpose is to:

1. Encourage the development of business and professional offices, small scale retail, highway and service commercial uses in the JDEDZ by preserving the area for such uses and prohibiting large scale retail uses, which would cause traffic and environmental impacts that would detract from the attractiveness of the zone for business and professional office, small scale retail, highway and service commercial uses.
2. Ensure that citizens of Pleasanton have diverse job opportunities close to home, not just entry level retail jobs.
3. Encourage large-scale retail uses in locations within the City that meet the General Plan goal of achieving a coordinated, efficient and environmentally sensitive pattern of development within the Tri-Valley area.

To accomplish this purpose, the Citizen Initiative makes the following primary change, as more specifically described in this report:

A new Program 15.6 shall be added to Policy 15 of Section 2.0 (Land Use Element) of the Pleasanton General Plan 2005-2025 to read as follows:

Program 15.6:

- (a) Encourage small scale retail, highway and service commercial, business and professional offices in the JDEDZ; and
- (b) Limit retail uses (including club retail) to less than 50,000 square feet in the JDEDZ.

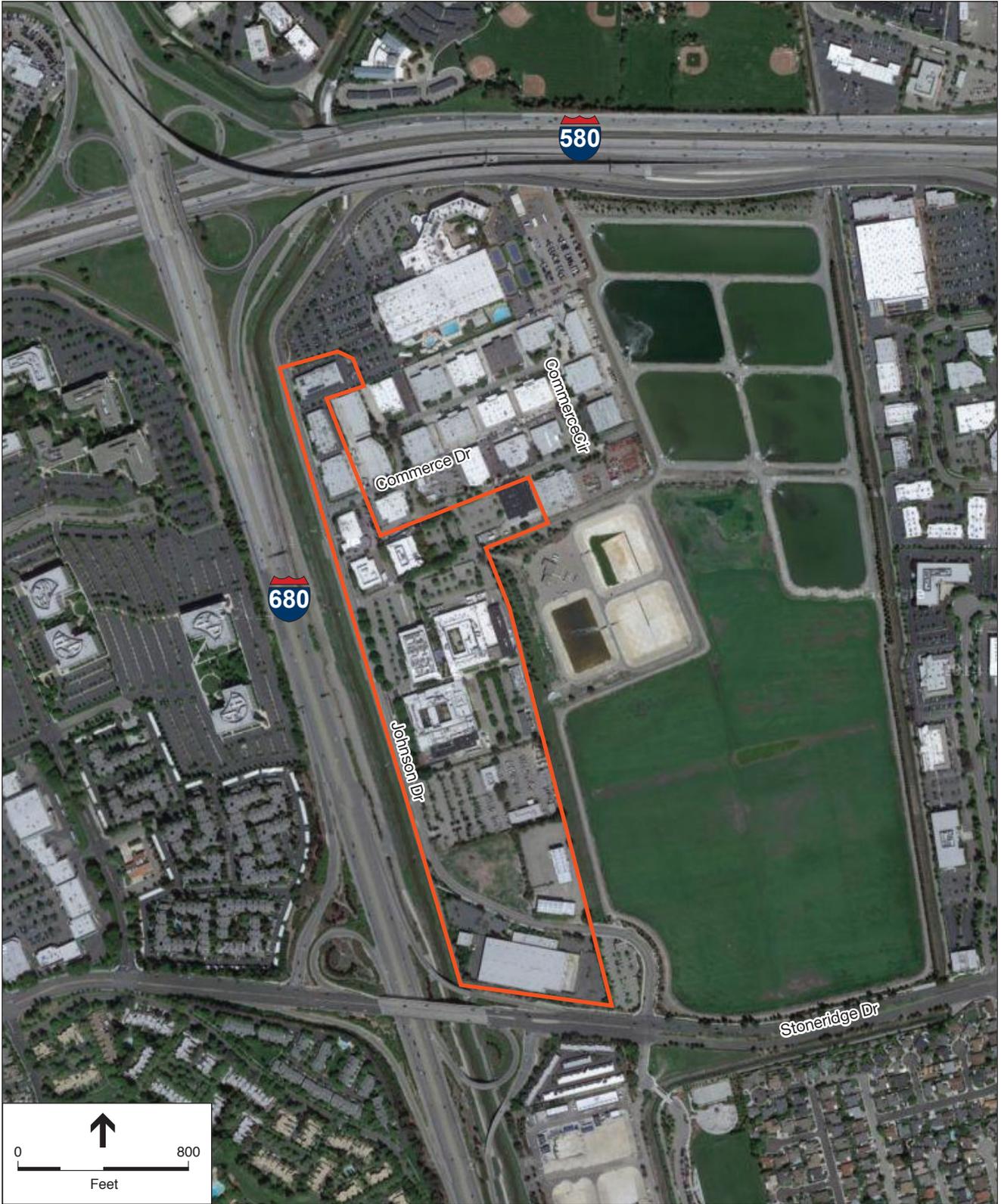
As written, the Citizen Initiative would effectively prohibit the establishment of large-format, club retail or big box stores.

Purpose

The purpose of this report is to provide information to the City of Pleasanton, per the request of the City Council, about the fiscal, economic, environmental, infrastructure, policy, land use, and other implications of the Citizen Initiative that generally would prohibit retail footprints larger than 49,999 square feet within the Johnson Drive area.

Johnson Drive Area

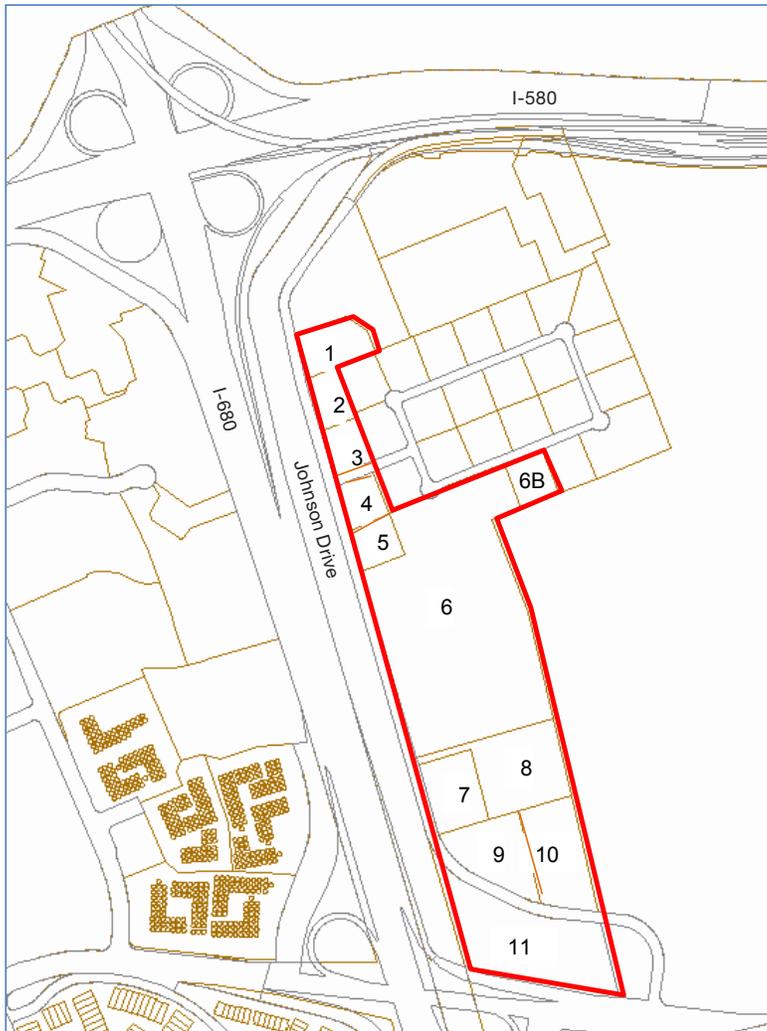
The Johnson Drive area is located in the northwest portion of the City, southeast of the intersection of I-680 and I-580, a major regional transportation node (**Figure 1**). The site consists of 12 parcels located at 7106-7315 Johnson Drive and 7080 Commerce Circle (**Figure 2**), comprising approximately 40 acres and currently containing a mixture of land uses, including light industrial, office, retail, and institutional uses. The site is bounded by a fitness center and parking uses on the north; light industrial, wastewater treatment, and Park and Ride uses to the east; Stoneridge Drive and the I-680 interchange to the south; and I-680 to the west.



SOURCE: Google Maps

Johnson Drive EDZ . 140421

Figure 1
Johnson Drive Economic Development Zone
Project Location Map



Parcel	Area	Zoning	Ownership	Address / APN
1	1.47	I-G-40	Valley Bible Church	7106 Johnson Drive / 941-1311-335
2	0.93	PUD-I/C-O	Greater East Bay Properties, LLC	7116 Johnson Drive / 941-1311-1
3	0.92	I-G-40	Garnet Bear, LP	7132 Johnson Drive / 941-1311-2
4	0.94	I-G-40	William Wheeler	7080 Commerce Circle / 941-1311-21
5	0.94	I-G-40	Johnson Drive Holdings I, LLC	7164 Johnson Drive / 941-1311-22
6	+/- 17.15	I-G-40	Johnson Drive Holdings I, LLC	7200 Johnson Drive* / 941-1311-19
6B	0.93	I-G-40	Johnson Drive Holdings I, LLC	7035 Commerce Circle / 941-1311-016
7	1.95	PUD-G&LI	PT & T Co. 279-1-51-2	Johnson Drive / 941-1300-18
8	3.60	PUD-G&LI	PT & T Co. 279-1-51-2	7240 Johnson Drive / 941-1300-17
9	2.43	PUD-G&LI	Johnson Drive Holdings I, LLC	Johnson Drive / 941-1300-15
10	2.84	I-G-40	Johnson Drive Holdings I, LLC	7280 Johnson Drive / 941-1300-14
11	5.88	PUD-G&LI	Chamberlin Associates Johnson Drive I Ltd. PTP	7275 Johnson Drive / 941-1300-19
+/- 39.98				*7200, 7202, 7206, 7208 Johnson Drive

As summarized in **Table 1**, the Johnson Drive area currently contains 224,688 square feet of building space. The area is currently designated Business Park in the City’s General Plan, which is: “Intended primarily to accommodate high-quality, campus like development, including administrative, professional office, and research uses. Retail commercial uses are limited to those primarily serving business park employees. Floor-area-ratios (FARs) are not to exceed 0.6”³. Properties within the Johnson Drive area are currently zoned General Industrial (I-G-40), Planned Unit Development-General and Light Industrial (PUD-G&LI), or Planned Unit Development Industrial/Commercial-Office (PUD-I/C-O).

**TABLE 1
EXISTING USES WITHIN THE JOHNSON DRIVE AREA**

Parcel #	Existing	
	Use	Size (sq. ft.)
1	Church/Institutional	20,000
2	Patioworld/Retail	18,995
3	Commercial/Retail	19,908
4	Black Tie Limo	14,460
5	Office	15,070
6	Vacant ^a	0
6B	Office/Light Industrial	27,550
7	Parking Lot	0
8	AT&T Facility	15,132
9	Vacant ^b	0
10	Vacant ^b	0
11	FedEx Distribution	93,573
Total		224,688
Subtotal General Retail	Parcels 2, 3	38,903
Subtotal Office	Parcel 5	15,070
Subtotal Commercial Service	Parcels 4, 7, 8, 10, 11	123,165
Subtotal Light Industrial	Parcel 6B	27,550
Subtotal Institutional	Parcel 1	20,000
Vacant	Parcels 6, 9, 10	0

a. Does not include area of structures (approximately 329,035 square feet total) previously demolished.

b. Does not include area of structures (approximately 20,000 square feet total) previously demolished.

SOURCE: City of Pleasanton, 2014

C. Description of Proposed Zone

The City’s proposed Zone is a pilot economic development zone, designed to establish a vision and policy framework for the area with the purpose of encouraging investment in a highly-visible part of the City. The Zone would replace or supplement current policies that apply within the Johnson Drive area, and is intended to serve as a guide for future development in the Johnson

³ City of Pleasanton, 2009. *Pleasanton General Plan 2005-2025, Land Use Element*. Adopted July 21, 2009.

Drive area. To ensure consistency across the City’s planning documents, the Zone includes a proposed General Plan amendment, rezoning, and other entitlement approvals.

The Zone would implement a number of existing General Plan goals, policies, and programs, including:

Land Use Element

Special Interest Areas

Policy 6: Develop comprehensive planning documents for undeveloped and underutilized areas of Pleasanton that are changing or have the potential to change. In the planning process, identify facility needs, explore opportunities for mixed-use development, and plan for a comprehensive circulation system.

Citizen Participation

Policy 27: Review and update the Pleasanton General Plan as conditions change.

Economic and Fiscal Element

Economic Base

Goal 2: Sustain the community’s quality of life with a vigorous and diverse economy.

Policy 1: Enhance Pleasanton’s diversified economic base through an aggressive business retention and expansion program.

Program 1.1: Establish a business retention and expansion program that identifies needs and constraints to current business operations, and acknowledges the contributions and importance of existing businesses.

Policy 3: Strengthen the retail sector.

Revenue System

Goal 4: Maintain a diverse and stable revenue system.

Sustainable City Finances

Policy 18: Strive to maintain a diversified and stable revenue base that is not overly dependent on any land use, major taxpayer, revenue type, restricted revenue, inelastic revenue, or external revenue.

Subregional Planning Element

Goal 1: Achieve a coordinated, efficient, and environmentally sensitive pattern of development in the Tri-Valley area.

Policy 1: Ensure that new development occurs in a compact community-centered pattern which supports existing communities, improves mobility, minimizes public infrastructure costs, protects natural resources, and supports economic activity.

The proposed Zone consists of policies, regulations, and guidelines to allow for and facilitate future development and redevelopment within the Johnson Drive area. As part of the Zone, the

City could also specify off-site improvements, and execute one or more Development Agreements with identified property owners.

Development Assumptions

For the purpose of establishing the boundaries of analysis in the SEIR, various assumptions were made regarding the level of development to be accommodated within the Johnson Drive area (no applications for specific development projects have been submitted for the Johnson Drive area, although developers representing club retail [Costco] and hotel enterprises have expressed interest). The proposed uses that would be authorized by the proposed Zone within the Johnson Drive area include, as defined below, club retail, hotel, recreational, office/commercial, and small- and large-format retail establishments. Existing uses within the Johnson Drive area would be permitted to operate until redevelopment activities occur on those specific parcels.

Proposed Phases of Development

For purposes of the SEIR analysis, it was assumed that development of the Zone would occur in two or more phases, including an initial phase (Phase I) during which the currently vacant Parcels 6, 9 and 10 would be developed with hotel and retail uses, and one or more future development phases, as described below. Assumptions regarding likely development within the Johnson Drive area were partly based on a fiscal impact analysis prepared for the proposed Zone by Brion & Associates and presented in Appendix C of the Draft SEIR (included as **Appendix C** of this report). **Table 2** summarizes the characteristics of development assumed to take place during Phase I and future development phases. “Full Buildout” as presented in Table 2 and analyzed in the SEIR includes Phase I assumptions as well as future development phases, and represents the maximum assumed level of development within the entire Johnson Drive area.

**TABLE 2
SUMMARY OF THE PROPOSED ZONE DEVELOPMENT CHARACTERISTICS**

Land Use or Other Characteristic	Unit	Existing Development	Phase I Development (Parcels 6, 9, and 10)	Full Buildout ^a
Employees	Jobs	369	610	678
General Retail	Square Feet	38,903	43,903	227,940
Club Retail	Square Feet	-	148,000	148,000
Commercial Service	Square Feet	123,165	123,165	-
Office	Square Feet	15,070	15,070	-
Industrial	Square Feet	27,550	27,550	27,550
Hotel	Square Feet	-	132,000 ^b	132,000 ^b
Institutional/Religious	Square Feet	20,000	20,000	-
Total new building space	Square Feet	-	285,000	310,802
Total gross building space	Square Feet	224,688	509,688	535,490

a. Inclusive of all phases of development, including Phase I.

b. 132,000 square feet represents 231 rooms.

SOURCE: Appendix C (Draft SEIR Appendix C, Brion & Associates, 2015).

As shown in Table 2, with development of the proposed Zone, it was assumed that the area would contain a maximum of 535,490 square feet of building space. This assumption was based on the development of a realistic buildout scenario that took into account market conditions, new permitted uses, and allowable development intensities. For a complete list of uses that could be permitted or conditionally permitted within the Johnson Drive area under the City's proposal, see **Appendix D**.

Development Assumptions: Phase I (Parcels 6, 9, and 10). During Phase I development of the Zone, club retail uses could be developed on Parcel 6, and a select service hotel (a hotel that would provide certain dining and other specific services and amenities) and other general retail uses would be developed on Parcels 9 and 10. Phase I is anticipated to be constructed over a 12-month period.

Parcel 6 would be developed with up to 148,000 square feet of club retail uses, with building heights up to 40 feet, and associated uses, which may include a gas station. Parking for up to 800 vehicles and landscaping and site improvements, including bio-retention areas to manage on-site stormwater runoff and trees planted throughout the parcel to provide shading and visual screening around the perimeter, could also be developed on this parcel.

Parcels 9 and 10 could be developed with up to 132,000 square feet of hotel uses,⁴ with building heights up to 55 feet. Up to 23,500 square feet of general retail uses could also be developed on these parcels. Hotel and general retail uses would be surrounded by landscaping, and a landscaped buffer would be provided between each building and Johnson Drive. As part of the proposed Zone, the parcels would be re-zoned Planned Unit Development Commercial (PUD-C).

Full Buildout Development Assumptions. Under the City's proposed Zone, during future phases after the development of Parcels 6, 9 and 10 under Phase I, it is assumed the other parcels within the Johnson Drive area would be redeveloped with types and intensities of uses consistent with fiscal projections prepared for the Johnson Drive area and presented in **Appendix C** of this report. Full buildout would include development as described for Phase I, and would include the development of up to 227,940 square feet of general retail uses, up to 148,000 square feet of club retail uses, up to 27,550 square feet of industrial uses, and up to 132,000 square feet of hotel uses, for a total of up to 535,490 square feet of uses. These later phases are assumed to take place over several years (for the purposes of this analysis, a 10-year period is assumed ending in 2028).

Design Guidelines

The City prepared Draft Design Guidelines for the proposed Zone (Design Guidelines), included here as **Appendix E**. The Design Guidelines provide direction on building height and setbacks, landscaping, parking supply, open spaces, building types, signage, and architectural features. Since no action has been taken by the City Council, these Design Guidelines have not been adopted and would be subject to review and approval should the City move forward with the Zone.

⁴ This report includes economic analysis of two hotel options, one with 88,000 square feet of uses, and one with 132,000 square feet of uses. For the purposes of the overall analysis and especially the comparison of potential impacts, the larger, 132,000 square-foot hotel option is assumed.

Utilities and Infrastructure

The Johnson Drive area is currently served by water, sanitary sewer, stormwater, and other infrastructure. Development that would be permitted under the Zone, as described for the City’s proposal, may include upgrades to this infrastructure as needed to accommodate potential future development. The Johnson Drive area is also served by the City’s transportation network. The assumed level of development under the Zone will require upgrades to the transportation network.

Required Approvals

In order to approve the Zone as proposed by the City, several actions must be undertaken by the City of Pleasanton:

- **General Plan Amendment.** The General Plan designation of the Johnson Drive area would be amended from “Business Park” to “Retail/Highway/Service Commercial; Business and Professional Offices.”
- **Rezoning.** The Johnson Drive area would be rezoned from General Industrial (I-G-40), Planned Unit Development-General and Light Industrial (PUD-GL&I), and Planned Unit Development-Industrial/Commercial-Office (PUD-IIC-O) to Planned Unit Development-Commercial (PUD-C). This rezoning would include the approval of a list of permitted and conditionally permitted uses (**Appendix D** of this report) for the Zone.
- **Development Agreement.** If requested by one or more Johnson Drive area property owner(s), a Development Agreement could be executed between the City and property owners. In addition, fees and fee credits for specified uses and a tax rebate/incentive program may be established.
- **Lot Line Adjustment.** If the City determines they are required, one or more lot line adjustments may be processed. For example, a lot line adjustment may be processed to combine Parcel 9 and Parcel 10.

Additional subsequent approvals and permits may be required for future development within the Johnson Drive area from local, regional, state and federal agencies.

D. Description of the Initiative Project

In order to provide a comparison between the City’s proposed Zone and a project that could be developed within the Johnson Drive area under the Citizen Initiative, the City formulated a theoretical, yet possible “Initiative Project.” This Initiative Project description is based on the language of the initiative, current market conditions, and an economic analysis prepared by ALH Urban & Regional Economics, presented in **Appendix F** of this report. Development within the Johnson Drive area under the Initiative Project would follow many of the parameters outlined for the City’s proposed Zone, as outlined below.

A theoretical “Initiative Project” comprising primarily office uses and minimal retail uses was considered but rejected because: 1) it would not provide an equivalent comparison to the primarily retail uses that would be developed as part of the Zone; and 2) it would be inconsistent with the overall objective of this economic development zone. Although a primarily office-

focused Initiative Project may result in reduced daily vehicle trips (and associated air quality impacts),⁵ and reduced impacts on the local retail community, it would generate minimal fiscal benefits for the City, compromising the primary purpose of an economic development zone.

Although the Citizen Initiative would only partially fulfill some of the key objectives of the proposed Zone, it would not preclude the establishment of an economic development zone. The Initiative Project would continue to include the approval of a General Plan amendment, rezoning, and other entitlement approvals. Similar to the Zone, the City could also specify fees and fee credits for prospective uses for the Initiative Project; specify off-site improvements; and execute one or more Development Agreements with identified property owners.

Development Assumptions

The Citizen Initiative, if adopted, would limit retail footprints, including club retail, to footprints of less than 50,000 square feet within the Johnson Drive area. For the purpose of establishing the boundaries of analysis in this report, various assumptions were made regarding the level of development that may occur under the Initiative Project, as described further below. As under the proposed Zone, existing uses within the Johnson Drive area would be permitted to operate until redevelopment activities occur on those specific parcels.

Proposed Phases of Development

For purposes of the analysis in this report, it is assumed that development of the Johnson Drive area under the Initiative Project would occur in one phase, during which Parcels 6, 9 and 10 would be developed with retail and hotel uses, comparable to Phase I as described above for the Zone.

Assumptions regarding the likely mix of development within the Johnson Drive area were largely based on the economic analysis presented in **Appendix F** of this report. **Table 3** summarizes the characteristics of development assumed to take place under the Initiative Proposal.

As shown in Table 3, with development of the Initiative Project, the Johnson Drive area would contain a maximum of 469,037 square feet of new building space (gross). This analysis assumes that all major retail categories assumed to be represented at the Johnson Drive area under the Initiative Project would occur in equal portions, excepting the Other Retail category, which is an expansive category and is thus assumed to have double the amount of space allocated to the other categories. This is generally similar to assumptions made for the retail uses not otherwise allocated to the club retail space for the proposed Zone.

The text of the Citizen Initiative includes a proposal to amend the language of the General Plan to limit retail footprints (including club retail) to less than 50,000 square feet within the Johnson Drive area.

⁵ Retail uses, in general, generate a much higher (four times as high) volume of daily traffic trips than office uses per square foot, although trips generated by office uses in the AM peak hour are higher in volume than for an equivalent area of retail uses.

**TABLE 3
INITIATIVE PROJECT DEVELOPMENT PROGRAM CHARACTERISTICS**

Land Use or Other Characteristic	Unit	New Development Under Initiative Project
Employees	Jobs	866
General Retail	Square Feet	337,037
<i>Home Furnishings & Appliance Stores</i>	<i>Square Feet</i>	<i>42,130^a</i>
<i>Building Materials & Garden Equipment</i>	<i>Square Feet</i>	<i>42,130</i>
<i>Food & Beverage Stores</i>	<i>Square Feet</i>	<i>42,130</i>
<i>Gasoline Stations</i>	<i>Square Feet</i>	<i>-</i>
<i>Clothing and Clothing Accessory Stores</i>	<i>Square Feet</i>	<i>42,130</i>
<i>General Merchandise Stores</i>	<i>Square Feet</i>	<i>42,130</i>
<i>Food Services and Drinking Places</i>	<i>Square Feet</i>	<i>42,130</i>
<i>Other Retail</i>	<i>Square Feet</i>	<i>84,259</i>
Hotel	Square Feet	132,000
Total new gross building space	Square Feet	469,037
Total building space	Square Feet	535,490

a. The development program for the Initiative Project assumes that all major retail categories will occur in equal portions, with the exception of the Other Retail category, which is an expansive category.

SOURCE: Appendix F (ALH Urban & Regional Economics, Economic Analysis, 2016)

Design Guidelines

The City has not prepared Design Guidelines for the Initiative Project. The intent of the Citizen Initiative is to meet the General Plan goals for development within the Johnson Drive area, and therefore the analysis in this report assumes that any design guidelines that would be developed for the Initiative Project would be similar to those prepared for the proposed Zone described above. Design guidelines that would be prepared for the Initiative Project are assumed to be similar to the Design Guidelines prepared for the Zone, and similarly focused to allow for the future development and redevelopment of the Johnson Drive area in a way that provides adequate landscaping and transportation access, as well as direction on building height and setbacks, parking supply, open spaces, building types, architectural features, and signage. Should the Initiative Project ultimately be adopted by the City, project-specific Design Guidelines may be developed by the City.

Utilities and Infrastructure

Development permitted under the Initiative Project would include similar upgrades to infrastructure as needed to accommodate potential future development under the proposed Zone, as described above (although funding mechanisms for such upgrades and the feasibility of funding the improvements may be different, as discussed below under Section E). The Johnson Drive area is also served by the City's transportation network. The assumed level of development under the Initiative Project would also require upgrades to the transportation network.

Required Approvals

If the Initiative Project is approved, several actions may be undertaken by the City of Pleasanton. These actions are nearly identical to those described above under Required Approvals for the proposed Zone, as discussed above.

E. Comparison of the Zone and Initiative Project

Overview

This section provides an overview of the key similarities and difference related to the physical buildout, phasing, and employee population between the proposed Zone and the Initiative Project. **Table 4** below demonstrates key distinctions between the two projects' anticipated buildout characteristics.

TABLE 4
COMPARISON OF PROPOSED ZONE AND INITIATIVE PROJECT CHARACTERISTICS

Land Use or Other Characteristic	Unit	Existing Development	Zone Buildout + Existing Development	Initiative Project + Existing Development
Construction Completion	Year	-	2028	2028
Employees	Jobs	369	678	1,235
General Retail (Total)	Square Feet	38,903	227,940 ^a	375,940 ^a
Club Retail	Square Feet	-	148,000	-
Commercial Service	Square Feet	123,165	-	-
Office	Square Feet	15,070	-	-
Industrial	Square Feet	27,550	27,550	27,550
Hotel ^b	Square Feet	-	132,000	132,000
Institutional/ Religious	Square Feet	20,000	-	-
Total new building space	Square Feet	NA	-	-
Total building space	Square Feet	224,688	535,490	535,490

a. This includes existing retail (38,903 SF).

b. 132,000 square feet represents 231 rooms.

Under both the Zone and the Initiative Project, as shown in Table 4, the Johnson Drive area would experience a total buildout of up to 535,490 square feet upon completion of construction. Accounting for existing building uses, this represents a net new building space of 469,037 square feet for both the Zone and the Initiative Project. Under both proposals, existing uses within the Johnson Drive area that do not fall under the categories of economic development zone uses would be allowed (“grandfathered in”), while uses not permitted would not be allowed to be developed. A key distinction between the Zone and the Initiative Project is that the Initiative Project would limit retail footprints to less than 50,000 square feet within the area of the Johnson Drive area, meaning that no large-format retail stores, such as a club retail use (e.g., Costco) or big box retailer (e.g., Target or Dick’s Sporting Goods) could locate in the Johnson Drive area.

Another key distinction between the Zone and the Initiative Project is related to the phasing of development. The proposed Zone would be developed over two phases, resulting in incremental establishment of new uses, and providing for a gradual transition of existing uses. As discussed in the economic analysis for the Initiative Project included in **Appendix F** of this report, the Initiative Project, due to its composition of smaller retail tenants, is anticipated to take place over the course of only one phase. However, the primary comparison in this report is buildout of the Zone to buildout of the Initiative Project (as it is difficult to predict precisely when the completion of certain phases may occur).

Employees within Johnson Drive area

Because the concentration of employees per square foot is generally higher for general retail uses as compared to club retail uses, the Initiative Project would also generate a greater number of employees than the proposed Zone: the Initiative Project is expected to generate up to 1,235 employees. This represents an increase of 866 employees when compared to employment associated with existing uses, and 557 more employees than would result from the Zone.

Transportation Improvements

Due to the anticipated scale of the Initiative Project, which would have a new net built area identical to that of the proposed Zone, the Initiative Project would require similar transportation system improvements to reduce impacts related to circulation and safety. All improvements described as traffic mitigation measures in Section 4.D, Transportation and Traffic, of the SEIR, would be applied to the Initiative Project to address these concerns.

Funding for these improvements, as described in the SEIR, will require a multi-faceted, interagency approval process. Development of the Initiative Project may require additional sources of funding in order to provide the needed transportation improvements, especially consistent with the anticipated timing for buildout. A more detailed comparison of these differences is further discussed below under Section F. Specific trip generation rate differences between the Zone and the Initiative Project are also summarized in **Table 5** below.

Analysis

The SEIR provides a detailed analysis of the environmental topics relevant to the proposed Zone. Those topics include: aesthetics, air quality, noise, and transportation and traffic, with other topics also addressed at a lower level of detail because they were not anticipated to result in significant impacts.⁶

While Section E above provides a brief comparison between the Zone and the Initiative Project, this section provides additional comparative analysis of the two projects in the areas of fiscal impacts, economic impacts, aesthetics/ community character, air quality, noise, traffic, consistency with the General Plan, and other environmental topics as addressed in the SEIR.

⁶ “Other Topics” in the JDEDZ Project SEIR include biological resources, cultural resources, geology, greenhouse gas emissions, hazards and hazardous materials, hydrology and water quality, land use and planning, population and housing, public services and utilities systems, and recreation.

Consistent with the approach provided in Section 9212 of the State Election Code, the following analysis is not intended to be exhaustive in nature, but rather provides specific analysis to distinguish the effects of the Initiative Project. Fiscal and economic impacts are examined in more detail below than other comparative impacts, and are supported by the fiscal and economic analysis included in **Appendix F**, in response to requests by the City Council regarding the content of this report.

Fiscal Impact

Fiscal impacts (as opposed to economic impacts) are impacts related to public service costs and revenues. Fiscal impact analysis of a development project assesses the net cost of the project on the fiscal (public/City) resources of a community. Economic impact analysis of a development project assesses the impact of the project on the business economy of a geographically-defined area, and measures changes in business revenues and profits, jobs, and other factors.

The net fiscal impact analysis of the Initiative Project takes into account taxable sales, property valuation, and employment counts relative to the proposed Zone. The fiscal and economic analysis (refer to **Appendix F**) shows that the Initiative Project would result in less taxable sales, higher property value, and higher employment than the Zone; overall, the net fiscal benefits from the Initiative Project are projected to be lower (i.e., providing less benefit) than for the Zone. In 2028, the Initiative Project would result in a net fiscal gain of \$1.9 to \$2.1 million. The comparable figures for the Zone are \$2.3 to \$2.5 million. Thus, the Zone is estimated to generate about 20 percent more net revenues to the City of Pleasanton General Fund by buildout than the Initiative Project.⁷

Economic Impact

The Initiative Project is assumed to have the same market area for consumer demand as the Zone. This market area includes the City of Pleasanton, much of the City of Dublin, and some unincorporated county areas. This market area differs from the market area for analysis of diverted sales impacts, which for both scenarios includes the sales bases of Pleasanton and Dublin. However, the Initiative Project is assumed to capture more demand from the market area than the Zone because the club retail anchor is deemed to have a greater ability to attract demand from a broader part of the market area than the anchor retail base of the Initiative Project due to the individual smaller size of the anchors.

The economic impact analysis (**Appendix F**) indicates not all the retail sales generated by the Initiative Project are anticipated to be absorbed by new household growth, particularly at early stages in the development of that project. Thus, the Initiative Project could result in substantially more impacts on existing retailers in Pleasanton and nearby, with the potential to cause more retailers to experience sales declines, possibly to the extent of resulting in store closures. Impacts are forecasted to occur in every retail sales category for Initiative Project sales, which include a generalized Other Retail category as well as Home Furnishings and Appliances Stores, Food Services and Drinking Places, Clothing and Clothing Accessories Stores, Food and Beverage

⁷ The results for 2018, inclusive of the new hotel component assumed to be the same between the two scenarios, is a net fiscal gain of \$1.2 to \$1.5 million a year for the Initiative Project in 2018. The comparable figures for the Zone are \$1.4 to \$1.7 million in 2018.

Stores, Building Materials and Garden Equipment, and General Merchandise Stores. In contrast, early-stage impacts under the Zone are forecast to occur mostly in the Food and Beverage Stores category. Regardless, the sales impacts of the Initiative Project would continue to be higher than the Zone even in 2028, by which time yet additional new demand would be generated. The impacts are projected to continue after 2018, but decline gradually each year, until they reach \$5.7 million in 2028. In contrast, by 2028, the sales impact of the Zone is estimated to total \$1.3 million. Ultimately, these economic impact findings indicate that regardless of timing through at least 2028, the Initiative Project would be anticipated to generate a greater negative impact on the existing competitive retail sales base than the Zone.

Aesthetics/ Community Character

Design guidelines may be adopted for the Initiative Project, similar to the proposed Zone, and would likely result in similar design outcomes; therefore, overall, impacts to aesthetics and community character under the Initiative Project would not likely result in a substantial change from conditions expected under the proposed Zone, and would be similarly addressed through adherence to Design Guidelines prepared by the City as well as compliance with applicable laws.

Traffic

Methodology

This section considers the differences between the traffic impacts for the proposed Zone as analyzed in the SEIR, with those of the Initiative Project. In order to accurately compare the traffic impacts between the two projects, estimates of vehicle trips generated by the Initiative Project were provided by Fehr and Peers (included in this report as **Appendix G**). Traffic impacts as presented in the analysis in the SEIR were largely dependent on total volumes of trips generated; for this reason, this analysis is largely focused on the net variance between the two projects' estimated trip generation.

The SEIR considered the impacts related to full buildout of the Zone at the base year (existing setting), at future buildout (near term), and for the cumulative (long term) condition. The long-term analysis indicated the Zone would generate intersection level of service (LOS) impacts that are similar to (but incrementally worse than) those generated by the near-term analysis. Furthermore, all mitigation measures identified for the near-term condition were needed to reduce long-term impacts. The following comparative analysis focuses on the long-term analysis. The SEIR also considered the Zone's impacts related to freeway operations, Alameda CTC roadways, traffic safety hazards, emergency access hazards, consistency with plans and policies (supporting alternative transportation), and parking, as well as temporary construction impacts; the following analysis addresses these issues as well.

Analysis

As presented in Table 3 earlier in this report, the Initiative Project would develop up to 469,037 square feet of new retail and hotel uses under full buildout. When combined with existing uses, the total gross square footage within the Johnson Drive area would be approximately 535,490 square feet (refer to Table 4), which is equivalent to the buildout under the Zone. **Table 5** below shows that complete buildout of the Initiative Project would generate approximately 2,530 fewer weekday daily trips and 3,660 fewer Saturday trips than under complete buildout of the proposed Zone.

**TABLE 5
PROPOSED ZONE AND INITIATIVE PROJECT TRIP GENERATION COMPARISON**

Use	Size (square feet)	Weekday			Saturday	
		Daily	AM Peak Hour	PM Peak Hour	Daily	Peak Hour
Existing Uses (to be Phased Out Over the Long Term)						
Church ¹	20,000	180	10	10	210	70
Retail ²	53,363	2,280	50	200	2,670	260
Office ³	15,070	170	20	20	40	10
Light Industrial ⁴	136,225	950	130	130	180	20
Vacant	349,035	0	0	0	0	0
	Existing External Vehicle Trips (A)	3,580	210	360	3,100	360
Proposed Zone						
Retail ²	227,940	9,720	220	850	11,380	1,110
Club Retail with Fuel ⁵	148,000	10,710	350	1,060	11,060	1,410
Light Industrial ⁴	27,550	190	30	30	40	10
Hotel (231 Rooms) ⁶	132,000	1,890	120	140	1,890	170
	Total Driveway Volumes (B)	22,510	720	2,080	24,370	2,690
	Less Pass-by/Diverted Trip Reductions⁵⁺⁷	-6,670	-190	-970	-5,620	1,020
	Total Proposed Zone External Vehicle Trips (C)	15,840	530	1,110	18,750	3,710
	Net New Trips to Transportation System (C-A)=F	12,260	320	750	15,650	3,350
Initiative Project						
Retail ²	375,940	16,050	360	1,400	18,790	1,810
Light Industrial ⁴	27,550	190	30	30	40	10
Hotel (231 Rooms) ⁶	132,000	1,890	120	140	1,890	170
	Total Driveway Volumes (D)	18,130	510	1,570	20,720	1,990
	Less Pass-by/Diverted Trip Reductions⁷	-4,820	-110	-420	-5,640	-540
	Total Initiative Project External Vehicle Trips (E)	13,310	400	1,150	15,080	1,450
	Net New Trips to Transportation System (E-A)=G	9,730	190	790	11,980	1,090
Comparison						
	Net Change in Driveway Volumes (D-B)	-4,380	-210	-510	-3,650	-700
	Net Change in Net New Traffic (F-G)	-2,530	-130	40	-3,670	-2,260

TABLE 5 (Continued)
PROPOSED ZONE AND INITIATIVE PROJECT TRIP GENERATION COMPARISON

NOTES:

- 1 Based on *Trip Generation* (9th Edition) trip generation rates for land use 560, Church.
- 2 Based on *Trip Generation* (9th Edition) trip generation rate for land use 820, Shopping Center/General Retail.
- 3 Based on *Trip Generation* (9th Edition) trip generation rate for land use 710, General Office.
- 4 Based on *Trip Generation* (9th Edition) trip generation rates for land use 110, General Light Industrial.
- 5 Based on data provided by Kittleson & Associates, October 3, 2014.
- 6 Based on *Trip Generation* (9th Edition) trip generation rate for land use 310, Hotel.
- 7 Pass-by trip reduction for general retail use is 30 percent.

- 8 At retail establishments, driveway traffic comprises: (1) new traffic generated by the project, (2) traffic that would otherwise already be on the adjacent roadways but the driver decides to stop at the site (e.g., to purchase an item on their way home from work), and (3) traffic on other nearby roadways, but the driver decides to take a short detour to stop at the site. The trips in Item 2 are referred to as "pass-by" trips and the trips in Item 3 are referred to as "diverted-link" trips. Although the Zone would generate slightly less net-new traffic than the Initiative Project during the weekday PM peak hour, the Zone has a higher level of pass-by and diverted linked vehicle trips. This results in higher levels of vehicular activity around the Stoneridge Drive interchange and on Johnson Drive under the Zone than under the Initiative project. While the Initiative Project would result in the same traffic impacts as the proposed project and require the same level of mitigation, the impacts would be slightly less severe.

SOURCE: Fehr & Peers, 2016.

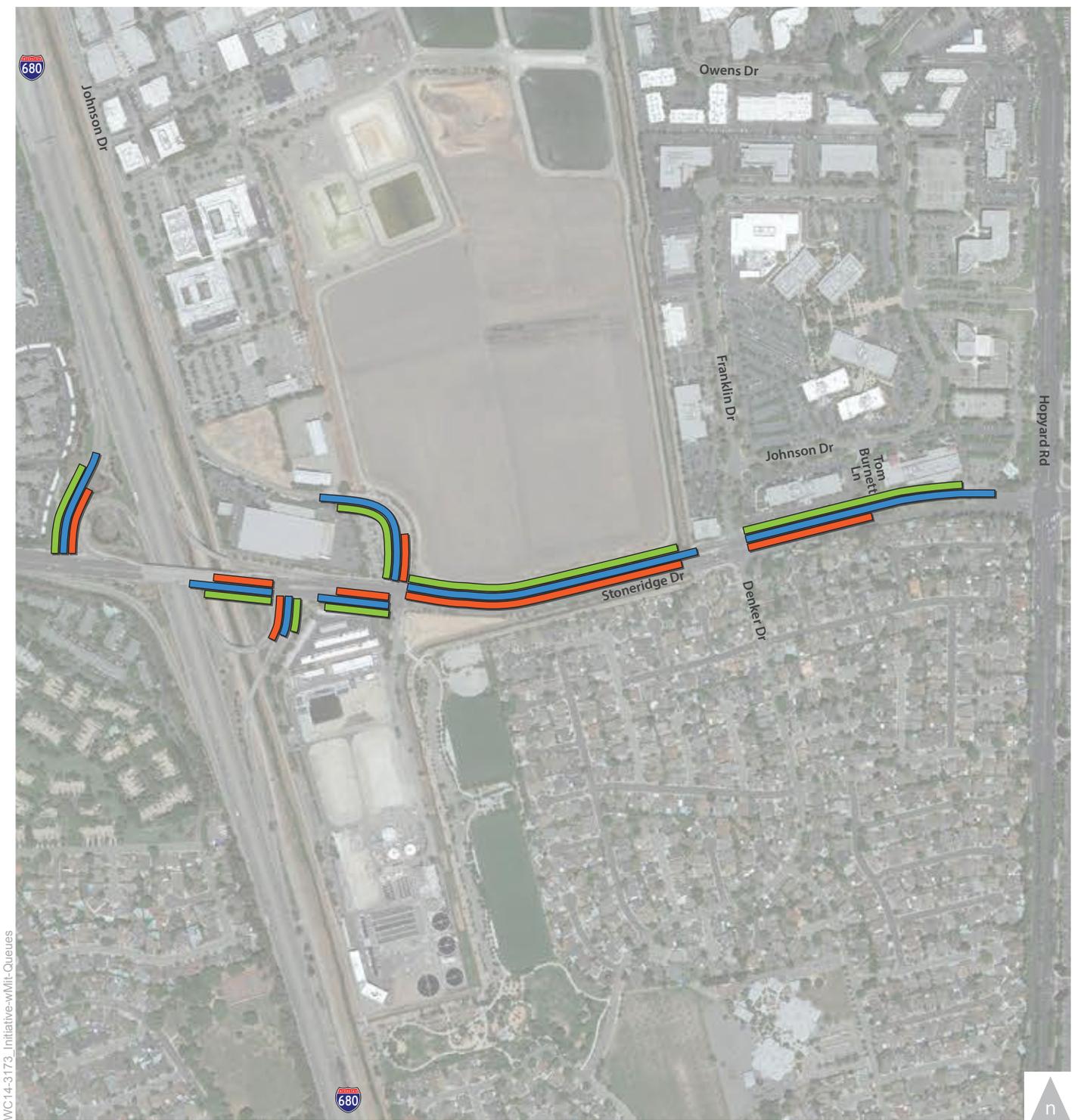
In the analysis of long-term traffic impacts for the proposed Zone, the SEIR found that the project would result in impacts to the following intersections:

- Commerce Drive at Johnson Drive (LOS F, weekday PM peak hour for side-street movement with Phase I, further degrading with full buildout to overall LOS E)
- Johnson Drive at Owens Drive (North) (LOS E, PM peak hour and LOS F, Saturday peak hour with Phase I, worsening with full buildout)
- Stoneridge Drive at Johnson Drive (LOS E, PM peak hour with full buildout)
- Park and Ride Lot at Johnson Drive (LOS E, weekday PM peak hour for side-street movement with Phase I, degrading to LOS F with full buildout)
- Hopyard Road at Owens Drive (LOS E, PM peak hour with Phase I, worsening with full buildout)

With the implementation of traffic impact mitigation presented in the SEIR, impacts related to the intersections of Commerce Drive at Johnson Drive, and Johnson Drive at Owens Drive would be reduced to a less-than-significant level. Mitigation would also reduce impacts to Stoneridge Drive at Johnson Drive and the Park and Ride Lot at Johnson Drive under the SEIR; however, these impacts remain significant and unavoidable. Lastly, implementation of General Plan recommendations for road improvements at Hopyard Road at Owens Drive would improve conditions to less than significant. As described above and listed under Table 5, the Initiative Project would generate fewer vehicle trips to the Johnson Drive area than the proposed Zone, to the degree of approximately 22 to 23 percent. As such, impacts at the aforementioned intersections would be reduced under the Initiative Project. While there would be no club retail use as part of the Initiative Project, retail uses under the Initiative Project would still result in high rates of vehicle activity to and from the Johnson Drive area, and would result in impacts to freeway spillback. The Initiative Project would result in similar impacts related to freeway ramps at merge/diverge areas within I-680, though the degree of these adverse impacts would be less than those described in the SEIR for the proposed Zone. Impacts to traffic safety hazards for vehicles, bicyclists, and pedestrians on public roadways would be incrementally reduced under the Initiative Project, although implementation of the SEIR mitigation measures for traffic would address these impacts. **Figure 3** illustrates a comparison of traffic queuing that would result from both the Zone and the Initiative Project, as compared to existing traffic queue lengths, in the vicinity of the EDZ.

The Initiative Project would result in impacts to LOS on mainline freeway segments, emergency access, parking demand, consistency with plans and policies (supporting alternative transportation), construction traffic, and Alameda CTC roadways. The degree of these impacts would be comparable to the impacts identified in the SEIR for the proposed Zone, and would be similarly addressed through the implementation of mitigation where appropriate.

Ultimately, although the Initiative Project would generate fewer traffic trips to the Johnson Drive area, and traffic impacts that would be less adverse than those identified for the proposed Zone, impacts related to freeway spillback and freeway ramps at merge/diverge areas would



WC:14-3173_Initiative-wMit-Queues

LEGEND

- Existing without Project PM Queue Length
- Existing with EDZ Project Buildout with Mitigation Queue Length
- Existing with Initiative Project Buildout with Mitigation Queue Length



Existing without Project and Full Buildout PM Peak Hour 95th Percentile Queues

remain significant in relation to City thresholds. All mitigation measures required in the SEIR for Phase I and full buildout of the proposed Zone would be required for the Initiative Project, which would result in the same (though slightly less severe) impacts. Even with the implementation of mitigation, there would be no near-term or long-term transportation impacts that were determined to be significant and unavoidable for the proposed Zone that would be reduced to a less-than-significant level with the Initiative Project.

Transportation Improvements Funding

The Initiative Project will require the same level of transportation improvements as the proposed Zone. From an economic perspective, however, it may be more difficult for these improvements to be funded under the restrictions applicable to the Initiative Project, in turn diminishing the feasibility of the Initiative Project. This is due to the lack of a large anchor tenant-able and motivated to help fund improvements for the entire 40-acre site. Anchor tenant contributions would reduce the transportation improvement costs paid for by the project developer, thus resulting in potential cost sharing and requiring negotiations by the City to get funding to pay for the improvements. Anchor tenants that would be established under the Initiative Project would be significantly smaller than the potential anchor for the Zone, and would be less motivated to make contributions toward transportation improvements that would benefit the entire district. Typically, anchors of a smaller size (less than 50,000 square feet) do not pay for site development costs. Instead, the project developer is responsible for site development costs and tenants commit only to leasing their individual spaces for a specific term, often with lease renewal options, as well as the payment of other negotiated costs. It is not to the benefit of tenants with relatively short term commitments to pay for improvements that have ongoing benefit to the property owner after individual tenants vacate the premises. With multiple, smaller anchor tenants in the Initiative Project, transportation improvement costs required by the City will primarily fall on the project developer, which would add additional developer costs that could limit the developer's ability to finance and ultimately develop the project, thus putting the potential for the entire retail component at risk.

It should also be noted that some of the transportation improvements that are identified as needed for the Zone or Initiative Project (as mitigation measures) are required as a result of General Plan buildout, regardless of implementation of the Zone or Initiative Project (e.g., conversion of the westbound right-turn lane from Stoneridge Drive to a through-right shared lane). If portions of these needed improvements could be funded by property owners in the Johnson Drive area rather than by the City, City funds could be used elsewhere for other needed improvements.

The transportation improvements/mitigation measures necessary to allow the proposed Zone and the Initiative Project to move forward may total approximately \$16 million. The final funding program/method would have to be approved by the City Council.

As part of public discussions about transportation mitigations in and around the proposed Zone, staff has suggested a requirement that all identified transportation mitigations would have to be completed prior to occupancy of any significant new use within the proposed Zone. To fund these improvements, City staff, the property owners most interested in redevelopment at this time (Nearon Enterprises), and potential future business owners (hotels and Costco) have been

discussing three primary sources of funds to ensure that future development pays for its own transportation mitigations:

1. A portion of new development revenue, like sales tax, that would be generated within the Zone;
2. Accumulated fees that the City collects for all new development and for this project through adopted traffic impact fees; and
3. Direct developer contributions to make the necessary infrastructure improvements.

The funding scheme that might be most appropriate for the transportation improvements necessary to support the Initiative Project has not been explored to the same extent. However, based on the smaller scale retail uses/businesses, increased number of stakeholders, and less predictable timeline for changes, it is less likely that the Initiative Project would be able to accelerate funding and development of the improvements in order to be able to guarantee installation prior to any significant new occupancy within the Zone. Based on these factors, to construct the necessary infrastructure improvements in advance of developing the Zone, two-thirds of the property owners within the Zone would have to agree to form an assessment district (District). It is unclear two-thirds of the property owners in the Zone would agree to form such a District. If so, the City would issue Assessment District bonds that would pay for the transportation improvements upfront and the outstanding debt would be repaid over time with the assessment district fees levied on all property owners in the Zone. If not, then the City would probably be initially responsible for paying most of the infrastructure costs if it wishes the Zone development to proceed, with the eventual future growth in tax revenues as the means to make the City financially whole.

Air Quality

Methodology

In order to compare potential air quality impacts associated with the Initiative Project with the proposed Zone, vehicle trips generated under development of the Initiative Project and the CalEEMod air quality emissions model were used in a manner similar to the SEIR analysis.

Analysis

Operational emissions are largely dependent on the volume of traffic trips that would be generated. As discussed above under the Traffic section, the Initiative Project would generate fewer (approximately 21 percent fewer) daily (weekday) vehicle trips compared to the proposed Zone (9,730 net new vehicle trips to the Johnson Drive area, in comparison to the Zone's estimated 12,260 net new vehicle trips to the Johnson Drive area), as well as fewer (approximately 23 percent fewer) Saturday trips (11,980 net new vehicle trips to the Johnson Drive area, in comparison to the Zone's estimated 15,650 net new vehicle trips to the Johnson Drive area). As a result, and as shown in **Table 6** below, operation of new uses within the Johnson Drive area under the Initiative Project would thus result in decreased criteria air pollutant and precursor emissions, including NO_x, PM₁₀, and PM_{2.5}, in comparison to the Zone.

The Initiative Project would assume implementation of the same mitigation measure to address construction emissions as under the Zone. With regard to operational emissions, the Initiative Project would also be subject to the same mitigation measure to address specific types of air contaminants and sensitive receptors.

TABLE 6
DAILY OPERATIONAL-RELATED POLLUTANT EMISSIONS, PROPOSED ZONE AND INITIATIVE PROJECT (pounds/day)^a

Scenario	ROG	NOx	PM10	PM2.5
Existing Operational Emissions – Year 2015	13	27	10	3
Proposed Zone	63	129	115	33
Net Increase, Proposed Zone (Proposed Zone minus Existing)	50	102	105	30
Initiative Project	83	90	60	18
Net Increase, Initiative Project (Initiative Project minus Existing)	70	63	50	15
BAAQMD Thresholds	54	54	82	54

ROG = Reactive Organic Gases

NOx = Nitrogen Oxides

PM10 = Particulate matter having a particle size less than or equal to 10 microns diameter.

PM2.5 = Particulate matter having a particle size less than or equal to 2.5 microns diameter.

BAAQMD Thresholds = thresholds of significance adopted by the Bay Area Air Quality Management District.

^a Emissions include results modeled with CalEEMod for existing use and operations during the Winter season. Additional data and assumptions are in **Appendix G**.

In addition, as shown in Table 6, it is likely that operational emissions from the Initiative Project would, like the Zone, exceed Bay Area Air Quality Management District thresholds of significance. Similarly, based on the scale of anticipated operation of new uses within the Johnson Drive area, the Initiative Project would also conflict with or obstruct implementation of the 2010 Clean Air Plan. Operational impacts from the Initiative Project related to odor, and impacts to sensitive receptors would likely be similar to impacts under the Zone and would be less than significant.

Noise

Because the location and total size (square footage) of the Initiative Project is comparable to the proposed Zone, noise resulting from construction of the Initiative Project would be similar to that of the Zone. Under operation of the Initiative Project, as discussed under the Traffic section, the total vehicle trips generated at the Johnson Drive area would be less than under the proposed Zone. Therefore, operation noise related to traffic would be lower for the Initiative Project.

As determined in the SEIR analysis, the proposed Zone would not result in significant and unavoidable impacts related to noise, including impacts from traffic-related noise; therefore, the Initiative Project would likewise not result in significant and unavoidable impacts from traffic-related noise. Impacts related to groundbourne vibration would be similar between the two projects, as construction of the Initiative Project would require similar techniques as for the Zone. Impacts related to noise and vibration generated by BART would likewise be similar under the Initiative Project. In general, mitigation measures as presented in the SEIR for the Zone would also reduce noise impacts to less than significant for the Initiative Project.

Other Environmental Topics

The SEIR for the proposed Zone addressed the following environmental topics under Section 4.E, Other Topics, at a lower level of detail than other impacts (aesthetics, air quality, noise, and transportation and traffic), as impacts under these topics were not anticipated to generate

significant and unavoidable impacts, or impacts with different degrees of severity than under the General Plan EIR or the 2012 SEIR. These other topics include: biological resources, cultural resources, geology, greenhouse gas emissions, hazards and hazardous materials, hydrology and water quality, land use and planning, population and housing, public services and utilities systems, and recreation.

The modifications to the economic development zone that would result from the Citizen Initiative are limited to the nature of retail uses and, consequently, construction timeline and overall employee population. These changes would not alter the essential nature of land uses, project location, construction intensity, permitting processes, or ultimate buildout size, and therefore would not alter the nature of project impacts to many of the aforementioned topic areas. For some environmental topics, however, as described below, the Initiative Project would result in incrementally less severe or incrementally more severe impacts.

With these variances of construction and employee population, impacts related to biological resources, cultural resources, hazards and hazardous materials, and land use and planning under the Initiative Project would remain unchanged from those described in the SEIR for the proposed Zone. Appropriate mitigation measures as presented in the SEIR for these topic areas would also apply to the Initiative Project.

The increase of 557 employees under Initiative Project over the proposed Zone would, however, generate an increased demand on water resources, utilities and public services, and recreation resources, and would contribute incrementally to impacts related to population and housing. This increase of the employee population represented by the Initiative Project would ultimately be very minor in the context of available resources, including housing and recreational resources. The Initiative Project would therefore result in an incrementally increased impact for these resources, though, as stated above, applicable mitigation measures would also reduce these impacts.

With regard to impacts related to greenhouse gas emissions, the decrease in number of trips generated under the Initiative Project as compared to the proposed Zone would result in a net decrease in vehicle emissions, including greenhouse gas emissions. In addition, all development within the Johnson Drive area would be required to meet the energy and water efficiency standards of the California Building Code (Title 24). Similar to the proposed Zone, the Initiative Project would also result in a reduction over “business as usual” emissions, which would be greater than the City of Pleasanton Climate Action Plan goal of 15 percent below the 2005 baseline, and would also be greater than the 21.7 percent reduction specified by the latest guidance from the State regarding the Scoping Plan, indicating that the proposed Zone would be consistent with the Climate Action Plan and State mandates. Therefore, impacts related to the Initiative Project would be incrementally less than those that would result from the Zone.

Consistency with General Plan

A General Plan is the “constitution” for the order of development within a city. Both the proposed Zone and the Initiative Project would result in a change to local land use policy in that both would require a General Plan amendment and rezoning, and adoption of development standards. The

General Plan amendment and rezoning would not result in an inconsistency in land use between either the proposed Zone or the Initiative Project and surrounding uses. Neither the Zone nor the Initiative Project would conflict with any adopted land use plans or policies that have jurisdiction over the area; rather, the creation of an economic development zone that encompasses the area would facilitate the implementation of goals and policies in the Economic and Fiscal Element of the General Plan and Goal 6 of the City's Economic Development Strategic Plan (2007) to integrate economic development and land use.

Though the Initiative Project would not be explicitly inconsistent with policies in the General Plan, it would not promote some individual General Plan policies and programs to the same extent that the Zone would. **Table 7** presents a comparison of the proposed Zone and the Initiative Project with regards to the extent to which key General Plan policies and programs would be promoted by either project.

F. Other Implications of Initiative Project Buildout

Table 4 above (Section E) presents the buildout scenarios of the both the proposed Zone and the Initiative Project. As demonstrated in the table the Initiative Project would result in the same overall buildout area and square footage as under the Zone, however, the Initiative Project would result in 557 more employees.

Buildout of the Initiative Project would result in impacts related to fiscal, economic, traffic, air quality, and other topical issues; these impacts would be different than those that would occur under buildout of the proposed Zone, as addressed under Section F above. The two scenarios are also comparatively different in terms of market feasibility. The presence of a club retail store under the proposed Zone would generate strong potential for other retailers to benefit from consumer cross shopping, enhancing the appeal of the Johnson Drive area to prospective retail tenants. In contrast, the Initiative Project is a more theoretical development concept, with no particular retailer attached to the project or expressly interested in the site. Given the varying expectations of numerous smaller anchor retailers, it would likely be more difficult to secure multiple tenant commitments to the site sufficient to secure project financing. A project with a committed club retailer is more likely to secure financing than a conceptual project with no major tenant commitments or expressed interest. Thus, the Initiative Project is a more speculative project than the Zone, with a corresponding lower likelihood that the project would materialize and generate the forecasted net fiscal impacts; alternatively and at the very least, project development could be delayed beyond the time period assumed in the analysis, thus delaying the associated fiscal gains to the City's General Fund. Therefore, the likelihood of retail development occurring in the Johnson Drive area and the attendant fiscal benefits to the City of Pleasanton is greater for the Zone than the Initiative Project.

**TABLE 7
GENERAL PLAN POLICIES AND PROGRAMS AND THE ZONE AND INITIATIVE PROJECT**

General Plan Policy or Program	Extent to Which General Plan Policies or Programs Would be Promoted	
	Zone	Initiative Project
Land Use Element		
<i>Policy 6 (Special Interest Areas):</i> Develop comprehensive planning documents for undeveloped and underutilized areas of Pleasanton that are changing or have the potential to change. In the planning process, identify facility needs, explore opportunities for mixed-use development, and plan for a comprehensive circulation system.	The proposed Zone is the direct result of a comprehensive planning effort to address an area of Pleasanton that may be described as underutilized.	To the extent that planning documents prepared for the Zone (such as the Design Guidelines) would also apply to the Initiative Project (albeit in modified form), the Initiative Project would promote this policy.
<i>Policy 12 (Industrial, Commercial, and Office):</i> Preserve the character of the Downtown while improving its retail and residential viability and preserving the traditions of its small-town character.	The economic analysis prepared for the Zone and presented in the Final SEIR concluded that the Zone would have no adverse impacts to businesses in the Downtown and the Downtown's retail viability.	The Initiative Project may not promote this policy to the same extent as the Zone, as the economic analysis summarized in this report indicates that the Initiative Project would have substantially more impacts on existing retailers, with the potential to cause more retailers to experience sales declines, possibly resulting in store closures. Such sales impacts could occur in Downtown Pleasanton and/or elsewhere in the City.
<i>Policy 13 (Industrial, Commercial, and Office):</i> Ensure that neighborhood, community, and regional commercial centers provide goods and services needed by residents and businesses of Pleasanton and its market area.	The proposed Zone and its regional-serving retail uses address needs determined to exist within the larger market area, which includes communities outside of Pleasanton.	The Initiative Project, like the Zone, would provide goods and services needed in the market area.
Community Character Element		
<i>Policy 18:</i> Evaluate land-use changes in the context of overall City welfare and goals, as well as the desires of the surrounding neighborhoods. <i>Program 18.1:</i> When evaluating development proposals or changes in land use consider General Plan and Specific Plan policies, Zoning and Subdivision Ordinance standards, existing land uses, environmental impacts, safety, and resident, merchant and property owner concerns.	Some residents and business owners who are located in proximity to the Johnson Drive area have expressed objections regarding the proposed Zone's impacts on traffic. While not all traffic impacts would be reduced to a less-than-significant level, such impacts are addressed and mitigated by the measures presented in the SEIR for the Zone. In addition, the Zone would generate a net fiscal gain of \$2.3 to \$2.5 million a year at buildout, which could benefit overall City welfare.	Because the Initiative Project would generate similar traffic impacts as the Zone, objections among some nearby business owners and residents would ultimately likely be similar to the Zone. The Initiative Project would generate slightly less fiscal gain to the City compared to the Zone (\$1.9 to \$2.1 million a year at buildout) – representing a slightly reduced benefit to City welfare.

**TABLE 7
GENERAL PLAN POLICIES AND PROGRAMS AND THE ZONE AND INITIATIVE PROJECT**

General Plan Policy or Program	Extent to Which General Plan Policies or Programs Would be Promoted	
	Zone	Initiative Project
<p>Economic and Fiscal Element</p> <p>Goal 2: Sustain the community's quality of life with a vigorous and diverse economy.</p> <p><i>Policy 1:</i> Enhance Pleasanton's diversified economic base through an aggressive business retention and expansion program.</p> <p><i>Program 1.1:</i> Establish a business retention and expansion program that identifies needs and constraints to current business operations, and acknowledges the contributions and importance of existing businesses.</p> <p><i>Policy 3:</i> Strengthen the retail sector.</p>	<p>The proposed Zone would contribute to the diversification of the local economy by allowing the development of a greater range of land uses in the Johnson Drive area.</p>	<p>The Initiative Project would also diversify the local economy, although this goal would be slightly compromised compared to the Zone if the Initiative Project is not as economically viable as the Zone (due to a lack of major tenant commitments or expressed interest from tenants).</p>
<p>Goal 4 (Revenue System): Maintain a diverse and stable revenue system.</p> <p><i>Policy 18 (Sustainable City Finances):</i> Strive to maintain a diversified and stable revenue base that is not overly dependent on any land use, major taxpayer, revenue type, restricted revenue, inelastic revenue, or external revenue.</p>	<p>The Zone would assist the City in maintaining a diverse and stable revenue system by generating a net fiscal gain of \$2.3 to \$2.5 million a year at buildout. It would also allow a new club retail use to locate in Pleasanton. No such use currently exists in the City.</p>	<p>The Initiative Project may not promote this goal to the same extent as the Zone as it would generate slightly less fiscal gain to the City compared to the Zone (\$1.9 to \$2.1 million a year at buildout), primarily because it would limit retail establishments to footprints less than 50,000 square feet.</p>
<p>Subregional Planning Element</p> <p>Goal 1: Achieve a coordinated, efficient, and environmentally sensitive pattern of development in the Tri-Valley area.</p> <p><i>Policy 1:</i> Ensure that new development occurs in a compact community-centered pattern which supports existing communities, improves mobility, minimizes public infrastructure costs, protects natural resources, and supports economic activity.</p>	<p>The proposed Zone would generate new retail, office, and other uses on an infill site, located in close proximity to major transportation infrastructure, and would thus promote this goal.</p>	<p>The Initiative Project would promote this goal because, like the Zone, it would generate new development on an infill site near a major transportation node.</p>

SOURCE: City of Pleasanton General Plan, 2009.

G. Conclusions

As discussed above and summarized in the Executive Summary at the beginning of this report, implementation of the Initiative Project is likely to result in some key differences in comparison to implementation of the proposed Zone. While the two potential economic development zone projects would involve the same total square footage of building space, by replacing club retail with general retail and restricting individual retail use footprints to less than 50,000 square feet per use, the Initiative Project would experience a number of key impact variances to that of the Zone proposed by the City, including:

- *Traffic Impacts.* Although the Initiative Project would generate fewer vehicle trips to the Johnson Drive area, it would result in the same significant and unavoidable near-term and long-term transportation impacts that would result from the proposed Zone. In addition, funding of traffic improvements would likely be more difficult due to the smaller-footprint retail composition of the Initiative Project, in turn diminishing the feasibility of the Initiative Project.
- *Air Quality Impacts.* Emissions of air pollutants from construction of the Initiative Project would be generally higher than those expected to be generated by the proposed Zone. Air emissions from operation of the Initiative Project would be lower than for the Zone. In addition, it is likely that operational emissions from the Initiative Project would, like the Zone, exceed Bay Area Air Quality Management District thresholds of significance.
- *Noise Impacts.* Noise resulting from construction and operation of the Initiative Project would be similar to that of the Zone.
- *Economic Impact.* The Initiative Project would result in substantially more impacts on existing retailers in Pleasanton and nearby, with the potential to cause more retailers to experience sales declines, possibly to the extent of resulting in store closures. The Initiative Project would generate \$5.7 million of sales impacts per year at buildout in 2028, compared to \$1.3 million of sales impacts per year at buildout under the Zone.
- *Fiscal Impact.* The net fiscal benefits of the Initiative Project are expected to be lower than for the Zone. The Initiative Project would result in a net fiscal gain for the City of \$1.9 to \$2.1 million/year at buildout, compared to a net fiscal gain of \$2.3 to \$2.5 million/year under the Zone at buildout in 2028.
- *General Plan Consistency.* While the Initiative Project would not be explicitly inconsistent with policies in the General Plan, it would not promote some individual General Plan policies and programs to the same extent as the proposed Zone.
- *Market Feasibility.* Uncertainty of project financing and lack of tenant commitments make the Initiative Project much less likely to be constructed, and more likely to be infeasible, than the proposed Zone.

H. Report Preparers and Reviewers

This report was prepared by ESA Associates and ALH Urban & Regional Economics, with assistance from City staff. The report preparers and reviewers are listed below.

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Appendices

- A. City Staff Report, including Citizen Initiative
- B. JDEDZ Project Description (Draft and Final SEIR)
- C. Johnson Drive EDZ Land Use Study and Fiscal Impact Analysis (Draft SEIR Appendix C, prepared by Brion & Associates)
- D. Uses Permitted or Conditionally Permitted in the Johnson Drive EDZ (Draft SEIR Appendix B)
- E. Draft EDZ Design Guidelines (Draft SEIR Appendix D)
- F. Initiative Project Economic and Fiscal Impact Analysis (prepared by ALH Urban & Regional Economics)
- G. Technical Data for Air Quality and Traffic



Appendix A

City Staff Report, including
Citizen Initiative

CITY COUNCIL AGENDA REPORT

July 19, 2016
City Attorney
City Clerk
Community Development

TITLE: CONSIDER ACTION IN RESPONSE TO REGISTRAR OF VOTERS' CERTIFICATION OF INITIATIVE PETITION LIMITING RETAIL USES TO LESS THAN 50,000 SQUARE FEET IN THE JOHNSON DRIVE ECONOMIC DEVELOPMENT ZONE AREA BY: (1) INTRODUCING ORDINANCE ADOPTING INITIATIVE; (2) ADOPTING RESOLUTION SUBMITTING INITIATIVE TO THE VOTERS PLUS UNDERTAKING RELATED ELECTION MATTERS; OR (3) ORDER REPORT ON EFFECTS OF INITIATIVE; AND PROVIDE DIRECTION ON WORK DURING PENDENCY OF INITIATIVE

SUMMARY

The Alameda County Registrar of Voters has certified the "Citizens for Planned Growth in the Johnson Drive Economic Development Zone" initiative that generally prohibits retail uses larger than 50,000 s.f. within that specific zone. The California Elections Code now requires the Council to take one of three actions: (1) adopt the initiative; (2) submit the initiative to the voters; or (3) order a report on the effects of the initiative, and then after receiving the report adopt the initiative or submit it to the voters.

RECOMMENDATION

Accept Certification of Sufficiency of Petition. Decide whether to request an Elections Code report on the effects of the initiative by August 9th, or an informational report on a later date. If such an Elections Code report is requested, provide staff direction as to the scope of the Elections Code report, date for return of the Elections Code report, and then election matters will be considered thereafter. If no Elections Code report is requested by August 9th, submit the initiative to the voters by adopting a resolution calling for the measure to be placed on the November 8, 2016 General Election ballot, approve the form of the ballot question, direct the City Attorney to prepare an impartial analysis, establish due dates for direct and rebuttal arguments, and make determinations regarding Council interest in writing and/or signing ballot arguments. Also provide staff direction regarding handling of the Johnson Drive Economic Development Zone until the election.

FINANCIAL STATEMENT

The cost to prepare a report on the effects of the initiative are unknown until a scope of the report is determined. Staff time will be needed to write, and potentially coordinate consultants, for such a report. Costs to place this initiative on the November 8, 2016

ballot are estimated as \$25,000 for printing and translation costs. Costs for placing this initiative on a spring 2017 Standalone All Vote-by-Mail ballot is estimated between \$312,000 and \$394,000. Signature verification of the petition is estimated at \$22,000. These costs have not been budgeted.

BACKGROUND

In March 2016, a Notice of Intent to Circulate Petition for the Citizens for Planned Growth in the Johnson Drive Economic Development Zone initiative (Attachment 1) was filed with the City Clerk. The proponents of the initiative submitted their petition in June 2016. After examination, the Registrar of Voters has certified that the petition contains the required number of signatures of city registered voters. (See Attachment 2.)

The initiative proposes a General Plan amendment for the Johnson Drive Economic Development Zone (the "Zone"). This Zone comprises eleven parcels over forty acres generally east of Johnson Drive and north of Stoneridge Drive. The initiative includes both a map and a figure of the Zone. The initiative would add a new program to the Land Use Element of the General Plan that would: (a) encourage retail uses less than 50,000 s.f., highway and service commercial uses, and business and professional offices in the Zone; and (b) prohibit retail uses (including club retail) greater than 50,000 s.f. in the Zone.

As stated in the initiative's Notice of Intent, the initiative is in response to the City's consideration of the Johnson Drive Economic Development Zone. This Zone is being studied based on the City's Economic Development Zone Program adopted in April 2014. Consideration of this Zone has been proceeding with preparation and circulation of environmental documents, community meetings, and a joint Council and Planning Commission workshop. The City's public process for the Zone includes the study of potential General Plan amendments, rezoning, a planned unit development, development agreement, and other actions to allow retail, including a possible Costco club retail, hotels, and other uses. If the initiative were to be adopted, a potential Costco (about 148,000 s.f. in size) would not be permitted in the Zone.

DISCUSSION

Under California Elections Code §9215, once the initiative has been certified, the Council must take one of the following three actions:

- (1) Adopt the initiative without alteration;
- (2) Submit the initiative without alteration to the voters at the next general municipal election being held in not less than 88 days, which would be November 8, 2016; or
- (3) Order a report on the effects of the initiative to be completed and presented to Council within thirty (30) days per Elections Code §9212. After the report is received, the Council must either: (i) adopt the initiative within ten days; or (ii) order an election.

After addressing the requirements of the Elections Code, Council may also request that staff provide an informational report regarding the Zone with club retail, as well as without club retail, as was discussed at the Council's joint workshop in April. Such an informational report would not be subject to the Elections Code deadlines described in this report.

Report on Effects of Initiative.

The threshold question for the Council is whether to request an Elections Code report on the effects of the initiative. Per Elections Code § 9212, such an Elections Code report can encompass the following topics:

- a. Fiscal impact;
- b. Effect on internal consistency with the General Plan, including the Housing Element;
- c. Effect on use of land, including availability and location of housing;
- d. Impact on the funding of infrastructure, both construction and maintenance, for transportation, schools, and parks;
- e. Impact on city's ability to attract and retain business and employment;
- f. Impact on uses of vacant parcels of land;
- g. Impact on agricultural lands, open space, traffic congestion, existing business districts and developed areas designated for revitalization; and
- h. Any other matters requested by the Council.

If such an Elections Code report is requested, it must be presented to the Council at a date set by Council, but no later than thirty (30) days after the request. If the Council decides to request such an Elections Code report, it can be presented at a special meeting on August 9th or at Council's scheduled regular meeting on Tuesday August 16th. *Note:* To prepare such an Elections Code report, have it available for public review by Friday August 5th, and considered at a special meeting on Tuesday August 9th, only 12 business days would be available for preparation. For the August 16th regular meeting, if such an Elections Code report is available to the public by Friday August 12th, that would provide 18 business days for preparation (and depending on the complexity of the topics requested to be analyzed, this schedule may present challenges for the preparation of such a detailed Elections Code report). It should be noted that after the City Council and Planning Commission's joint workshop on the Zone in April, staff and consultants already started working on a supplemental informational report for consideration based on questions raised at the workshop, including analyzing some of the implications of the initiative's limit on retail uses to less than 50,000 s.f.

After the Elections Code report is received, within 10 days the Council must either: (1) adopt the initiative; or (2) order an election. (See Elections Code §9215(c).) *Note:* Friday, August 12th is the last day to place the initiative on the November 8th ballot. So, if the Council requests an Elections Code report to be presented at a special meeting on August 9th, the Council could also take action at that same meeting to place the initiative on the November 8th ballot, or adopt the initiative that evening. If placed on the November 8th ballot, estimated costs to translate and print are \$25,000. This is in addition to the \$22,000 estimated cost for signature verification.

If the Council desires extensive analysis regarding the effects of the initiative that cannot reasonably be prepared in 12 business days, the Council may request that the Elections Code report be presented at its regularly scheduled August 16th meeting. At that August 16th meeting, Council can decide whether to adopt the initiative or place it on the ballot for a special election in spring 2017. As another option, to meet the statutory requirement to act within 10 days of presentation of the report, the Council could also call a special meeting by Friday August 26th to make that decision to adopt or place the initiative on a spring 2017 ballot. If placed on a spring 2017 special election ballot, estimated costs to translate, print and hold a standalone all vote-by-mail special election is estimated between \$312,000 and \$394,000. Similarly, this cost would be in addition to the \$22,000 estimated cost for signature verification.

Such an Elections Code §9212 report was requested and prepared for the Save Pleasanton's Hills & Housing Cap initiative (Measure PP) in November 2008.

As an alternative to have information available, but still be able to place the initiative on the November 2016 ballot, Council may: (1) take action on July 19th to place the initiative on the November ballot; and (2) request an informational report [*not* an Elections Code report] to address the Zone with club retail, as well as without club retail, as was discussed at the Council's joint workshop in April. Such an informational report could cover topics as directed by Council, and be presented for information at Council's August 16th meeting or another date.

Adopt or Submit Initiative to Voters.

It has been the City's practice to submit qualified initiatives (and referendums) to the voters. Staff recommends following this practice for the current initiative after a decision is made about whether to ask for an Elections Code report on the effects of the initiative. If such an Elections Code report is requested, no further election-related action is needed until the Elections Code report is returned to the Council in August.

If such an Elections Code report is not requested, then staff recommends that the Council submit the initiative to the voters by adopting a resolution to place the initiative on the November 8, 2016 General Election ballot (Attachment 3). The Council must also take the following actions:

- A. Establish the ballot question;
- B. Determine whether the City Attorney writes an impartial analysis;
- C. Establish due dates for submittal of ballot arguments and rebuttals; and
- D. Determine if the City Council will write an argument opposing the initiative.

A. Ballot Question. A ballot question for the initiative is limited to 75 words and "shall be a condensed version of the ballot title and summary." (See Elections Code §§9051, 10403, 13119 and 13247.) The ballot title and summary (Attachment 4) is provided for your reference, and topics not addressed in the ballot title and summary should not be included in the ballot question. Sample ballot questions in the format required by the Elections Code are set forth in Attachment 5.

B. Impartial Analysis. Elections Code §9280 provides that when a measure qualifies for the ballot, the Council may refer the measure to the City Attorney to “prepare an impartial analysis of the measure showing the effect of the measure on existing law and the operation of the measure.” The impartial analysis is different than the ballot title and summary that simply state the “purpose of the proposed measure” and is prepared by the City Attorney for petition circulation. (See Elections Code §9203.)

Staff recommends that Council authorize the City Attorney to prepare the impartial analysis for the ballot measure, per past practice. Based on the current calendar for the November 8th election, staff recommends that the City Attorney’s impartial analysis (not to exceed 500 words) be completed by July 28, 2016.

C. Ballot Argument Due Dates. Arguments for and against a ballot measure are allowed by Elections Code §§9281 et seq. It has been the City’s practice to allow both direct and rebuttal arguments, and it is recommended that this practice continue for the current initiative.

The timing for submitting arguments is set by the Elections Code and by the Alameda County Registrar of Voters to meet printing deadlines. Staff proposes that direct arguments (limited to 300 words) be due on August 18, 2016, and rebuttal arguments (limited to 250 words) be due on August 25, 2016.

D. Council Argument Opposing Initiative. Elections Code §9282 provides that when a measure is placed on the ballot by petition, “the persons filing an initiative petition pursuant to this article may file a written argument in favor of the ordinance, and the legislative body may submit an argument against the ordinance.” Therefore, the Council, as the “legislative body”¹, must decide whether to write a direct argument opposed to the initiative.² If Council writes such an argument, these are options to consider:

1. Write argument at public meeting. Council would need to schedule a special meeting for Tuesday August 9th to write the argument; which must be signed and submitted by August 18th.
2. Subcommittee writes argument. Select two members to write the argument.
 - a. The subcommittee is delegated the authority to select other persons to sign the argument for a total of five persons.
 - b. Other councilmembers can sign the argument so long as there is no editing of the argument.

If the Council decides to write an argument, it can select different Councilmembers to write the rebuttal. If different writers are wanted, it is recommended that the Council

¹ As the Elections Code allows the Council to write the argument as the “legislative body”, it would be listed as “By the Pleasanton City Council” followed by names and titles of those who sign the argument.

² Councilmembers who do not support an argument against the initiative may still be asked by the initiative proponents to be one of the five signatories of the proponents’ argument in favor of the initiative.

select a subcommittee comprising of two members to draft the rebuttal. With only one week between the due dates for the direct argument and rebuttal, only a special meeting would permit three or more Councilmembers to discuss the language of the rebuttal. For the rebuttal, the Council would have options, as detailed above, for third parties or other Councilmembers (not editing) to sign the rebuttal.

Council's decision regarding the direct and rebuttal arguments will be included in the attached resolution.

Handling of Zone during Pendency of Initiative.

Environmental analysis and public meetings regarding the Zone have been on-going since publication of the Notice of Preparation for the Draft Supplemental Environmental Impact Report in August 2014. At the recent joint City Council and Planning Commission workshop regarding the Zone on April 12, 2016, direction was provided to staff to continue the analysis and public process allowing for consideration of the Zone. The next steps would be public hearings before the Planning Commission, and then the City Council, regarding the Zone's General Plan amendments, rezoning, and consideration of the Supplemental Environmental Impact Report.

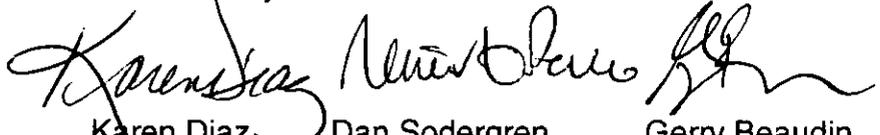
In advance of a vote on the initiative, staff can proceed with consideration of the Zone, or pause to await the outcome of the initiative. If Council provides direction to proceed with consideration of the Zone, both the proposed project with club retail / Costco will continue to be evaluated by staff, along with existing Alternative 2 – Reduced Retail that eliminates club retail uses. At this point, most of the documentation needed to present the Zone to Planning Commission and City Council for consideration (including a comprehensive response to public comments received on the Draft Supplemental Environmental Impact Report) are ready. Continuing to proceed could inform the public, as well as provide environmentally studied options for either voter result. If Council advises that the Zone should be paused, then no action will be taken until there is a final decision on the initiative.

Conclusion. Staff recommends that the Council:

- Accept the Registrar of Voter's certification of the Citizens for Planned Growth in the Johnson Drive Economic Development Zone initiative
- Provide direction about whether the Council wants an Elections Code report on the effects of the initiative
- If an Elections Code report is requested, provide direction about the topics to be addressed and a date (August 9th special meeting or August 16th regular meeting) when the Elections Code report should be presented
- If no Elections Code report is requested, adopt a resolution placing the initiative on the November 8, 2016 ballot, including language for a ballot question, asking for an impartial analysis, setting due dates for arguments, decide whether the Council will write an argument opposing measure, and which Councilmembers will write such arguments

- Provide direction about whether the Council wants an informational report on the Zone with club retail, and without club retail, as discussed at the Council's joint workshop in April, to be presented on August 16th
- Advise how the current study process for the Zone should be handled in advance of the vote on the initiative.

Submitted by:



Karen Diaz
City Clerk

Dan Sodergren
for City Attorney

Gerry Beaudin
Director of
Community Development

Approved by:



Nelson Fialho
City Manager

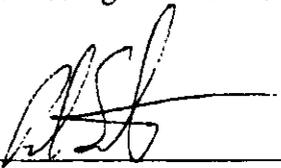
Attachments:

1. Citizens for Planned Growth in the Johnson Drive Economic Development Zone Initiative
2. Alameda County Registrar of Voters Certification of Initiative Petition
3. Resolution Submitting the Initiative to the Voters
4. Ballot title and summary
5. Sample Ballot Questions
6. Resolution Setting Priorities for Arguments

Notice of Intent to Circulate Petition

Notice is hereby given by the persons whose names appear hereon of their intention to circulate the petition within the City of Pleasanton for the purpose of prohibiting the approval of retail uses in excess of 50,000 square feet within the City's Johnson Drive Economic Development Zone. A statement of the reasons of the proposed action is as follows:

The City has proposed the "Johnson Drive Economic Development Zone" in the northwestern area of the City, located generally along Interstate 680 and at the southeastern corner of the Interstate 680/Interstate 580 intersection. While the City's proposal would encourage many beneficial uses of the area, such as small scale retail, business and professional offices, it would also permit large-scale "club retail" that would create significant environmental pollution and traffic congestion, including traffic back-ups on Interstate 680 and Stoneridge Drive, and blocked access to the driveways of existing businesses along Johnson Drive. To protect against these traffic problems and adverse environmental impacts, this initiative would limit retail uses to less than 50,000 square feet in the Johnson Drive Economic Development Zone but otherwise encourage the other beneficial uses the City currently contemplates for the area.

Signed: 
Paul Southern

Signed: 
William Wheeler

CERTIFICATION UNDER ELECTIONS CODE SECTION 9608

I, Paul Southern, acknowledge that it is a misdemeanor under state law (Section 18650 of the Elections Code) to knowingly or willfully allow the signatures on an initiative petition to be used for any purpose other than qualification of the proposed measure for the ballot. I certify that I will not knowingly or willfully allow the signatures for this initiative to be used for any purpose other than qualification of the measure for the ballot.

A handwritten signature in black ink, appearing to read 'Paul Southern', written over a horizontal line.

Paul Southern

Dated this 21st day of March, 2016

**CITIZENS FOR PLANNED GROWTH
IN THE JOHNSON DRIVE ECONOMIC DEVELOPMENT ZONE**

The People of the City of Pleasanton hereby ordain and enact as follows:

Section 1. Title.

This Act shall be known and may be cited as the **“Citizens for Planned Growth in the Johnson Drive Economic Development Zone”**

Section 2. Findings and Declarations.

The People of the City of Pleasanton (“City”) find and declare as follows:

1. The City has proposed a new "economic development zone" ("EDZ") in the northwestern area of the City, located generally along Interstate 680 and at the southeastern corner of the Interstate 680/Interstate 580 intersection. The City's proposed EDZ is called the "Johnson Drive Economic Development Zone" (or "Johnson Drive EDZ").
2. The area identified for the Johnson Drive EDZ in the Draft Supplemental Environmental Impact Report, dated September 2015 and on file with the City, identifies twelve parcels as being located within the EDZ. Eleven of those parcels front Johnson Drive and are currently designated as "Business Park" which allows for high-quality, campus-like development, including administrative, professional office, and research uses. Retail commercial uses are also allowed but are limited to those primarily serving business park employees. Floor area ratios are not to exceed 0.6. The remaining parcel, which fronts Commerce Circle, is designated as "General and Limited Industrial" and allows for limited industrial uses with a floor area ratio not exceeding 0.5.
3. The City's Johnson Drive EDZ, however, will amend the City's General Plan to allow several new uses, including a large "club retail" store within the Johnson Drive EDZ.
4. Given the proliferation of retail shopping centers, club retail, and strip malls, it is critical that Pleasanton maintain the capacity for uses such as administrative, professional office, research and development and general and limited industrial, to ensure that businesses have the opportunity to locate in the City and the citizens of Pleasanton have diverse job opportunities close to home.
5. In comparison with the current Business Park and General and Limited Industrial uses, some of the new uses allowed by the Johnson Drive EDZ will generate significantly greater traffic and air quality impacts.
6. The new uses within the Johnson Drive EDZ would degrade traffic level of service at critical intersections within the Johnson Drive EDZ that cannot be mitigated to less-than-significant levels. The increased traffic will also result in vehicle queuing and spill-back on major thoroughfares near the Johnson Drive EDZ, including on Interstate 680 and on Stoneridge Drive, and will result in blocked access to driveways to existing businesses along Johnson Drive.

7. The Johnson Drive EDZ traffic impacts and related air quality impacts will significantly reduce the suitability of the area for uses such as administrative, professional office, research, and general and limited industry.

Section 3. Purpose and Intent.

In enacting this Act, the people of the City do hereby declare it is their purpose and intent to:

1. Encourage the development of business and professional offices, small scale retail, highway and service commercial uses in the Johnson Drive EDZ by preserving the area for such uses and prohibiting large scale retail uses, which would cause traffic and environmental impacts that would detract from the attractiveness of the zone for business and professional office, small scale retail, highway and service commercial uses.
2. Ensure that citizens of Pleasanton have diverse job opportunities close to home, not just entry level retail jobs.
3. Encourage large-scale retail uses in locations within the City that meet the General Plan goal of achieving a coordinated, efficient and environmentally sensitive pattern of development within the Tri-Valley area.

Section 4. Pleasanton General Plan Amendment

A new Program 15.6 shall be added to Policy 15 of Section 2.0 (Land Use Element) of the Pleasanton General Plan 2005-2025 to read as follows:

Program 15.6:

- (a) Encourage retail uses of less than 50,000 square feet, highway and service commercial, business and professional offices in the Johnson Drive EDZ; and
- (b) Prohibit retail uses (including club retail) of 50,000 square feet or more in the Johnson Drive EDZ.

For purposes of Program 15.6, the Draft Supplemental Environmental Impact Report identifies the Johnson Drive EDZ as twelve parcels of land covering approximately 40 acres. The Johnson Drive EDZ is generally located in the southeast corner of the intersection of Interstate 680 and Interstate 580. Eleven of the parcels front Johnson Drive and one parcel fronts Commerce Circle. The precise location of the Johnson Drive EDZ is shown on Figure 3-2 (Johnson Drive Economic Development Zone-Project Location Map) and Figure 3-3 (Parcel Subdivision) attached hereto as Exhibit A and incorporated herein as part of this initiative.

Section 5. Exemptions for Certain Projects.

- A. Section 4 of this initiative shall not apply to any development project or ongoing activity that

has obtained, as of the effective date of this initiative, a vested right pursuant to state or local law.

B. This initiative shall not be interpreted to apply to any development, land, or use that, under state or federal law, is beyond the power of the local voters to affect by the initiative power reserved to the people via the California Constitution.

C. Nothing in this initiative shall be construed or applied to prevent the City from complying with its housing obligations under state law. The City Council may, without voter ratification, approve a change to the amendments of the General Plan set forth in this initiative for the sole purpose of complying with the City's housing obligations if it (1) makes a finding that such change is necessary to comply with the City's housing obligation and there is no suitable land available elsewhere in the City that may be used to satisfy the obligation; and (2) makes such a change or approves a project only to the extent necessary to comply with the applicable state law housing obligation.

Section 6. Implementation.

A. The date the notice of intent to circulate this initiative measure was submitted to the City's elections official is referenced herein as the "submittal date." The City General Plan and Zoning Ordinance in effect on the submittal date and the General Plan as amended by this initiative comprise an integrated, internally consistent, and compatible statement of policies for the City. In order to ensure that nothing in this initiative measure would prevent the City General Plan from being an integrated, internally consistent, and compatible statement of the policies of the City, as required by state law, and to ensure that the actions of the voters in enacting this initiative are given effect, any amendment to the General Plan that is adopted between the submittal date and the date that the General Plan is amended by this initiative measure shall, to the extent that such interim-enacted provision is inconsistent with the General Plan provisions of this initiative, be amended as soon as possible and in the manner and time required by state law to ensure consistency between the provisions adopted by this initiative and other elements of the General Plan.

B. The City Council is hereby authorized and directed to amend the City General Plan, all specific plans, the City Zoning Ordinance, the Zoning Map, and any other ordinances and policies if necessary, to implement this initiative and to the extent any of the foregoing are affected by this initiative as soon as possible and in the manner and time required by any applicable state law, to ensure consistency between the policies adopted in this initiative and other elements of the foregoing laws and policies.

Section 7. Liberal Construction.

The provisions of this Act shall be liberally construed to effectuate its purposes. Nothing herein shall be construed to make illegal any lawful use being made of any land in compliance with all required permits in force before the effective date of this Act.

This Act is intended to be compatible with the City's anticipated establishment of the Johnson Drive EDZ, and with its re-designation in the General Plan of the Johnson Drive EDZ from Business Park and General and Limited Industrial to Retail/Highway/Service Commercial/

Business and Professional Offices, with the exception of the limitation on large-scale retail uses set forth in subdivision (b) of Program 15.6, and shall be construed consistent with this intent.

Section 8. Effective Date.

If the City Council approves this measure, or if a majority of the voters pass this Act, it shall become a valid enactment of the City, binding on the City Council and all other City officials, as of the earliest date allowed by law.

Section 9. Conflicting Law.

If this initiative measure and another measure on the same subject matter appear on the same ballot, and a majority of the voters vote in favor of both measures but this measure receives more votes than the other measure, this measure alone shall become valid, binding, and adopted in its entirety, and the other measure shall be null and void in its entirety. If a majority of the voters vote in favor of both measures but this measure receives less votes than the other measure, only those provisions of the other measure that are in direct and irreconcilable conflict with the provisions of this measure shall control, and all other provisions of this measure shall become valid, binding, and adopted. The voters expressly declare this to be their intent, regardless of any contrary language in any other ballot measure.

Section 10. Amendment.

This Act may be amended only by a vote of the People at a municipal election.

Section 11. Judicial Enforcement.

Any aggrieved person or City registered voter shall have the right to maintain an action for equitable relief to restrain any violation of this Act, or to enforce the duties imposed on the City by this Act.

Section 12. Severability.

This Act shall be interpreted and applied so as to be consistent with all federal, state, and local laws, rules, and regulations. If any provision of this Act or part thereof, or any application thereof, is for any reason held to be invalid or unconstitutional, the remaining sections and applications shall not be affected but shall remain in full force and effect, and to this end, the provisions of this Act are severable.

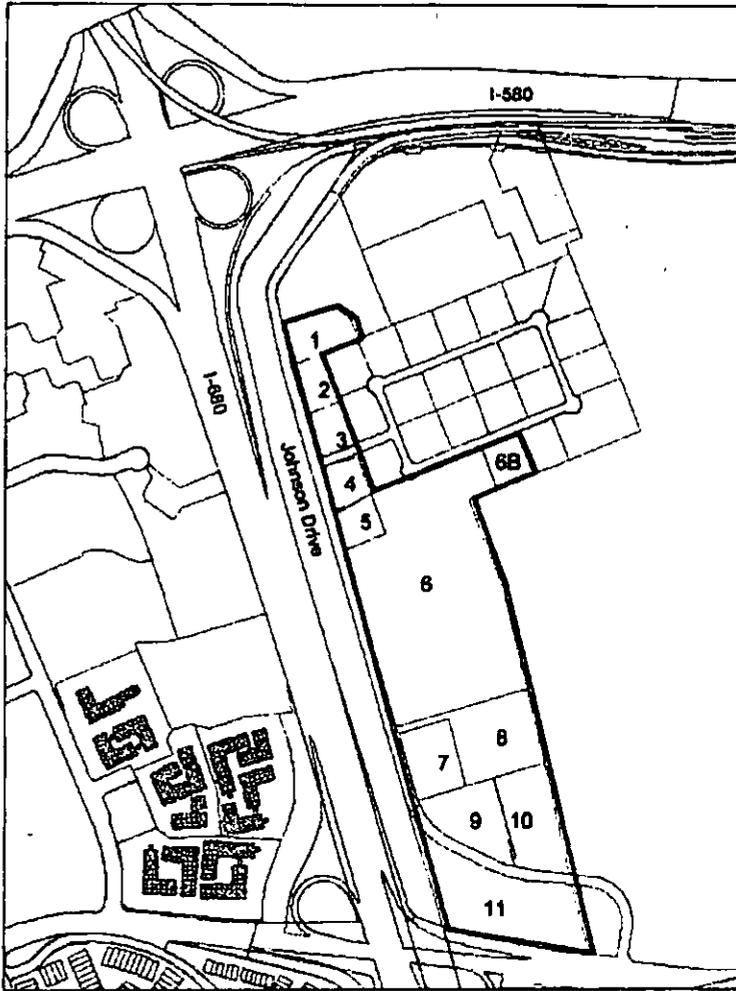


SOURCE: Google Maps

Johnson Drive EDZ . 140421

Figure 3-2
Johnson Drive Economic Development Zone
Project Location Map

EXHIBIT "A"



Parcel	Area	Zoning	Ownership	Address / APN
1	1.47	I-G-40	Valley Bible Church	7106 Johnson Drive / 941-1311-335
2	0.93	PUD-I/C-O	Greater East Bay Properties, LLC	7116 Johnson Drive / 941-1311-1
3	0.92	I-G-40	Garnet Bear, LP	7132 Johnson Drive / 941-1311-2
4	0.94	I-G-40	William Wheeler	7080 Commerce Circle / 941-1311-21
5	0.94	I-G-40	Johnson Drive Holdings I, LLC	7164 Johnson Drive / 941-1311-22
6	+/- 17.15	I-G-40	Johnson Drive Holdings I, LLC	7200 Johnson Drive* / 941-1311-19
6B	0.93	I-G-40	Johnson Drive Holdings I, LLC	7035 Commerce Circle / 941-1311-016
7	1.95	PUD-G&LI	PT & T Co. 279-1-51-2	Johnson Drive / 941-1300-18
8	3.60	PUD-G&LI	PT & T Co. 279-1-51-2	7240 Johnson Drive / 941-1300-17
9	2.43	PUD-G&LI	Johnson Drive Holdings I, LLC	Johnson Drive / 941-1300-15
10	2.84	I-G-40	Johnson Drive Holdings I, LLC	7280 Johnson Drive / 941-1300-14
11	5.88	PUD-G&LI	Chamberlin Associates Johnson Drive I Ltd. PTP	7275 Johnson Drive / 941-1300-19
				+/- 39.98
				*7200, 7202, 7206, 7208 Johnson Drive

SOURCE: City of Pleasanton

Johnson Drive EDZ . 140421

Figure 3-3
Parcel Subdivision

REGISTRAR OF VOTERS CERTIFICATE TO PETITION

I, **Tim Dupuis**, Registrar of Voters for the County of Alameda, State of California, hereby certify that:
An Initiative Petition entitled: An Initiative Measure proposing to Amend the City of Pleasanton's General Plan to prohibit retail uses of 50,000 square feet or greater in the Johnson Drive Economic Development Zone, was filed with the Pleasanton City Clerk within the statutory time limit and forwarded to this office for verification on June 16, 2016 and;

The petition contained 6,396 unverified signatures; and

Pursuant to California Elections Code section 9215, in order to be sufficient, the petition must have been signed by 4,015 qualified registered voters in the City of Pleasanton that number being equal to 10 percent of 40,154 of the total registered voters of the City at the last report of registration to the Secretary of State, and;

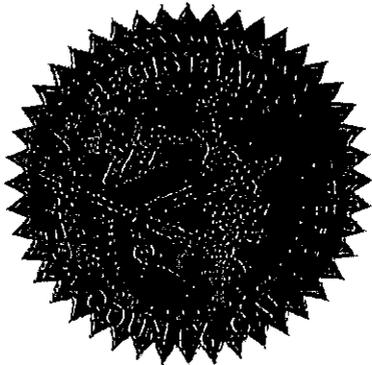
I have examined, or caused to be examined, signatures on the petition pursuant to California Elections Code sections 9211 and 9115; and

Have determined that the petition contained 5,039 valid signatures of qualified registered voters in the City of Pleasanton based on the line by line examination set forth in section 9115 (b) of the California Elections Code; and

That this number represents the total number needed to qualify the initiative; therefore

The petition is found to be sufficient to require the City Council of the City of Pleasanton to take the appropriate action specified in the California Elections Code.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal this 11th day of July 2016.



A handwritten signature in black ink, appearing to read "Tim Dupuis", written over a horizontal line.

Tim Dupuis
Registrar of Voters
County of Alameda
State of California

RESOLUTION NO. 16-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLEASANTON ORDERING THE SUBMISSION TO THE QUALIFIED ELECTORS OF THE CITY OF PLEASANTON A CERTAIN MEASURE RELATING TO "AN INITIATIVE MEASURE PROPOSING TO AMEND THE CITY OF PLEASANTON'S GENERAL PLAN TO PROHIBIT RETAIL USES OF 50,000 SQUARE FEET OR GREATER IN THE JOHNSON DRIVE ECONOMIC DEVELOPMENT ZONE" AT THE GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 8, 2016, AS CALLED BY RESOLUTION NO. 16-682

WHEREAS, a General Municipal Election on Tuesday, November 8, 2016 has been called by Resolution No. 16-862, adopted on June 7, 2017; and

WHEREAS, the City Council also desires to submit to the voters at the election a measure entitled "An initiative measure proposing to amend the City of Pleasanton's General Plan to prohibit retail uses of 50,000 square feet or greater in the Johnson Drive Economic Development Zone";

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES RESOLVE, DECLARE, DETERMINE, AND ORDER THE FOLLOWING:

SECTION 1: That the City Council pursuant to its right and authority, does order submitted to the voters at the General Municipal Election the following question:

	YES
	NO

SECTION 2: That the proposed measure submitted to the voters is attached as Exhibit A.

SECTION 3: That in all particulars not recited in this resolution, the election shall be held and conducted as provided by law for holding municipal elections.

SECTION 4: That notice of the time and place of holding the election is given and the City Clerk is authorized, instructed and directed to give further or additional notice of the election, in time, form and manner as required by law.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Pleasanton at a regular meeting held on July 19, 2016.

I, Karen Diaz, City Clerk of the City of Pleasanton, California, certify that the foregoing resolution was adopted by the City Council at a regular meeting held on July 19, 2016, by the following vote:

- Ayes:
- Noes:
- Absent:
- Abstain:

Karen Diaz, City Clerk

APPROVED AS TO FORM:

Daniel Sodergren, City Attorney

BALLOT TITLE

AN INITIATIVE MEASURE PROPOSING TO AMEND THE CITY OF PLEASANTON'S
GENERAL PLAN TO PROHIBIT RETAIL USES OF 50,000 SQUARE FEET OR GREATER
IN THE JOHNSON DRIVE ECONOMIC DEVELOPMENT ZONE

BALLOT SUMMARY

The City of Pleasanton is considering the creation of an Economic Development Zone (EDZ) within a 40-acre area along a portion of Johnson Drive in Pleasanton. The Draft Supplemental Environmental Impact Report prepared in September 2015 identified twelve parcels that are being considered for the EDZ. The parcels are generally located southeast of the juncture of Interstates 580 and 680. Eleven of the parcels front Johnson Drive and one parcel fronts Commerce Circle. The location of these parcels is shown in Figure 3-2 and Figure 3-3 of the Draft Supplemental Environmental Impact Report (which are attached to this initiative).

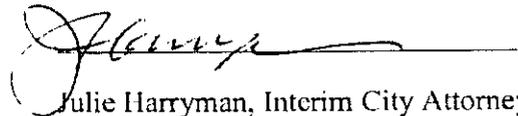
This initiative measure proposes to add a new program, Program 15.6, to the Land Use Element of the Pleasanton General Plan (2005-2025) in order to prohibit all retail uses 50,000 square feet or greater within the EDZ described above. As proposed, Program 15.6 would encourage highway and service commercial, business and professional offices, and retail uses of less than 50,000 square feet. Program 15.6 would not apply to an existing development project or activity with a vested right obtained prior to the effective date of the initiative; and would not prevent the City from complying with its housing obligations under state law.

The proposed amendment to the Pleasanton General Plan (to add Program 15.6) requires approval by a majority of voters in Pleasanton in order to become effective.

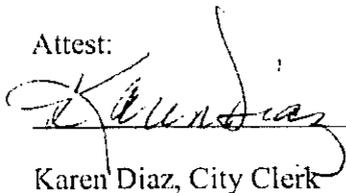
CERTIFICATION

This ballot title and summary are hereby submitted to the elections official in conformance with Section 9203 of the Elections Code of the State of California.

Dated: March 24, 2016


Julie Harryman, Interim City Attorney

Attest:


Karen Diaz, City Clerk

Sample Ballot Questions

1. "Shall the ordinance proposing to amend the City of Pleasanton's General Plan to prohibit retail uses of 50,000 square feet or greater in the Johnson Drive Economic Development Zone be adopted?" [31 words]
2. "Shall the ordinance proposing to amend the City of Pleasanton's General Plan to prohibit retail uses of 50,000 square feet or greater in the Johnson Drive Economic Development Zone, a 40-acre area generally located southeast of the juncture of Interstates 580 and 680, be adopted?" [45 words]
3. "Shall the ordinance proposing to amend the City of Pleasanton's General Plan to prohibit retail uses of 50,000 square feet or greater in the Johnson Drive Economic Development Zone, a 40-acre area including twelve parcels, eleven of which front Johnson Drive and one parcel which fronts Commerce Circle, be adopted?" [50 words]
4. "Shall the ordinance to amend the City's General Plan for the Johnson Drive Economic Development Zone, a 40-acre area located southeast of the juncture of Interstates 580 and 680, to: encourage highway & service commercial, business & professional offices, and retail uses of less than 50,000 square feet; prohibit all retail uses 50,000 square feet or greater; exempt existing projects or activities; and allow the City to comply with State housing obligations, be adopted?" [74 words]

RESOLUTION NO. 16-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLEASANTON, SETTING PRIORITIES FOR FILING WRITTEN ARGUMENTS REGARDING AN INITIATIVE MEASURE AND DIRECTING THE CITY ATTORNEY TO PREPARE AN IMPARTIAL ANALYSIS

WHEREAS, a General Municipal Election is to be held in the City of Pleasanton, California, on November 8, 2016, at which there will be submitted to the voters the following initiative measure:

“An initiative measure proposing to amend the City of Pleasanton’s General Plan to prohibit retail uses of 50,000 square feet or greater in the Johnson Drive Economic Development Zone”

WHEREAS, as provided by Elections Code §§9281 et seq., the City may allow direct and rebuttal ballot arguments regarding the initiative measure; and

WHEREAS, Elections Code §9282 permits the City Council to write an argument against the initiative measure.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES RESOLVE, DECLARE, DETERMINE AND ORDER THE FOLLOWING:

SECTION 1. Establishes August 18, 2016 and August 25, 2016, respectively, as the deadlines for submission of direct arguments and rebuttal arguments for the measure. Direct arguments not exceeding 300 words and rebuttal arguments not exceeding 250 words regarding the measure as specified above, shall be accompanied by the printed name(s) and signature(s) of the author(s) submitting it, in accordance with Elections Code § 9283. The arguments may be changed or withdrawn until and including the date fixed by the City Clerk after which no arguments for or against the initiative measure may be submitted to the City Clerk. The arguments shall be accompanied by the Form of Statement to Be Filed by Author of Argument.

SECTION 2. Authorizes _____ and _____ to write on behalf of the “Pleasanton City Council” a direct argument against the initiative measure; authorizes _____ and _____ to write on behalf of the “Pleasanton City Council” a rebuttal to the direct argument in favor of the measure; gives preference and priority to such arguments pursuant to Elections Code §§ 9282(b) and 9287; and delegates to the aforementioned writers the authority to select other persons to sign such arguments.

SECTION 3. Gives preference and priority to the argument in favor of the initiative measure as provided in Elections Code §§ 9282(a) and 9287.

SECTION 4. The city attorney shall prepare and submit by July 28, 2016 an impartial analysis of the initiative measure not exceeding 500 words showing the effect of the initiative measure on the existing law and the operation of the initiative measure as provided in Elections Code §9280.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Pleasanton at a regular meeting held on July 19, 2016.

I, Karen Diaz, City Clerk of the City of Pleasanton, California, certify that the foregoing resolution was adopted by the City Council at a regular meeting held on July 19, 2016, by the following vote:

Ayes:
Noes:
Absent:
Absent:

Karen Diaz, City Clerk

APPROVED AS TO FORM:

Daniel Sodergren, City Attorney

Appendix B

JDEDZ Project Description (Draft and Final SEIR)



CHAPTER 3

Project Description

This chapter describes the (1) EDZ location and boundaries; (2) characteristics of the EDZ area; (3) characteristics of the EDZ itself, including proposed development assumptions; (4) EDZ objectives; and (5) approval/intended uses of the SEIR.

A. Introduction

The City has identified the EDZ, which comprises 12 parcels in the northwestern part of the City, as a pilot economic development zone, designed to establish a vision and policy framework for the area with the purpose of encouraging investment in a highly-visible part of the City. The EDZ would replace or supplement current policies that apply within the EDZ area, and is intended to serve as a guide for future development in the EDZ area. To ensure consistency across the City's planning documents, the EDZ includes a proposed General Plan amendment, rezoning, and other entitlement approvals.

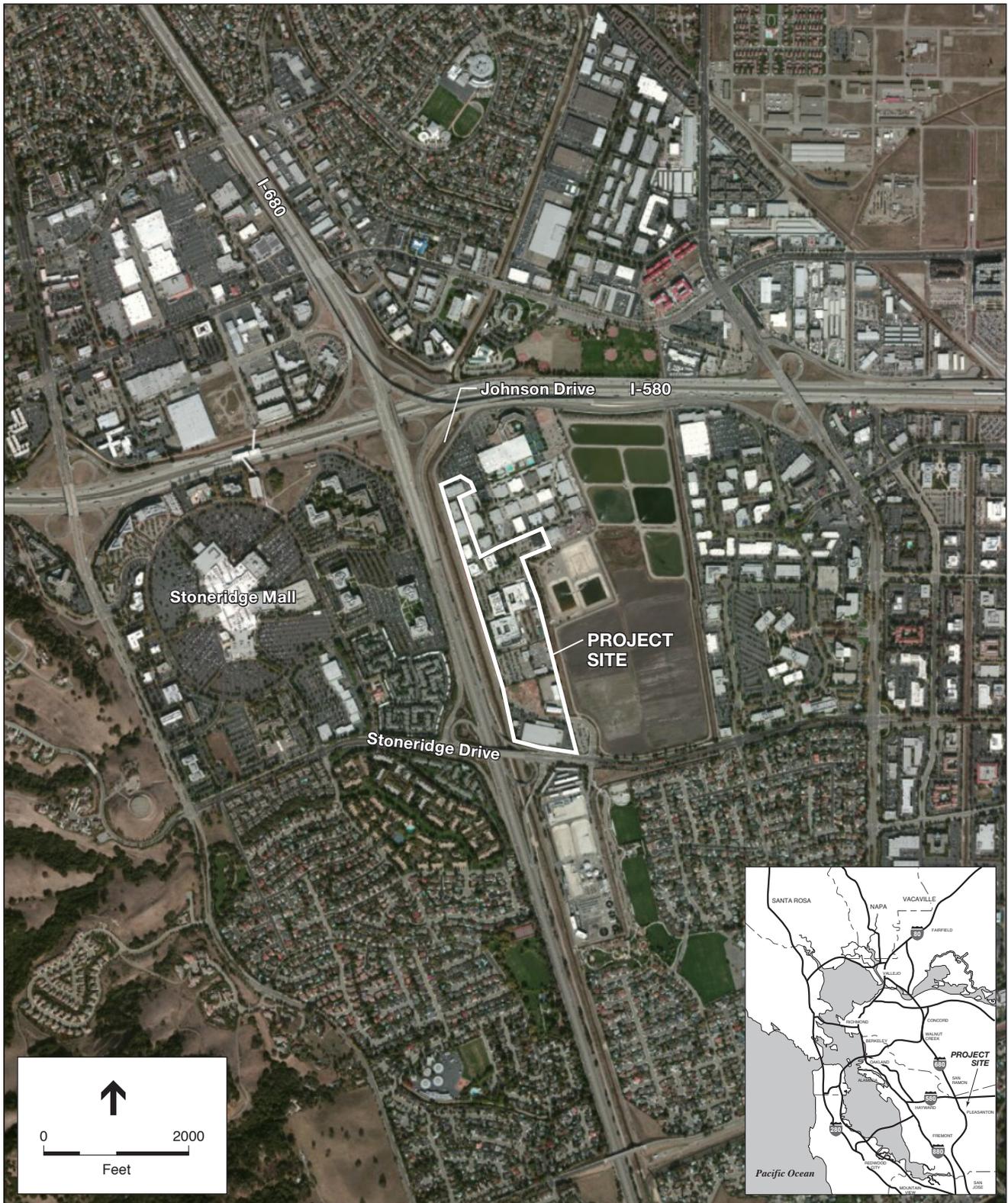
B. Regulatory Context

The EDZ area is currently designated Business Park in the City's General Plan, which is "Intended primarily to accommodate high-quality, campus like development, including administrative, professional office, and research uses. Retail commercial uses are limited to those primarily serving business park employees. Floor-area-ratios (FARs) are not to exceed 0.6" (City of Pleasanton 2009). Properties within the EDZ area are currently zoned General Industrial (I-G-40), Planned Unit Development-General and Light Industrial (PUD-G&LI), or Planned Unit Development Industrial/Commercial-Office (PUD-I/C-O).

C. Regional Location and Boundaries of EDZ Area

Regional Context

Pleasanton is located within Alameda County, one of nine Bay Area counties bordering the San Francisco Bay (see **Figure 3-1**). The city is generally bounded to the west by the Pleasanton ridgeland, to the north by Interstate 580 (I-580) and the city of Dublin, to the east by the city of Livermore and unincorporated Alameda County, and to the south by San Francisco Water Department lands and other rangelands. Interstate 680 (I-680) bisects the western portion of the City, intersecting I-580 in the northwestern part of the city. The EDZ area is located southeast of the intersection of I-680 and I-580, a major regional transportation node.



SOURCE: ESRI, 2014

Johnson Drive EDZ . 140421

Figure 3-1
Regional and Local Setting

Planning Area

The EDZ area (also referred to as the planning area) consists of 12 parcels located at 7106-7315 Johnson Drive and 7080 Commerce Circle, comprising approximately 40 acres and currently containing a mix of land uses, including light industrial, office, retail, and institutional uses. The area is bounded by a fitness center and parking uses on the north; light industrial, wastewater treatment, and Park and Ride uses to the east; Stoneridge Drive and the I-680 interchange to the south; and I-680 to the west. The EDZ area currently includes 224,688 square feet of occupied building space. The EDZ area previously included 573,723 square feet of building space; certain unoccupied vacant buildings have recently been demolished, as described below. **Figure 3-2** shows the planning area, and **Figure 3-3** shows the specific parcels in the planning area.

Ongoing Activities Within the EDZ Area

On September 23, 2014, the City approved a permit for demolition of all structures on Parcel 6 and Parcel 10 within the area of the proposed EDZ. Although all structure demolition has been completed, additional demolition activities are still on-going as of the date of this SEIR. The demolition is associated with ongoing remediation (underground contamination cleanup) activities, is separately permitted, and is outside the scope of the proposed EDZ analyzed in this SEIR.

Additionally, due to the nature of the existing uses within the EDZ area, other activities, such as the issuance of routine building permits, may occur on a regular basis within the EDZ area. Such permits are subject to separate review and approval by the City and are considered outside of the scope of the proposed EDZ.

D. EDZ Overview

The proposed EDZ consists of policies, regulations, and guidelines to allow for and facilitate future development and redevelopment within the EDZ area. As part of the proposed EDZ, the City could also specify fees and fee credits for prospective uses; specify off-site improvements; and execute one or more Development Agreements with identified property owners. A tax incentive or rebate program may also be established.

The EDZ would implement a number of existing General Plan goals, policies, and programs including:

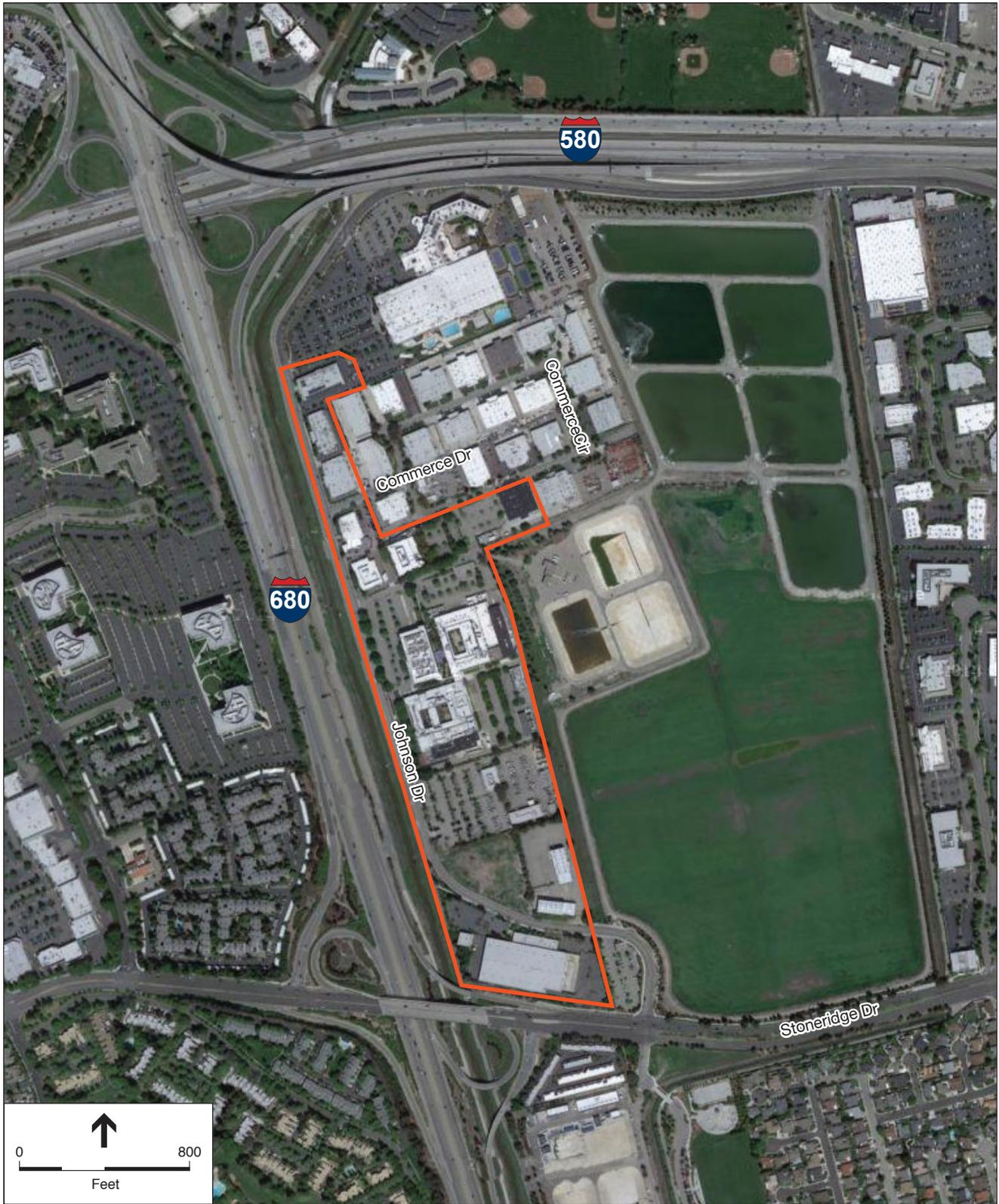
Land Use Element

Special Interest Areas

Policy 6: Develop comprehensive planning documents for undeveloped and underutilized areas of Pleasanton that are changing or have the potential to change. In the planning process, identify facility needs, explore opportunities for mixed-use development, and plan for a comprehensive circulation system.

Citizen Participation

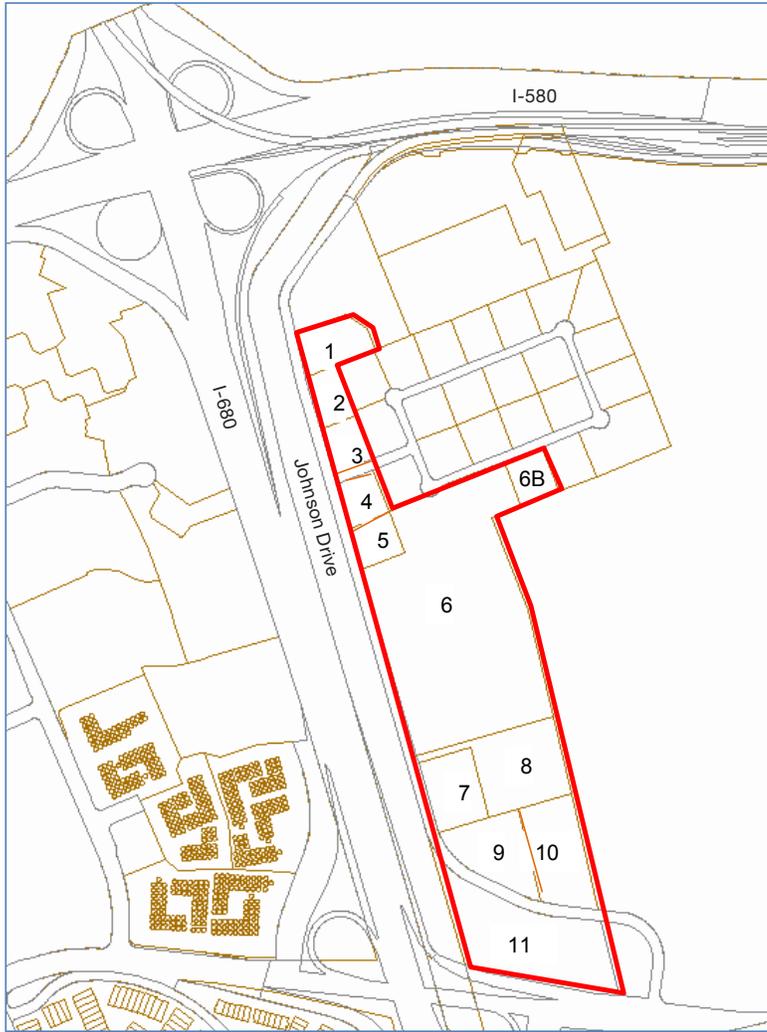
Policy 27: Review and update the Pleasanton General Plan as conditions change.



SOURCE: Google Maps

Johnson Drive EDZ . 140421

Figure 3-2
Johnson Drive Economic Development Zone
Project Location Map



Parcel	Area	Zoning	Ownership	Address / APN
1	1.47	I-G-40	Valley Bible Church	7106 Johnson Drive / 941-1311-335
2	0.93	PUD-I/C-O	Greater East Bay Properties, LLC	7116 Johnson Drive / 941-1311-1
3	0.92	I-G-40	Garnet Bear, LP	7132 Johnson Drive / 941-1311-2
4	0.94	I-G-40	William Wheeler	7080 Commerce Circle / 941-1311-21
5	0.94	I-G-40	Johnson Drive Holdings I, LLC	7164 Johnson Drive / 941-1311-22
6	+/- 17.15	I-G-40	Johnson Drive Holdings I, LLC	7200 Johnson Drive* / 941-1311-19
6B	0.93	I-G-40	Johnson Drive Holdings I, LLC	7035 Commerce Circle / 941-1311-016
7	1.95	PUD-G&LI	PT & T Co. 279-1-51-2	Johnson Drive / 941-1300-18
8	3.60	PUD-G&LI	PT & T Co. 279-1-51-2	7240 Johnson Drive / 941-1300-17
9	2.43	PUD-G&LI	Johnson Drive Holdings I, LLC	Johnson Drive / 941-1300-15
10	2.84	I-G-40	Johnson Drive Holdings I, LLC	7280 Johnson Drive / 941-1300-14
11	5.88	PUD-G&LI	Chamberlin Associates Johnson Drive I Ltd. PTP	7275 Johnson Drive / 941-1300-19
+/- 39.98				*7200, 7202, 7206, 7208 Johnson Drive

Economic and Fiscal Element

Economic Base

Goal 2: Sustain the community's quality of life with a vigorous and diverse economy.

Policy 1: Enhance Pleasanton's diversified economic base through an aggressive business retention and expansion program.

Program 1.1: Establish a business retention and expansion program that identifies needs and constraints to current business operations, and acknowledges the contributions and importance of existing businesses.

Policy 3: Strengthen the retail sector.

Revenue System

Goal 4: Maintain a diverse and stable revenue system.

Sustainable City Finances

Policy 18: Strive to maintain a diversified and stable revenue base that is not overly dependent on any land use, major taxpayer, revenue type, restricted revenue, inelastic revenue, or external revenue.

Subregional Planning Element

Goal 1: Achieve a coordinated, efficient, and environmentally sensitive pattern of development in the Tri-Valley area.

Policy 1: Ensure that new development occurs in a compact community-centered pattern which supports existing communities, improves mobility, minimizes public infrastructure costs, protects natural resources, and supports economic activity.

Development Assumptions

For the purpose of establishing the boundaries of analysis in this SEIR, various assumptions have been made regarding the level of development to be accommodated within the EDZ area. The assumed levels of development include new development on private property, and associated infrastructure improvements, in one or more phases.

No specific development projects have been proposed within the EDZ area. Detailed planning applications for specific development projects within the EDZ area would be submitted to the City at a later date.

Potential New Uses

While the extent of future development under the EDZ is unknown, the EDZ will provide parameters for future development that may take place. The uses authorized by the EDZ within the EDZ area include, as defined below, club retail (also known as warehouse club), hotel, recreational, office/commercial, and small- and large-format retail establishments. Existing uses within the EDZ area would be permitted to operate until redevelopment activities occur on those specific parcels.

With development of the EDZ, it is assumed that the area would contain a maximum of 509,990 square feet of building space. The level of actual development within the EDZ area may ultimately be less than assumed in the SEIR. For a complete list of uses that could be permitted or conditionally permitted within the EDZ area, see **Appendix B**.

**TABLE 3-1
EXISTING USES WITHIN THE EDZ**

Parcel #	Existing	
	Use	Size (sq. ft.)
1	Church/Institutional	20,000
2	Patioworld/Retail	18,995
3	Commercial/Retail	19,908
4	Black Tie Limo	14,460
5	Office	15,070
6	Vacant ^a	0
6B	Office/Light Industrial	27,550
7	Parking Lot	0
8	AT&T Facility	15,132
9	Vacant ^b	0
10	Vacant ^b	0
11	FedEx Distribution	93,573
Total		224,688
Subtotal General Retail	Parcels 2, 3	38,903
Subtotal Office	Parcel 5	15,070
Subtotal Commercial Service	Parcels 4, 7, 8, 10, 11	123,165
Subtotal Light Industrial	Parcel 6B	27,550
Subtotal Institutional	Parcel 1	20,000
Vacant	Parcels 6, 9, 10	0

^a Does not include square footage of structures (approximately 329,035 square feet total) demolished independently of the proposed EDZ

^b Does not include square footage of structures (approximately 20,000 square feet total) demolished independently of the proposed EDZ

SOURCE: City of Pleasanton, 2014

Proposed Phases of Development

For purposes of the SEIR analysis, it is assumed that development of the EDZ would occur in two or more phases, including an initial phase (Phase I) during which Parcels 6, 9 and 10 would be developed with hotel and retail uses, and one or more future development phases. Assumptions regarding likely development within the EDZ area are partly based on a fiscal impact analysis prepared for the proposed EDZ by Brion & Associates, which is presented in **Appendix C**.

Table 3-2 summarizes the characteristics of development assumed to take place during Phase I

and future development phases. “Full Buildout” as presented in Table 3-2 and analyzed in this SEIR, includes Phase I assumptions as well as future development phases, and represents the maximum assumed level of development within the entire EDZ area.

**TABLE 3-2
SUMMARY OF EDZ DEVELOPMENT CHARACTERISTICS**

Land Use or Other Characteristic	Unit	Existing Development	Phase I Development (Parcels 6, 9, and 10)	Full Buildout ¹
Employees	Jobs	369	642	1,149
General Retail	Square Feet	38,903	62,403	246,440
Club Retail	Square Feet	-	148,000	148,000
Commercial Service	Square Feet	123,165	123,165	-
Office	Square Feet	15,070	15,070	-
Industrial	Square Feet	27,550 ³	27,550	27,550
Hotel	Square Feet	-	88,000	88,000
Institutional/Religious	Square Feet	20,000	20,000	-
Total new gross building space	Square Feet	-	259,500	285,302
Total gross building space	Square Feet	224,688	484,188	509,990

¹ Inclusive of all phases of development, including Phase I.

² Includes 100% of population and 50% of employment.

³ Does not include square footage of structures demolished independently of the proposed EDZ.

Ac = Acres

SF = Square Feet

SOURCE: Appendix C (Brion & Associates, 2015).

Phase I Development Assumptions: Parcels 6, 9, and 10

During Phase I development of the EDZ, club retail uses could be developed on Parcel 6, and a select service hotel (a hotel that would provide certain dining and other specific services and amenities) and other general retail uses would be developed on Parcels 9 and 10.

Parcel 6 would be developed with up to 148,000 square feet of club retail uses, with building heights up to 40 feet, and associated uses, which may include a gas station. Parking for up to 800 vehicles and landscaping and site improvements, including bio-retention areas to manage on-site stormwater runoff and trees planted throughout the parcel to provide shading and visual screening around the perimeter, could also be developed on this parcel.

Parcels 9 and 10 could be developed with up to 88,000 square feet of hotel uses, with building heights up to 55 feet. Up to 23,500 square feet of general retail uses could also be developed on these parcels. Hotel and general retail uses would be surrounded by landscaping, and a landscaped buffer would be provided between each building and Johnson Drive.

For Phase I, it is assumed construction equipment and materials would be “staged” (stored and used) on each site as development takes place. **Figures 3-4** and **3-5** present conceptual plans for Phase I of development. As part of the proposed EDZ, the parcels would be re-zoned Planned Unit Development Commercial (PUD-C).

Full Buildout Development Assumptions

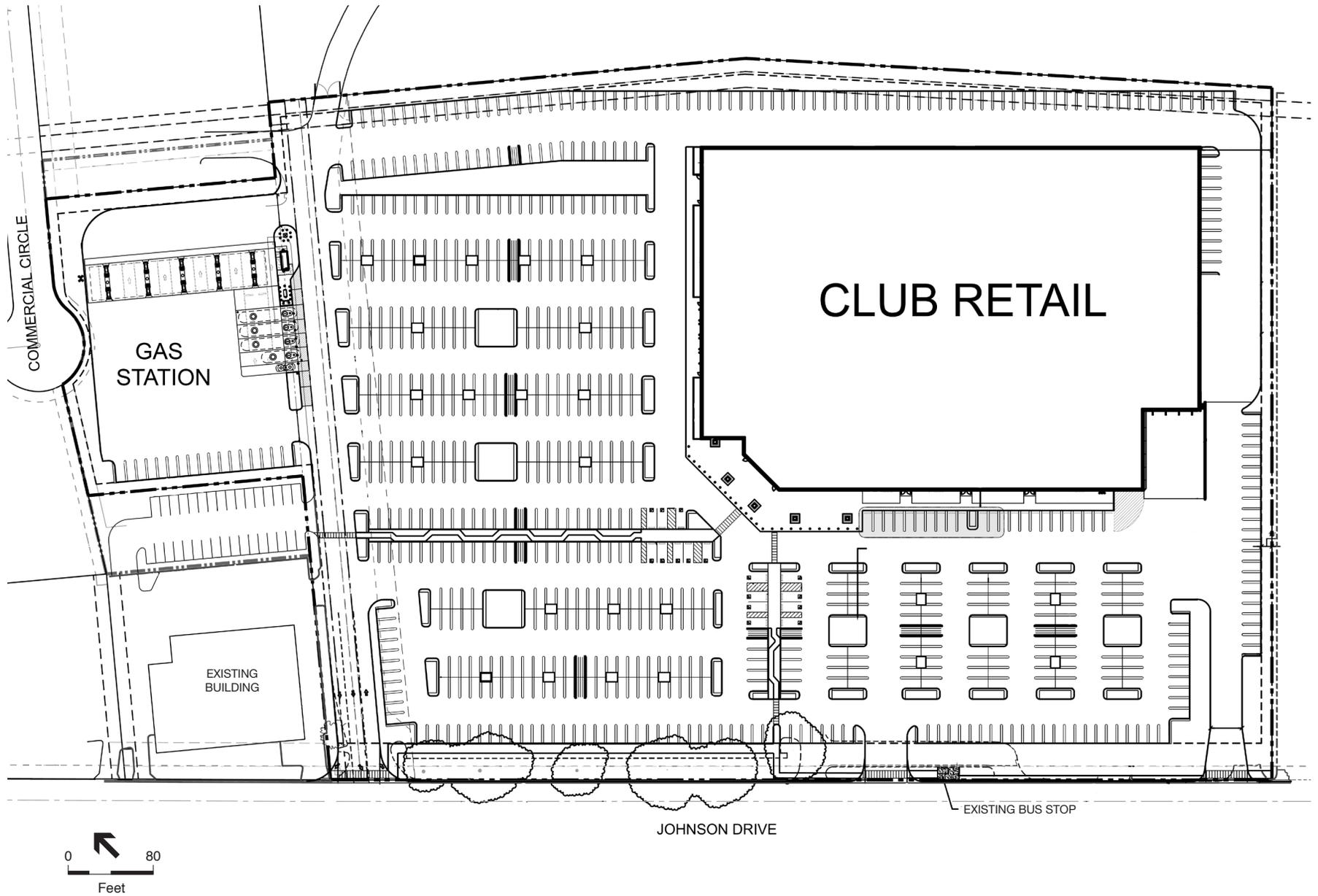
During future phases after the development of Parcels 6,9 and 10 under Phase I, it is assumed the other parcels within the EDZ would be redeveloped with types and intensities of uses consistent with fiscal projections recently prepared for the EDZ area and presented in Appendix C. Full buildout would include development as described for Phase I, and would include the development of up to 246,440 square feet of general retail uses, up to 148,000 square feet of club retail uses, up to 27,550 square feet of industrial uses, and up to 88,000 square feet of hotel uses, for a total of up to 509,990 square feet of uses. These later phases are assumed to take place over several years. No specific development activities are presented or analyzed in this SEIR at the level of detail that specific uses and locations are assumed for Phase I as described above.

Design Guidelines

The City has prepared Draft Design Guidelines for the EDZ (Design Guidelines), included in **Appendix D**. The purpose of the Design Guidelines is to provide urban design guidance at the planning application stage in order to achieve appropriate development for all uses within the EDZ. The Design Guidelines allow for the future development and redevelopment of the EDZ area in a way that is comprehensive and characterized by high-quality design, and that provides adequate landscaping and transportation access. The Design Guidelines provide direction on building height and setbacks, landscaping, parking supply, open spaces, building types and architectural features. All signage within the EDZ area would be subject to the Design Guidelines.

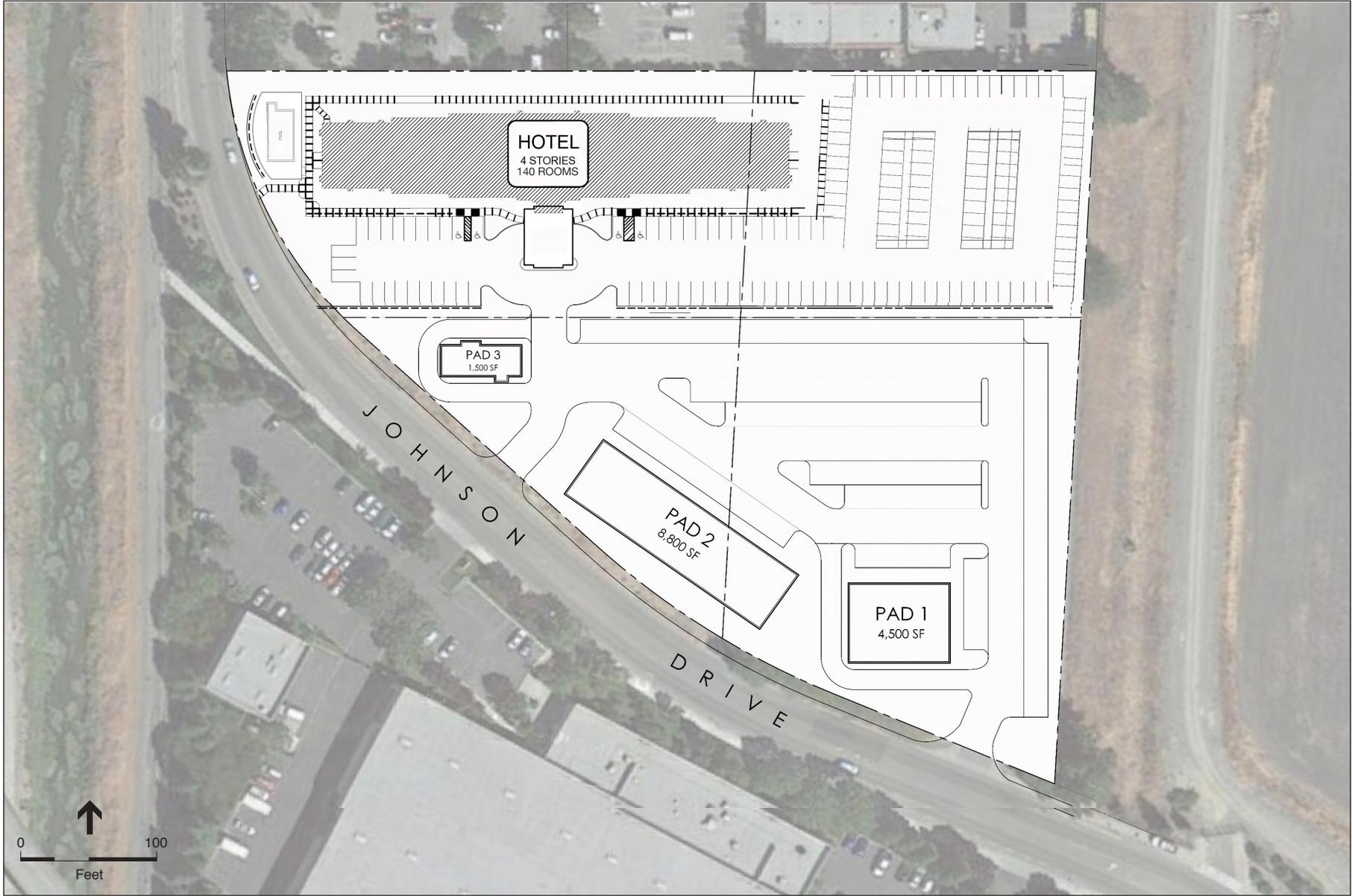
Utilities and Infrastructure

The EDZ area is currently served by water, sanitary sewer, stormwater, and other infrastructure. Development permitted under the EDZ may include upgrades to this infrastructure as needed to accommodate potential future development, as discussed further in Section 4.E, Other Topics, of this SEIR. The EDZ area is also served by the city’s transportation network. The assumed level of development under the EDZ may require potential upgrades to the transportation network, as discussed further in Section 4.D., Transportation and Traffic, of this SEIR.



SOURCE: Kenneth Rodrigues & Partners, Inc.

Johnson Drive EDZ . 140421
Figure 3-4
 Parcel 6 Conceptual Site Plan



SOURCE: Kenneth Rodrigues & Partners, Inc.

Johnson Drive EDZ . 140421

Figure 3-5
Parcels 9 and 10 Conceptual Site Plan

E. Statement of Objectives for the EDZ

CEQA *Guidelines* Section 15124(b) requires that the project description in an EIR include “a statement of the objectives sought by the proposed project,” which should include “the underlying purpose of the project.” The objectives of the proposed EDZ and associated approvals are to:

1. Provide a consistent framework for the City’s review and approval of new uses and projects in the EDZ area, encouraging investment in and adding value to these properties;
2. Maximize the benefits of the location of the EDZ area as an infill site located along transportation corridors and near transit by encouraging the development of both locally and regionally accessible uses in the EDZ area; and
3. Encourage the development of a diverse mix of uses in the City that would promote long-term economic growth by generating substantial new revenues for the City.

The Johnson Drive EDZ is the first EDZ proposed by the City and is anticipated to be a model for future economic development zones.

F. EDZ Approvals/Intended Uses of SEIR

If the EDZ is approved, several actions may be undertaken by the City of Pleasanton:

- **General Plan Amendment.** The General Plan designation of the EDZ area would be amended from “Business Park” to “Retail/Highway/Service Commercial; Business and Professional Offices.”
- **Rezoning.** The EDZ area would be rezoned from General Industrial (I-G-40), Planned Unit Development-General and Light Industrial (PUD-GL&I), and Planned Unit Development-Industrial/Commercial-Office (PUD-IIC-O) to Planned Unit Development-Commercial (PUD-C). This rezoning would include the approval of a list of permitted and conditionally permitted uses (**Appendix B**) for the EDZ.
- **Development Agreement.** If requested by an EDZ area property owner, a Development Agreement could be executed between the City and property owners.
- **Lot Line Adjustment.** If the City determines they are required, one or more lot line adjustments may be processed. For example, a lot line adjustment may be processed to combine Parcel 9 and Parcel 10.

In addition, the following incentives for development within the EDZ may be established:

- Fees and fee credits for specified uses; and
- Tax rebate/incentive program.

Other Governmental Agency Approvals

Additional subsequent approvals and permits that may be required for future development within the EDZ area from local, regional, state and federal agencies include, but are not limited to, the following:

- Bay Area Air Quality Management District (BAAQMD) approval of permits for point source emissions;
- Caltrans approval of improvements and/or funding for any future improvements on state facilities;
- Caltrans approval of encroachment permits;
- Extension of service and/or expansion of infrastructure facilities by area and nearby service districts (water district, electric utility district, sanitation district, fire district, school district);
- Regional Water Quality Control Board (RWQCB) approval of any activity impacting water features within the EDZ area, pursuant to the Clean Water Act and RWQCB standards;
- U.S. Army Corps of Engineers Clean Water Act Section 404 permit for work within jurisdictional waters of the U.S.;
- California Department of Fish and Wildlife Section 1600 Streambed Alteration Agreement, for removal of or disturbance to riparian habitat or Waters of the U.S.; and consultation under Section 2081 of the California Endangered Species Act;
- Review and approval by Zone 7 Water Agency of plans to work within the Alamo Canal; and
- Zone 7 Water Agency possible review and approval for some water reduction measures.

References – Project Description

City of Pleasanton, 2009. *Pleasanton General Plan 2005-2025, Land Use Element*. Adopted July 21, 2009.

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The following text has been revised in last paragraph of sub heading Alternative 3: Partial Buildout (Phase 1 Only) on page 2-6 to reflect Alternative 3 generated NOx emissions:

Similar to the Reduced Retail alternative, the Partial Buildout alternative would be feasible, and would avoid a significant air quality impacts of the proposed EDZ: namely, operational air emissions of both PM10 and NOx would be less than significant under this alternative *under this alternative, operational emissions of PM10 would be less than significant.*

Chapter 3, Project Description

The following text has been revised in the first paragraph on page 3-6 to reflect the minor changes to the development assumptions for Phase I of the EDZ:

With development of the EDZ, it is assumed that the area would contain a maximum of 509,990~~535,490~~ square feet of building space. The level of actual development within the EDZ area may ultimately be less than assumed in the SEIR. For a complete list of uses that could be permitted or conditionally permitted within the EDZ area, see **Appendix B**.

Table 3-2 on page 3-8 has been revised to reflect the minor changes to the development assumptions for Phase I of the EDZ:

**TABLE 3-2
SUMMARY OF EDZ DEVELOPMENT CHARACTERISTICS**

Land Use or Other Characteristic	Unit	Existing Development	Phase I Development (Parcels 6, 9, and 10)	Full Buildout ¹
Employees	Jobs	369	<u>642610</u>	<u>1,149678</u>
General Retail	Square Feet	38,903	<u>62,403</u> 43,903	<u>246,440</u> 227,940
Club Retail	Square Feet	-	148,000	148,000
Commercial Service	Square Feet	123,165	123,165	-
Office	Square Feet	15,070	15,070	-
Industrial	Square Feet	27,550 ³	27,550	27,550
Hotel	Square Feet	-	<u>88,000</u> 132,000 ⁴	<u>88,000</u> 132,000 ⁴
Institutional/Religious	Square Feet	20,000	20,000	-
Total new gross building space	Square Feet	-	<u>259,500</u> 285,000	<u>285,302</u> 310,802
Total gross building space	Square Feet	224,688	<u>484,188</u> 509,688	<u>509,990</u> 535,490

¹ Inclusive of all phases of development, including Phase I.

² Includes 100% of population and 50% of employment. Revised consistent with Final SEIR Response to Comments Appendix A (Johnson Drive EDZ Urban Decay Analysis, prepared by ALH Urban & Regional Economics, March 2016)

³ Does not include square footage of structures demolished independently of the proposed EDZ.

⁴ 231 rooms (previously 140 to 150 rooms).

Ac = Acres

SF = Square Feet

SOURCE: Appendix C (Brion & Associates, 2015).

The following text has been revised in the last paragraph on page 3-8 to reflect the minor changes to the development assumptions for Phase I of the EDZ:

Parcels 9 and 10 could be developed with up to ~~88,000~~132,000 square feet of hotel uses, with building heights up to 55 feet. Up to ~~23,500~~5,000 square feet of general retail uses could also be developed on these parcels. Hotel and general retail uses would be surrounded by landscaping, and a landscaped buffer would be provided between each building and Johnson Drive.

The following text has been revised in the paragraph under heading Full Buildout Development Assumptions, on page 3-9, to reflect the minor changes to the development assumptions for Phase I of the EDZ:

Full buildout would include development as described for Phase I, and would include the development of up to ~~246,440~~227,940 square feet of general retail uses, up to 148,000 square feet of club retail uses, up to 27,550 square feet of industrial uses, and up to ~~88,000~~132,000 square feet of hotel uses, for a total of up to ~~509,990~~535,490 square feet of uses.

Figure 3-5, on page 3-11, has been revised to show the new hotel configuration, as shown on the following page.

Appendix C

Johnson Drive EDZ Land
Use Study and Fiscal Impact
Analysis (Draft SEIR
Appendix C, prepared by
Brion & Associates)





MEMORANDUM

To: [REDACTED]

From: Joanne Brion, Brion & Associates

Subject: Draft Summary – Johnson Drive EDZ Fiscal Impact Analysis, City of Pleasanton; B&A #2502

Date: February 5, 2015

[REDACTED] has retained Brion & Associates to evaluate a potential project in Pleasanton, California, near the intersection of I-580 and I-680, along Johnson Drive. The City is considering designating this area, which totals about 40 acres, as an Economic Development Zone (EDZ). The parcels in question are undeveloped or underdeveloped and not generating their full economic potential for either the City or the private sector. [REDACTED] owns approximately half of the area (20.9 acres) and is interested in having a Fiscal Impact Analysis (FIA) prepared for the following site project scenarios:

- 1) Existing Development – No Change
- 2) All new development – New Club Retail, Hotel, & Retail
- 2a) Partial buildout – New Club Retail, Retail and Hotel with Existing Development
- 3) All new development - HQ Office with Hotel and All New Retail
- 4) [REDACTED] parcels only – New Club Retail, Retail and Hotel
- 5) Existing Zoning – All Office

The City is undertaking an Environmental Assessment of the proposed rezoning and General Plan Amendment for the area as part of a new Specific Plan. The City may choose to consider utilizing Governor Brown's newly adopted legislation for Enhanced Infrastructure Financing Districts (EIFDs) (SB 628). The legislation, approved in September 2014, includes authorization for cities and counties to create EIFDs to utilize incremental property-tax revenue and other revenue sources to support infrastructure costs related to a defined geographical area.

This FIA was prepared using a spreadsheet model that was recently prepared by Brion & Associates for the Workday project in Pleasanton that was reviewed by the City's Finance Department. We also shared the model results with the City's Finance Department Staff, received comments, and updated the data, which has been incorporated into the analysis. The analysis is presented at full Buildout of each scenario on a static basis. All results are presented in constant 2015 dollars. ABAG demographic data from "Projections 2013" have been used as baseline information for the City. **Appendix A** presents the full set of model tables and results. The following represents the major findings and results from the FIA.

Conclusions

- **Existing Development** on the 40-acre site along Johnson Drive provides little net fiscal benefit to the city currently, due to age of the buildings and the nature of the development, i.e., that is mostly commercial services, institutional and utility uses, and vacant space.
- **Existing Zoning** with all office uses would not generate a significant increase in net new revenues to the City, primarily because such uses do not generate sales tax revenues.
- The **New Club Retail** use envisioned would generate significant net new revenues for the City, upwards of about \$1 million per year. The other retail estimated in other scenarios would require more market research to establish whether there is viable demand for this amount of new general retail on the site.
- A **New Limited-Service Hotel** with about 150 rooms would generate significant revenue for the City. It is assumed that there is sufficient demand for this hotel in this market from business and resident demand segments.
- Many of the existing uses on the site are unlikely to move for a variety of reasons, including lack of alternatives and affordable sites in the area. These include AT&T, Fed-Ex, a limo and transport business, and the church use. Thus, Scenarios 2a and/or 4, which includes the currently undeveloped or recently demolished parcels only, is the most likely and viable in the short term of all the scenarios analyzed.

Summary of Findings

1. ***Existing Development (Scenario 1) consists of approximately 573,700 sqft of development on 40 acres, and there are 369 employees at the site. Existing Development has a net fiscal benefit of \$84,800 annually to the City of Pleasanton and generates \$481,500 in annual property tax revenue benefitting the City and County.***

Table S-1 is a summary description of the six different development scenarios, showing the breakdown of Existing Development and alternate scenarios. Existing Development totals approximately 573,700 sqft of development including retail, commercial service, office, industrial, and institutional/religious uses. The estimate of current employment was provided by the City's Finance Department. As shown in **Table S-2**, Existing Development currently generates \$184,300 in General Fund revenues and costs the City of Pleasanton approximately \$99,500, with an annual net fiscal balance of \$84,800. Property tax revenues total \$481,500, of which \$102,800 goes to the City of Pleasanton, \$78,400 goes to Alameda County, and the remainder goes to local school districts, county agencies, and other funds. Existing Development would not generate any new impact fees for the City.

- 2. Scenario 2 is a complete redevelopment of the 40-acre site and includes new Club Retail, new general retail, a new hotel, and one existing industrial building uses. Scenario 2 will have approximately 876 employees across all uses and has an annual net fiscal balance of \$2.6 million. Scenario 2 will also generate \$2.0 million annually in property taxes and \$3.0 million in impact fees.***

As shown in **Table S-1**, Scenario 2 consists of a redevelopment of the current 40-acre site. The new development includes a new Club Retail, hotel, new retail, and one existing industrial uses, totaling almost 510,000 sqft. There will be 876 employees associated with the new development. The new development will generate \$2.9 million in annual General Fund revenues and cost the City \$236,300 for a net fiscal benefit of \$2.6 million, a 3,000% increase over Existing Development. Scenario 2 will generate over \$2.0 million in property taxes annually, with \$430,800 going to the City. Scenario 2 will also generate \$3.0 million in impact fees for the City (see **Tables S-2** and **S-3**).

- 3. A variation of Scenario 2, Scenario 2a includes a combination of existing uses and redevelopment of the three parcels currently vacant or finalizing demolition of former industrial and office buildings. Under Scenario 2a, there would be 642 employees at the site and a total of over 484,100 sqft of development. This Scenario would have a net fiscal benefit to the City of almost \$1.8 million, generate \$1.2 million in property taxes, and \$626,200 in one-time impact fees to the City.***

Scenario 2a assumes that several of the current parcels and uses remain as is under Existing Development, including the current 38,900 sqft of retail. This scenario includes the addition of a Club Retail store, an additional 23,500 sqft of general retail, and a new hotel. It also shows a decrease in overall industrial space of about 349,000 sqft as compared to Existing Development. Scenario 2a would consist of 642 employees overall and almost 484,200 sqft of total development (see **Table S-1**). The net fiscal benefit to the City would be \$1.8 million, with the project generating \$1.9 million in General Fund revenues and costing the City \$173,200.

Property tax revenues would total \$1.2 million (see **Table S-2**). One-time impact fees for Scenario 2a total approximately \$626,200, based on the parcels being redeveloped (see **Table S-3**). No impact fees will be assessed for parcels that are not redeveloped.

4. Scenario 3 is a total redevelopment of the site with office headquarters, retail, and hotel uses. There would be 1,845 employees associated with this Scenario. This scenario has an annual net fiscal benefit to the City of almost \$1.8 million.

Scenario 3 is an alternative that excludes big-box retail and includes only office space in the form of company headquarters; retail, and hotel uses. Approximately 339,800 sqft of office development, 88,000 sqft of hotel uses, and 273,300 sqft of retail make up Scenario 3 and it is expected to have 1,845 employees overall (see **Table S-1**). This scenario would generate \$2.3 million in General Fund revenues annually and cost the City approximately \$497,600, for a net fiscal benefit of \$1.8 million. Scenario 3 would generate \$3.2 million in annual property taxes of which \$690,100 goes to the City (see **Table S-2**). It would also generate \$4.4 million in one-time impact fees to the City (see **Table S-3**).

5. Scenario 4 analyzes the redevelopment of only three parcels which total 20.9 acres. This scenario includes Club Retail, 23,500 sqft of retail, and 88,000 sqft of hotel development. Based on this scenario, employment for these parcels totals 273. The net fiscal benefit to the City is \$1.7 million. Property tax revenues total \$925,500 and one-time impact fees are estimated at \$626,200.

Scenario 4 analyzes parcels 6, 9, and 10 and totals 259,500 sqft of development. This scenario includes Club Retail, some retail, and a hotel. Other adjacent parcels are not considered in this analysis at all (see **Table S-1**). This scenario would generate \$1.8 million in revenues to the City's General Fund and cost the City \$73,600 annually, for a net annual fiscal benefit of \$1.7 million. Property tax revenues from these parcels are estimated at \$925,500 annually with \$197,600 going to the City of Pleasanton (see **Table S-2**). The one-time impact fees that would be generated total \$626,200 (see **Table S-3**).

6. Scenario 5 is based on Existing Zoning for the site and is developed as only office uses, with no retail or hotel. Office space would total almost 711,500 sqft across all parcels and have an estimated 2,372 employees. The annual net fiscal benefit of this alternative is \$338,500 and property tax revenues are estimated at \$3.5 million annually. One-time impact fees to the City are estimated at \$5.2 million.

Scenario 5 assumes all parcels being redeveloped as office uses, with 711,500 sqft of office space (see **Table S-1**). This scenario would generate annual General Fund revenues to the City of \$978,100 and cost the City \$639,600 for a net fiscal benefit of \$338,500, significantly less

than any other scenario except for Existing Development, due to no generation of sales tax. The annual property tax revenue is high, at \$3.5 million annually and \$744,900 of that going to the City of Pleasanton (see **Table S-2**). One-time impact fee revenues for Scenario 5 are estimated at \$5.2 million (see **Table S-3**).

- 7. Annual property tax revenues are highest for Scenarios 5 and 3, based on the higher assessed value of office space. However, Scenario 5 does not generate any sales tax so its net fiscal benefit to the City is the lowest. Alternatively, Scenario 4 shows the lowest property tax revenues but it only analyzes three parcels so it cannot be compared to the other scenarios which include other parcels (see Table S-2).**

Property taxes are calculated at 1.0% of assessed value of each parcel, plus any additional parcel taxes. For the parcels on this site, the total property tax is calculated at 1.154% based on these additional parcel taxes. The 1.0% property tax is split between Alameda County, the City of Pleasanton, Pleasanton Unified School District, Other Schools, Other Departments and Agencies, and Supplemental Property Taxes. The County gets the largest amount of the property tax breakdown, at 36.2% followed by the City of Pleasanton at 29.7% (see Table A-1). Based on the higher assessed value after redevelopment, Scenarios 5 and 3 generate the highest annual property tax revenues, followed by Scenarios 2, 2a, 4, and 1 (Existing Development).

- 8. One-time impact fees are calculated in Table S-3. As shown, Scenario 5, which is all office development, generates the highest one-time impact fees for the City at \$5.2 million. Scenarios 2a and 4 both generate \$626,200 in one-time impact fees because only a few of the parcels are redeveloped and subject to impact fees.**

One-time impact fees include the Public Facilities Fee, Lower Income Housing Fee, Traffic Impact Fees, GIS Mapping Fee, Storm Drainage Fee, and School Impact Fee. Only parcels which are redeveloped are subject to impact fees. Therefore, no impact fees are estimated for Existing Development. Scenarios 2, 3, and 5 have the highest impact fees because they are assuming that all parcels are redeveloped. Alternatively, Scenarios 2a and 4 include redevelopment of a few parcels and only those parcels are subject to fees, so the one-time impact fees are lower than the other alternatives.

Table S-1
Summary of Project Description by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Land Use	Unit of Measure	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
Employees	jobs	369	876	642	1,845	273	2,372
Daytime Population (1)		185	438	321	923	137	1,186
Site Size	acres	40.0	40.0	40.0	40.0	20.9	40.0
Existing Retail	sqft	38,903	-	38,903	-	-	-
New General Retail	sqft	-	246,440	23,500	273,290	23,500	-
Club Retail	sqft	-	148,000	148,000	-	148,000	-
Commercial Service	sqft	123,165	-	123,165	-	-	-
Office	sqft	15,070	-	15,070	339,768	-	711,465
Industrial	sqft	376,585	27,550	27,550	-	-	-
Hotel	sqft	-	88,000	88,000	88,000	88,000	-
Institutional/Religious	sqft	20,000	-	20,000	-	-	-
Total gross new building space	sqft	573,723	509,990	484,188	701,058	259,500	711,465

(1) Includes 100% of population and 50% of employment.
Sources: ██████████ Brion & Associates.

Table S-2
Summary of Annual General Fund Fiscal Benefits and Property Tax by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Revenue and Benefit Category	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
<i>(rounded to nearest \$100)</i>						
Annual General Fund Balance						
Total General Fund Revenues	\$184,300	\$2,864,400	\$1,938,000	\$2,271,800	\$1,786,500	\$978,100
Total General Fund Expenditures	\$99,500	\$236,300	\$173,200	\$497,600	\$73,600	\$639,600
Net Fiscal Balance	\$84,800	\$2,628,100	\$1,764,800	\$1,774,200	\$1,712,900	\$338,500
Net Revenues as % of Total % Over Existing Development	46%	92% 3099%	91% 2081%	78% 2092%	96% 2020%	35% 399%
Property Tax Revenues						
General County Tax	\$78,400	\$328,500	\$199,900	\$526,200	\$150,600	\$568,000
City of Pleasanton	\$102,800	\$430,800	\$262,200	\$690,100	\$197,600	\$744,900
Pleasanton Unified School District	\$99,700	\$418,000	\$254,300	\$669,500	\$191,700	\$722,700
Other Schools	\$10,900	\$45,800	\$27,900	\$73,400	\$21,000	\$79,200
Other County Depts./Agencies	\$5,200	\$21,800	\$13,300	\$34,900	\$10,000	\$37,700
All Other Districts	\$25,800	\$108,100	\$65,800	\$173,100	\$49,600	\$186,900
ERAF	\$94,400	\$395,800	\$240,900	\$634,000	\$181,500	\$684,300
Supplemental Property Taxes	\$64,300	\$269,300	\$163,900	\$431,400	\$123,500	\$465,700
Total Property Tax Revenue	\$481,500	\$2,018,100	\$1,228,200	\$3,232,600	\$925,500	\$3,489,400

Sources: City of Pleasanton; Brion & Associates.

Table S-3
Summary of Net New City Impact Fees
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Impact Fee	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
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(rounded to nearest \$100)

Impact Fees

Public Facilities Fee	\$79,600	\$45,300	\$145,100	\$45,300	\$241,000
Lower Income Housing Fee	\$435,500	\$262,600	\$466,300	\$262,600	\$437,700
Traffic Impact Fees	\$1,933,900	\$194,100	\$3,214,300	\$194,100	\$3,132,200
GIS Mapping Fee	\$3,500	\$1,800	\$3,500	\$1,800	\$3,500
Storm Drainage	\$503,900	\$79,400	\$503,900	\$79,400	\$1,306,100
School Impact Fee	\$71,300	\$43,000	\$76,400	\$43,000	\$71,700

Total Impact Fees	\$3,027,700	\$626,200	\$4,409,500	\$626,200	\$5,192,200
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*Note: for GIS and Storm Drainage Fees, amounts represent full amount due; credits may be available as well for these two fees.
 Excludes water and sewer connections fees, which need to be estimated by City and or special districts serving the site.*

Sources: ██████████ City of Pleasanton; Pleasanton Unified School District; Brion & Associates.

APPENDIX A FISCAL MODEL TABLES

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Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

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Source: Brion & Associates.

Table 1
Project Description by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Item	Assumptions		Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
	Rate	Unit						
Total Site Acreage								
Impervious surface (acres)	75%		40.0	40.0	40.0	40.0	20.9	40.0
			30.0	30.0	30.0	30.0	15.7	30.0
Gross New Square Footage								
Existing Retail		sq ft	38,903	-	38,903	-	-	-
New General Retail		sq ft	-	246,440	23,500	273,290	23,500	-
Club Retail		sq ft	-	148,000	148,000	-	148,000	-
Commercial Service		sq ft	123,165	-	123,165	-	-	-
Office		sq ft	15,070	-	15,070	339,768	-	711,465
Industrial		sq ft	376,585	27,550	27,550	-	-	-
Hotel		sq ft	-	88,000	88,000	88,000	88,000	-
Institutional/Religious		sq ft	20,000	-	20,000	-	-	-
Total gross new building space		sq ft	573,723	509,990	484,188	701,058	259,500	711,465
Employment Factors and Estimates	(1)							
Existing Retail	400	sqft/job	26	-	26	-	-	-
New General Retail	400	sqft/job	-	616	59	683	59	-
Club Retail	800	sqft/job	-	185	185	-	185	-
Commercial Service	500	sqft/job	320	-	320	-	-	-
Office	300	sqft/job	-	-	-	1,133	-	2,372
Industrial	600	sqft/job	-	46	-	-	-	-
Hotel	3,000	sqft/job	-	29	29	29	29	-
Institutional/Religious	1,500	sqft/job	23	-	23	-	-	-
Total employees			369	876	642	1,845	273	2,372
Daytime service population								
100% of residents + 50% of employe	(2)	50%	185	438	321	923	137	1,186

(1) For existing employment, the City provided estimates of existing employment.

(2) This is a measure used in fiscal impact models to establish a single measurement unit for service demand for residents and employees. Employees generate demand for services at roughly 50% the rate that residents do.

Sources: [Redacted] Brion & Associates.

Table 1a
New Development Scenarios by Parcel and Land Use
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Scenario 2: Club Retail (Costco), Hotel and Supporting Retail

Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Model Land Use	Building Sqft	FAR
1	1.47	64,033	Church/Institutional	Retail	19,210	30%
2	0.93	40,511	Patio world/Retail	Retail	12,153	30%
3	0.92	40,075	Commercial/Retail	Retail	12,023	30%
4	0.94	40,946	Black Tie Limo	Retail	12,284	30%
5	0.94	40,946	Office	Retail	17,903	44%
6	15.6	679,536	Vacant Industrial	Club Retail	148,000	22%
6b	0.93	40,511	Office	Industrial	27,550	68%
7	1.95	84,942	AT&T Parking Lot	Retail	25,483	30%
8	3.6	156,816	AT&T Facility	Retail	47,045	30%
9	2.43	105,851	Vacant	Hotel	88,000	83%
10	2.84	123,710	Industrial	Retail	23,500	19%
11	5.88	256,133	FedEx Distribution	Retail	76,840	30%
TOTAL	38.43	1,674,011			509,990	

Scenario 2a: Club Retail (Costco), Hotel and Supporting Retail

Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Model Land Use	Building Sqft	FAR
1	1.47	64,033	Church/Institutional	No Change	20,000	30%
2	0.93	40,511	Patio world/Retail	No Change	18,995	30%
3	0.92	40,075	Commercial/Retail	No Change	19,908	30%
4	0.94	40,946	Black Tie Limo (Serv. Comm.)	No Change	14,460	30%
5	0.94	40,946	Office	No Change	15,070	44%
6	15.6	747,054	Vacant Industrial	Club Retail	148,000	20%
6b	0.93	40,511	Office	Industrial	27,550	66%
7	1.95	84,942	AT&T Parking Lot	No Change	-	30%
8	3.6	156,816	AT&T Facility	No Change	15,132	30%
9	2.43	105,851	Vacant	Hotel	88,000	83%
10	2.84	123,710	Industrial	Retail	23,500	30%
11	5.88	256,133	FedEx Distribution	No Change	93,573	30%
TOTAL	39.98	1,741,529			484,188	

Scenario 3: 50% FAR HQ Office, Hotel and Supporting Retail

Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Model Land Use	Building Sqft	FAR
1	1.47	64,033	Church/Institutional	Retail	19,210	30%
2	0.93	40,511	Patio world/Retail	Retail	12,153	30%
3	0.92	40,075	Commercial/Retail	Retail	12,023	30%
4	0.94	40,946	Black Tie Limo	Retail	12,284	30%
5	0.94	40,946	Office	Retail	17,903	44%
6	15.6	679,536	Vacant Industrial	Office	339,768	50%
6b	0.93	40,511	Office	Retail	26,850	66%
7	1.95	84,942	AT&T Parking Lot	Retail	25,483	30%
8	3.6	156,816	AT&T Facility	Retail	47,045	30%
9	2.43	105,851	Vacant	Hotel	88,000	83%
10	2.84	123,710	Industrial	Retail	23,500	19%
11	5.88	256,133	FedEx Distribution	Retail	76,840	30%
TOTAL	38.43	1,674,011			701,058	

Scenario 4 [REDACTED] Project

Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Model Land Use	Building Sqft	FAR
6	15.6	679,536	Vacant Industrial	Club Retail	148,000	22%
9	2.43	105,851	Vacant	Hotel	88,000	83%
10	2.84	123,710	Industrial	Retail	23,500	19%
TOTAL	20.87	909,097			259,500	

Scenario 5: Existing Zoning Redevelopment (allows Office - assume 35% FAR except Main Campus 50% FAR)

Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Model Land Use	Building Sqft	FAR
1	1.47	64,033	Church/Institutional	Office	22,412	35%
2	0.93	40,511	Patio world/Retail	Office	14,179	35%
3	0.92	40,075	Commercial/Retail	Office	14,026	35%
4	0.94	40,946	Black Tie Limo	Office	14,331	35%
5	0.94	40,946	Office	Office	20,887	51%
6	15.6	679,536	Vacant Industrial	Office	339,768	50%
6b	0.93	40,511	Office	Office	31,254	77%
7	1.95	84,942	AT&T Parking Lot	Office	29,730	35%
8	3.6	156,816	AT&T Facility	Office	54,886	35%
9	2.43	105,851	Vacant	Office	37,048	35%
10	2.84	123,710	Industrial	Office	43,299	35%
11	5.88	256,133	FedEx Distribution	Office	89,646	35%
TOTAL	38.43	1,674,011			711,465	

Sources: [REDACTED] Brion & Associates.

Table 2
Pleasanton Demographics in 2015
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Demographic	Notes	Rate	2015 Estimate
Population	(1)		73,500
Households	(1)		26,400
Persons per Household	derived		2.78
Employment	(1)		58,520
Daytime Service Population	(1)	50%	102,760

-
- (1) Population, household and employment data projected based on ABAG Projections 2013 for the City of Pleasanton.
- (2) Includes 100% of population and 50% of employment. This is a measure used in fiscal impact models to establish a single measurement unit for service demand for residents and employees. Employees generate demand for services at roughly 1/2 the rate that residents do.

Sources: ABAG; Brion & Associates.

Table 3
Existing and Estimated New Assessed Values by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Item	Average Market Value	Unit	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
Existing Assessed Value (1)	see Table A-4		\$41,728,787		\$26,220,163			
New Assessed Value								
New General Retail	\$400	per sqf	\$0	\$98,576,032	\$9,400,000	\$109,315,994	\$9,400,000	\$0
Club Retail	\$300	per sqf	\$0	\$44,400,000	\$44,400,000	\$0	\$44,400,000	\$0
Office	\$425	per sqf	\$0	\$0		\$144,401,400	\$0	\$302,372,829
Industrial	\$200	per sqf	\$0	\$5,510,000		\$0	\$0	\$0
Hotel	\$300	per sqf	\$0	\$26,400,000	\$26,400,000	\$26,400,000	\$26,400,000	\$0
New Development Assessed Value			\$0	\$174,886,032	\$80,200,000	\$280,117,394	\$80,200,000	\$302,372,829
Total Assessed Value			\$41,728,787	\$174,886,032	\$106,420,163	\$280,117,394	\$80,200,000	\$302,372,829

Sources: [Redacted] Brion & Associates.

Table 4
Annual General Fund Revenues by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Revenue Item	FY 2014/15 Adopted Budget (1)	Forecast Method/ Reference	Per Daytime Pop. Factor	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
Property Taxes	\$50,463,540	see Table A-1		\$102,802	\$430,845	\$262,174	\$690,090	\$197,579	\$744,918
VLF - Property Tax Swap (2)		see Table A-2		\$11,665	\$48,890	\$29,750	\$78,308	\$22,420	\$84,529
Sales Tax	\$20,300,000	see Table A-3		\$56,379	\$1,942,184	\$1,212,094	\$1,025,709	\$1,145,983	\$62,546
Fees for Current Services	\$966,600	offsets costs							
Other Taxes	\$1,185,000	per daytime population	\$7.98 (2)	\$1,472	\$3,497	\$2,562	\$7,362	\$1,090	\$9,462
Business Licenses	\$3,100,000	per daytime population	\$26.62	\$4,911	\$11,662	\$8,545	\$24,554	\$3,634	\$31,560
Transient Occupancy Tax	\$3,850,000	See Table A-5	(3)	\$0	\$410,625	\$410,625	\$410,625	\$410,625	\$0
Grants and Subventions	\$505,000	offsets costs							
Interfund Revenue	\$2,369,582	per daytime population	\$12.72 (4)	\$2,346	\$5,572	\$4,083	\$11,732	\$1,736	\$15,079
Interest Income and Rent	\$245,000	per daytime population	\$2.38	\$440	\$1,045	\$765	\$2,200	\$326	\$2,827
Recreation Revenue	\$3,657,900	offsets costs							
Building Permits	\$2,252,135	offsets costs							
Franchise Fees	\$2,307,000	per daytime population	\$22.45	\$4,142	\$9,837	\$7,208	\$20,712	\$3,065	\$26,621
Plan Check Fees	\$1,710,500	offsets costs							
Fines and Forfeitures	\$519,600	offsets police costs							
Miscellaneous Reimburseme	\$572,430	not impacted over time	(5)						
Public Works Fees	\$104,100	offsets costs							
Planning Fees	\$144,515	offsets costs							
Miscellaneous Revenue	\$46,609	per daytime population	\$0.30 (6)	\$55	\$131	\$96	\$275	\$41	\$353
Licenses and Misc. Permits	\$54,720	per daytime population	\$0.21 (7)	\$39	\$92	\$67	\$193	\$29	\$248
Library Revenue	\$88,800	offsets costs							
Contribution and Donations	\$22,750	offsets costs							
Total General Fund Revenue	\$94,465,781			\$184,251	\$2,864,379	\$1,937,968	\$2,271,759	\$1,786,528	\$978,145

(1) The City has a bi-annual budget. Adopted numbers for FY 2014/15 are used in this analysis.
(2) Excludes \$365,000 of other taxes that are used for police costs;
(3) Assumes a limited service (i.e., Hampton Inn). 150 rooms-4 stories.
(4) Excludes \$1,062,815 of interfund transfers that are used to offset GF costs.
(5) Excludes \$532,730 of misc reimbursements that are applied to GF costs.
(6) Excludes \$16,000 of property sale revenue.
(7) Excludes \$11,220 of license fees and \$16,500 of other permits fees applied towards police costs; and \$5,500 of other permits for fire costs.

Sources: City of Pleasanton Operating Budget 2013/14 FY and 2014/15 FY; Brion & Associates.

Table 5
Annual General Fund Expenditures Factors
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Expenditure	FY 2014-15 Adopted City Expenditures	Offsetting Revenues	Net Departmental Costs	Fixed Cost Percent	Net Variable Costs (3)	Cost Allocation		Employment Related Departmental Costs
						Employment Uses	Residential Uses	
General Government (1)	\$12,671,766	\$261,454	\$12,410,312	50%	\$6,205,156	25%	75%	\$1,551,289
Community Development (2)	\$11,649,089	\$5,127,793	\$6,521,296	15%	\$5,543,102	25%	75%	\$1,385,775
Operations Services	\$15,626,140	\$445,753	\$15,180,387	20%	\$12,144,310	20%	80%	\$2,428,862
Community Services	\$7,309,852	\$3,677,450	\$3,632,402	10%	\$3,269,162	25%	75%	\$817,290
Library	\$4,432,078	\$88,800	\$4,343,278	10%	\$3,908,950	25%	75%	\$977,238
Police	\$25,294,682	\$1,091,920	\$24,202,762	10%	\$21,782,486	25%	75%	\$5,445,621
Fire	\$15,303,308	\$1,186,130	\$14,117,178	10%	\$12,705,460	25%	75%	\$3,176,365
Total General Fund	\$92,286,915	\$11,879,300	\$80,407,615		\$65,558,625			\$15,782,441

(1) Includes general government, administration, finance, city council, law and city manager departments.

(2) Includes community development, economic development and housing department expenditures.

(3) Represents the portion of each department's costs that does not vary with growth; this rate varies depending on the nature of the service provided.
 Sources: City of Pleasanton Operating Budget 2013/14 FY and 2014/15 FY; Brion & Associates.

Table 5a
Annual General Fund Expenditures from Scenarios
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Expenditure	City Cost Per Employee	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
General Government	\$26.51	\$9,782	\$23,231	\$17,021	\$48,912	\$7,239	\$62,867
Community Development	\$23.68	\$8,738	\$20,752	\$15,205	\$43,693	\$6,467	\$56,159
Operations Services	\$41.50	\$15,315	\$36,373	\$26,650	\$76,581	\$11,334	\$98,431
Community Services	\$13.97	\$5,153	\$12,239	\$8,967	\$25,769	\$3,814	\$33,121
Library	\$16.70	\$6,162	\$14,634	\$10,722	\$30,812	\$4,560	\$39,603
Police	\$93.06	\$34,338	\$81,549	\$59,750	\$171,699	\$25,412	\$220,686
Fire	\$54.28	\$20,029	\$47,567	\$34,851	\$100,150	\$14,822	\$128,724
Total General Fund	\$269.69	\$99,517	\$236,346	\$173,165	\$497,616	\$73,649	\$639,591

Sources: City of Pleasanton Operating Budget 2013/14 FY and 2014/15 FY; Brion & Associates.

Table 6
Summary of General Fund Revenues and Costs by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

General Fund Category	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
General Fund Revenues						
Property Taxes	\$102,802	\$430,845	\$262,174	\$690,090	\$197,579	\$744,918
VLF - Property Tax Swap	\$11,665	\$48,890	\$29,750	\$78,308	\$22,420	\$84,529
Sales Tax	\$56,379	\$1,942,184	\$1,212,094	\$1,025,709	\$1,145,983	\$62,546
Fees for Current Services	\$0	\$0	\$0	\$0	\$0	\$0
Other Taxes	\$1,472	\$3,497	\$2,562	\$7,362	\$1,090	\$9,462
Business Licenses	\$4,911	\$11,662	\$8,545	\$24,554	\$3,634	\$31,560
Transient Occupancy Tax	\$0	\$410,625	\$410,625	\$410,625	\$410,625	\$0
Grants and Subventions	\$0	\$0	\$0	\$0	\$0	\$0
Interfund Revenue	\$2,346	\$5,572	\$4,083	\$11,732	\$1,736	\$15,079
Interest Income and Rent	\$440	\$1,045	\$765	\$2,200	\$326	\$2,827
Recreation Revenue	\$0	\$0	\$0	\$0	\$0	\$0
Building Permits	\$0	\$0	\$0	\$0	\$0	\$0
Franchise Fees	\$4,142	\$9,837	\$7,208	\$20,712	\$3,065	\$26,621
Plan Check Fees	\$0	\$0	\$0	\$0	\$0	\$0
Fines and Forfeitures	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous Reimbursements	\$0	\$0	\$0	\$0	\$0	\$0
Public Works Fees	\$0	\$0	\$0	\$0	\$0	\$0
Planning Fees	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous Revenue	\$55	\$131	\$96	\$275	\$41	\$353
Licenses and Misc. Permits	\$39	\$92	\$67	\$193	\$29	\$248
Library Revenue	\$0	\$0	\$0	\$0	\$0	\$0
Contribution and Donations	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Total GF Revenues	\$184,251	\$2,864,379	\$1,937,968	\$2,271,759	\$1,786,528	\$978,145
General Fund Expenditures						
General Government	\$9,782	\$23,231	\$17,021	\$48,912	\$7,239	\$62,867
Community Development	\$8,738	\$20,752	\$15,205	\$43,693	\$6,467	\$56,159
Operations Services	\$15,315	\$36,373	\$26,650	\$76,581	\$11,334	\$98,431
Community Services	\$5,153	\$12,239	\$8,967	\$25,769	\$3,814	\$33,121
Library	\$6,162	\$14,634	\$10,722	\$30,812	\$4,560	\$39,603
Police	\$34,338	\$81,549	\$59,750	\$171,699	\$25,412	\$220,686
Fire	<u>\$20,029</u>	<u>\$47,567</u>	<u>\$34,851</u>	<u>\$100,150</u>	<u>\$14,822</u>	<u>\$128,724</u>
Total GF Expenditures	\$99,517	\$236,346	\$173,165	\$497,616	\$73,649	\$639,591
Net Fiscal Balance	\$84,734	\$2,628,033	\$1,764,803	\$1,774,143	\$1,712,879	\$338,553
Balance as Percent of Revenues	46%	92%	91%	78%	96%	35%
% Over Existing Development		\$2,543,299	\$1,680,069	\$1,689,409	\$1,628,145	\$253,819

Note: See Table A-3 for detail on sales tax by source.

Source: Brion & Associates

Table 6a
Summary of Breakdown of General Fund Revenues and Costs by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

General Fund Category	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
General Fund Revenues						
Property Taxes	55.8%	15.0%	13.5%	30.4%	11.1%	76.2%
VLF - Property Tax Swap	6.3%	1.7%	1.5%	3.4%	1.3%	8.6%
Sales Tax	30.6%	67.8%	62.5%	45.2%	64.1%	6.4%
Fees for Current Services	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Taxes	0.8%	0.1%	0.1%	0.3%	0.1%	1.0%
Business Licenses	2.7%	0.4%	0.4%	1.1%	0.2%	3.2%
Transient Occupancy Tax	0.0%	14.3%	21.2%	18.1%	23.0%	0.0%
Grants and Subventions	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interfund Revenue	1.3%	0.2%	0.2%	0.5%	0.1%	1.5%
Interest Income and Rent	0.2%	0.0%	0.0%	0.1%	0.0%	0.3%
Recreation Revenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Building Permits	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Franchise Fees	2.2%	0.3%	0.4%	0.9%	0.2%	2.7%
Plan Check Fees	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fines and Forfeitures	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Miscellaneous Reimburseme	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Public Works Fees	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Planning Fees	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Miscellaneous Revenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Licenses and Misc. Permits	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Library Revenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Contribution and Donations	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>
Total GF Revenues	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
General Fund Expenditures						
General Government	9.8%	9.8%	9.8%	9.8%	9.8%	9.8%
Community Development	8.8%	8.8%	8.8%	8.8%	8.8%	8.8%
Operations Services	15.4%	15.4%	15.4%	15.4%	15.4%	15.4%
Community Services	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%
Library	6.2%	6.2%	6.2%	6.2%	6.2%	6.2%
Police	34.5%	34.5%	34.5%	34.5%	34.5%	34.5%
Fire	<u>20.1%</u>	<u>20.1%</u>	<u>20.1%</u>	<u>20.1%</u>	<u>20.1%</u>	<u>20.1%</u>
Total GF Expenditures	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Brion & Associates

Table 7
Construction Costs and Temporary Construction Employment by New Development Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Item	Unit Cost	Unit of Measure	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
Construction cost estimate							
New General Retail	\$265	per bldg sqft	\$65,306,621	\$6,227,500	\$72,421,846	\$6,227,500	\$0
Club Retail	\$200	per bldg sqft	\$29,600,000	\$29,600,000	\$0	\$29,600,000	\$0
Office	\$300	per bldg sqft	\$0	\$0	\$101,930,400	\$0	\$213,439,644
Industrial	\$200	per bldg sqft	\$5,510,000	\$0	\$0	\$0	\$0
Hotel	\$200	per bldg sqft	\$17,600,000	\$17,600,000	\$17,600,000	\$17,600,000	\$0
Total			\$118,016,621	\$53,427,500	\$191,952,246	\$53,427,500	\$213,439,644
Construction jobs							
Labor cost		50% of const. cos	\$59,008,311	\$26,713,750	\$95,976,123	\$26,713,750	\$106,719,822
Average construction worker cos (1)	\$77,931						
Employment job years			757	343	1,232	343	1,369

(1) Source: California Employment Development Department, Labor Market Information, Occupational Employment (2014 - 1st Quarter).
 See www.labormarketinfo.edd.ca.gov/LMID/OES_Employment_and_Wages.html.
 Includes 25% mark up for benefits.

Sources: California EDD; [REDACTED] Brion & Associates.

Table 8
Summary of Impact Fee Revenues - Net New by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Fee Category	Reference	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
1 Public Facilities Fee (1)	see Table A-6	\$79,583	\$45,337	\$145,071	\$45,337	\$240,999
2 Lower Income Housing Fee	see Table A-7	\$435,461	\$262,605	\$466,265	\$262,605	\$437,663
3 Traffic Impact Fees	see Table A-8	\$1,933,906	\$194,095	\$3,214,337	\$194,095	\$3,132,185
4 GIS Mapping Fee (2)	\$0.002 per sqft	\$3,483	\$1,818	\$3,483	\$1,818	\$3,483
5 Storm Drainage (\$1 per sqft of impervious surface)	\$1.00 (2)	\$503,939	\$79,388	\$503,939	\$79,388	\$1,306,147
6 School Impact Fee	see Table A-9	\$71,312	\$43,005	\$76,357	\$43,005	\$71,673
Total Fees, with Schools		\$3,027,684	\$626,248	\$4,409,452	\$626,248	\$5,192,149

Note: Excludes water and sewer connections fees, which need to be estimated by City and or special districts serving the site.

These are only estimates of potential impact fees; city staff will determine the final amounts, and any available credits.

(1) These public facility fee rates are for projects that are not located in the North Pleasanton Fire Refunding District. We understand this project is not in the NPFRD.

(2) May be eligible for credits. Parcels 6 and 10 are not expected to have any Storm Drainage fees under any scenario. For Scenario 2a, the fee will only be assessed on Parcel 9.

(3) City of Pleasanton Traffic Impact Fee and Tri-Valley Transportation Committee Fee are combined here and calculated by the applicant. These estimates are net new impact fees (total fees minus fee credits for existing development).

(4) Total Fee for Pleasanton is \$0.47 per square foot of commercial development, as of December 13, 2011.

http://pleasanton.usd.net/wp-content/uploads/2012/09/DeveloperFeesMatrix_Update121311.pdf

Sources: [Redacted] City of Pleasanton; Pleasanton Unified School District; Brion & Associates.

Table A-1
 Property Tax Revenues by Agency and Scenario
 Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Item	Tax Rate Area: 19-006 (1)				Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
	Total TAF (1)	ERAF Rate (2)	ERAF Shift	Net TAFs (2)						
Assessed Value (3)					\$41,728,787	\$174,886,032	\$106,420,163	\$280,117,394	\$80,200,000	\$302,372,829
1% Annual Property Tax Revenue (4)	1.0%				\$417,288	\$1,748,860	\$1,064,202	\$2,801,174	\$802,000	\$3,023,728
Distribution of 1% Property Tax										
COUNTY GENERAL	36.20%	48.11%	17.42%	18.78%	\$78,384	\$328,510	\$199,902	\$526,179	\$150,650	\$567,984
CHABOT - LAS POSITAS COMMUNITY COLLEGE	2.62%	0.00%	0.00%	2.62%	\$10,933	\$45,819	\$27,881	\$73,389	\$21,012	\$79,220
PLEASANTON USD	23.90%	0.00%	0.00%	23.90%	\$99,733	\$417,981	\$254,346	\$669,486	\$191,680	\$722,677
COUNTY SUPT. EDUCATION T.M.R., EC 1887	0.11%	0.00%	0.00%	0.11%	\$449	\$1,884	\$1,146	\$3,017	\$864	\$3,257
COUNTY SUPT. EDUCATION PHYS. HDCP. PUP	0.40%	0.00%	0.00%	0.40%	\$1,674	\$7,014	\$4,268	\$11,234	\$3,217	\$12,127
COUNTY SUPT. T.M.R. & P.H. CAPITAL	0.01%	0.00%	0.00%	0.01%	\$37	\$156	\$95	\$250	\$72	\$270
COUNTY SUPT. T.M.R. & P.H. TUITION	0.05%	0.00%	0.00%	0.05%	\$226	\$948	\$577	\$1,518	\$435	\$1,639
COUNTY SUPT. EDUCATION INSTIT. PUPILS	0.17%	0.00%	0.00%	0.17%	\$718	\$3,008	\$1,830	\$4,818	\$1,379	\$5,200
COUNTY SUPT. JUVENILE HALL EDUCATION	0.04%	0.00%	0.00%	0.04%	\$148	\$622	\$379	\$997	\$285	\$1,076
COUNTY SUPT. SERVICE	0.11%	0.00%	0.00%	0.11%	\$446	\$1,870	\$1,138	\$2,995	\$857	\$3,233
COUNTY SUPT. CAPITAL	0.08%	0.00%	0.00%	0.08%	\$344	\$1,440	\$876	\$2,306	\$660	\$2,490
COUNTY SUPT. DEVELOP. CENTER-HDCP. PUP	0.10%	0.00%	0.00%	0.10%	\$417	\$1,749	\$1,064	\$2,801	\$802	\$3,024
COUNTY SUPT. AUDIO-VISUAL CAPITAL	0.02%	0.00%	0.00%	0.02%	\$89	\$375	\$228	\$600	\$172	\$648
ALAMEDA CO. F.C. & W.C.	0.22%	38.68%	0.08%	0.13%	\$555	\$2,327	\$1,416	\$3,727	\$1,067	\$4,023
FLOOD ZONE 7	2.19%	0.00%	0.00%	2.19%	\$9,118	\$38,213	\$23,253	\$61,206	\$17,524	\$66,069
BAY AREA AIR QUALITY MANAGEMENT	0.22%	0.00%	0.00%	0.22%	\$906	\$3,797	\$2,311	\$6,082	\$1,741	\$6,565
ALAMEDA CO. MOSQUITO ABATEMENT	0.14%	36.90%	0.05%	0.09%	\$381	\$1,597	\$972	\$2,558	\$732	\$2,761
SF-BART	0.64%	0.00%	0.00%	0.64%	\$2,661	\$11,152	\$6,786	\$17,862	\$5,114	\$19,281
EAST BAY REGIONAL PARK	3.05%	0.00%	0.00%	3.05%	\$12,724	\$53,326	\$32,449	\$85,412	\$24,454	\$92,199
ALAMEDA CO. RESOURCE CONSER.	0.03%	15.96%	0.00%	0.02%	\$101	\$422	\$257	\$675	\$193	\$729
CITY OF PLEASANTON	29.71%	17.08%	5.07%	24.64%	\$102,802	\$430,845	\$262,174	\$690,090	\$197,579	\$744,918
ERAF				<u>22.63%</u>	<u>\$94,442</u>	<u>\$395,807</u>	<u>\$240,853</u>	<u>\$633,970</u>	<u>\$181,511</u>	<u>\$684,339</u>
Total 1% Property Taxes	100%		22.63%	100.00%	\$417,288	\$1,748,860	\$1,064,202	\$2,801,174	\$802,000	\$3,023,728
Other Parcel Taxes (4)										
SCHOOL UNIFIED	0.092%			0.092%	\$38,224	\$160,196	\$97,481	\$256,588	\$73,463	\$276,974
SCHOOL COMMUNITY COLLEGE	0.021%			0.021%	\$8,930	\$37,426	\$22,774	\$59,945	\$17,163	\$64,708
FLOOD ZONE 7 STATE WTR	0.026%			0.026%	\$10,724	\$44,946	\$27,350	\$71,990	\$20,611	\$77,710
BAY AREA RAPID TRANSIT	0.008%			0.008%	\$3,130	\$13,116	\$7,982	\$21,009	\$6,015	\$22,678
EAST BAY REGIONAL PARK	<u>0.008%</u>			<u>0.008%</u>	<u>\$3,255</u>	<u>\$13,641</u>	<u>\$8,301</u>	<u>\$21,849</u>	<u>\$6,256</u>	<u>\$23,585</u>
Total Other Annual Parcel Taxes	0.1540%			0.1540%	\$64,262	\$269,324	\$163,887	\$431,381	\$123,508	\$465,654
Total Property Tax Revenues	1.1540%			1.1540%	\$481,550	\$2,018,185	\$1,228,089	\$3,232,555	\$925,508	\$3,489,382

(1) The Tax Rate Area is 19-006 for all parcels and the Tax Allocation Factors (TAFs) are from the Alameda Auditor-Controller Agency website. <http://www.acgov.org/auditor/tax/districts.htm>. Viewed December 2014.

(2) Education Revenue Augmentation Fund or ERAF shifts local property taxes to local school districts, based on legislation from the early 1990s.

(3) See Table 3 for estimated market values of each site.

(4) There are several supplemental taxes levied on the sites for local bonds that support schools, and park and recreation and open space projects. These revenues are restricted and not available for general purposes and are thus not estimated.

Sources: City of Pleasanton; Alameda County; Brion & Associates.

Table A-2
Vehicle In-Lieu Fees Property Tax Swap by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Item	Assumption	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
Assessed Value							
Existing Assessed Value		\$41,728,787	\$0	\$26,220,163	\$0	\$0	\$0
New Assessed Value		<u>\$0</u>	<u>\$174,886,032</u>	<u>\$80,200,000</u>	<u>\$280,117,394</u>	<u>\$80,200,000</u>	<u>\$302,372,829</u>
Total Assessed Value		\$41,728,787	\$174,886,032	\$106,420,163	\$280,117,394	\$80,200,000	\$302,372,829
City's Current Assessed Value (1)	\$17,528,004,671	\$17,528,004,671	\$17,528,004,671	\$17,528,004,671	\$17,528,004,671	\$17,528,004,671	\$17,528,004,671
Percent or Percent Increase in AV		0.24%	1.00%	0.61%	1.60%	0.46%	1.73%
Current VLF Swap Revenue FY 2014-15	\$4,900,000						
VLF Property Tax Swap Revenue		\$11,665	\$48,890	\$29,750	\$78,308	\$22,420	\$84,529

(1) See City of Pleasanton Operating Budget 2013/14 FY and 2014/15 FY, page E-3 or 342 of PDF and page 28 of PDF. Since 2005-2006, VLF is now shared with cities based on a new system that relates to the overall increase in assessed value in the City. The City will receive an increase in VLFs equal to the percent increase in overall Citywide Assessed Value, including secured and unsecured property.
 Sources: City of Pleasanton Operating Budget 2013/14 FY and 2014/15FY; Brion & Associates.

Table A-3
Estimated City Annual Sales Tax Revenue from Project Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Land Use	Assumption	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
City Share of Sales Tax (% of Gross Sa	1.0%						
RETAIL SPENDING FROM EMPLOYEES							
Estimated Total Employment		(1)	876	642	1,845	273	2,372
Average Daily Expenditures	\$29.30 (2)						
Annual Workdays	240						
Total Retail Expenditures		\$6,163,342	\$4,515,751	\$12,976,657	\$1,920,586	\$16,679,045	\$12,509,284
Percent and Amount Spent in Pleasas	75%	\$4,622,507	\$3,386,813	\$9,732,493	\$1,440,440	\$12,509,284	\$12,509,284
Amount Spent at Existing and New Re	50%	<u>(\$2,311,253)</u>	<u>(\$1,693,407)</u>	<u>(\$4,866,246)</u>	<u>(\$720,220)</u>	<u>(\$6,254,642)</u>	<u>(\$6,254,642)</u>
Net Employee Taxable Sales		\$2,311,253	\$1,693,407	\$4,866,246	\$720,220	\$6,254,642	\$6,254,642
Sales Tax Revenue from Employees	1.0%	\$23,113	\$16,934	\$48,662	\$7,202	\$62,546	\$62,546
City Employee Sales Tax Revenues		\$0	\$23,113	\$16,934	\$48,662	\$7,202	\$62,546
SALES TAX FROM RETAIL BUSINESSES							
Retail Taxable Sales per Sqft & Bldg Sqft							
Existing Retail	\$145	38,903	-	38,903	-	-	-
New General Retail	\$350	-	246,440	23,500	273,290	23,500	-
Club Retail	\$700 (3)	-	148,000	148,000	-	148,000	-
Estimated Taxable Sales		\$5,637,900	\$0	\$5,637,900	\$0	\$0	na
Existing Retail		\$0	\$86,254,028	\$8,225,000	\$95,651,495	\$8,225,000	na
New General Retail		\$0	\$103,600,000	\$103,600,000	\$0	\$103,600,000	na
Club Retail		\$0	\$0	\$0	\$0	\$0	na
Estimated Sales Tax	1.0%	\$56,379	\$0	\$56,379	\$0	\$0	\$0
Existing Retail	1.0%	\$0	\$862,540	\$82,250	\$956,515	\$82,250	\$0
New General Retail	1.0%	\$0	\$1,036,000	\$1,036,000	\$0	\$1,036,000	\$0
Club Retail		\$0	\$0	\$0	\$0	\$0	\$0
SALES TAX FROM VISITORS							
Annual Visitors (see Table A-5)		-	41,063	41,063	41,063	41,063	\$0
Average Expenditure per Room Night	\$50	\$0	\$2,053,125	\$2,053,125	\$2,053,125	\$2,053,125	\$0
City Sales Tax from Visitors	1.0%	\$0	\$20,531	\$20,531	\$20,531	\$20,531	\$0
TOTAL SALES TAX FROM ALL SOURCES		\$56,379	\$1,942,184	\$1,212,094	\$1,025,709	\$1,145,983	\$62,546

(1) For existing sales tax we are using a figure from the City's Department of Finance for calendar year 2014 and not estimating sales tax from employees.

(2) Based on the average daily expenditures per employee from Office-Worker Retail Spending in a Digital Age 2012, ICSC Research (see Table A-3a).

This includes sales tax generated at the on-site cafeteria.

(3) The club retail is expected to have gross sales of about \$300 million per year at this location by year 5; 50% of this is taxable while the remainder is non-taxable such as food and prescriptions.

Sources: City of Pleasanton; Brion & Associates.

Table A-3a
Mean Weekly Expenditures by Geography
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Types of Spending	Including Those Who Spent Nothing			
	Total National	Urban	Suburban	Rural/Small Town
TOTAL	\$195.22	\$165.93	\$226.66	\$142.62
TOTAL less Transportation and Online Purchases	129.18	115.60	146.52	90.55
Transportation and Online Purchases	66.03	50.33	80.14	52.06
Transportation	35.92	36.37	37.67	28.77
Online Purchases Made at the Office (personal)	30.11	13.96	42.47	23.29
Full-Service Restaurants and Fast Food	26.71	26.29	28.86	16.87
Full-Service Restaurants	12.97	13.45	13.06	8.62
Fast Food/Deli/Lunch Eateries	13.75	12.85	15.80	8.26
Goods and Services	102.47	89.31	117.66	73.68
Department Stores	7.56	6.52	9.03	4.48
Discount Stores	10.63	8.19	11.33	13.38
Drug Stores	6.87	6.13	7.60	5.97
Grocery Stores	19.79	15.98	21.58	22.26
Clothing Stores	3.80	3.25	4.43	2.85
Shoe Stores	2.82	2.43	3.40	1.30
Sporting Goods Stores	2.73	2.16	3.49	1.24
Electronics/Phone/Computer Stores	6.88	4.86	8.93	3.97
Jewelry Stores	3.36	3.92	3.75	0.94
Office Supplies/Stationery/Novelty Gifts and Cards	6.90	7.37	7.41	3.94
Warehouse Clubs	9.71	7.80	12.32	4.86
Other Goods (florist, non-food vendors, etc.)	3.61	3.95	3.75	0.77
Personal Care Shops	6.03	7.83	5.76	3.46
Personal Services	3.92	3.16	4.97	1.93
Other Services (not elsewhere classified)	3.48	2.30	4.90	0.67
Entertainment (sporting events, live theater, concerts, movies)	4.35	3.45	5.01	1.67

Source: Office-Worker Retail Spending in a Digital Age, 2012, ICSC Research Copyrighted, 2011

Table A-4
2014 Assessed Value of Property Parcels and Existing Employees
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Plan # Parcel No.	Address	Acres	TRA	Improvements	Land	Total	Existing Employment
1	941-1311-35-2 (1) 7106 Johnson Drive	1.47	19-006	\$0	\$0	\$0	23
2	941-1311-1 7116 Johnson Drive	0.93	19-006	\$1,348,746	\$865,506	\$2,214,252	5
3	941-1311-2 7132 Johnson Drive	0.92	19-006	\$3,026,684	\$1,170,498	\$4,197,182	21
4	941-1311-21 7080 Commerce Circle	0.94	19-006	\$1,446,096	\$723,048	\$2,169,144	134
5	941-1311-22 7164 Johnson Drive	1.37	19-006	\$2,812,712	\$1,004,540	\$3,817,252	
6	941-1311-19 (2) 7200 Johnson Drive (1)	15.6	19-006	\$4,269,295	\$8,036,320	\$12,305,615	
68	941-1311-16 7035 Commerce Circle	2.05	19-006	\$1,808,172	\$602,724	\$2,410,896	
7	941-1300-18 (3) Johnson Drive	1.95	19-006	\$0	\$0	\$0	
8	941-1300-17 (3) 7240 Johnson Drive	3.6	19-006	\$0	\$0	\$0	115
9	941-1300-15 Johnson Drive	2.43	19-006	\$396,730	\$194,475	\$591,205	
10	941-1300-14 7280 Johnson Drive	2.84	19-006	\$602,724	\$2,009,080	\$2,611,804	
11	941-1300-19 7275 Johnson Drive	5.88	19-006	\$7,294,168	\$4,117,269	\$11,411,437	71
Total				\$23,005,327	\$18,723,460	\$41,728,787	369

(1) This parcel is a religious institution and exempt from property taxes, according to the City's Finance Department.

(2) 7200, 7202, 7206, 7208 Johnson Drive. Acreage is approximately 17.15 acres total.

From the Alameda County Assessor's Office website. <http://www.acgov.org/ms/prop/index.aspx>. Viewed December 2014.

(3) These two parcels are a public utility and exempt from property taxes.

Sources: Alameda County Assessor's Office; Brion & Associates.

Table A-5
Estimated Transient Occupancy Tax from Hotel Use by Scenario
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Land Use	Rate	Scenario 1: Existing Development	Scenario 2: New Club Retail, Hotel & Retail	Scenario 2a: Partial Buildout with Club Retail	Scenario 3: HQ Office, Hotel & New Retail	Scenario 4: Parcels 6, 9 and 10 Only	Scenario 5: Existing Zoning All Office
City's Current TOT Rate	8% (1)						
New Hotel Rooms		0	150	150	150	150	0
Average Occupancy	75%	-	41,063	41,063	41,063	41,063	-
Average Room Rate	\$125	\$0	\$5,132,813	\$5,132,813	\$5,132,813	\$5,132,813	\$0
Estimated New TOT Revenue		\$0	\$410,625	\$410,625	\$410,625	\$410,625	\$0

(1) See <http://www.cityofpleasantonca.gov/civ/cax/filebank/blobload.aspx?BlobID=23074>

Sources: ██████████ City of Pleasanton; Brion & Associates.

Table A-6
Public Facilities Fees by Scenario and Parcel - Net New Fees Due
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Public Facilities Fee:	Retail	Office	Industrial	Hotel	Ser. Comm.	Inst. Religious	EDZ Retail FAR	30%
Fee per Sqft	\$0.59	\$0.89	\$0.72	\$0.43	\$0.60	\$0.54		

Scenario 2 -- Club Retail, Hotel and Supporting Retail												
Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Public Facilities Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	Public Facilities New Fees	Public Facilities Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$10,800	Retail	30%	19,210	(790)	\$11,334	\$534
2	0.93	40,511	Patio/world/Retail	18,995	47%	\$11,207	Retail	30%	12,153	(6,842)	\$7,170	\$0
3	0.92	40,075	Commercial/Retail	19,908	50%	\$11,746	Retail	30%	12,023	(7,885)	\$7,093	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	\$8,676	Retail	30%	12,284	(2,176)	\$7,248	\$0
5	1.37	59,677	Office	15,070	25%	\$13,412	Retail	30%	17,903	2,833	\$10,563	\$0
6	15.6	679,536	Vacant Industrial	329,035	48%	\$236,905	Club Retail	30%	148,000	(181,035)	\$87,320	\$0
6b	2.05	89,500	Industrial	27,550	31%	\$19,836	Industrial	30%	26,850	(700)	\$19,332	\$0
7	1.95	84,942	Parking Lot	-	N/A	\$0	Retail	30%	25,483	25,483	\$15,035	\$15,035
8	3.6	156,816	AT&T Facility	15,132	10%	\$9,079	Retail	30%	47,045	31,913	\$27,756	\$18,677
9	2.43	105,851	Vacant	20,000	N/A	\$0	Hotel	N/A	88,000	88,000	\$37,840	\$37,840
10	2.84	123,710	Industrial	93,573	37%	\$56,144	Retail	30%	37,113	17,113	\$21,897	\$7,497
11	5.88	256,133	FedEx Distribution	573,723	33%	\$392,205	Retail	30%	76,840	(16,733)	\$45,336	\$0
TOTAL	39.98	1,741,730		573,723	33%	\$392,205		30%	522,903	(50,820)	\$297,923	\$79,583

Scenario 2a -- Partial Development with Costco												
Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Public Facilities Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	Public Facilities New Fees	Public Facilities Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$10,800	Church/Institutional	30%	20,000	-	\$10,800	\$0
2	0.93	40,511	Patio/world/Retail	18,995	47%	\$11,207	Retail	30%	18,995	-	\$11,207	\$0
3	0.92	40,075	Commercial/Retail	19,908	50%	\$11,746	Retail	30%	19,908	-	\$11,746	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	\$8,676	Service Commercial	30%	14,460	-	\$8,676	\$0
5	1.37	59,677	Office	15,070	25%	\$13,412	Office	30%	15,070	-	\$13,412	\$0
6	15.6	679,536	Vacant Industrial	329,035	48%	\$236,905	Club Retail	30%	148,000	(181,035)	\$87,320	\$0
6b	2.05	89,500	Industrial	27,550	31%	\$19,836	Industrial	30%	27,550	-	\$19,836	\$0
7	1.95	84,942	Parking Lot	-	N/A	\$0	Parking Lot	30%	-	-	\$0	\$0
8	3.6	156,816	AT&T Facility	15,132	10%	\$9,079	Service Commercial	30%	15,132	-	\$9,079	\$0
9	2.43	105,851	Vacant	20,000	N/A	\$0	Hotel	N/A	88,000	88,000	\$37,840	\$37,840
10	2.84	123,710	Industrial	93,573	37%	\$56,144	Retail	30%	37,113	17,113	\$21,897	\$7,497
11	5.88	256,133	FedEx Distribution	573,723	33%	\$392,205	Service Commercial	30%	93,573	-	\$56,144	\$0
TOTAL	39.98	1,741,730		573,723	33%	\$392,205		29%	497,801	(75,922)	\$287,957	\$45,337

Table A-6
Public Facilities Fees by Scenario and Parcel - Net New Fees Due
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Public Facilities Fee:	Retail	Office	Industrial	Hotel	Ser. Comm.	Inst. Religious	EDZ Retail FAR	30%
Fee per Sqft	\$0.59	\$0.89	\$0.72	\$0.43	\$0.60	\$0.54		

Scenario 3 -- 50% FAR HQ Office, Hotel and Supporting Retail

Parcel	Size (AC)	Parcel Size (SF)	Existing		Existing Size (SF)	Current FAR	Public Facilities		Proposed Use	EDZ FAR	Proposed Size	Public Facilities		Public Facilities Net Fees
			Use	Use			Fee Credit	New Fees				Net Fees		
1	1.47	64,033	Church/Institutional		20,000	31%		-\$10,800	Retail	30%	19,210	(790)	\$11,334	\$534
2	0.93	40,511	Patio/world/Retail		18,995	47%	-\$11,207		Retail	30%	12,153	(6,842)	\$7,170	\$0
3	0.92	40,075	Commercial/Retail		19,908	50%	-\$11,746		Retail	30%	12,023	(7,885)	\$7,093	\$0
4	0.94	40,946	Black Tie Limo		14,460	35%	\$8,676		Retail	30%	12,284	(2,176)	\$7,248	\$0
5	1.37	59,677	Office		15,070	25%	-\$13,412		Retail	30%	17,903	2,833	\$10,563	\$0
6	15.6	679,536	Vacant Industrial		329,035	48%	\$236,905		Office	50%	339,768	10,733	\$302,394	\$65,488
6b	2.05	89,500	Industrial		27,550	31%	-\$19,836		Retail	30%	26,850	(700)	\$15,841	\$0
7	1.95	84,942	Parking Lot		-	N/A	\$0		Retail	30%	25,483	25,483	\$15,035	\$15,035
8	3.6	156,816	AT&T Facility		15,132	10%	\$9,079		Retail	30%	47,045	31,913	\$27,756	\$18,677
9	2.43	105,851	Vacant		20,000	N/A	\$0		Hotel	N/A	88,000	88,000	\$37,840	\$37,840
10	2.84	123,710	Industrial		93,573	37%	-\$56,144		Retail	30%	37,113	17,113	\$21,897	\$7,497
11	5.88	256,133	FedEx Distribution		573,723	33%	\$392,205		Retail	41%	76,840	(16,733)	\$45,336	\$0
TOTAL	39.98	1,741,730			573,723	33%					714,671	140,948	\$509,506	\$145,071

Scenario 4-- [Redacted] Project

Parcel	Size (AC)	Parcel Size (SF)	Existing		Existing Size (SF)	Current FAR	Public Facilities		Proposed Use	EDZ FAR	Proposed Size	Public Facilities		Public Facilities Net Fees
			Use	Use			Fee Credit	New Fees				Net Fees		
6	15.6	679,536	Vacant Industrial		329,035	48%	-\$236,905		Retail	30%	148,000	(181,035)	\$87,320	\$0
9	2.43	105,851	Vacant			N/A	\$0		Hotel	N/A	88,000	88,000	\$37,840	\$37,840
10	2.84	123,710	Industrial		20,000	16%	-\$14,400		Retail	30%	37,113	17,113	\$21,897	\$7,497
TOTAL	20.87	909,097			349,035	38%	\$251,305				273,113	(75,922)	\$147,057	\$45,337

Table A-6
Public Facilities Fees by Scenario and Parcel - Net New Fees Due
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Public Facilities Fee:	Retail	Office	Industrial	Hotel	Ser. Comm.	Inst. Religious	EDZ Retail FAR	30%
Fee per Sqft	\$0.59	\$0.89	\$0.72	\$0.43	\$0.60	\$0.54		

Scenario 5-- Existing Zoning Redevelopment (allows Office - assume 35% FAR except Main Campus 50% FAR)

Parcel	Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Public Facilities		Proposed Use	EDZ FAR	Proposed		Public Facilities		Net Fees
						Fee Credit	Fee Credit			Size	Delta (SF)	New Fees	Net Fees	
1	1.47	64,033	Church/Institutional	20,000	31%	\$10,800		Office	35%	22,412	2,412	\$19,946	\$9,146	
2	0.93	40,511	Patio/world/Retail	18,995	47%	\$11,207		Office	35%	14,179	(4,816)	\$12,619	\$1,412	
3	0.92	40,075	Commercial/Retail	19,908	50%	\$11,746		Office	35%	14,026	(5,882)	\$12,483	\$738	
4	0.94	40,946	Black Tie Limo	14,460	35%	\$8,676		Office	35%	14,331	(129)	\$12,755	\$4,079	
5	1.37	59,677	Office	15,070	25%	\$13,412		Office	35%	20,887	5,817	\$18,589	\$5,177	
6	15.6	679,536	Vacant Industrial	329,035	48%	\$236,905		Office	50%	339,768	10,733	\$302,394	\$65,488	
6b	2.05	89,298	Industrial	27,550	31%	\$19,836		Office	35%	31,254	3,704	\$27,816	\$7,980	
7	1.95	84,942	Parking Lot	-	N/A	\$0		Office	35%	29,730	29,730	\$26,459	\$26,459	
8	3.6	156,816	AT&T Facility	15,132	10%	\$9,079		Office	35%	54,886	39,754	\$48,848	\$39,769	
9	2.43	105,851	Vacant	20,000	N/A	\$0		Office	35%	37,048	37,048	\$32,973	\$32,973	
10	2.84	123,710	Industrial	20,000	16%	\$14,400		Office	35%	43,299	23,299	\$38,536	\$24,136	
11	5.88	256,133	FedEx Distribution	93,573	37%	\$56,144		Office	35%	89,646	(3,927)	\$79,785	\$23,642	
TOTAL	39.98	1,741,529		573,723	33%	\$392,205			41%	711,465	137,742	\$633,204	\$240,999	

Sources: [Redacted] Brion & Associates.

Table A-7
 Low Income Housing Fees by Scenario and Parcel - Net New Fees Due
 Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Low Income Hou: All Non. Res. Projects		EDZ Retail FAR		30%							
Fee per Sqft	\$2.87	EDZ Retail FAR	30%								
Scenario 2 -- Club Retail, Hotel and Supporting Retail											
Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Low Income Housing Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees	Low Income Housing Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$57,400	30%	19,210	(790)	\$55,133	\$0
2	0.93	40,511	Patioworld/Retail	18,995	47%	\$54,516	30%	12,153	(6,842)	\$34,880	\$0
3	0.92	40,075	Commercial/Retail	19,908	50%	\$57,136	30%	12,023	(7,885)	\$34,505	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	\$41,500	30%	12,284	(2,176)	\$35,255	\$0
5	1.37	59,677	Office	15,070	25%	\$43,251	30%	17,903	2,833	\$51,382	\$8,131
6	15.6	679,536	Vacant Industrial	329,035	48%	\$944,330	30%	148,000	(181,035)	\$424,760	\$0
6b	2.05	89,500	Industrial	27,550	31%	\$79,069	30%	26,850	(700)	\$77,059	\$0
7	1.95	84,942	Parking Lot	-	N/A	\$0	30%	25,483	25,483	\$73,135	\$73,135
8	3.6	156,816	AT&T Facility	15,132	10%	\$43,429	30%	47,045	31,913	\$135,019	\$91,590
9	2.43	105,851	Vacant	20,000	N/A	\$0	N/A	88,000	88,000	\$252,560	\$252,560
10	2.84	123,710	Industrial	93,573	16%	\$57,400	30%	23,500	3,500	\$67,445	\$10,045
11	5.88	256,133	FedEx Distribution	93,573	37%	\$268,555	30%	76,840	(16,733)	\$220,530	\$0
TOTAL	39.98	1,741,730		573,723	33%	\$1,646,585	29%	509,290	(64,433)	\$1,461,662	\$435,461

Scenario 2a -- Partial Development with Costco											
Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Low Income Housing Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees	Low Income Housing Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$57,400	30%	20,000	-	\$57,400	\$0
2	0.93	40,511	Patioworld/Retail	18,995	47%	\$54,516	30%	18,995	-	\$54,516	\$0
3	0.92	40,075	Commercial/Retail	19,908	50%	\$57,136	30%	19,908	-	\$57,136	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	\$41,500	30%	14,460	-	\$41,500	\$0
5	1.37	59,677	Office	15,070	25%	\$43,251	30%	15,070	-	\$43,251	\$0
6	15.6	679,536	Vacant Industrial	329,035	48%	\$944,330	30%	148,000	(181,035)	\$424,760	\$0
6b	2.05	89,500	Industrial	27,550	31%	\$79,069	30%	27,550	-	\$79,069	\$0
7	1.95	84,942	Parking Lot	-	N/A	\$0	30%	-	-	\$0	\$0
8	3.6	156,816	AT&T Facility	15,132	10%	\$43,429	30%	15,132	-	\$43,429	\$0
9	2.43	105,851	Vacant	20,000	N/A	\$0	N/A	88,000	88,000	\$252,560	\$252,560
10	2.84	123,710	Industrial	93,573	16%	\$57,400	30%	23,500	17,113	\$67,445	\$10,045
11	5.88	256,133	FedEx Distribution	93,573	37%	\$268,555	30%	93,573	-	\$268,555	\$0
TOTAL	39.98	1,741,730		573,723	33%	\$1,646,585	29%	497,801	(75,922)	\$1,389,620	\$262,605

Table A-7
 Low Income Housing Fees by Scenario and Parcel - Net New Fees Due
 Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Low Income Hou: All Non. Res. Projects		EDZ Retail FAR		30%						
Fee per Sqft		\$2.87								
Scenario 3 -- 50% FAR HQ Office, Hotel and Supporting Retail										
Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Proposed Use	Proposed FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees	Low Income Housing Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	Retail	19,210	(790)	\$55,133	\$0
2	0.93	40,511	Patioworld/Retail	18,995	47%	Retail	12,153	(6,842)	\$34,880	\$0
3	0.92	40,075	Commercial/Retail	19,908	50%	Retail	12,023	(7,885)	\$34,505	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	Retail	12,284	(2,176)	\$35,255	\$0
5	1.37	59,677	Office	15,070	25%	Retail	17,903	2,833	\$51,382	\$8,131
6	15.6	679,536	Vacant Industrial	329,035	48%	Office	339,768	10,733	\$975,134	\$30,804
6b	2.05	89,500	Industrial	27,550	31%	Retail	26,850	(700)	\$77,059	\$0
7	1.95	84,942	Parking Lot	-	N/A	Retail	25,483	25,483	\$73,135	\$73,135
8	3.6	156,816	AT&T Facility	15,132	10%	Retail	47,045	31,913	\$135,019	\$91,590
9	2.43	105,851	Vacant	20,000	N/A	Hotel	88,000	88,000	\$252,560	\$252,560
10	2.84	123,710	Industrial	20,000	16%	Retail	23,500	3,500	\$67,445	\$10,045
11	5.88	256,133	FedEx Distribution	93,573	37%	Retail	76,840	(16,733)	\$220,530	\$0
TOTAL	39.98	1,741,730		573,723	33%		701,058	127,335	\$2,012,036	\$466,265

Scenario 4--		Project									
Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Proposed Use	Proposed FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees	Low Income Housing Net Fees	
6	15.6	679,536	Vacant Industrial	329,035	48%	Retail	148,000	(181,035)	\$424,760	\$0	
9	2.43	105,851	Vacant	20,000	N/A	Hotel	88,000	88,000	\$252,560	\$252,560	
10	2.84	123,710	Industrial	20,000	16%	Retail	23,500	3,500	\$67,445	\$10,045	
TOTAL	20.87	909,097		349,035	38%		259,500	(89,535)	\$744,765	\$262,605	

Table A-7
 Low Income Housing Fees by Scenario and Parcel - Net New Fees Due
 Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Low Income Hou: All Non. Res. Projects		EDZ Retail FAR		30%						
Low Income Housing Fee per Sqft	Low Income Housing Fee Credit									
Scenario 5-- Existing Zoning Redevelopment (allows Office - assume 35% FAR except Main Campus 50% FAR)										
Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Proposed Use	Proposed FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees	Low Income Housing Net Fees
1	1.47	64,033 Church/Institutional	20,000	31%	Office	35%	22,412	2,412	\$64,321	\$6,921
2	0.93	40,511 Patioworld/Retail	18,995	47%	Office	35%	14,179	(4,816)	\$40,693	\$0
3	0.92	40,075 Commercial/Retail	19,908	50%	Office	35%	14,026	(5,882)	\$40,256	\$0
4	0.94	40,946 Black Tie Limo	14,460	35%	Office	35%	14,331	(129)	\$41,131	\$0
5	1.37	59,677 Office	15,070	25%	Office	35%	20,887	5,817	\$59,946	\$16,695
6	15.6	679,536 Vacant Industrial	329,035	48%	Office	50%	339,768	10,733	\$975,134	\$30,804
6b	2.05	89,298 Industrial	27,550	31%	Office	35%	31,254	3,704	\$89,700	\$10,631
7	1.95	84,942 Parking Lot	-	N/A	Office	35%	29,730	29,730	\$85,324	\$85,324
8	3.6	156,816 AT&T Facility	15,132	10%	Office	35%	54,886	39,754	\$157,522	\$114,093
9	2.43	105,851 Vacant	20,000	N/A	Office	35%	37,048	37,048	\$106,327	\$106,327
10	2.84	123,710 Industrial	20,000	16%	Office	35%	43,299	23,299	\$124,267	\$66,867
11	5.88	256,133 FedEx Distribution	93,573	37%	Office	35%	89,646	(3,927)	\$257,285	\$0
TOTAL	39.98	1,741,529	573,723	33%		41%	711,465	137,742	\$2,041,906	\$437,663

Sources: Brion & Associates.

Table A-8
 Programming Model and TIF Fee Analysis by Scenario - Net New Fees Due
 Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

TIF Fees	Retail	Office	Industrial	EDZ Retail FAR	30%
City of Pleasanton	\$13.15	\$6.26	\$4.70		
TVTC	\$1.62	\$4.37	\$2.95		
Total Fees per Sqft	\$14.77	\$10.63	\$7.65		

Scenario 2 -- Club Retail, Hotel and Supporting Retail												
Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	TIF & TVTC Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	TIF & TVTC New Fees	TIF & TVTC Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$153,000	Retail	30%	19,210	(790)	\$283,731	\$130,731
2	0.93	40,511	Patio/office/Retail	18,995	47%	\$145,312	Retail	30%	12,153	(6,842)	\$179,503	\$34,192
3	0.92	40,075	Commercial/Retail	19,908	50%	\$152,296	Retail	30%	12,023	(7,885)	\$177,573	\$25,277
4	0.94	40,946	Black Tie Limo	14,460	35%	\$110,619	Retail	30%	12,284	(2,176)	\$181,433	\$70,814
5	1.37	59,677	Office	15,070	25%	\$160,194	Retail	30%	17,903	2,833	\$264,430	\$104,236
6	15.6	679,536	Vacant Industrial	329,035	48%	\$2,517,118	Club Retail	30%	148,000	(181,035)	\$2,185,960	\$0
6b	2.05	89,500	Industrial	27,550	31%	\$210,758	Industrial	30%	26,850	(700)	\$205,402	\$0
7	1.95	84,942	Parking Lot	-	N/A	\$0	Retail	30%	25,483	25,483	\$376,378	\$376,378
8	3.6	156,816	AT&T Facility	15,132	10%	\$115,760	Retail	30%	47,045	31,913	\$694,852	\$579,092
9	2.43	105,851	Vacant	-	N/A	\$0	Hotel	N/A	88,000	88,000	\$0	\$0
10	2.84	123,710	Industrial	20,000	16%	\$153,000	Retail	30%	23,500	3,500	\$347,095	\$194,095
11	5.88	256,133	FedEx Distribution	93,573	37%	\$715,833	Retail	30%	76,840	(16,733)	\$1,134,924	\$419,091
TOTAL	39.98	1,741,730		573,723	33%	\$4,433,890		29%	509,290	(64,433)	\$6,031,282	\$1,933,906

Scenario 2a -- Partial Development with Costco												
Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	TIF & TVTC Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	TIF & TVTC New Fees	TIF & TVTC Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$153,000	Church/Institutional	30%	20,000	-	\$153,000	\$0
2	0.93	40,511	Patio/office/Retail	18,995	47%	\$145,312	Retail	30%	18,995	-	\$280,556	\$0
3	0.92	40,075	Commercial/Retail	19,908	50%	\$152,296	Retail	30%	19,908	-	\$294,041	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	\$110,619	Service Commercial	30%	14,460	-	\$110,619	\$0
5	1.37	59,677	Office	15,070	25%	\$160,194	Office	30%	15,070	-	\$160,194	\$0
6	15.6	679,536	Vacant Industrial	329,035	48%	\$2,517,118	Club Retail	30%	148,000	(181,035)	\$2,185,960	\$0
6b	2.05	89,500	Industrial	27,550	31%	\$210,758	Industrial	30%	27,550	-	\$210,758	\$0
7	1.95	84,942	Parking Lot	-	N/A	\$0	Parking Lot	30%	-	-	\$0	\$0
8	3.6	156,816	AT&T Facility	15,132	10%	\$115,760	Service Commercial	30%	15,132	-	\$115,760	\$0
9	2.43	105,851	Vacant	-	N/A	\$0	Hotel	N/A	88,000	88,000	\$0	\$0
10	2.84	123,710	Industrial	20,000	16%	\$153,000	Retail	30%	23,500	17,113	\$347,095	\$194,095
11	5.88	256,133	FedEx Distribution	93,573	37%	\$715,833	Service Commercial	30%	93,573	-	\$715,833	\$0
TOTAL	39.98	1,741,730		573,723	33%	\$4,433,890	0	29%	497,801	(75,922)	\$4,573,816	\$194,095

Table A-8
 Programming Model and TIF Fee Analysis by Scenario - Net New Fees Due
 Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

TIF Fees	Retail		Office		Industrial	
	City of Pleasanton	TVTC	EDZ Retail FAR	30%	EDZ Retail FAR	30%
	\$13.15	\$6.26	\$4.70		\$4.70	
	\$1.62	\$4.37	\$2.95		\$2.95	
Total Fees per Sqft	\$14.77	\$10.63	\$7.65		\$7.65	

Scenario 3 -- 50% FAR HQ Office, Hotel and Supporting Retail

Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	TIF & TVTC Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	TIF & TVTC New Fees	TIF & TVTC Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$153,000	Retail	30%	19,210	(790)	\$283,731	\$130,731
2	0.93	40,511	Patio/world/Retail	18,995	47%	\$145,312	Retail	30%	12,153	(6,842)	\$179,503	\$34,192
3	0.92	40,075	Commercial/Retail	19,908	50%	\$152,296	Retail	30%	12,023	(7,885)	\$177,573	\$25,277
4	0.94	40,946	Black Tie Limo	14,460	35%	\$110,619	Retail	30%	12,284	(2,176)	\$181,433	\$70,814
5	1.37	59,677	Office	15,070	25%	\$160,194	Retail	30%	17,903	2,833	\$264,430	\$104,236
6	15.6	679,536	Vacant Industrial	329,035	48%	\$2,517,118	Office	50%	339,768	10,733	\$3,611,734	\$1,094,616
6b	2.05	89,500	Industrial	27,550	31%	\$210,758	Retail	30%	26,850	(700)	\$396,573	\$185,816
7	1.95	84,942	Parking Lot	-	N/A	\$0	Retail	30%	25,483	25,483	\$376,378	\$376,378
8	3.6	156,816	AT&T Facility	15,132	10%	\$115,760	Retail	30%	47,045	31,913	\$694,852	\$579,092
9	2.43	105,851	Vacant	-	N/A	\$0	Hotel	N/A	88,000	88,000	\$0	\$0
10	2.84	123,710	Industrial	20,000	16%	\$153,000	Retail	30%	23,500	3,500	\$347,095	\$194,095
11	5.88	256,133	FedEx Distribution	93,573	37%	\$715,833	Retail	30%	76,840	(16,733)	\$1,134,924	\$419,091
TOTAL	39.98	1,741,730		573,723	33%	\$4,433,890		40%	701,058	127,335	\$7,648,227	\$3,214,337

Scenario 4 - [REDACTED] Project

Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	TIF & TVTC Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	TIF & TVTC New Fees	TIF & TVTC Net Fees
6	15.6	679,536	Vacant Industrial	329,035	48%	\$2,517,118	Retail	30%	148,000	(181,035)	\$2,185,960	\$0
9	2.43	105,851	Vacant	-	N/A	\$0	Hotel	N/A	88,000	88,000	\$0	\$0
10	2.84	123,710	Industrial	20,000	16%	\$153,000	Retail	30%	23,500	3,500	\$347,095	\$194,095
TOTAL	20.87	909,097		349,035	38%	\$2,670,118		29%	259,500	(89,535)	\$2,533,055	\$194,095

Table A-8
 Programming Model and TIF Fee Analysis by Scenario - Net New Fees Due
 Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

TIF Fees	Retail	Office	Industrial	EDZ Retail FAR	30%
City of Pleasanton	\$13.15	\$6.26	\$4.70		
TVTC	\$1.62	\$4.37	\$2.95		
Total Fees per Sqft	\$14.77	\$10.63	\$7.65		

Scenario 5-- Existing Zoning Redevelopment (allows Office - assume 35% FAR except Main Campus 50% FAR)

Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	TIF & TVTC Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	TIF & TVTC New Fees	TIF & TVTC Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$153,000	Office	35%	22,412	2,412	\$238,236	\$85,236
2	0.93	40,511	Patio/world/Retail	18,995	47%	\$145,312	Office	35%	14,179	(4,816)	\$150,720	\$5,409
3	0.92	40,075	Commercial/Retail	19,908	50%	\$152,296	Office	35%	14,026	(5,882)	\$149,100	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	\$110,619	Office	35%	14,331	(129)	\$152,341	\$41,722
5	1.37	59,677	Office	15,070	25%	\$160,194	Office	35%	20,887	5,817	\$222,029	\$61,835
6	15.6	679,536	Vacant Industrial	329,035	48%	\$2,517,118	Office	50%	339,768	10,733	\$3,611,734	\$1,094,616
6b	2.05	89,298	Industrial	27,550	31%	\$210,758	Office	35%	31,254	3,704	\$332,233	\$121,476
7	1.95	84,942	Parking Lot	-	N/A	\$0	Office	35%	29,730	29,730	\$316,027	\$316,027
8	3.6	156,816	AT&T Facility	15,132	10%	\$115,760	Office	35%	54,886	39,754	\$583,434	\$467,674
9	2.43	105,851	Vacant	-	N/A	\$0	Office	35%	37,048	37,048	\$393,818	\$393,818
10	2.84	123,710	Industrial	20,000	16%	\$153,000	Office	35%	43,299	23,299	\$460,265	\$307,265
11	5.88	256,133	FedEx Distribution	93,573	37%	\$715,833	Office	35%	89,646	(3,927)	\$952,942	\$237,109
TOTAL	39.98	1,741,529		573,723	33%	\$4,433,890		41%	711,465	137,742	\$7,562,878	\$3,132,185

Sources: [Redacted] Brion & Associates.

Table A-9
School Fees by Scenario and Parcel - Net New Fees Due
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Low Income Hous All Non. Res. Projects		EDZ Retail FAR		30%						
Fee per Sqft	\$0.47	EDZ Retail FAR	30%							
Scenario 2 -- Club Retail, Hotel and Supporting Retail										
Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Low Income Housing Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$9,400	30%	19,210	(790)	\$9,029
2	0.93	40,511	Patio world/Retail	18,995	47%	\$8,928	30%	12,153	(6,842)	\$5,712
3	0.92	40,075	Commercial/Retail	19,908	50%	\$9,357	30%	12,023	(7,885)	\$5,651
4	0.94	40,946	Black Tie Limo	14,460	35%	\$6,796	30%	12,284	(2,176)	\$5,773
5	1.37	59,677	Office	15,070	25%	\$7,083	30%	17,903	2,833	\$8,414
6	15.6	679,536	Vacant Industrial	329,035	48%	\$154,646	30%	148,000	(181,035)	\$69,560
6b	2.05	89,500	Industrial	27,550	31%	\$12,949	30%	26,850	(700)	\$12,619
7	1.95	84,942	Parking Lot	-	N/A	\$0	30%	25,483	25,483	\$11,977
8	3.6	156,816	AT&T Facility	15,132	10%	\$7,112	30%	47,045	31,913	\$22,111
9	2.43	105,851	Vacant	20,000	N/A	\$0	N/A	88,000	88,000	\$41,360
10	2.84	123,710	Industrial	93,573	16%	\$9,400	30%	23,500	3,500	\$11,045
11	5.88	256,133	FedEx Distribution	93,573	37%	\$43,979	30%	76,840	(16,733)	\$36,115
TOTAL	39.98	1,741,730		573,723	33%	\$269,650	29%	509,290	(64,433)	\$239,366
Scenario 2a -- Partial Development with Costco										
Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Low Income Housing Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$9,400	30%	20,000	-	\$9,400
2	0.93	40,511	Patio world/Retail	18,995	47%	\$8,928	30%	18,995	-	\$8,928
3	0.92	40,075	Commercial/Retail	19,908	50%	\$9,357	30%	19,908	-	\$9,357
4	0.94	40,946	Black Tie Limo	14,460	35%	\$6,796	30%	14,460	-	\$6,796
5	1.37	59,677	Office	15,070	25%	\$7,083	30%	15,070	-	\$7,083
6	15.6	679,536	Vacant Industrial	329,035	48%	\$154,646	30%	148,000	(181,035)	\$69,560
6b	2.05	89,500	Industrial	27,550	31%	\$12,949	30%	27,550	-	\$12,949
7	1.95	84,942	Parking Lot	-	N/A	\$0	30%	-	-	\$0
8	3.6	156,816	AT&T Facility	15,132	10%	\$7,112	30%	15,132	-	\$7,112
9	2.43	105,851	Vacant	20,000	N/A	\$0	N/A	88,000	88,000	\$41,360
10	2.84	123,710	Industrial	93,573	16%	\$9,400	30%	23,500	17,113	\$11,045
11	5.88	256,133	FedEx Distribution	93,573	37%	\$43,979	30%	93,573	-	\$43,979
TOTAL	39.98	1,741,730		573,723	33%	\$269,650	29%	497,801	(75,922)	\$43,979
										\$227,568
										\$43,005

Table A-9
School Fees by Scenario and Parcel - Net New Fees Due
Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Low Income Hous All Non. Res. Projects		EDZ Retail FAR		30%							
Parcel Size (Ac)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Low Income Housing Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees	Low Income Housing Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	\$9,400	30%	19,210	(790)	\$9,029	\$0
2	0.93	40,511	Patioword/Retail	18,995	47%	\$8,928	30%	12,153	(6,842)	\$5,712	\$0
3	0.92	40,075	Commercial/Retail	19,908	50%	\$9,357	30%	12,023	(7,885)	\$5,651	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	\$6,796	30%	12,284	(2,176)	\$5,773	\$0
5	1.37	59,677	Office	15,070	25%	\$7,083	30%	17,903	2,833	\$8,414	\$1,332
6	15.6	679,536	Vacant Industrial	329,035	48%	\$154,646	50%	339,768	10,733	\$159,691	\$5,045
6b	2.05	89,500	Industrial	27,550	31%	\$12,949	30%	26,850	(700)	\$12,619	\$0
7	1.95	84,942	Parking Lot	-	N/A	\$0	30%	25,483	25,483	\$11,977	\$11,977
8	3.6	156,816	AT&T Facility	15,132	10%	\$7,112	30%	47,045	31,913	\$22,111	\$14,999
9	2.43	105,851	Vacant	20,000	N/A	\$0	N/A	88,000	88,000	\$41,360	\$41,360
10	2.84	123,710	Industrial	93,573	16%	\$9,400	30%	23,500	3,500	\$11,045	\$1,645
11	5.88	256,133	FedEx Distribution	93,573	37%	\$43,979	30%	76,840	(16,733)	\$36,115	\$0
TOTAL	39.98	1,741,730		573,723	33%	\$269,650	40%	701,058	127,335	\$329,497	\$76,357

Scenario 4 - [REDACTED] Project		Low Income Housing Fee Credit		38%							
Parcel Size (Ac)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Low Income Housing Fee Credit	Proposed Use	EDZ FAR	Proposed Size	Delta (SF)	Low Income Housing New Fees	Low Income Housing Net Fees
6	15.6	679,536	Vacant Industrial	329,035	48%	\$154,646	30%	148,000	(181,035)	\$69,560	\$0
9	2.43	105,851	Vacant	20,000	N/A	\$0	N/A	88,000	88,000	\$41,360	\$41,360
10	2.84	123,710	Industrial	93,573	16%	\$9,400	30%	23,500	3,500	\$11,045	\$1,645
TOTAL	20.87	909,097		349,035	38%	\$164,046	29%	259,500	(89,535)	\$121,965	\$43,005

Table A-9
 School Fees by Scenario and Parcel - Net New Fees Due
 Johnson Drive EDZ Fiscal Impact Analysis, Pleasanton, CA

Low Income Hous All Non. Res. Projects		EDZ Retail FAR		30%								
Low Income Hous All Non. Res. Projects	Fee per Sqft	\$0.47	EDZ Retail FAR	30%								
Scenario 5 – Existing Zoning Redevelopment (allows Office - assume 35% FAR except Main Campus 50% FAR)												
Parcel	Parcel Size (AC)	Parcel Size (SF)	Existing Use	Existing Size (SF)	Current FAR	Proposed Use	Proposed FAR	EDZ FAR	Proposed Size	Delta (SF)	Low Income Hous New Fees	Low Income Hous Net Fees
1	1.47	64,033	Church/Institutional	20,000	31%	Office	35%	35%	22,412	2,412	\$10,533	-\$1,133
2	0.93	40,511	Patio/World/Retail	18,995	47%	Office	35%	35%	14,179	(4,816)	\$6,664	\$0
3	0.92	40,075	Commercial/Retail	19,908	50%	Office	35%	35%	14,026	(5,882)	\$6,592	\$0
4	0.94	40,946	Black Tie Limo	14,460	35%	Office	35%	35%	14,331	(129)	\$6,736	\$0
5	1.37	59,677	Office	15,070	25%	Office	35%	35%	20,887	5,817	\$9,817	\$2,734
6	15.6	679,536	Vacant Industrial	329,035	48%	Office	50%	50%	339,768	10,733	\$159,691	\$5,045
6b	2.05	89,298	Industrial	27,550	31%	Office	35%	35%	31,254	3,704	\$14,690	-\$1,741
7	1.95	84,942	Parking Lot	-	N/A	Office	35%	35%	29,730	29,730	\$13,973	\$13,973
8	3.6	156,816	AT&T Facility	15,132	10%	Office	35%	35%	54,886	39,754	\$25,796	\$18,684
9	2.43	105,851	Vacant	20,000	N/A	Office	35%	35%	37,048	37,048	\$17,412	\$17,412
10	2.84	123,710	Industrial	93,573	16%	Office	35%	35%	43,299	23,299	\$20,350	\$10,950
11	5.88	256,133	FedEx Distribution	93,573	37%	Office	35%	35%	89,646	(3,927)	\$42,134	\$0
TOTAL	39.98	1,741,529		573,723	33%		41%		711,465	137,742	\$334,389	\$71,673

Sources: [Redacted] Brion & Associates.

Appendix D

Uses Permitted or
Conditionally Permitted in the
Johnson Drive EDZ (Draft
SEIR Appendix B)

Uses Permitted or Conditionally Permitted in the Johnson Drive EDZ

Uses	Allowed Uses
Accessory uses and structures located on the same site as a permitted use and the following accessory structures and uses located on the same site with a permitted use or with a conditional use which has been granted a use permit in accord with the provisions of Chapter 18.124:	
Appliance sales and repair, provided repair services shall be incidental to retail sales	P
Art galleries and artists' supplies stores	P
Assisted Living Facilities	C
Bars and brew pubs, as defined in PMC Chapter 18.08	C
Bicycle shops	P
Bookstores and rental libraries	P
Candy stores	P
Churches and similar religious and meeting facilities in existing structures	C
Clothing and costume rental establishment	P
Clothing, shoe, and accessory stores	P
Commercial radio and television aerials, antennas, and transmission towers with design review approval specified under PMC Chapter 18.20, having a minimum distance of 200 feet from the property lines of all of the following:	C
Existing or approved residences or agricultural zoning districts or in planned unit developments with a residential or agricultural zoning designation;	
Existing or approved uses established prior to the adoption of this Planned Unit Development	
Undeveloped residential or agricultural zoning districts or undeveloped planned unit developments with a residential or agricultural zoning designation and without an approved development plan, unless designated as a public and institutional land use in the general plan;	
Existing or approved public schools, private schools, and childcare centers, not including schools which only provide tutorial services;	
Neighborhood parks, community parks, or regional parks, as designated in the general plan; and	
Existing or approved senior care/assisted living facilities, including nursing homes.	
All commercial radio and television aerials, antennas, and transmissions towers shall be located so as to minimize their visibility and, unless determined by the zoning administrator to be significantly hidden from view, designed to ensure that they will not appear as an aerial, antenna, and/or transmission tower. All such facilities determined by the zoning administrator to be visible from residential land uses, the I-580 and/or I-680 rights-of-way, or other sensitive land uses such as	

Uses	Allowed Uses
<p>parks, schools, or major streets, shall incorporate appropriate stealth techniques to camouflage, disguise, and/or blend them into the surrounding environment, and shall be in scale and architecturally integrated with their surroundings in such a manner as to be visually unobtrusive. All applications for commercial radio and/or television aerials, antennas, and transmission towers shall include engineering analyses completed to the satisfaction of the zoning administrator. Said analyses shall be peer-reviewed by an outside consultant.</p>	
<p>If mounted on structures or on architectural details of a building, these facilities shall be treated to match the existing architectural features and colors found on the building's architecture through design, color, texture, or other measures deemed to be necessary by the zoning administrator.</p>	
<p>Roof-mounted aerials and antennas shall be located in an area of the roof where the visual impact is minimized. Roof-mounted and ground-mounted aerials, antennas, and transmission towers shall not be allowed in the direct sightline(s) or sensitive view corridors, or where they would adversely affect scenic vistas, unless the facilities incorporate the appropriate, creative techniques to camouflage, disguise, and/or blend them into the surrounding environment, as determined to be necessary by the zoning administrator.</p>	
<p>All commercial radio and television aerials, antennas, and transmission towers shall conform to the applicable requirements of Cal-OSHA and/or the FCC before commencement of and during operation. Evidence of conformance shall be provided to the zoning administrator before final inspection of the facility by the chief building official.</p>	
<p>If the zoning administrator finds that an approved aerial, antenna, or transmission tower is not in compliance with this title, that conditions have not been fulfilled, or that there is a compelling public safety and welfare necessity, the zoning administrator shall notify the owner/operator of the aerial/antenna/transmission tower in writing of the concern, and state the actions necessary to cure. After 30 days from the date of notification, if compliance with this title is not achieved, the conditions of approval have not been fulfilled, or there is still compelling public safety and welfare necessity, the zoning administrator shall refer the use to the planning commission for review. Such reviews shall occur at a noticed public hearing where the owner/operator of the aerial/antenna/transmission tower may present relevant evidence. If, upon such review, the planning commission finds that any of the above have occurred, the planning commission may modify or revoke all</p>	

Uses	Allowed Uses
approvals and/or permits	
Copying and related duplicating services and printing/publishing services using only computers, copy machines, etc., not including lithographing, engraving, or such similar reproduction services	P
Delicatessen stores	P
Department stores	P
Department store tire, battery and accessory shops	P
Drugstores and prescription pharmacies	P
Dry goods stores	P
Financial Services (in-line only, no freestanding)	C
Financial Services (ancillary to approved uses such as ATM's)	P
Florists	P
Food market including supermarkets, convenience markets, and specialty stores	P
Garden centers, including plant nurseries	P
General office uses (including computer centers)	P
Gift shops	P
Gymnasiums and health clubs with less than 50,000 square feet.	C
Hardware stores	P
Hobby shops	P
Hotels and motels	C
Ice cream sales	P
Incidental services for employees on a site occupied by a permitted use	P
Interior decorating shops	P
Jewelry stores	P
Laboratories, commercial, testing, research, experimental or other, including pilot plants	C
Laundries and dry cleaners where service is provided	C
Leather goods and luggage stores	P
Massage establishments where four or more massage technicians provide massage services at any one time. Massage establishments within gymnasiums and health clubs shall meet the requirements of Chapter 6.24	C
Massage establishments where three or fewer massage technicians provide massage services at any one time. Massage establishments within gymnasiums and health clubs shall meet the requirements of Chapter 6.24	P
Meeting halls	C
Membership warehouse club including gas, tire, and carwash service	P
Microbreweries (as a form of restaurant)	P
Music stores	P
Newsstands	P
Office buildings	P
Offices, including, but not limited to medical, business, professional,	P

Uses	Allowed Uses
and administrative offices	
Paint, glass and wallpaper shops	P
Pet and bird stores	P
Photographic studios	P
Photographic supply stores	P
Picture framing shops	P
Plant shops	P
Recreation and sport facilities, indoor, which cannot meet the recreation and sport facility criteria as written in the use category below	C
Recreation and sport facilities, indoor, with more than 20 users in the facility at any one time, and with no massage services or with massage services of three or fewer massage technicians at any one time. Massage establishments within recreation and sports facilities shall meet the requirements of Chapter 6.24	P
Restaurants and soda fountains not including drive-thrus or drive-ins, except drive-thru coffee uses	P
Schools and colleges, including trade, business, music and art schools, but not including general purpose or nursery schools	C
Shoe stores	P
Specialty stores selling those items normally sold in department stores	P
Sporting goods stores, no firearm sales	P
Sporting goods stores with firearm sales	C
Theaters and auditoriums	P
Toy stores	P
Tutoring with no more than 20 students at the facility at any one time are permitted uses subject to the following conditions:	P
1. The facility shall adhere to all occupancy, ADA, California Building Code, and exiting requirements	
2. The zoning administrator finds that adequate parking is available for the said use	
The standard city noise ordinance applies	
Watch and clock repair shops	P

P = Permitted uses within the Johnson Drive EDZ

C = Conditionally permitted uses within the Johnson Drive EDZ

Appendix E

Draft EDZ Design Guidelines (Draft SEIR Appendix D)

Johnson Drive Economic Development Zone
DRAFT Development Standards and Design Guidelines
June 2015

Please note these are DRAFT and will be subject to amendments upon discussion with stakeholders

Zoning

PUD-C

Site Development Standards

ZONING DISTRICT	MINIMUM YARDS			MAX. FLOOR AREA RATIO	MAX. HEIGHT	CLASS I ACCESSORY STRUCTURES		
	Front	One Side/ Both Sides	Rear			Max. Height	Min. Side Yard	Min. Rear Yard
PUD-C	35 feet	10 feet/20 feet	15 feet	30%	Office – 80 feet Hotel – 65 feet Retail – 40 feet	40 feet	10 feet	25 feet

Purpose and Vision

The purpose of these guidelines is to provide urban design guidance at the planning application stage in order to assess, promote and achieve appropriate development for all uses including large format retail stores, hotels, and other commercial uses within the Economic Development Zone. The specific site context and conditions will also be reviewed in conjunction with these Design Guidelines. Through the implementation of these Design Guidelines, the vision for the Economic Development Zone includes:

- Creating a redevelopment area that provides business opportunities and employment.
- Ensuring development consistency throughout the project area.
- Encouraging visual continuity of the architecture in terms of mass, scale, materials, and color relative to adjacent development.
- Achieving interesting, high-quality architectural design for all development, including large-format retail buildings.

- Enhancing landscaping, public open space, and environmental performance.
- Creating comfortable and attractive pedestrian environments (e.g., visual interest at the street level, comfortable open space areas, attractive pedestrian connections from parking areas to buildings).
- Promoting development patterns that allow for future intensification.

Site Design and Spatial Characteristics

- When appropriate, site and building planning may be undertaken in a manner that allows phased development of the site over time.
- When multiple structures are planned as part of a single ownership or project, they should be designed in a unified architectural and spatial manner for the site.
- The siting and orientation of each building shall be considered as it relates to its specific parcel (buildings are encouraged, but are not necessarily required as determined by the Director of Community Development, to be sited toward the street frontages of project area parcels to the greatest extent possible), its effect on adjacent parcels, and, as it occurs, the massing of adjacent buildings.
- To the greatest extent possible and based on the type of use, appropriate building scale shall be used to maintain a comfortable pedestrian environment.
- Building entries should be located so that they are easily identifiable.
- Each project should provide a well-defined entry sequence for pedestrian and vehicular uses from the street to the building.
- Pedestrian pathways should be in conformance with current Americans with Disabilities Act (ADA) standards.
- The placement of shopping cart corrals should consider the pedestrian path of travel from the parking field to the corral, and from the corral to the front of the subject stores.
- Open space within each building site is encouraged. Uses within setbacks are limited to berms (front setback areas along Johnson Drive shall include a 35-foot wide bermed landscape area for the full site frontage), driveway crossings (shared driveways shall be encouraged between project area parcels), landscaping, public and private utilities, drainage and slopes, sidewalks, irrigation, and permitted signs.

Vehicular Access and Circulation

- A fundamental development objective for all sites is the safe and efficient movement of vehicles and pedestrians. Vehicular access to any site must be carefully designed in relationship to vertical and horizontal curves, sight distances, median cuts, other driveways, and other common traffic engineering criteria so that efficient, smooth flow of traffic is encouraged.
- Sites should be designed to minimize conflicts between automobiles and pedestrians and create a clearly organized system of entrances, driveways, and parking lots, while still providing adequate and convenient parking spaces. These requirements should minimize paved areas and curb cuts. Parking lots and driveways should be designed to avoid conflict with vehicular traffic in the street.

Pedestrian/Bicycle Access and Circulation

- Site and building design must accommodate pedestrian circulation onsite from parking areas to plazas, open space, pedestrian pathways, and to adjoining buildings. Existing and proposed pedestrian and/or bicycle circulation systems and easements must be integrated into site design. Pedestrian systems should be physically separated from vehicular circulation as much as possible. Minimizing the areas where the two systems cross or are physically adjacent reduces traffic hazards and makes the pedestrian system more efficient, pleasant, and visually attractive.
- Intersections where pedestrian routes cross vehicular circulation are critical areas and should be clearly marked for visual identification by both motorists and pedestrians. Sidewalks shall be located along all perimeter streets and designed to meet City standards. At least one sidewalk connection between the building and the perimeter street is required. Large parking areas must have sidewalk connections to the building entries or ground plaza areas.
- Pedestrian pathways should be designated from transit stops on Johnson Drive to primary site pedestrian circulation.
- At intersections where new traffic signals may be installed, pedestrian actuation should be provided.
- Both recreational and commuter bicycle accessibility to and within the project area is required.
- Should Johnson Drive be widened to accommodate vehicle traffic, bicycle lanes should be maintained on the roadway, and given the increase in traffic volumes, provision of buffered bicycle lanes should be considered. At new signalized intersections on Class II bicycle routes, bicycle detection should be incorporated into the final design of the intersection and traffic signals.

Grading, Excavation, and Drainage

- The design objectives for parcel grading are to create smooth slope transitions between adjacent parcels and proposed improvements, eliminate abrupt or unnatural landforms, and promote positive surface drainage. Proposed grading schemes will be examined during the individual design review process on a project by project basis.
- Off-site grading shall not be permitted. Each site must meet existing grade conditions at property and/or lease lines.
- Concentrated drainage across walkways and other pedestrian areas is not permitted. Drainage across driveway entries is to be avoided.
- Integrate storm water treatment features into on-site open space.

Utility, Solar, Electrical, and Mechanical Equipment

- All ground, building, or roof-mounted electric, gas, mechanical units, and similar devices must be properly located to avoid unsightliness or potential safety problems, and must be properly screened. Such equipment should be located and screened in a manner compatible with the design of the building and site improvements.
- No heating, air conditioning, electrical, or other equipment may be installed on the roof of any building or structure unless screened with materials compatible with the predominant exterior building material. All ground equipment should be located a minimum of 25 feet from all public streets, 5 feet from any sidewalk, and shall be screened and fenced accordingly.
- No transformer, electric, gas, meter of any type, or other apparatus shall be located on any power pole or hung on the outside of any building, except where specially approved by the City. The screening of all exterior mounted equipment should be compatible with the exterior building materials.
- Utility layouts and connection points are part of the design review process. All permanent utility lines shall be installed underground. No overhead wiring is permitted.
- Passive heating and cooling design features (e.g., shading devices to reduce sun exposure) and building design that can accommodate solar collectors and other alternative energy systems are required.

Services, Delivery, Trash, and Outdoor Equipment or Storage Areas

- Loading and service dock areas should be located to the rear or sides of a building, away from the main building entrance, or related high visibility areas. Preferably, service, loading, emergency generator, and trash areas should be enclosed within the building.

External facilities must be enclosed and screened with landscaping to minimize views from adjoining streets, buildings, or open space, and designed and constructed with the same design theme and of the same materials as the adjoining building. Such facilities may not be placed adjacent to or facing adjoining streets.

- Any adverse visual impacts on any other site shall be mitigated by the use of screening and/or landscaping to the extent necessary and appropriate to reduce those impacts to the satisfaction of the Director of Community Development.
- Each project must accommodate loading and servicing activity. All loading and service areas shall be clearly signed and conform to City standards. Loading areas shall be designed to accommodate backing and maneuvering onsite, not from a public street, and when occupied shall not prohibit onsite vehicular circulation..
- Trash enclosures and/or other waste storage facilities may be allowed, with City approval of both the design and location, provided that such facilities are screened from view and protected from wind by architectural or landscape features. All trash enclosures and waste containers must be covered and out of sight at all times from public streets, bikeways, pedestrian pathways, and transit corridors. All trash enclosures and waste storage facilities shall be designed to meet City standards.
- Pedestrian trash and recycling receptacles shall be placed in strategic locations for effective litter control. Where possible, they should be grouped with other site furnishings and placed adjacent to pedestrian pathways. All trash and recycling receptacles shall be located on paved surfaces in locations where they do not conflict with landscape maintenance.
- No materials, supplies, equipment, service vehicles, finished or semi-finished products, raw materials, or articles of similar nature may be stored or permitted to remain outside of buildings or be visible from adjacent properties or adjoining streets.

Parking

- All private driveways, parking areas, and loading areas will be paved in accordance with City standards. Parking areas must be paved with asphalt, concrete, masonry pavers, or similar material approved by the City. Surface parking areas shall not be permitted closer than 10 feet from side or an average of 15 feet (5-foot minimum) from rear property lines. Where parking areas will be contiguous and accessible to parking on adjacent lot(s), the parking may extend to the property line if part of a unified project. Visual screening must be provided for parking areas that can be viewed from adjacent development sites or from off-site public spaces such as streets, plazas, and walkways. All parking area layouts for the project area shall comply with City parking development standards.
- Parking areas should be designed to:
 - Provide safe and convenient movement of motor vehicles
 - Limit vehicular/pedestrian conflicts
 - Limit paved areas

- Provide for screening of paved areas
- Soften the visual impact of parking areas by providing interior planting
- Where opportunities exist for shared parking between users with staggered peak parking demands, owners and developers shall make every possible effort to take advantage of this opportunity to reduce the total number of parking spaces within each site or parcel. Where shared parking is intended, the analysis of parking criteria shall be submitted to the City as part of the design review process.
- Compact car parking requirements shall conform to City requirements. Up to 40 percent of the required off-street parking spaces may be compact.
- Parking structures are allowed but must be architecturally compatible with proposed buildings and the material finish must be the same as, or architecturally complimentary to, the exterior of buildings on the site. Placement of parking structures along site frontages is discouraged.
- Accessible parking spaces and location shall conform to the latest Americans with Disabilities Act (ADA) requirements in addition to the City's accessible parking space requirements. In case of conflict, the more restrictive provisions shall govern.
- Each project shall provide motorcycle parking to the satisfaction of the Director of Community Development. Motorcycle parking should be consolidated and segregated from automobile parking and must have concrete pavement surfaces to support motorcycle kickstands. Motorcycle stalls should be a minimum of 4 feet by 8 feet and clearly marked.
- Bicycle parking is required for each project to the satisfaction of the Director of Community Development. Appropriate bike rack hardware shall be provided for each stall and approved by the City prior to installation. Bicycle parking shall be located near building entries.
- Alternative vehicle parking is required for each project to the satisfaction of the Director of Community Development. Alternative vehicle parking shall be designed to meet City standards.
- Dimensional requirements for parking spaces and maneuvering areas shall be in conformance with City standards. A 90-degree parking angle is encouraged for ease of circulation. Parking areas located behind buildings are encouraged, but not necessarily required. Parking areas shall incorporate internal landscaped islands, pedestrian pathways, perimeter landscape islands, and screening. The design of the site shall discourage large expanses of parking uninterrupted by landscaping or buildings. Painted lines must designate all parking spaces.

Site Furnishings

- Site furnishings encompass a wide variety of individual elements, including lamp posts, pedestrian trash and recycling receptacles, and benches. Site furnishings shall be constructed of materials that are durable and easy to maintain and blend or complement the exterior colors of the surrounding buildings. Site furnishing shall be reviewed by the City as part of the design review process on a project by project basis.

Artwork

- Public art (refers to works of art in any media that have been planned and executed, both in size and materials, with the specific intention of being sited or staged in the public domain, usually outside and accessible to all), outdoor sculptures, and special architectural and landscape features are encouraged in the development of individual sites and parcels. Such pieces and features help establish strong visual identities for individual facilities and greatly enhance the special character of the project area in general. Artwork shall be approved by the City prior to installation.

Vending Machines

- All vending machines must be placed completely inside buildings.

Architecture

Visual Interest of Façade

- Facades with a high level of visual interest from both auto and pedestrian viewpoints are encouraged. The exterior character of all buildings should enhance pedestrian activity in their immediate vicinities.
- To the greatest extent possible, create visual interest through the use of horizontal and vertical articulation, including plane changes, varying roof/parapet heights, recessed entries and windows, score lines, awnings, and varied materials, textures, and colors.
 - Design walkways that encourage pedestrian use. Avoid locating walkways where users will be subjected to harsh glare from building materials or subjected to harsh environmental conditions.
 - Design ground floor exteriors of buildings to be “pedestrian-friendly.” Specific criteria include the following:
 - Decorative wall surfaces and landscape materials between sidewalks and buildings are encouraged.
 - Muted, modular materials, such as brick and stone, are particularly desirable.
 - Windows that reveal indoor amenities and activities are encouraged.
 - To the greatest extent possible, large expanses of blank walls or mirror glass shall be prohibited.
 - Covered walks or arcades are encouraged.
 - Each building should have a discernible base, a clear pattern of openings and/or surface features, a well-defined entry, and a clearly defined top roofline element.

- All buildings shall include a minimum of three primary exterior materials.

Noise Mitigation

Buildings along Johnson Drive should be designed to minimize the effect of road noise on buildings and plazas.

- Consider buffering major outdoor areas, such as balconies, terraces, and plazas, with design elements such as earth berms and evergreen plantings.
- Use wall materials with significant sound transmission ratings.
- Sound walls adjacent to the street are prohibited.

Massing, Scale, Form, and Details

Buildings should relate to the area and each other in their massing and forms. Larger masses should be located at the centers of building compositions, with smaller forms stepping outwards and down.

- Consider breaking very large buildings into modules or sub-parts to reduce perceived scale.

Building Profile

Design buildings to step back and step down to help break up mass. Use landscape materials to reinforce tiered building forms. “Stepped down approaches” are especially appropriate for breaking up larger structures in excess of 100,000 square feet or those over two stories in height.

- Express the position of each floor in the external skin design, using the following techniques:
 - Terracing, articulated structural elements, or changing building materials.
 - Belt courses, or other horizontal trim bands, of contrasting colors and/or materials.

Pedestrian Scale

Buildings should appear to be designed at a pedestrian scale. In general, this means using familiar forms and elements that can be interpreted in human dimensions.

- On buildings over 50,000 square feet and more than two stories high, do not use wall planes more than 24 feet high without incorporating meaningful techniques to break up the perceived building mass.
- Express facade components in ways that help establish building scale. Encourage compositions that emphasize floor lines or express rhythms and patterns of windows, columns, and other architectural features.

Entrances

Primary pedestrian entrances should be easily identifiable and attractive to pedestrians.

- Design main entrances to be clearly identifiable as seen from primary driveways and drop-offs.
 - Entrances should be designed as contrasting areas on a building’s façade.
- Use building entrances as transitions from buildings to the ground plane. Specific criteria include:
 - Walls, terraces, grading, and plant materials should be incorporated.

- Terraces or porticos can be used to define and extend entrances.
- Design secondary entrances to connect to pedestrian circulation systems. These entrances should be visible from parking areas. They may also be more subdued.

Color and Materials Palette

Visual continuity in major building materials is desired throughout the project area.

- Use wall materials that are muted in color and have texture. Specific criteria include the following:
 - Natural matte textures and earth tone colors are encouraged. Textured, colored concrete may also be considered.
 - The use of fine textured materials, such as brick, cast stone, tile, and textured block are encouraged. Horizontally textured concrete, stucco and dark metal panels or glass spandrel panels may be suitable if used at a scale visually related to pedestrians.
 - Wood is not appropriate as a primary building material.
- Reserve the use of strongly contrasting materials and colors for accents, such as building entrances, railings, stairs, etc. Avoid an excessive variety of façade materials.
- If glass is proposed at pedestrian levels, use clear or lightly tinted low-e glass (glazing), particularly at pedestrian levels where transparency between indoor and outdoor spaces is desirable.
- Select building materials that will age with grace. Avoid light colored materials that may streak, fade, stain, generate glare, or detract from the natural setting.
- Glass with reflective, metallic coatings that increase glare is discouraged.
- Site-cast concrete should provide effective articulation.
- Large expanses of stucco visible from public areas are discouraged.

Human Scale Materials

Building materials manufactured in units measurable in human proportions should be used whenever possible. Materials such as brick, tile, concrete masonry units, and modular stone help people interpret the size of a building. Perceiving the scale of a building is important in terms of a pedestrian's ability to relate comfortably to it. Avoid over-scaling materials.

- Use building materials that are familiar in their dimensions and can be repeated in understandable modules.
- Combine building materials in modules that can be visually measured. Consider the following specific criteria:
 - Cast or scored concrete that gives a sense of proportion may be appropriate, as well as conventional modular materials, such as brick or stone. Avoid large, featureless surfaces.
 - Large, uninterrupted surface areas should have a change in articulation through the use of pattern, texture, material, openings, or change in plane.

Colors

Building colors should blend in with the natural surroundings.

- Study the landscape for cues. A predominance of earth tone colors that relate to the surrounding area, such as light, neutral tans, and browns is encouraged.

- Use darker colors at the base of walls and lighter colors for the tops of walls.
- Use darker colors or earth tones (neutral browns, darker buffs, tans, ochres) for expanses of walls, with brighter accents or white for trim.
- Use neutral roof colors between light and dark, avoiding white or reflective materials unless located behind a parapet. Cool roof materials are encouraged.

Landscape

To the greatest extent possible, water conservation measures shall be incorporated into the design. All landscaping plans shall comply with the State Model Water Efficient Landscape Ordinance and Bay Friendly Guidelines. All landscaping plans and materials require City approval as part of the design review process on a project by project basis.

Visual Buffers

Visual buffers should be created along property lines and where utility, service, garbage and/or loading areas are sited to provide thorough screening. The plant material should be a combination of evergreen trees and large-growing shrubs. One tree shall be planted at 15 feet on center along property lines. A minimum of 50 percent of the screening material shall be evergreen trees. Exceptions may be approved by the Director of Community Development.

Landscape Setbacks

A 35-foot wide bermed landscape setback is required on all parcels within the project area along Johnson Drive. The minimum height of the berm shall be determined by the Director of Community Development. Uses permitted within landscape setbacks are berms, driveways crossings, landscaping, public and private utilities, drainage and slopes, sidewalks, trails, irrigation, and permitted signs. Provide a minimum five-foot wide planting strip along building walls visible from the public right of way. This area may be reduced where there are pedestrian plazas or storefront uses.

Plant Palette

The plant palette shall predominantly feature species native to California that are drought tolerant and can withstand recycled water.

Parcel Entry Drives

The landscape emphasis at the entry drives is to be based on intended use. Visitor and primary entrances are to receive the greatest emphasis with respect to landscape treatment. The plant material selection should provide a variety of seasonal interest, texture and color.

Parking Area Requirements

- Landscape islands are to be provided internal to parking areas and as endcaps to all parking rows.
- Parking lot trees, minimum 24-inch box size shall be required at a minimum ratio of one tree for every six parking spaces

- Shrubs selected for parking lot screening for parking lots, including spaces and maneuvering drives, shall be a minimum size of 15-gallon size at planting.

Lighting

All lighting shall be complementary to the site layout and building architecture, and shall be designed to avoid glare on surrounding parcels and uses. All lighting plans shall comply with City standards and applicants shall submit a lighting location site plan, fixture details and specifications, and a photometric plan. All lighting plans and materials require City approval as part of the design review process on a project by project basis.

Signage

As appropriate, a master sign program shall be developed for each individual development site/project within the project area. All signage shall be complementary to the site layout and building architecture. All master sign programs or individual signage plans, including freeway pylon signs, and materials require City approval as part of a sign design review process on a project by project basis. Corporate branding and colors specific to the tenant are permitted.

Exceptions

Exceptions to these Design Guidelines may be granted by the decision making body if it can be determined that the proposed project design meets the overall objectives of the PUD-C District and these Design Guidelines.

Appendix F

Initiative Project Economic and
Fiscal Impact Analysis (prepared
by ALH Urban & Regional
Economics)

INITIATIVE PROJECT ECONOMIC AND FISCAL IMPACT ANALYSIS

EXECUTIVE SUMMARY

This analysis examined the economic and fiscal impacts of a hypothetical new retail development in the Johnson Drive Economic Development Zone in the City of Pleasanton pursuant to the "Citizens for Planned Growth in the Johnson Drive Economic Development Zone" Act (the "Initiative"). A definition of the hypothetical development was prepared consistent with the main provisions of the Initiative, which is that retail uses should be less than 50,000 square feet. This alternative definition, labeled "Initiative Project," differs from the new retail program analyzed for the purpose of a Johnson Drive Economic Development Zone in that the "Economic Development Zone" project was analyzed assuming a Club Retail retailer with over 100,000 square feet of retail space. This Club Retailer was assumed to serve as the anchor retailer for the Economic Development Zone. Both new development programs total 337,037 square feet of new retail space. Because the location of the Johnson Drive Economic Development Zone the Initiative Project is assumed to comprise one shopping center, as smaller centers typically comprise neighborhood shopping locations and the area location does not lend itself to neighborhood-oriented shopping given the lack of a neighboring residential base.

Initiative Project Definition

Consistent with other shopping centers of similar size, the Initiative Project is assumed to include 50% Anchor Retail tenants and 50% Non-anchor Retail tenants. To accommodate this amount of anchor space the Initiative Project is assumed to have 5 anchor tenants, ranging in size from 20,222 to 45,400 square feet. This range allows for variability in anchor tenant sizes, maximizing the potential to attract anchor tenants across different retail categories. The Initiative Project is assumed to be operational in 2018. This corresponds to the Phase I timing of the Economic Development Zone, which included the Club Retail anchor. The year 2028 is an additional benchmark year, comprising the assumed buildout year for the Economic Development Zone. The Initiative Project is assumed to be built in one phase, as this is more market appropriate given the size and nature of the center.

The Initiative Project is assumed to generate retail sales totaling \$144.9 million. This contrasts with \$172.3 million for the Economic Development Zone in 2018, increasing to \$241.3 million in 2028. The difference in sales is largely attributable to the high sales anticipated to be achieved by the Economic Development Zone Club Retail anchor tenant, along with gasoline sales included in this scenario. Smaller anchor tenants typically do not generate the same level of sales as a Club Retailer.

Initiative Project Economic Impact

The Initiative Project is assumed to have the same market area for consumer demand as the Economic Development Zone. This market area includes the City of Pleasanton, much of the City of Dublin, and some unincorporated county areas. This market area differs from the market area for analysis of diverted sales impacts, which for both scenarios includes the sales bases of Pleasanton and Dublin. However, the Initiative Project is assumed to capture more demand from the market area than the Economic Development Zone because the Club Retail anchor is deemed to have a greater ability to attract demand from outside the market area than the Anchor Retail base of the Initiative Project due to the individual smaller size of the anchors.

Not all the retail sales generated by the Initiative Project are anticipated to be absorbed by new household growth prior to the assumed completion date in 2018. The same is the case for the Economic Development Zone, although only a portion of this project will be complete by 2018. Accordingly, the Initiative Project is estimated to result in \$77.3 million in diverted sales impacts on existing retailers in 2018. This is equal to over half the total estimated sales of \$144.9 million. Diverted sales impacts are forecasted to occur in every retail sales category with Initiative Project sales, which includes a generalized Other Retail category as well as Home Furnishings & Appliances Stores, Food Services & Drinking Places, Clothing & Clothing Accessories Stores, Food & Beverage Stores, Building Materials & Garden Equipment, and General Merchandise Stores. This 2018 Initiative Project diverted sales impact is much greater than the anticipated impacts from the Economic Development Zone at the same point in time. This is attributable to the timing of development, where the Economic Development Zone is phased, but the Initiative Project does not lend itself to comparable phasing. The comparative finding for the Economic Development Zone in 2018 is \$26.7 million in diverted sales impacts, mostly in the Food & Beverage Stores category. Thus, the Initiative Project could result in substantially more diverted sales impacts on existing retailers in Pleasanton and nearby, with the potential to cause more retailers to experience sales declines, possibly to the extent of resulting in store closures.

The diverted sales impacts of the Initiative Project are projected to continue to be higher than the Economic Development Zone even in 2028, after another 10 years' worth of new demand is generated. The diverted sales impacts are projected to continue through that time period, but decline gradually each year, until they reach \$5.7 million in 2028. In contrast, by 2028, the Economic Development Zone diverted sales impact is estimated to total \$1.3 million.

The economic impact findings indicate that regardless of timing through at least 2028, the Initiative Project is forecast to have a greater negative impact on the existing competitive retail sales base than the Economic Development Project.

Initiative Project Fiscal Impact

The net fiscal impact analysis of the Initiative Project takes into account comparative taxable sales, property valuation, and employment counts relative to the Economic Development Zone. The overall project differences include less taxable sales, higher property value, and higher employment for the Initiative Project. The overall result is that the net fiscal impacts from the Initiative Project are projected to be lower than for the Economic Development Zone. The results for 2018, inclusive of the new hotel component assumed to be the same between the two scenarios, is a net fiscal gain of \$1.2 to \$1.5 million a year for the Initiative Project in 2018, increasing to \$1.9 to \$2.1 million in 2028. For the Economic Development Zone, the comparable figures are \$1.4 to \$1.7 million in 2018, increasing to \$2.3 to \$2.5 million in 2028. Thus, the Economic Development Zone project is estimated to generate about 20% more net revenues to the City of Pleasanton General Fund by 2028 than the Initiative Project.

Fiscal and Market Limitations

The fiscal impact findings are estimates, the results or some version thereof, which will only occur if the retail scenarios meet with market acceptance. The Economic Development Zone scenario is well-suited to the location of the Johnson Drive Economic Development Zone, with highway visibility for a

major anchor tenant with strong appeal, able to attract shoppers from a large area. Because the Initiative Project is not perceived to have the same market draw as the Economic Development Zone, it is assumed to capture less sales from outside the market area. This lower market draw in some part is attributable to the expectation that potential Anchor Retail tenants at the Initiative Project will be less unique than the Club Retail tenant for the Economic Development Zone, as the Pleasanton and Dublin retail markets are well-retailed, with many prospective smaller anchor tenants already well-represented, making it difficult to secure anchor tenants unique enough to draw yet other retailers as well as shoppers.

There are also comparative differences in market feasibility between the two scenarios. The presence of a Club Retail store generates the strong potential for other retailers to benefit from consumer cross shopping, enhancing the appeal of the Economic Development Zone to prospective retail tenants. In contrast, the Initiative Project is a more theoretical development concept, with no particular retailer attached to the project or expressly interested in the site. Given the expectation of numerous smaller anchor retailers, it would likely be more difficult to secure multiple tenant commitments to the site sufficient to secure project financing. A project with a committed Club Retailer can be more readily financed than a project with no major tenant commitments. Thus, the Initiative Project is a more speculative project than the Economic Development Zone, with a corresponding lower likelihood that the project will materialize and generate the forecasted net fiscal impacts. Or, at the very least, project development could be delayed beyond the time period assumed in the analysis, and thus delaying the associated fiscal gains to the City's General Fund. Thus, the likelihood of retail development occurring in the Johnson Drive EDZ and the attendant fiscal benefits to the City of Pleasanton is greater for the Economic Development Zone than the Initiative Project.

INTRODUCTION

This analysis focuses on the economic and fiscal impacts of hypothetical retail development in the Johnson Drive Economic Development Zone in the City of Pleasanton pursuant to the "Citizens for Planned Growth in the Johnson Drive Economic Development Zone" Act (the "Initiative"). Specifically, this analysis prepares a definition for an alternative retail development program from the one identified and analyzed in the Johnson Drive Economic Development Zone (EDZ) Final Environmental Impact Report (FEIR). For the purpose of this analysis, as many assumptions as possible for the development program and associated analysis were kept the same, except for assumptions deemed incompatible with the Initiative. These assumptions and the resulting analyses are fully documented in the report "Johnson Drive EDZ Economic Impact Analysis," prepared by ALH Urban & Regional Economics, March 2016. This report is included as Appendix A in the Johnson Drive EDZ FEIR.

The March 2016 report analyzed several development components comprising new real estate development to the EDZ, especially with regard to their potential to cause economic impacts. This includes new retail space and new hotel development. The Initiative only pertains to conditions relevant to retail development. Accordingly, the analysis included herein focuses on analyzing an alternative retail development program pursuant to the stipulations of the Initiative. To support comparative analysis, the hotel findings, where relevant, are included in the analysis unchanged from the FEIR.

The retail project scenario analyzed pursuant to the Initiative is referred to as the "Initiative Project." In contrast, the scenario reflected in the FEIR is referred to as "Economic Development Zone." The main assumption deemed incompatible between the Initiative Project and the Economic Development Zone

is the limit placed on retail uses, including Club Retail. This limit is that retail uses should be less than 50,000 square feet. For this analysis, this limitation has been interpreted to mean that no single retail space should be 50,000 or more square feet, but any number of smaller retail spaces can be programmed adding to a total amount of space larger than 50,000 square feet.

Accordingly, this analysis includes the following assumptions for the Initiative Project:

- The new retail space available will total the same amount reflected in the Economic Development Zone. This amount of space is 337,037 square feet.
- The retail space is assumed to comprise one retail center, and not two or more individual centers. This assumption recognizes that smaller centers are typically designed as neighborhood-shopping centers, to serve the needs of households relatively proximate to the shopping center location. The Johnson Drive EDZ, as shown in Exhibit 1, is not immediately near a residential base, and thus is not deemed an appropriate location for neighborhood-serving retail uses.
- The 337,037-square-foot shopping center is assumed to be fully operational by 2018. This is the time period that coincides with the first phase of development assumed for the Economic Development Zone (which included the Club Retail and a small increment of General Retail space). For analytical purposes findings are also presented for 2028, which was the assumed buildout year of the Economic Development Zone (which reflected incremental development of additional General Retail space).
- The Initiative Project is assumed to be developed all at once and not phased. Lacking one major anchor tenant such as the Club Retail assumed for the Economic Development Zone makes phased development unlikely. Multiple smaller anchors will not have the same level of market appeal and draw as one large-scale anchor tenant with strong consumer appeal.
- The retail distribution by retail categories is generally assumed to parallel the composition of the Economic Development Zone. In this manner the composition of retailers is somewhat comparable between the analyses.

The Economic Development Zone included two major retail components: Club Retail; and General Retail. Because of the Initiative's size limitations, a Club Retail tenant is not a viable option for the Initiative Project. Instead, the Initiative Project assumes Anchor Retailers will take the place of the Club Retail as the main draw for the retail center. The corollary for the General Retail space of the Economic Development Zone is labeled "Non-anchor Retail" in the Initiative Project.

The Initiative Project analysis is conducted in 2015 dollars, with the baseline considered the year 2015. Use of these assumptions further parallels the Economic Development Zone analysis, facilitating comparison of the findings. The findings are included in text tables and exhibits, with the exhibits included in the Appendix.

This analysis does not include an assessment of market feasibility or market acceptance of the Initiative Project. Instead, the type of analysis conducted for the FEIR and by extension this Initiative Project analysis examines what would happen assuming development occurs and meets with market success. Thus, the findings are hypothetical, and not meant to provide any conclusion regarding market and financial feasibility. How this effects the overall findings, especially the net fiscal impact findings pertaining to the City of Pleasanton's General Fund, is addressed after completion of the economic and fiscal impact analyses.

INITIATIVE PROJECT DEFINITION

Anchor Tenant Number and Size

A project definition for the Initiative Project was prepared for analytical purposes pursuant to the above-cited assumptions. A key component of this definition includes assumptions regarding retail anchor spaces. Because the Initiative stipulates that no retail tenant can be equal to or larger than 50,000 square feet it is necessary to identify what this means for the number of anchor tenants in the Initiative Project, the type of shopping center, and the share of total center space comprising anchor tenants. This is important because it lays a foundation for estimating Initiative Project sales, a critical input to economic and fiscal impact analysis.

Exhibit 2 presents information published by the International Council of Shopping Centers, a trade organization of the international shopping center industry, regarding select shopping center types, gross leasable area, size of trade area, number of anchor tenants, and percent of total space comprised by anchors. The typical types of anchors by type of shopping center are also identified. The types of shopping centers presented in Exhibit 2 include Neighborhood, Factory Outlet, Community Center, Lifestyle, and Power Center. There are yet additional types of centers defined by the ICSC, but the list included in Exhibit 2 includes the most common center types as well as center types that correspond with the total available square footage for the Initiative Project. For example, Super-Regional Malls are typically 800,000+ square feet and Regional Malls are typically 400,000 to 800,000 square feet. As these amounts of space are greater than anticipated for the Initiative Project these center types were not included in Exhibit 2.

Exhibit 3 identifies the anchor tenant size options for each type of shopping center included in Exhibit 2. Each center is arrayed based upon the size range and typical number of anchor tenants reflected in Exhibit 2. The average size of anchor tenants is then identified for each center. Average anchor tenant sizes that meet the criterion of the Initiative are highlighted in yellow. These findings pair well with Exhibit 4, which presents retail center composition information for representative shopping centers in the Bay Area and Sacramento regions. The shopping centers were selected based upon the availability of information and their size range, which encompasses the assumed 337,037 square footage assumption for the Initiative Project. The sizes of these centers range from 153,380 to 491,428 square feet, with an overall average of 297,457 square feet. Exhibit 4 includes information on the number, names, and square footage of each center's anchor tenants. It also calculates the share of total shopping center space occupied by anchor tenants.

The center-specific findings in Exhibit 4 are summarized in Table 1, which indicates the number of anchor tenants by size range of center and the share of total space occupied by the anchor tenants. The results indicate that the shopping centers closest in size to the Initiative Project have over 3 anchor tenants and about 50% of total space occupied by anchors. The overall average percentage of space occupied by anchor tenants is also around 50%.

**Table 1. Anchor Tenant Space by Size of Shopping Center
Representative Shopping Centers**

Shopping Center Size Range (square feet)	No. of Centers	No. of Anchors	Anchor % of Total
<200,000	1	3.0	63.5%
200,000 - 300,000	6	3.5	50.7%
300,001 - 400,000	4	3.3	52.3%
>400,000	1	6.0	71.0%
Overall Average	12	3.6	54.0%

Source: Exhibit 4.

Based on the results presented in Table 1, this analysis assumes that 50% of the Initiative Project space will be occupied by anchor tenants. Pursuant to this assumption, the Initiative Project will have 168,519 square feet of space for anchor tenants. Given this increment of space, paired with the maximum space size of retail tenants, the Initiative Project must have at least 4 anchor tenants. Since this would result in an average anchor tenant size of 42,130 square feet, the analysis assumes up to 5 anchor tenants for the space, to allow for more variability in anchor tenant sizes. This is due to a limitation in the number of anchor tenants seeking a high volume of space, and a reasonable market objective of providing a range of options matching the needs of typical anchor tenants in a wide range of retail categories.

Implementation of the anchor space assumptions for the Initiative Project are presented in Exhibit 5. This exhibit includes the total amount of Initiative Project space, the 50% allocation to Anchor and Non-anchor Retail spaces, and a reasonable distribution of anchor tenant sizes. This exhibit indicates that the assumed anchor tenant sizes for the Initiative Project range from 20,222 to 45,500 square feet. This range provides options for a healthy mix of retail space sizes that can meet the space needs of a range of prospective retail anchor tenants.

Composition of Anchor and Non-anchor Retailers

The retail space and anchor tenant space allocations are applied to the major retail categories in Exhibit 6. This provides further definition for the Initiative Project. In general, retail allocations are primarily based on an estimated equal allocation of space per retail category, pursuant to categories defined by the State of California Board of Equalization.¹ This is similar to the assumptions made for the General Retail space for the Economic Development Zone. Exceptions include the exclusion of Gasoline Sales and Motor Vehicle & Parts Dealers. For the Economic Development Zone this exclusion was due to the expectation that these retail uses were anticipated to be well represented by the Johnson Drive EDZ Club Retail use. For the Initiative Project, these uses are not anticipated in a repositioned retail center in the range of 300,000 square feet. Further, the Other Retail category was assigned a double allocation due to the breadth of retail uses represented by this category, which is

¹ The State of California Board of Equalization uses major retail categories for reporting purposes. These categories are the same as the categories reflected in the Economic Development Zone, and include the following: Motor Vehicles & Parts Dealers; Home Furnishings & Appliance Stores; Building Materials & Garden Equipment; Food & Beverage Stores; Gasoline Stations; Clothing & Clothing Accessories Stores; General Merchandise Stores; Food Services & Drinking Places; and Other Retail Group (which includes a wide range of retailers, such as office supplies, pet supplies, jewelry, bookstores, etc.).

also an original assumption from the Economic Development Zone. For the current analysis these assumptions are maintained to facilitate parallel analysis, excepting the addition of the Food & Beverage category, which was previously assumed as a major component of the Club Retail space. This use is assumed to transfer over in part to the Initiative Project. This space was transferred from the Clothing & Clothing Accessories Stores category for the purpose of this analysis (versus the Economic Development Zone, which assumed a 25% allocation for that category).

The anchor tenants were assigned to major retail categories based on the best fit between amount of space available and typical sizes for anchor tenants by type of retail. Representative anchor tenants by size are listed and presented in Exhibit 7. Only anchor tenants with a minimum store size less than 50,000 square feet are included in this list. Anchor tenants 50,000 square feet or more would not qualify for the Initiative Project. Note that this list of Anchor tenants is illustrative, and is not meant to construe that any particular anchor tenant is a prospective tenant for the Initiative Project.

Exhibit 7 also includes information on the annual average sales per square foot for each anchor tenant, the associated store sales range, and average annual local sales tax generation to the City of Pleasanton pursuant to the sales estimate. This same information is sorted in Exhibit 8 by retail category. These categories match most of the categories for the balance of the analysis, so the range of anchor tenant sales by retail category can be identified. In addition, anchor tenant sales averages in categories with a sufficient number of sample anchor tenants are also presented. The category exception is the inclusion of Entertainment-related anchor tenants, as these are often tenants requiring sizes toward the large end of the allowable size increment for the Initiative Project but are not a category specifically tracked by the State of California Board of Equalization.

In addition to anchor tenant sales performance, Exhibit 9 includes annual average stores sales performance by category for other major shopping categories. This is the same sales per square foot information included in the analysis for the Economic Development Zone, and was used as a basis for the sales performance for many of the stores in the General Retail category in that analysis.

Initiative Project Sales

Estimated sales for the Initiative Project are included in Exhibit 10. This includes sales estimates for the assumed Anchor Retail space and the Non-anchor Retail space. The Anchor Retail sales figures are based on the anchor retailer averages by type of retail reported in Exhibit 8, while the Non-anchor Retail sales figures are based on the retailer averages reported in Exhibit 9. The Anchor Retail sales figures are rounded to the nearest \$10 figure, excepting the General Merchandise figure, which is based more specifically on a General Merchandise tenant representative of a prospective retailer for the category. Further information on the selection of the sales figures is included in the footnotes to Exhibit 10.

The resulting sales figures for the Initiative Project, which are based on estimated occupied square feet, are summarized in Table 2, below. This table also includes a comparison to the sales estimates prepared for the Economic Development Zone.

**Table 2. Summary of Project Sales, Initiative Project and Economic Development Zone
2015 Dollars**

Retail Category	Initiative Project (1)	Economic Development Zone	
		2018	2028
Motor Vehicles & Parts Dealers	\$0	\$8,607,292	\$8,607,292
Home Furnishings & Appliance Stores	\$21,094,126	\$12,292,826	\$19,340,919
Building Materials & Garden Equip.	\$11,999,868	\$7,421,780	\$13,974,235
Food & Beverage Stores	\$25,296,295	\$87,819,941	\$87,819,941
Gasoline Stations	\$0	\$14,947,712	\$14,947,712
Clothing & Clothing Accessories Stores	\$20,159,682	\$5,996,499	\$22,823,110
General Merchandise Stores	\$12,602,229	\$13,428,241	\$19,921,817
Food Services & Drinking Places	\$24,338,183	\$1,042,827	\$14,332,543
Other Retail Group	\$29,445,726	\$20,757,858	\$39,508,208
Total	\$144,936,109	\$172,314,976	\$241,275,777

Sources: Exhibit 10; and Johnson Drive EDZ Economic Impact Analysis, Exhibit 9.

(1) The Initiative Project sales are at full buildout, which is the same as the Economic Development Zone project in 2028.

The Initiative Project sales are estimated to total \$144.9 million. By retail category, sales are estimated to be greatest in the Other Retail Group at \$29.4 million, followed closely by \$25.3 million in Food & Beverage Stores, \$24.3 million in Food Services & Drinking Places, \$21.1 million in Home Furnishings & Appliance Stores, and \$20.2 million in Clothing & Clothing Accessories stores. Two other categories are estimated to have lower sales, totaling \$12.6 million in General Merchandise Stores and \$12.0 million in Building Materials & Garden Equipment.

These are the sales estimates that provide a basis for the subsequent economic impact and fiscal impact analysis of the Initiative Project. As noted in Table 2, these sales estimates are lower than for the Economic Development Zone, both in 2018 and the 2028 buildout timeframe. The estimated Economic Development Zone sales at these time periods were \$172.3 million and \$241.3 million, respectively. At full buildout, the Economic Development Zone sales were estimated to be about 66% higher than the Initiative Project. Much of this is attributable to the Club Retail sales assumption for the Economic Development Zone, which included tire sales, gasoline sales, and a larger amount of food sales given the strong component of food sales at major Club Retail stores. These are uses or associated sales volumes not typically found at a 300,000-square-foot shopping center, in general, and especially at a center with a per retailer cap of 50,000 square feet or more.

MARKET AREA AND COMPETITIVE INITIATIVE PROJECT SALES

The economic impact analysis of the Economic Development Zone, as well as the Initiative Project, is based on estimating the portion of project sales that originates from consumers in the project's market area. These are the sales that are deemed to have the potential to be diverted from existing retailers if sufficient demand from market area households is not found to support the sales.

Some analysis pertaining to typical market area's by type and size of shopping center was conducted to identify the appropriate market area for the Initiative Project. This included comparing the market area identified for the Economic Development Zone to market area radii for shopping centers in the general size range of the project's 337,037 square feet. The shopping center characteristics information in Exhibit 2 indicates that for Community Centers in the size range of 125,000-400,000 square feet the trade area size ranges from 3 to 6 miles. Given the likely nature of the Initiative Project

this seems the best geographic fit for a market area definition. These radii were superimposed over the market area identified for the Economic Development Zone. Given that the Economic Development Zone included a major Club Retail component with the ability to draw from a large geographic area, it was deemed unlikely for the market area for the Initiative Project to be larger than the market area for the Economic Development Zone. As shown on Exhibit 11, the 3- and 6-mile radii generally encompass the market area developed for the Economic Development Zone. Thus, the market area for the Initiative Project is assumed to be the same as the market area for the Economic Development Zone.

Not all Initiative Project sales will be competitive with the existing competitive retail sales base, which is assumed to include the retail sales in the cities of Pleasanton and Dublin. Only sales generated by consumers in the market area have the potential to be diverted from existing market area retailers. For purpose of analysis, these sales are assumed to include 80% of the Initiative Project sales for all retailers. This assumption is similar to the assumption made for the General Retail component of the Economic Development Zone. The Economic Development Zone analysis further estimated that 60% of Club Retail store demand would originate from within the market area, given the strong anticipated market draw of this tenant. For the Initiative Project, the smaller anchor tenants are not anticipated to have the same market draw as a major Club Retailer. Accordingly, the Initiative Project Anchor Retailers are assumed to derive the same share of demand from within the market area as the Non-anchor Retailers, or 80%. Accordingly, the Initiative Project sales anticipated to be generated by market area residents, and thus competitive with the competitive retail sales base, total an estimated \$115.9 million. This is the sales amount relevant for the consideration of the Initiative Project's economic impacts. This sales estimate is presented in Exhibit 12 and summarized below in Table 3, which also presents comparative information for the Economic Development Zone.

**Table 2. Summary of Project Sales, Initiative Project and Economic Development Zone
2015 Dollars**

Retail Category	Initiative Project (1)	Economic Development Zone	
		2018	2028
Motor Vehicles & Parts Dealers	\$0	\$8,607,292	\$8,607,292
Home Furnishings & Appliance Stores	\$21,094,126	\$12,292,826	\$19,340,919
Building Materials & Garden Equip.	\$11,999,868	\$7,421,780	\$13,974,235
Food & Beverage Stores	\$25,296,295	\$87,819,941	\$87,819,941
Gasoline Stations	\$0	\$14,947,712	\$14,947,712
Clothing & Clothing Accessories Stores	\$20,159,682	\$5,996,499	\$22,823,110
General Merchandise Stores	\$12,602,229	\$13,428,241	\$19,921,817
Food Services & Drinking Places	\$24,338,183	\$1,042,827	\$14,332,543
Other Retail Group	\$29,445,726	\$20,757,858	\$39,508,208
Total	\$144,936,109	\$172,314,976	\$241,275,777

Sources: Exhibit 10; and Johnson Drive EDZ Economic Impact Analysis, Exhibit 9.

(1) The Initiative Project sales are at full buildout, which is the same as the Economic Development Zone project in 2028.

As shown, given the higher share of demand anticipated to originate from outside the market area for the Economic Development Zone project, the competitive sales for the project by 2028 are very similar to the competitive sales for the Initiative project. There is, however, a marked difference in the distribution of the sales, given the Club Retail assumption of auto parts sales, gasoline sales, and enhanced Food & Beverage sales.

INITIATIVE PROJECT ECONOMIC IMPACTS

The economic impact analysis of the Initiative Project is based on comparing the project sales generated by market area residents with new market area demand, and identifying any sales in excess of new demand the project impacts. The sales impacts are then assessed relative to the competitive retail sales base to determine the percentage of market area sales base impacts, or share of sales diverted by the project. This methodology, the estimated demand figures, and the existing sales base figures are all identical to the Economic Development Zone analysis. This includes considering the sales bases of Pleasanton and Dublin to comprise the competitive retail sales base. The only difference in the comparative analyses is the amount of Initiative Project market area-generated sales. As noted earlier, the conduct of this analysis does not presume that the Initiative Project will meet with market acceptance. Instead, it estimates what might happen assuming the project is developed, successfully tenanted, and captures market demand.

The results of the economic impacts analysis for 2018 are presented in Exhibit 13. At this time, given the level of new demand between 2015 and 2018, the Initiative Project is anticipated to result in a \$77.3 million diverted sales impact on existing retailers. This is equal to over half the total estimated sales of \$144.9 million. Diverted sales impacts are forecasted to occur in every retail sales category with Initiative Project sales. By sales volume, the diverted sales impacts are projected to be greatest in the following retail categories:

- Other Retail, \$17.1 million, or 8.1% of the category's competitive sales base;
- Home Furnishings & Appliances Stores, \$14.2 million, or 6.5% of the category's competitive sales base;
- Food Services & Drinking Places, \$12.9 million, or 3.7% of the category's competitive sales base;
- Clothing & Clothing Accessories Stores, \$12.5 million, or 5.0% of the category's competitive sales base; and
- Food & Beverage Stores, \$11.4 million, or 3.6% of the sales base.

There are yet further diverted sales impacts in other categories, all below the \$10.0 million level.

These 2018 Initiative Project diverted sales impacts are much greater than the anticipated impacts from the Economic Development Zone at the time point in time. This is attributable to the timing of development, where the Economic Development Zone is phased, but the Initiative Project does not lend itself to comparable phasing. The comparative findings of the two scenarios in 2018 are summarized in Table 4. This table shows that when the Initiative Project has \$77.3 million in diverted sales impacts on existing retailers the Economic Development Zone project would result in a much lesser diversion of \$5.7 million in sales. Thus, the Initiative Project could result in substantially more diverted sales impacts on existing retailers in Pleasanton and nearby, with the potential to cause more retailers to experience sales declines, possibly to the extent of resulting in store closures.

Table 4. Summary of Comparative Project Impacts, Initiative Project and Economic Development Zone

Retail Category	Initiative Project		Economic Development Zone	
	2018	2028	2018	2028
Motor Vehicles & Parts Dealers	\$0	\$0	\$0	\$0
Home Furnishings & Appliance Stores	\$14,204,445	\$5,374,458	\$1,902,224	\$0
Building Materials & Garden Equip.	\$6,480,335	\$0	\$0	\$0
Food & Beverage Stores	\$11,376,857	\$0	\$23,215,163	\$0
Gasoline Stations	\$0	\$0	\$301,636	\$0
Clothing & Clothing Accessories Stores	\$12,457,641	\$324,088	\$0	\$1,327,736
General Merchandise Stores	\$2,874,143	\$0	\$0	\$0
Food Services & Drinking Places	\$12,872,358	\$0	\$0	\$0
Other Retail Group	\$17,059,630	\$0	\$1,306,122	\$0
Total	\$77,325,409	\$5,698,546	\$26,725,145	\$1,327,736

Sources: Exhibit 13, Exhibit 14, and Johnson Drive EDZ Economic Impact Analysis, Exhibits 28 and 29.

The diverted sales impacts of the Initiative Project are projected to continue to be higher than the Economic Development Zone even in 2028, after another 10 years' worth of new demand is generated. This means that the diverted sales impacts are projected to continue through that time period, but decline gradually each year, until they reach \$5.7 million in 2028 (see Exhibit 14). These diverted sales impacts are forecasted to continue to be high in the category of Home Furnishings & Appliance Stores (\$5.4 million), and also exceed the total impacts of \$1.3 million for the Economic Development Zone.

These findings indicate that regardless of timing through at least 2028, the Initiative Project is forecast to have a greater negative impact on the existing competitive retail sales base than the Economic Development Project. This is the case despite relatively comparable amounts of project sales generated by market area households by 2028 (per Table 3, \$115.9 million for the Initiative Project and \$119.7 million for the Economic Development Zone). This differential impact is the result of the retail sales distribution estimates and assumptions, with the Club Retail component of the Economic Development Zone comprising a more even distribution of retail sales, to the comparative benefit of the local competitive retail sales base.

FISCAL IMPACT ANALYSIS

Approach

Fiscal Impact Analysis of the Initiative Project is predicated upon the same approach used for the Economic Development Zone, with operational assumptions based upon the preceding economic impact findings and other assumptions derived from analysis performed for the project by Brion & Associates (e.g., see Memorandum, Brion & Associates, "Draft Summary - Johnson Drive EDZ Fiscal Impact Analysis," City of Pleasanton, February 5, 2015). The main inputs that vary between the Initiative Project and the fiscal analysis for the Economic Development Zone include the following:

- Taxable sales net existing market area diverted sales impacts
- Property valuation
- Project employment

As these inputs vary, they in turn impact associated fiscal revenues and expenditures. A discussion for each of these inputs follows, focusing on how they differ in the Initiative Project compared to the Economic Development Zone.

The Economic Development Zone included fiscal impacts associated with the new retail and hotel components of the Johnson Drive EDZ. The fiscal impact analysis for the Initiative Project continues to include the hotel analysis, but as there are no differences in the hotel assumptions there are no changes in the hotel-related portion of the analysis. The hotel analysis includes two hotel options, one with 150 rooms (Hotel Option 1) and one with 231 rooms (Hotel Option 2).

Taxable Sales. The total and net taxable sales figures for the Initiative Project vary from the Economic Development Zone because of the differing project definitions, especially with regard to the retail mix and sales per square foot assumptions. The total taxable sales estimates for the Initiative Project are presented in Exhibit 15. All sales are assumed to be taxable with the exception of Food & Beverage Stores. For this category, 30% of sales are assumed to be taxable, which is a standard industry assumption and the same assumption factored into the Economic Development Zone. Pursuant to the findings in Exhibit 15, the Initiative Project is estimated to comprise \$127.2 million in taxable sales. This comprises 88% of all assumed sales.

For the fiscal impact analysis only the sales anticipated to be net of diverted sales impacts are assumed to generate retail sales tax. This estimate is included in Exhibit 16, and totals \$57.9 million in 2018, increasing to \$121.5 million in 2018. The difference over time is attributable to the level of diverted sales impacts estimated for 2018, which are anticipated to lessen over time as the market area population increases. Thus, by 2028, when the Initiative Project economic impacts are anticipated to be minimal, the amount of taxable retail sales generated by the project will be close to the total estimate of taxable sales.

The findings in Table 5 indicate how the level of total and taxable sales differ between the Initiative Project and the Economic Development Zone. From this table, it can be seen that the Economic Development Zone sales totaled \$172.3 million in 2018 and \$241.3 million in 2028, compared to \$144.9 million for the Initiative Project. The percentage of sales assumed to be taxable, however, was lower for the Economic Development Zone because the assumed Club Retail space had a high increment of food sales. As a result, only 68% of the Economic Development Zone sales are assumed to be taxable. Despite this lower percentage, total taxable sales and net taxable sales after consideration of project impacts are higher for the Economic Development Zone than the Initiative Project. These differences account for varied retail sales tax revenue estimates between the Initiative Project and the Economic Development Zone.

Table 5. Summary of Comparative Taxable Sales, Initiative Project and Economic Impact Analysis

Retail Category	Initiative Project		Economic Development Zone	
	2018	2028	2018	2028
All Sales (Irrespective of Project Impacts) (1)				
Total Sales	\$144,936,109	\$144,936,109	\$172,314,976	\$241,275,777
Total Taxable Sales	\$127,228,703	\$127,228,703	\$94,529,623	\$163,490,424
Percent Taxable	88%	88%	55%	68%
Net Taxable Retail Sales (2)				
Motor Vehicles & Parts Dealers	\$0	\$0	\$7,485,062	\$7,485,062
Home Furnishings & Appliance Stores	\$6,889,681	\$15,719,668	\$8,812,814	\$17,763,130
Building Materials & Garden Equip.	\$5,519,533	\$11,999,868	\$6,477,329	\$13,029,784
Food & Beverage Stores	\$4,175,831	\$7,588,888	\$15,946,410	\$22,910,959
Gasoline Stations	\$0	\$0	\$10,674,886	\$10,894,735
Clothing & Clothing Accessories Stores	\$7,702,041	\$19,835,593	\$5,274,272	\$22,054,339
General Merchandise Stores	\$9,728,086	\$12,602,229	\$11,700,451	\$18,194,028
Food Services & Drinking Places	\$11,465,825	\$24,338,183	\$953,937	\$14,243,654
Other Retail Group	\$12,386,095	\$29,445,726	\$16,811,719	\$36,868,189
Total	\$57,867,093	\$121,530,157	\$84,136,879	\$163,443,880

Sources: Table 2, and Exhibit 16; Johnson Drive EDZ Economic Impact Analysis, Exhibit 51; and ALH Urban & Regional Economics.

(1) Includes all sales, total and taxable, prior to consideration of any project economic impacts.

(2) Includes taxable retail sales net of project sales impacts. These are the taxable sales anticipated to result in sales tax revenues to the City of Pleasanton.

Property Valuation and Taxes. The property valuation assumptions for the various project components were sourced to the analysis prepared by Brion & Associates. Two City of Pleasanton revenue sources are derived from property valuation – Property Taxes and Property Tax In Lieu of VLF Estimates. In the Economic Development Zone, there were two estimated components to value for the retail space. This included a value estimate of \$300 per square foot for the Club Retail space and \$400 per square foot for the General Retail space. As the Initiative Project does not include any Club Retail space, the \$400 per square foot figure was assumed to apply to all anticipated retail space. As a result, the valuation of the project’s retail space is higher for the Initiative Project than for the Economic Development Zone. The retail property value estimate for the Initiative Project is \$134.8 million, compared to \$46.3 million in 2018 for the Economic Development Zone and \$116.2 million in 2028.

The total property valuation for the Initiative Project, including the hotel components, is presented in Exhibit 17. The hotel valuation remains constant between the Economic Development Zone and the Initiative Project. The figures inclusive of both retail and hotel valuation total \$161.2 million for Hotel Option 1 and \$174.4 million for Hotel Option 2. The property tax revenues associated with these valuations total \$397,233 for Hotel Option 1 and \$429,758 for Hotel Option 2. These contrast with property tax estimates at full buildout of the Economic Development Zone of \$351,450 for Hotel Option 1 and \$383,975 for Hotel Option 2. Thus, the property tax revenues for the Initiative Project are approximately 12% higher than for the Economic Development Zone.

The local revenue source Property Tax In Lieu of VLF Estimates is based upon property valuation increment. Accordingly, this revenue source for the Initiative Project is higher than for the Economic Development Zone because of the higher property valuation. The Property Tax In Lieu of VLF Estimate for the Initiative Project is presented in Exhibit 18, which totals \$45,927 for Hotel Option 1 and

\$49,688 for Hotel Option 2. The comparable figures for the Economic Development Zone are \$20,711 to \$24,472 in 2018 and \$40,634 to \$44,395 in 2028.

Project Employment. Estimates for project employment impact employee-based revenues and expenditures. Therefore, to the extent the employee counts differ between the Initiative Project and the Economic Development Zone the total results will be different. The individual revenue and expenditure factors were held constant between the two analyses, but variations result based on differences in total employment count.

The employee density assumptions are sourced to the Brion & Associates analysis. This included 400 square feet per retail employee and 800 square feet per Club Retail employee. As the Initiative Project does not include Club Retail the density estimate of 400 square feet per employee was assumed for all retail in the Initiative Project. None of the potential Anchor Retail tenants in the Initiative Project are large enough for there to be a likely differential in employment density from the Non-anchor Retail space. The employee estimates for the Initiative Project are presented in Exhibit 19. These estimates total 822 retail employees and 29-44 hotel employees, for a total employee count of 851-866. This converts to a service population of 426-433, which is the metric used to estimate many per capita revenue and expenditure figures. In contrast, the Economic Development Zone estimates 226-241 employees in 2018 and 663-678 employees in 2028. Thus, the total figures for the Initiative Project are approximately 30% higher than for the Economic Development Zone.

Fiscal Impact Findings

The fiscal impact findings for the Initiative Project are estimated and summarized in Exhibits 20 and 21. The results are then compared to the results for the Economic Development Zone in Exhibit 22.

Exhibit 20 presents Initiative Project General Fund revenue estimates for sales taxes, transient occupancy taxes, and employee-based revenues. The sales taxes include sales taxes from retail businesses, sales from employee spending, and sales from hotel visitors. The per employee spending estimates are the same as reflected in the Economic Development Zone analysis, with the total varying based on the employment counts. The same is the case with the employee-based revenues.

The fiscal summary in Exhibit 21 indicates that the net fiscal impact of the Initiative Project, assuming this project variation meets with market acceptance, is estimated to total \$1.2 to \$1.5 million a year in 2018. By 2028, when the project impacts lessen, the estimated net fiscal impact is \$1.9 to \$2.1 million. The ranges for each time period reflect the hotel options.

Table 6 below presents the summary net fiscal impact for both the Initiative Project and the Economic Development Zone. This table indicates that the comparative figures for the Economic Development Zone are \$1.4 to \$1.7 million in 2018, increasing to \$2.3 to \$2.5 million in 2028. Thus, the Initiative Project net fiscal impact, or benefit, is estimated to be less on an annual basis than the Economic Development Zone. In 2018 the Initiative Project would generate about 89% to 90% of the net fiscal revenues of the Economic Development Zone, but these percentages are anticipated to drop to 82% to 84% by 2028. This drop over time is attributable to the expectation of the Economic Development Zone scenario taking longer to build out, such that the comparison in 2018 is not reflective of the full Economic Development Zone project.

Table 6. Summary of Net Fiscal Impact Analysis, Comparative Analysis

Scenario	Option 1 Hotel (150 rooms)		Option 2 Hotel (231 rooms)	
	2018	2028	2018	2028
Initiative Project (1)				
Fiscal Revenues	\$1,494,297	\$2,130,928	\$1,753,386	\$2,390,017
Expenditures	\$249,839	\$249,839	\$254,145	\$254,145
General Fund Net Impact	\$1,244,459	\$1,881,089	\$1,499,241	\$2,135,871
Economic Development Zone (2)				
Fiscal Revenues	\$1,468,278	\$2,485,357	\$1,727,367	\$2,744,445
Expenditures	\$66,422	\$194,764	\$70,728	\$199,071
General Fund Net Impact	\$1,401,857	\$2,290,593	\$1,656,639	\$2,545,375
Initiative Project as a % of Economic Development Zone				
	89%	82%	90%	84%

Sources: Exhibit 21; and Johnson Drive EDZ Economic Impact Analysis, Exhibit 57.

(1) See Exhibit 21.

(2) See Exhibit 57 in the Johnson Drive EDZ Economic Impact Analysis.

Some of the detailed fiscal-related findings associated with the Initiative Project and the Economic Development Zone are summarized in Exhibit 22. This includes a comparison of the findings that vary between the two scenarios, including employee counts, property valuation, and fiscal revenues and expenditures. As noted earlier, from this it can be seen that the Initiative Project will have higher employment, a higher property valuation, and lower taxable retail sales. When incorporated into the fiscal revenues and expenditures, these result in overall less General Fund revenues and greater General Fund expenditures generated by the Initiative Project. The lesser revenues are largely attributable to the difference in taxable retail sales, while the greater expenditures are attributable to the higher employment and associated service population counts.

Fiscal and Market Limitations

The fiscal impact findings are estimates, the results or some version thereof, which will only occur if the retail scenarios meet with market acceptance. The Economic Development Zone scenario is well-suited to the location of the Johnson Drive Economic Development Zone, with highway visibility for a major anchor tenant with strong appeal, able to attract shoppers from a large area, as demonstrated by the analysis included in the FEIR, which looked at the market draw of Costco stores in the immediate region, with Costco comprising the project's likely Club Retail anchor tenant. The analysis assumed this would include shoppers from within the market area accounting for 60% of Club Retail sales and shoppers from outside the market area accounting for 40% of Club Retail sales. Because the Initiative Project is not perceived to have the same market draw as the Economic Development Zone, it is assumed to capture less sales from outside the market area, or 20%. This lower market draw in some part is attributable to the expectation that potential Anchor Retail tenants at the Initiative Project will be less unique than the Club Retail tenant for the Economic Development Zone, as the Pleasanton and Dublin retail markets are well-retailed, with many prospective smaller anchor tenants already well-represented, making it difficult to secure anchor tenants unique enough to draw yet other retailers as well as shoppers.

Beyond the consideration of market draw, there is also the question of comparative market feasibility. Costco's interest in locating in the Johnson Drive EDZ is well known, which in itself is a draw for yet other retailers. The presence of a Costco store generates the strong potential for other retailers to benefit from consumer cross shopping, enhancing the appeal of the Economic Development Zone to prospective retail tenants. In contrast, the Initiative Project is a more theoretical development concept, with no particular retailer attached to the project or expressly interested in the site. Given the expectation of multiple smaller anchor retailers, it would likely be more difficult to secure multiple tenant commitments to the site sufficient to in turn secure project financing. A committed Costco store or other Club Retailer is more bankable than a project with no major tenant commitments. Thus, the Initiative Project is a more speculative project than the Economic Development Zone, with a corresponding lower likelihood that the project will materialize and generate the forecasted net fiscal impacts. Thus, the likelihood of retail development occurring in the Johnson Drive EDZ and the attendant fiscal benefits to the City of Pleasanton is greater for the Economic Development Zone than the Initiative Project.

INITIATIVE IMPLICATIONS FOR TRANSPORTATION IMPROVEMENTS

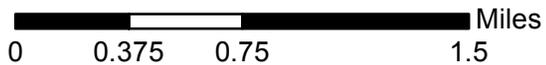
The Initiative Project is anticipated to require the same level of transportation improvements as the Economic Development Zone project. From an economic perspective, however, it may be more difficult for these improvements to be funded under the Initiative Project, in turn jeopardizing the development of the Initiative Project. This is due to the lack of a large anchor tenant able and motivated to help fund improvements for the entire 40-acre site. Anchor tenant contributions would reduce the transportation improvement costs paid for by the project developer. Anchor tenants significantly smaller than the potential anchor for the Economic Development Zone will be less motivated to make contributions toward transportation improvements that would benefit the entire district. Typically, anchors of this size do not pay for site development costs. Instead, the project developer is responsible for site development costs and tenants commit only to leasing their individual spaces for a specific term, often with lease renewal options, as well as the payment of other negotiated costs. It is not to the benefit of tenants with relatively short term commitments to pay for improvements that have ongoing benefit to the property owner after individual tenants vacate the premises. With multiple, smaller anchor tenants in the Initiative Project, transportation improvement costs required by the City will fall solely on the project developer, which would add an additional financial burden to developer costs that could limit the developer's ability to finance and ultimately develop the project, thus putting the potential for the entire retail component at risk.

APPENDIX: EXHIBITS

Exhibit 1: Johnson Drive Economic Development Zone Project Site Location and Area Context



Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



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Exhibit 2
Shopping Center Characteristics

Shopping Center Type (1)	Concept	GLA Size Range		Trade Area Size (miles)	No. of Anchors	% of Anchor GLA	Typical Type of Anchors
		Low	High				
Neighborhood Center	Convenience oriented.	30,000	125,000	3	1+	30% - 50%	Supermarket
Factory Outlet	Manufacturers' and retailers' outlet stores selling brand name goods at a discount.	50,000	400,000	25 - 75	NA	NA	Manufacturers' and retailers' outlets
Community Center	General merchandise or convenience- oriented offerings. Wider range of apparel and other soft goods offerings than neighborhood centers. The center is usually configured in a straight line as a strip, or may be laid out in an L or U shape, depending on the site and design.	125,000	400,000	3 - 6	2+	40% - 60%	Discount store, supermarket, drug, large-specialty discount (toys, books, electronics, home improvement/furnishings or sporting goods, etc.)
Lifestyle	Upscale national-chain specialty stores with dining and entertainment in an outdoor setting.	150,000	500,000	8 - 12	0 - 2	0% - 50%	Large format upscale specialty
Power Center	Category-dominant anchors, including discount department stores, off-price stores, wholesale clubs, with only a few small tenants.	250,000	600,000	5 - 10	3+	70% - 90%	Category killers, such as home improvement, discount department, warehouse club and off-price stores

Source: ICSC, "U.S. Shopping-Center Classification and Characteristics," December 2015, http://www.icsc.org/uploads/research/general/US_CENTER_CLASSIFICATION.pdf.

(1) Includes only shopping centers with a gross leasable area (GLA) size range that encompasses the potential new retail for the Johnson Drive EDZ. This amount of square footage totals just over 300,000 square feet.

Exhibit 3

Anchor Tenant Sizes Based on ICSC Center Definitions

Range of Sizes per Low and High GLA and Range of Space Occupied by Anchor Retail Tenants (1)

Shopping Center Type	Low GLA and Low Percent Anchor (2)					Low GLA and High Percent Anchor (3)				
	1 Anchor	2 Anchors	3 Anchors	4 Anchors	5 Anchors	1 Anchor	2 Anchors	3 Anchors	4 Anchors	5 Anchors
Factory Outlet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Community Center	NA	25,000	16,667	12,500	10,000	NA	37,500	25,000	18,750	15,000
Lifestyle	0	0	NA	NA	NA	75,000	37,500	NA	NA	NA
Power Center	NA	NA	58,333	43,750	35,000	NA	NA	75,000	56,250	45,000

Shopping Center Type	High GLA and Low Percent Anchor (4)					High GLA and High Percent Anchor (5)				
	1 Anchor	2 Anchors	3 Anchors	4 Anchors	5 Anchors	1 Anchor	2 Anchors	3 Anchors	4 Anchors	5 Anchors
Factory Outlet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Community Center	NA	80,000	53,333	40,000	32,000	NA	120,000	80,000	60,000	48,000
Lifestyle	0	0	NA	NA	NA	250,000	125,000	NA	NA	NA
Power Center	NA	NA	140,000	105,000	84,000	NA	NA	180,000	135,000	108,000

Sources: ICSC, "U.S. Shopping-Center Classification and Characteristics," December 2015,

http://www.icsc.org/uploads/research/general/US_CENTER_CLASSIFICATION.pdf; and ALH Urban & Regional Economics.

(1) Anchor sizes that correspond to what is allowable per the "Citizens for Planned Growth in the Johnson Drive Economic Development Zone" Act are highlighted in yellow.

(2) Identifies average anchor sizes by type of shopping center by number of anchors that match the low GLA size range and low percentage share of space occupied by anchors per Exhibit 2.

(3) Identifies average anchor sizes by type of shopping center by number of anchors that match the low GLA size range and high percentage share of space occupied by anchors per Exhibit 2.

(4) Identifies average anchor sizes by type of shopping center by number of anchors that match the high GLA size range and low percentage share of space occupied by anchors per Exhibit 2.

(5) Identifies average anchor sizes by type of shopping center by number of anchors that match the high GLA size range and high percentage share of space occupied by anchors per Exhibit 2.

Exhibit 4
Select Shopping Centers (1)
Anchor Tenant Composition

Shopping Center	City	Total Center Sq. Ft.	Anchor Tenants	Anchor Sq. Ft.	No. of Anchors	Anchor Percent of Total
Persimmon Place	Dublin	153,380	Whole Foods Nordstrom Rack HomeGoods Anchor Total	40,069 35,273 22,000 97,342	3	63.5%
The Orchards at Walnut Creek (2)	Walnut Creek	225,000	Safeway Health Club Anchor Total	55,000 45,000 100,000	2	44.4%
Pleasant Hill Shopping Center	Pleasant Hill	231,680	Target Toys R Us Ross HomeGoods Anchor Total	115,344 44,586 30,011 21,066 211,007	4	91.1%
El Cerrito Plaza	El Cerrito	232,646	Jo-Ann Ross Dress for Less Bed, Bath & Beyond Barnes & Noble Anchor Total	34,310 30,241 30,000 25,015 119,566	4	51.4%
The Willows Shopping Center	Concord	252,817	REI UFC Gym Cost Plus Old Navy The Jungle Fun Anchor Total	29,486 29,161 21,000 20,458 15,125 115,230	5	45.6%
Clayton Valley Shopping Center	Concord	260,205	OSH Ross Dress for Less CVS Grocery Outlet Anchor Total	70,273 30,187 15,789 14,000 130,249	4	50.1%
Montgomery Village	Santa Rosa	287,681	Ross Dress for Less Lucky Anchor Total	40,449 36,534 76,983	2	26.8%
Country Club Plaza	Sacramento	315,588	WinCo Cinema West Sports Chalet Vacant - former Bed, Bath & Beyond Anchor Total	94,000 48,850 40,603 24,895 208,348	4	66.0%
Southgate Plaza	Sacramento	365,000	Vacant - former Walmart 99 Ranch Walmart Neighborhood Market Ross Dress for Less Anchor Total	82,990 65,765 52,257 27,300 228,312	4	62.6%
Concord Veranda (3)	Concord	375,000	Theater, Auditorium Grocery Store Fitness Facility Anchor Total	44,000 30,000 30,000 104,000	3	27.7%
Fallon Gateway	Dublin	379,053	Target Dick's Sporting Goods Anchor Total	146,000 55,000 201,000	2	53.0%
Natomas Marketplace	Sacramento	491,428	Walmart Home Depot PetSmart Ross Dress for Less Staples Michael's Anchor Total	129,567 106,000 35,160 30,187 24,120 23,868 348,902	6	71.0%

Sources: Center leasing agents; and ALH Urban & Regional Economics.

(1) Includes a representative list of shopping centers in the Bay Area and Sacramento regions, selected by size and based on available information in the ALH Urban & Regional Economics project files and the internet. The focus was on centers generally up to or around the size anticipated for the Johnson Drive EDZ.

(2) The Orchards at Walnut Creek is under construction at the time of this report.

(3) The Concord Veranda project is in the early planning stages at the time of this report.

Exhibit 5
Initiative Project
New Retail Space Assumptions (1)
Assumed Completion in 2018 (2)

Development	Percent of Total	Square Feet
Total New Retail (3)	<i>100%</i>	337,037
New Retail by Type of Tenant		
Anchor Tenants (4)		
Anchor 1	<i>14%</i>	45,500
Anchor 2	<i>12%</i>	40,444
Anchor 3	<i>11%</i>	35,389
Anchor 4	<i>8%</i>	26,963
Anchor 5	<i>6%</i>	20,222
Anchor Retail Subtotal	<i>50%</i>	168,519
Non-anchor Retail (5)	<i>50%</i>	168,519
Subtotal	<i>100%</i>	337,037

Source: ALH Urban & Regional Economics.

(1) This analysis is based upon a re-examination of the same amount of new retail development incorporated into the Johnson Drive EDZ Economic Impact Analysis, which included 148,000 square feet of net new Club Retail space and 189,037 square feet of net new General Retail space. These two figures total 337,037 square feet of new retail space. This is in addition to the 38,903 square feet of existing retail space anticipated to remain in the EDZ.

(2) For study purposes, the new retail is assumed to be built in one phase, and anticipated to be fully operational by 2018 (i.e., first full year of operations). This is consistent with the anticipated timing of the club retail space and first phase of general retail space in the EDZ Economic Impact study. ALH Urban & Regional Economics believes it is unlikely that a retail increment of less than 350,000 square feet would be phased, unless it were divided into two separate retail centers. This too seems unlikely, as smaller centers are neighborhood-oriented, and the Johnson Drive EDZ is not located near established residential neighborhoods, and thus is not well-located to meet neighborhood shopping needs.

(3) See footnote 1.

(4) The analysis assumes that the new retail, lacking a club retail anchor as reflected in the Johnson Drive EDZ EIR Economic Impact Analysis, would require retail anchor tenants. Earlier analysis suggested a center of this size could comprise 50% anchor retail space. Given the size limitation on prospective tenants for this supplemental analysis (less than 50,000 square feet), the analysis assumes up to 5 anchor tenants will be required to achieve the 50% of center space occupied by anchor tenants. Allocations are selected to best approximate roughly 5,000 square feet increments in Anchor retail space.

(5) Comprises Non-anchor retail space.

Exhibit 6
Initiative Project
Distribution of Retail Space, Total and Occupied
New Retail Square Feet by State of California Board of Equalization Category

Retail Categories (1)	Distribution (2)	Square Feet	Anchor Tenants (3)	
			Number	Sq. Ft.
Total Square Feet				
Motor Vehicle & Parts Dealers	0.0%	0	0	0
Home Furnishings & Appliance Stores	12.5%	42,130	Anchor 4	26,963
Building Materials & Garden Equip.	12.5%	42,130	0	0
Food & Beverage Stores	12.5%	42,130	Anchor 2	40,444
Gasoline Sales	0.0%	0	0	0
Clothing & Clothing Accessories Stores	12.5%	42,130	Anchor 3	35,389
General Merchandise	12.5%	42,130	Anchor 5	20,222
Food Services & Drinking Places	12.5%	42,130	0	0
Other Retail	25.0%	84,259	Anchor 1	45,500
Total	100.0%	337,037	0	168,519
Occupied Square Feet (4)				
Motor Vehicle & Parts Dealers	0.0%	0	0	0
Home Furnishings & Appliance Stores	12.5%	41,371	Anchor 4	26,963
Building Materials & Garden Equip.	12.5%	40,023	0	0
Food & Beverage Stores	12.5%	42,045	Anchor 2	40,444
Gasoline Sales	0.0%	0	0	0
Clothing & Clothing Accessories Stores	12.5%	41,793	Anchor 3	35,389
General Merchandise	12.5%	41,034	Anchor 5	20,222
Food Services & Drinking Places	12.5%	40,023	0	0
Other Retail	25.0%	82,321	Anchor 1	45,500
Total	100.0%	328,611	0	168,519

Source: ALH Urban & Regional Economics.

(1) Retail categories defined by the State of California Board of Equalization.

(2) Retail allocations are primarily based on an estimated equal allocation of space per retail category. Exceptions include the exclusion of Gasoline Sales and Motor Vehicle & Parts Dealers. Originally this exclusion was due to the expectation that these retail uses were anticipated to be well represented by the Johnson Drive EDZ Club Retail use. For this analysis these uses are just not anticipated in a repositioned retail center. Further, the Other Retail category was assigned a double allocation due to the breadth of retail uses represented by this category, which is also an original assumption from the Johnson Drive EDZ Economic Impact Analysis. For the current analysis these assumptions are maintained to facilitate parallel analysis, excepting the addition of the Food & Beverage category, which was previously assumed as a major component of the Club Retail space. This space was transferred from the Clothing & Clothing Accessories Stores category for the purpose of this analysis (versus the Economic Impact Analysis, which assumed a 25% allocation for that category).

(3) See Exhibit 5 for assumed anchor sizes. ALH Urban & Regional Economics assigned anchor tenants by retail category based upon the total amount of space assumed per category, with consideration to the typical size of anchor tenants matching the categories.

(4) Analysis assumes a stabilized retail vacancy rate of 5.0% for the non-anchor retail space.

Exhibit 7

Representative Anchor Retailers, Excluding Department Stores

**Store Size Range, Average Annual Sales per Square Foot, Annual Store Sales Range, and Average Annual Local Sales Tax Generation
In 2015 Dollars**

Representative Retailer (1)	Store Size Range (Sq Ft) (2)	Annual Average Sales per Square Foot (3)		Estimated Annual Store Sales Range 2015 (4)	Estimated Average Annual Local Sales Tax Generation (5)	
		2013	2015			
Mattel Stores (American Girl) (7)	5,000 - 15,000	NA	\$3,471	\$17,353,035 - \$52,059,106	\$173,530 - \$520,591	
Yoga Works (6)	5,000 - 15,000	NA	NA	NA - NA	NA - NA	
PetSmart	6,000 - 28,000	\$245	\$252	\$1,514,825 - \$7,069,183	\$15,148 - \$70,692	
Restoration Hardware	8,000 - 60,000	\$1,395	\$1,438	\$11,500,303 - \$86,252,271	\$115,003 - \$862,523	
UFC Gym (6)	8,000 - 45,000	NA	NA	NA - NA	NA - NA	
Guitar Center	9,000 - 20,000	\$532	\$548	\$4,934,001 - \$10,964,446	\$49,340 - \$109,644	
Pier 1 Imports	10,000 - 10,000	\$202	\$208	\$2,081,596 - \$2,081,596	\$20,816 - \$20,816	
Anthropologie	10,000 - 30,000	\$721	\$743	\$7,429,855 - \$22,289,565	\$74,299 - \$222,896	
Crate & Barrel (8)	10,000 - 34,000	NA	\$838	\$8,375,719 - \$28,477,446	\$83,757 - \$284,774	
In-Shape Health Clubs (6)	10,000 - 30,000	NA	NA	NA - NA	NA - NA	
Pottery Barn	10,000 - 30,000	\$371	\$382	\$3,823,129 - \$11,469,388	\$38,231 - \$114,694	
Planet Fitness (6)	12,000 - 30,000	NA	NA	NA - NA	NA - NA	
99 Cents Only	14,000 - 25,000	\$308	\$317	\$4,443,486 - \$7,934,797	\$44,435 - \$79,348	
Crunch Fitness (9)	15,000 - 30,000	NA	\$78	\$1,172,236 - \$2,344,472	\$11,722 - \$23,445	
Alamo Drafthouse Cinemas (6)	15,000 - 40,000	NA	NA	NA - NA	NA - NA	
Grocery Outlet (10)	15,000 - 25,000	NA	\$564	\$8,458,647 - \$14,097,744	\$84,586 - \$140,977	
Off Broadway Shoe Warehouse (6)	16,000 - 25,000	NA	NA	NA - NA	NA - NA	
Tractor Supply (11)	17,000 - 25,000	NA	\$260	\$4,421,866 - \$6,502,744	\$44,219 - \$65,027	
Cost Plus	18,000 - 21,000	\$254	\$262	\$4,711,414 - \$5,496,650	\$47,114 - \$54,967	
Bed, Bath and Beyond	20,000 - 85,000	\$270	\$278	\$5,564,663 - \$23,649,816	\$55,647 - \$236,498	
Best Buy	20,000 - 58,000	\$852	\$878	\$17,559,602 - \$50,922,846	\$175,596 - \$509,228	
The Container Store	20,000 - 30,000	\$606	\$624	\$12,489,576 - \$18,734,364	\$124,896 - \$187,344	
Ray's Food Place (6)	20,000 - 46,000	NA	NA	NA - NA	NA - NA	
Total Wine & More (12)	20,000 - 25,000	NA	\$519	\$10,375,954 - \$12,969,943	\$103,760 - \$129,699	
Zara	20,000 - 40,000	\$676	\$697	\$13,932,266 - \$27,864,533	\$139,323 - \$278,645	
Michaels	21,000 - 22,000	\$218	\$225	\$4,717,597 - \$4,942,245	\$47,176 - \$49,422	
Buy Buy Baby	23,000 - 40,000	\$270	\$278	\$6,399,362 - \$11,129,325	\$63,994 - \$111,293	
Barnes and Noble	25,000 - 40,000	\$228	\$235	\$5,873,811 - \$9,398,097	\$58,738 - \$93,981	
Camping World (13)	25,000 - 35,000	NA	\$449	\$11,215,650 - \$15,701,910	\$112,156 - \$157,019	
PGA Tour Superstore (6)	25,000 - 55,000	NA	NA	NA - NA	NA - NA	
Ross	25,000 - 30,000	\$362	\$373	\$9,325,962 - \$11,191,155	\$93,260 - \$111,912	
Marshalls	29,000 - 31,000	\$375	\$386	\$11,206,612 - \$11,979,482	\$112,066 - \$119,795	
Bristol Farms (6)	30,000 - 35,000	NA	NA	NA - NA	NA - NA	
Cinemark USA	30,000 - 80,000	\$449	\$463	\$13,880,742 - \$37,015,311	\$138,807 - \$370,153	
Dave & Buster's	30,000 - 40,000	\$204	\$210	\$6,306,618 - \$8,408,824	\$63,066 - \$84,088	
Equinox Fitness (6)	30,000 - 40,000	NA	NA	NA - NA	NA - NA	
Forever 21	30,000 - 80,000	\$857	\$883	\$26,493,977 - \$70,650,606	\$264,940 - \$706,506	
AMF Bowling (14)	35,000 - 40,000	NA	\$48	\$1,666,256 - \$1,904,293	\$16,663 - \$19,043	
AMC Theatres	40,000 - 80,000	\$553	\$570	\$22,794,507 - \$45,589,014	\$227,945 - \$455,890	
Sam's Club	40,000 - 235,000	\$677	\$698	\$27,905,753 - \$163,946,296	\$279,058 - \$1,639,463	
Burlington Coat Factory	50,000 - 70,000	\$93	\$96	\$4,791,793 - \$6,708,510	\$47,918 - \$67,085	
Dick's Sporting Goods	50,000 - 80,000	\$186	\$192	\$9,583,586 - \$15,333,737	\$95,836 - \$153,337	
Edwards Theatres (6)	50,000 - 80,000	NA	NA	NA - NA	NA - NA	
Food 4 Less (11)	50,000 - 80,000	NA	\$635	\$31,742,775 - \$50,788,439	\$317,428 - \$507,884	
Fry's (15)	50,000 - 180,000	NA	\$569	\$28,460,897 - \$102,459,229	\$284,609 - \$1,024,592	
Hobby Lobby	50,000 - 60,000	\$128	\$132	\$6,595,156 - \$7,914,187	\$65,952 - \$79,142	

Sources: Cushman & Wakefield, "Retail & Restaurant Expansion Guide," North America Summer 16; Retail MAXIM, "Alternative Retail Risk Analysis for Alternative Capital" 2014 (publication presents figures in the prior year dollars); United States Bureau of Labor Statistics Consumer Price Index - All Urban Consumers, April 2013 to April 2016; The Kroger Co. Annual 10-K Report for the fiscal year ended January 16, 2016, pages 10 and 19; Reuters, "American Girl powers Mattel growth as Barbie loses sheen," April 17, 2013; Crain's Chicago Business, "Here's what Crate & Barrel's new chief is in for," July 10, 2015; clubinfo.com, "Club Industry's Top 100 Health Clubs of 2015," August 18, 2015; groceryoutlet.com; Tractor Supply Co. Annual 10-K Report for the fiscal year ended December 26, 2015, page 18; Wikipedia, "Total Wine & More," accessed June 7, 2016; Wikipedia, "Camping World," accessed June 7, 2016; Wikipedia, "Bowling AMF," accessed June 7, 2016; Forbes, "America's Largest Private Companies #208 Fry's Electronics"; and ALH Urban & Regional Economics.

- (1) Comprises representative retailers with a range of size requirements, from moderate to very large. Includes only retailers with a store format equal to or less than 50,000 square feet.
- (2) Sorted by size, smallest to largest. This information is sourced to Cushman & Wakefield (see Sources).
- (3) Figures in from 2013 reported by Retail Maxim (see Sources). Figures were inflated to 2016 by the CPI index from April 2013 to April 2016 for All Urban Consumers, West.
- (4) Comprises store size multiplied by annual sales per square foot.
- (5) Comprises the local 1.0% sales tax share applied to the 2016 average store sales. This is an annual figure.
- (6) Store sales data are not publically available.
- (7) Sales per square foot for Mattel Toy Stores based on 30 stores with an average of 10,000 square feet per store and a reported \$995.6 million sales for 2012 inflated to 2015 by the CPI rate of 4.4.
- (8) Sales per square foot for Crate & Barrel based on 170 stores with an average of 22,000 square feet per store and a reported \$1.53 billion sales for 2014 inflated to 2015 by the CPI rate of 1.2%.
- (9) Sales per square foot for Crunch based on 147 locations with an average of 22,500 square feet per location and a reported \$146 million sales for 2014 inflated to 2015 by the CPI rate of 1.2%.
- (10) Sales per square foot for Grocery Outlet based on 230 stores with an average of 17,500 square feet per store and a reported \$1.5 billion sales for 2015.
- (11) Sales per square foot gleaned from each company's respective SEC annual 10-K report for 2015.
- (12) Sales per square foot for Total Wine and More based on 130 stores with an average of 22,500 sf per store and a reported \$1.5 billion sales for 2014 inflated to 2015 by the CPI rate of 1.2%.
- (13) Sales per square foot for Camping World based on 100 stores with an average of 30,000 square feet per store and a reported \$1.48 billion sales for 2012 inflated to 2015 by the CPI rate of 4.6%
- (14) Sales per square foot for AMF Bowling based on 340 stores with an average of 37,500 square feet per store and a reported \$600 million sales for 2014 inflated to 2016 by the CPI rate of 1.2%.
- (15) Sales per square foot for Fry's based on 34 stores with an average of 115,000 square feet per store and a reported \$2.2 billion sales for 2014 inflated to 2015 by the CPI rate of 1.2%.

Exhibit 8

Representative Anchor Retailers, Excluding Department Stores

Store Size Range, Average Annual Sales per Square Foot, Annual Store Sales Range, and Average Annual Local Sales Tax Generation (1)

By Board of Equalization Category

In 2015 Dollars

BOE Category Representative Retailer	Store Size Range (Sq Ft)	Annual Average Sales per Square Foot		Estimated Annual Store Sales Range 2015	Estimated Average Local Sales Tax Generation (2)
		2013	2015		
Home Furnishings & Appliance Stores					
Restoration Hardware	8,000 - 60,000	\$1,395	\$1,438	\$11,500,303 - \$86,252,271	\$115,003 - \$862,523
Pier 1 Imports	10,000 - 10,000	\$202	\$208	\$2,081,596 - \$2,081,596	\$20,816 - \$20,816
Crate & Barrel	10,000 - 34,000	NA	\$838	\$8,375,719 - \$28,477,446	\$83,757 - \$284,774
Pottery Barn	10,000 - 30,000	\$371	\$382	\$3,823,129 - \$11,469,388	\$38,231 - \$114,694
Cost Plus	18,000 - 21,000	\$254	\$262	\$4,711,414 - \$5,496,650	\$47,114 - \$54,967
Bed, Bath and Beyond	20,000 - 85,000	\$270	\$278	\$5,564,663 - \$23,649,816	\$55,647 - \$236,498
Best Buy	20,000 - 58,000	\$852	\$878	\$17,559,602 - \$50,922,846	\$175,596 - \$509,228
The Container Store	20,000 - 30,000	\$606	\$624	\$12,489,576 - \$18,734,364	\$124,896 - \$187,344
Fry's	50,000 - 180,000	NA	\$569	\$28,460,897 - \$102,459,229	\$284,609 - \$1,024,592
Average			\$609		
Building Materials & Garden Equip.					
Tractor Supply	17,000 - 25,000	NA	\$260	\$4,421,866 - \$6,502,744	\$44,219 - \$65,027
Food & Beverage Stores (3)					
Grocery Outlet	15,000 - 25,000	NA	\$564	\$8,458,647 - \$14,097,744	\$25,376 - \$42,293
Ray's Food Place	20,000 - 46,000	NA	NA	NA - NA	NA - NA
Total Wine & More	20,000 - 25,000	NA	\$519	\$10,375,954 - \$12,969,943	\$31,128 - \$38,910
Bristol Farms	30,000 - 35,000	NA	NA	NA - NA	NA - NA
Food 4 Less	50,000 - 80,000	NA	\$635	\$31,742,775 - \$50,788,439	\$95,228 - \$152,365
Clothing & Clothing Accessories Stores					
Anthropologie	10,000 - 30,000	\$721	\$743	\$7,429,855 - \$22,289,565	\$74,299 - \$222,896
Off Broadway Shoe Warehouse	16,000 - 25,000	NA	NA	NA - NA	NA - NA
Zara	20,000 - 40,000	\$676	\$697	\$13,932,266 - \$27,864,533	\$139,323 - \$278,645
Ross Dress for Less	25,000 - 30,000	\$362	\$373	\$9,325,962 - \$11,191,155	\$93,260 - \$111,912
Marshalls	29,000 - 31,000	\$375	\$386	\$11,206,612 - \$11,979,482	\$112,066 - \$119,795
Forever 21	30,000 - 80,000	\$857	\$883	\$26,493,977 - \$70,650,606	\$264,940 - \$706,506
Burlington Coat Factory	50,000 - 70,000	\$93	\$96	\$4,791,793 - \$6,708,510	\$47,918 - \$67,085
Buy Buy Baby	23,000 - 40,000	\$270	\$278	\$6,399,362 - \$11,129,325	\$63,994 - \$111,293
Average (excludes upper and lower outliers)			\$495		
General Merchandise					
Sam's Club	40,000 - 235,000	\$677	\$698	\$27,905,753 - \$163,946,296	\$279,058 - \$1,639,463
99 Cents Only	14,000 - 25,000	\$308	\$317	\$4,443,486 - \$7,934,797	\$44,435 - \$79,348
Food Services & Drinking Places					
Dave & Buster's	30,000 - 40,000	\$204	\$210	\$6,306,618 - \$8,408,824	\$63,066 - \$84,088
Other Retail					
PetSmart	6,000 - 28,000	\$245	\$252	\$1,514,825 - \$7,069,183	\$15,148 - \$70,692
Guitar Center	9,000 - 20,000	\$532	\$548	\$4,934,001 - \$10,964,446	\$49,340 - \$109,644
Michaels	21,000 - 22,000	\$218	\$225	\$4,717,597 - \$4,942,245	\$47,176 - big 5
Barnes and Noble	25,000 - 40,000	\$228	\$235	\$5,873,811 - \$9,398,097	\$58,738 - \$93,981
Camping World	25,000 - 35,000	NA	\$449	\$11,215,650 - \$15,701,910	\$112,156 - \$157,019
PGA Tour Superstore	25,000 - 55,000	NA	NA	NA - NA	NA - NA
Dick's Sporting Goods	50,000 - 80,000	\$186	\$192	\$9,583,586 - \$15,333,737	\$95,836 - \$153,337
Hobby Lobby	50,000 - 60,000	\$128	\$132	\$6,595,156 - \$7,914,187	\$65,952 - \$79,142
Average			\$290		
Entertainment					
Yoga Works	5,000 - 15,000	NA	NA	NA - NA	NA - NA
UFC Gym	8,000 - 45,000	NA	NA	NA - NA	NA - NA
In-Shape Health Clubs	10,000 - 30,000	NA	NA	NA - NA	NA - NA
Planet Fitness	12,000 - 30,000	NA	NA	NA - NA	NA - NA
Crunch Fitness	15,000 - 30,000	NA	\$78	\$1,172,236 - \$2,344,472	\$11,722 - \$23,445
Alamo Drafthouse Cinemas	15,000 - 40,000	NA	NA	NA - NA	NA - NA
Cinemark USA	30,000 - 80,000	\$449	\$463	\$13,880,742 - \$37,015,311	\$138,807 - \$370,153
Equinox Fitness	30,000 - 40,000	NA	NA	NA - NA	NA - NA
AMF Bowling	35,000 - 40,000	NA	\$48	\$1,666,256 - \$1,904,293	\$16,663 - \$19,043
AMC Theatres	40,000 - 80,000	\$553	\$570	\$22,794,507 - \$45,589,014	\$227,945 - \$455,890
Edwards Theatres	50,000 - 80,000	NA	NA	NA - NA	NA - NA

Sources: State of California Board of Equalization; and ALH Urban & Regional Economics.

(1) See Exhibit 7.

(2) Comprises sales multiplied by the City of Pleasanton's 1.0% sales tax rate.

(3) Food & Beverage sales are assumed to be 30% taxable.

Exhibit 9
Calculation of Sales per Square Foot Estimates
Select Retail Stores and Store Types
2010 through 2013, and 2015 Projected (1)

Store or Category (2)	2010		2011		2012		2013		Average
	In 2010\$'s	In 2015\$'s	In 2011\$'s	In 2015\$'s	In 2012\$'s	In 2015\$'s	In 2013\$'s	In 2015\$'s	In 2015\$'s
Apparel									
Apparel - Specialty	\$405	\$444	\$447	\$476	\$472	\$492	\$451	\$463	\$469
Women's Apparel	\$365	\$400	\$455	\$485	\$515	\$537	\$473	\$486	\$477
Shoe Stores	\$371	\$406	\$454	\$484	\$487	\$508	\$475	\$488	\$471
Ross Dress for Less	\$324	\$355	\$195	\$208	\$195	\$203	\$362	\$372	\$284
Kohl's	\$229	\$251	\$215	\$229	\$209	\$218	\$190	\$195	\$223
Discount Stores	\$196	\$215	\$212	\$226	\$213	\$222	\$202	\$208	\$218
Target	\$282	\$309	\$290	\$309	\$304	\$317	\$297	\$305	\$310
Wal-Mart	\$422	\$462	\$499	\$532	\$456	\$475	\$376	\$386	\$464
Department Stores Category	\$252	\$276	\$276	\$294	\$274	\$286	\$285	\$293	\$287
Sears	\$206	\$226	\$205	\$218	\$210	\$219	\$161	\$165	\$207
Domestics Category	\$294	\$322	\$288	\$307	\$268	\$279	\$300	\$308	\$304
Furniture Category	\$198	\$217	\$290	\$309	\$361	\$376	\$449	\$461	\$341
Average of Domestics & Furniture	\$246	\$269	\$289	\$308	\$315	\$328	\$375	\$385	\$323
Neighborhood Center Category									
Supermarkets	\$535	\$586	\$533	\$568	\$575	\$600	\$611	\$628	\$595
Specialty/Organic	\$510	\$559	\$658	\$701	\$698	\$728	\$756	\$777	\$691
Drug Stores	\$724	\$793	\$657	\$700	\$667	\$695	\$629	\$646	\$709
Rite Aid	\$421	\$461	\$560	\$596	\$549	\$572	\$556	\$571	\$550
CVS	\$802	\$878	\$806	\$858	\$883	\$921	\$875	\$899	\$889
Restaurants Category	\$429	\$470	\$496	\$528	\$480	\$501	\$486	\$499	\$500
Casual Dining	\$431	\$472	\$578	\$616	\$563	\$587	\$567	\$583	\$564
Fast Food Chains	\$431	\$472	\$507	\$540	\$492	\$513	\$543	\$558	\$521
Starbucks	\$671	\$735	\$749	\$798	\$785	\$819	\$1,012	\$1,040	\$848
Auto - DIY Stores (3)	\$205	\$225	\$218	\$232	\$220	\$229	\$217	\$223	\$227
Home Improvement	\$269	\$295	\$278	\$296	\$287	\$299	\$301	\$309	\$300
Other Retail Categories									
Accessories	\$778	\$852	\$978	\$1,042	\$1,191	\$1,242	\$1,032	\$1,060	\$1,049
HBA, Home Fragrances	\$541	\$593	\$474	\$505	\$531	\$554	\$519	\$533	\$546
Electronics & Appliances	\$686	\$751	\$1,171	\$1,247	\$821	\$856	\$946	\$972	\$957
Office Supplies	\$263	\$288	\$270	\$288	\$262	\$273	\$283	\$291	\$285
Sports	\$226	\$248	\$239	\$255	\$252	\$263	\$253	\$260	\$256
Pet Supplies	\$185	\$203	\$188	\$200	\$218	\$227	\$234	\$240	\$218
Book Superstores	\$180	\$197	\$247	\$263	\$210	\$219	\$189	\$194	\$218
Toys	\$320	\$351	\$333	\$355	\$312	\$325	\$220	\$226	\$314
Music Superstores	\$318	\$348	\$317	\$338	\$314	\$327	\$292	\$300	\$328
Gifts, Hobbies & Fabrics	\$124	\$136	\$136	\$145	\$137	\$143	\$151	\$155	\$145
Ulta Salon, Cosmetics, & Fragrances	\$368	\$403	\$402	\$428	\$380	\$396	\$373	\$383	\$403
Average of Other Retail Categories	\$363	\$397	\$432	\$460	\$421	\$439	\$408	\$420	\$429

Sources: Retail MAXIM, "Alternative Retail Risk Analysis for Alternative Capital" 2011, 2012, 2013, and 2014 (all publications present figures in the prior year dollars); United States Bureau of Labor Statistics Consumer Price Index - All Urban Consumers; and ALH Urban & Regional Economics.

- (1) Figures are adjusted to 2015 pursuant to the April CPI Index for all urban consumers.
(2) Includes industry-and category-representative stores.
(3) Average reflects a four-year trend.

Exhibit 10
Initiative Project
Distribution of Sales for New Occupied Retail Space (Not including Existing Retail Space)
2015 Dollars

BOE Sales Category	Sales per Square Foot	Occupied Sq. Ft.	Sales
<u>Anchor Retail (1)</u>			
Motor Vehicles & Parts Dealers	NA	0	\$0
Home Furnishings & Appliance Stores	\$610 (2)	26,963	\$16,447,406
Building Materials & Garden Equip.	NA	0	\$0
Food & Beverage Stores	\$600 (3)	40,444	\$24,266,664
Gasoline Stations	NA	0	\$0
Clothing & Clothing Accessories Stores	\$500 (4)	35,389	\$17,694,443
General Merchandise Stores	\$317 (5)	20,222	\$6,418,368
Food Services & Drinking Places	NA	0	\$0
Other Retail Group	\$300 (6)	45,500	\$13,649,999
	Subtotal	168,519	\$78,476,879
<u>Non-anchor Retail (6)</u>			
Motor Vehicles & Parts Dealers	NA	0	\$0
Home Furnishings & Appliance Stores	\$323 (7)	14,408	\$4,646,720
Building Materials & Garden Equip.	\$300 (8)	40,023	\$11,999,868
Food & Beverage Stores	\$643 (9)	1,601	\$1,029,631
Gasoline Stations	NA	0	\$0
Clothing & Clothing Accessories Stores	\$385 (10)	6,404	\$2,465,239
General Merchandise Stores	\$297 (11)	20,812	\$6,183,861
Food Services & Drinking Places	\$608 (12)	40,023	\$24,338,183
Other Retail Group	\$429 (13)	36,821	\$15,795,727
	Subtotal	160,093	\$66,459,230
<u>Total</u>			
Motor Vehicles & Parts Dealers		0	\$0
Home Furnishings & Appliance Stores		41,371	\$21,094,126
Building Materials & Garden Equip.		40,023	\$11,999,868
Food & Beverage Stores		42,045	\$25,296,295
Gasoline Stations		0	\$0
Clothing & Clothing Accessories Stores		41,793	\$20,159,682
General Merchandise Stores		41,034	\$12,602,229
Food Services & Drinking Places		40,023	\$24,338,183
Other Retail Group		82,321	\$29,445,726
	Total	328,611	\$144,936,109

Source: ALH Urban & Regional Economics.

(1) See Exhibit 6 for space distribution. Sales are based on stabilized occupied square feet.

(2) The anchor tenant sales figure in this category is based on the straight average reported for anchor tenants with reported sales in the Home Furnishings & Appliance Stores category in Exhibit 8, expressed in 2015 dollars. Figure rounded to the nearest \$10.

(3) The anchor tenant sales figure in this category is based on the generalized straight average reported for anchor tenants with reported sales in the Food & Beverage Stores category in Exhibit 8, expressed in 2015 dollars. Figure rounded to the nearest \$10.

(4) The anchor tenant sales figure in this category is based on the straight average reported for anchor tenants in the Clothing & Clothing Accessories Stores with reported sales in Exhibit 8, excluding the two outliers that are much higher and lower than the others, expressed in 2015 dollars. The exclusion of these outliers was to avoid skewing the average based on the one cited low performer. Figure rounded to the nearest \$10.

(5) The anchor tenant sales figure in this category is based on the reported 99 Cents Only store, in 2015 dollars. This selection is based on the unlikelihood of a club retailer locating the Project given the Supplemental Analysis assumptions regarding maximum anchor size, and the likelihood that department stores would not locate in the space given the area presence of other existing department stores. Thus, a dollar store is a prospective General Merchandise tenant under these conditions.

(6) The anchor tenant sales figure in this category is based on the generalized straight average reported for anchor tenants with reported sales in the Other Retail category in Exhibit 8, expressed in 2015 dollars. Figure rounded to the nearest \$10.

(7) The Home Furnishings & Appliance Stores sales per square foot is based on the average estimated sales for Domestic for 2015, see Exhibit 9.

(8) The Building Material & Garden Equip. sales per square foot is based on the average estimated sales for Home Improvement for 2015, see Exhibit 9.

(9) The Food & Beverage Stores sales per square foot is based on the average estimated sales for Supermarkets and Specialty/Organic for 2015, see Exhibit 9.

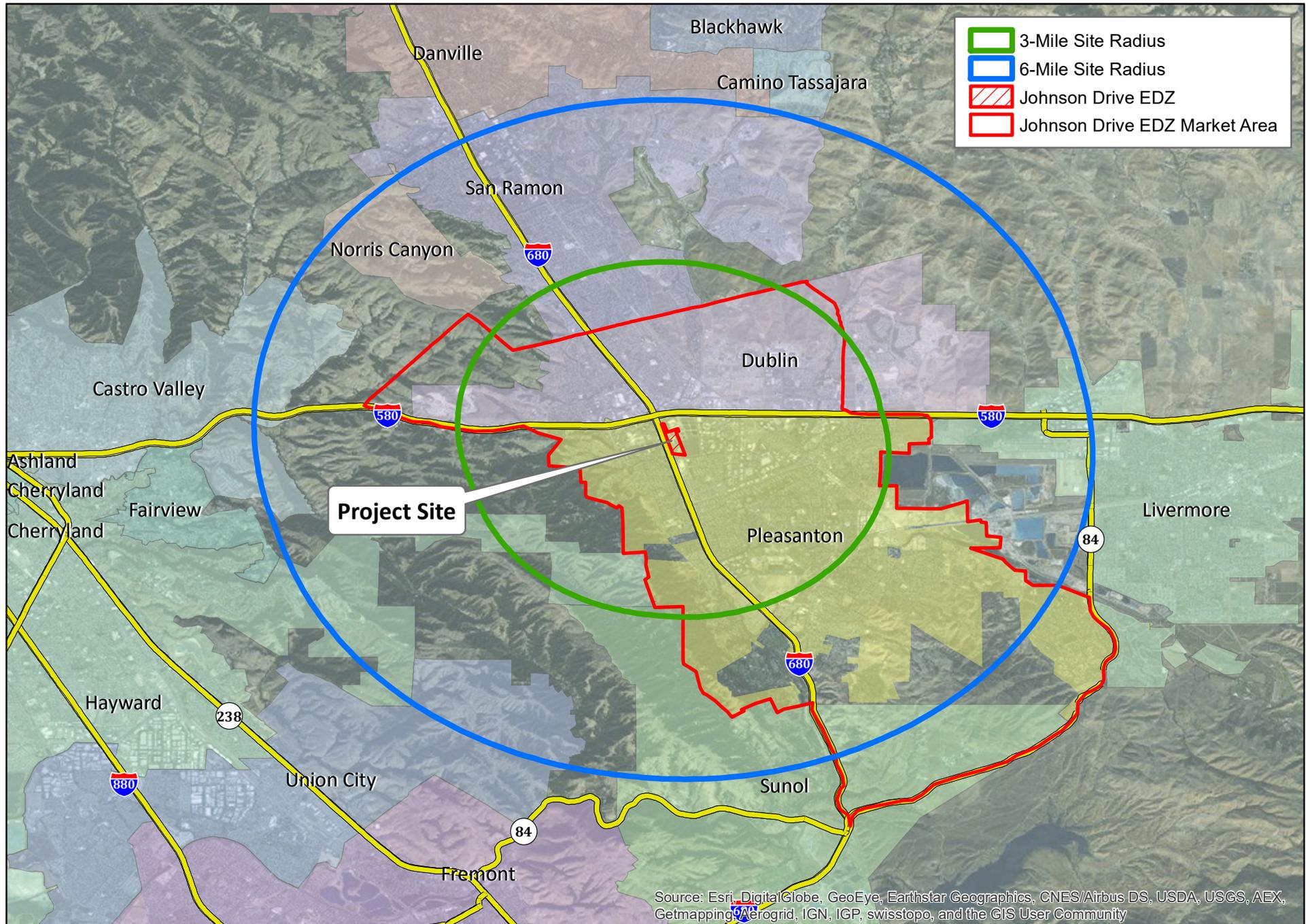
(10) The Clothing & Clothing Accessories Stores sales per square foot is based on the average estimated sales for Apparel for 2015, see Exhibit 9.

(11) The General Merchandise Stores sales per square foot is based on the average estimated sales for Discount Stores and Department Stores for 2015, see Exhibit 9.

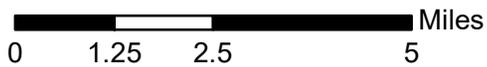
(12) The Food & Drinking Places sales per square foot is based on the average estimated sales for Restaurants Category for 2015, see Exhibit 9.

(13) The Other Retail sales per square foot is based on the average estimated sales for other retail categories for 2015, see Exhibit 9.

Exhibit 11: Johnson Drive Economic Development Zone Supplemental Analysis Market Area and Site Radii



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



This map contains information from sources we believe to be reliable, but we make no representation, warranty, or guarantee of its accuracy. This map is published for the use of ALH Urban & Regional Economics and its clients only. Redistribution in whole or part to any third party without the prior written consent of ALH Urban & Regional Economics is strictly prohibited.

Exhibit 12
Initiative Project
New Retail Sales Generated by Market Area Residents (1)
2015 Dollars

Sales Category	Total (2)	Sales Generated by Market Area Residents (3)
Motor Vehicle & Parts Dealers	\$0	\$0
Home Furnishings & Appliance Stores	\$21,094,126	\$16,875,301
Building Materials & Garden Equip.	\$11,999,868	\$9,599,894
Food & Beverage Stores	\$25,296,295	\$20,237,036
Gasoline Stations	\$0	\$0
Clothing & Clothing Accessories Stores	\$20,159,682	\$16,127,745
General Merchandise	\$12,602,229	\$10,081,784
Food Services & Drinking Places	\$24,338,183	\$19,470,547
Other Retail	\$29,445,726	\$23,556,581
Total	\$144,936,109	\$115,948,887

Source: ALH Urban & Regional Economics.

(1) This pertains to the share of Project sales anticipated to be generated by households residing in the market area. Sales generated by households or other consumers living outside the market area are not subject to diversion from market area retailers, and thus are not included in the analysis.

(2) See Exhibit 10.

(3) The study assumption is that 80% of demand for the Johnson Drive EDZ new retail sales will be generated by market area residents. This is the same assumption used for the General Retail analysis in the Johnson Drive EDZ Economic Impact Analysis.

Exhibit 13
Initiative Project Sales Impacts
Project Impact on Existing Retail Sales Base Inclusive of Future Demand to 2018
Cities of Pleasanton and Dublin
2015 Dollars

Retail Category	Market Area Sales Impacts Inclusive of Future Demand to 2018					
	Initiative Project Market Area-Generated Project Sales (1)	Total New Market Area Demand 2015-2018 (2)	Initiative Project Sales in Excess of New Market Area Demand (3)	Remaining Demand Available for Retail Backfilling	Pleasanton & Dublin Existing Combined Sales Base (4)	Sales Impact % of Pleasanton & Dublin Combined Sales Base
	[A]	[B]	[C = A - B if >0]	[D = B - A if >0]	[E]	[F = C / E]
Motor Vehicles & Parts Dealers	\$0	\$7,145,800	\$0	\$7,145,800	\$902,315,802	0.0%
Home Furnishings & Appliance Stores	\$16,875,301	\$2,670,856	\$14,204,445	\$0	\$218,469,617	6.5%
Building Materials & Garden Equip .	\$9,599,894	\$3,119,560	\$6,480,335	\$0	\$129,384,311	5.0%
Food & Beverage Stores	\$20,237,036	\$8,860,179	\$11,376,857	\$0	\$313,244,867	3.6%
Gasoline Stations	\$0	\$5,976,404	\$0	\$5,976,404	\$188,535,518	0.0%
Clothing & Clothing Accessories Stores	\$16,127,745	\$3,670,104	\$12,457,641	\$0	\$249,535,637	5.0%
General Merchandise Stores	\$10,081,784	\$7,207,640	\$2,874,143	\$0	\$473,421,120	0.6%
Food Services & Drinking Places	\$19,470,547	\$6,598,189	\$12,872,358	\$0	\$346,107,757	3.7%
Other Retail Group	\$23,556,581	\$6,496,950	\$17,059,630	\$0	\$211,353,407	8.1%
Total	\$115,948,887	\$51,745,682	\$77,325,409	\$13,122,204	\$3,032,368,036	2.6%

Source: ALH Urban & Regional Economics.

(1) See Exhibit 12 for market area generated sales.

(2) See Exhibit 20 in the Johnson Drive EDZ Economic Impact Analysis.

(3) Comprises the level of Initiative Project market-area-generated sales not anticipated to be absorbed by new demand occurring between the 2015 base period and 2018, the projected year of completion/operation for the Project. These are the amount of sales anticipated to be diverted from existing baseline retail establishments in the Market Area in order for the Initiative Project to achieve its assumed level of sales generated by Market Area residents, assuming only Market Area establishments experience sales impacts.

(4) See Exhibits 23 and 26 in the Johnson Drive EDZ Economic Impact Analysis.

Exhibit 14
Initiative Project Sales Impacts
Impact on Existing Retail Sales Base Inclusive of Future Demand to 2028
Cities of Pleasanton and Dublin
2015 Dollars

Retail Category	Initiative Project Market Area- Generated Project Sales (1)	New Market Area Demand 2015-2028 (2)	Initiative Project Sales in Excess of New Market Area Demand (3)	Remaining Demand Available for Retail Backfilling	Market Area Sales Impacts Inclusive of Future Demand	
					Pleasanton & Dublin Existing Combined Sales Base (4)	Sales Impact % of Pleasanton & Dublin Combined Sales Base
	[A]	[B]	[C = A - B if >0]	[D = B - A if >0]	[E]	[F = C / E]
Motor Vehicles & Parts Dealers	\$0	\$30,770,182	\$0	\$30,770,182	\$902,315,802	0.0%
Home Furnishings & Appliance Stores	\$16,875,301	\$11,500,843	\$5,374,458	\$0	\$218,469,617	2.5%
Building Materials & Garden Equip .	\$9,599,894	\$13,432,983	\$0	\$3,833,088	\$129,384,311	0.0%
Food & Beverage Stores	\$20,237,036	\$38,152,384	\$0	\$17,915,348	\$313,244,867	0.0%
Gasoline Stations	\$0	\$25,734,700	\$0	\$25,734,700	\$188,535,518	0.0%
Clothing & Clothing Accessories Stores	\$16,127,745	\$15,803,657	\$324,088	\$0	\$249,535,637	0.1%
General Merchandise Stores	\$10,081,784	\$31,036,468	\$0	\$20,954,684	\$473,421,120	0.0%
Food Services & Drinking Places	\$19,470,547	\$28,412,138	\$0	\$8,941,592	\$346,107,757	0.0%
Other Retail Group	\$23,556,581	\$27,976,200	\$0	\$4,419,619	\$211,353,407	0.0%
Total	\$115,948,887	\$222,819,555	\$5,698,546	\$112,569,214	\$3,032,368,036	0.2%

Source: ALH Urban & Regional Economics.

(1) See Exhibit 12 for market area generated sales.

(2) See Exhibit 20 in the Johnson Drive EDZ Economic Impact Analysis.

(3) Comprises the level of Project Initiative market-area-generated sales not anticipated to be absorbed by new demand occurring between the 2015 base period and 2028, the buildout year previously assumed for the Economic Development Zone in the Economic Impact Analysis. These are the amount of sales anticipated to be diverted from existing baseline retail establishments in the Market Area in order for the Initiative Project to achieve its assumed level of sales generated by Market Area residents, assuming only Market Area establishments experience sales impacts.

(4) See Exhibits 23 and 26 in the Johnson Drive EDZ Economic Impact Analysis.

Exhibit 15
Initiative Project
Estimated Taxable Project Sales
2015 Dollars

BOE Sales Category	Retail Project Sales	
	Total (1)	Taxable
<u>Anchor Retail (4)</u>		
Motor Vehicles & Parts Dealers	\$0	\$0
Home Furnishings & Appliance Stores	\$16,447,406	\$16,447,406
Building Materials & Garden Equip.	\$0	\$0
Food & Beverage Stores (2)	\$24,266,664	\$7,279,999
Gasoline Stations	\$0	\$0
Clothing & Clothing Accessories Stores	\$17,694,443	\$17,694,443
General Merchandise Stores	\$6,418,368	\$6,418,368
Food Services & Drinking Places	\$0	\$0
Other Retail Group	\$13,649,999	\$13,649,999
Subtotal	\$78,476,879	\$61,490,214
<u>Non-anchor Retail (1)</u>		
Motor Vehicle & Parts Dealers	\$0	\$0
Home Furnishings & Appliance Stores	\$4,646,720	\$4,646,720
Building Materials & Garden Equip.	\$11,999,868	\$11,999,868
Food & Beverage Stores (2)	\$1,029,631	\$308,889
Gasoline Stations	\$0	\$0
Clothing & Clothing Accessories Stores	\$2,465,239	\$2,465,239
General Merchandise	\$6,183,861	\$6,183,861
Food Services & Drinking Places	\$24,338,183	\$24,338,183
Other Retail	\$15,795,727	\$15,795,727
Subtotal	\$66,459,230	\$65,738,489
TOTAL	\$144,936,109	\$127,228,702

(1) See Exhibit 10.

(2) Pursuant to information from the State of California Board of Equalization, 30% of food sales are anticipated to be taxable.

Exhibit 16
Initiative Project
Estimated Project Taxable Sales Net Project Impacts (1)
2018 and 2028
2015 Dollars

BOE Sales Category	2018			2028		
	Taxable Sales (2)	Project Impact Taxable Sales (3)	Minimum Net Taxable Sales	Taxable Sales (2)	Project Impact Taxable Sales (4)	Minimum Net Taxable Sales
Motor Vehicle & Parts Dealers	\$0	\$0	\$0	\$0	\$0	\$0
Home Furnishings & Appliance Stores	\$21,094,126	\$14,204,445	\$6,889,681	\$21,094,126	\$5,374,458	\$15,719,668
Building Materials & Garden Equip.	\$11,999,868	\$6,480,335	\$5,519,533	\$11,999,868	\$0	\$11,999,868
Food & Beverage Stores	\$7,588,888 (5)	\$3,413,057	\$4,175,831	\$7,588,888 (5)	\$0	\$7,588,888
Gasoline Stations	\$0	\$0	\$0	\$0	\$0	\$0
Clothing & Clothing Accessories Stores	\$17,694,443	\$12,457,641	\$5,236,801	\$17,694,443	\$324,088	\$17,370,354
General Merchandise	\$12,602,229	\$2,874,143	\$9,728,086	\$12,602,229	\$0	\$12,602,229
Food Services & Drinking Places	\$24,338,183	\$12,872,358	\$11,465,825	\$24,338,183	\$0	\$24,338,183
Other Retail	\$29,445,726	\$17,059,630	\$12,386,095	\$29,445,726	\$0	\$29,445,726
Total	\$124,763,463	\$69,361,609	\$55,401,854	\$124,763,463	\$5,698,546	\$119,064,917

Source: ALH Urban & Regional Economics.

- (1) The purpose of this exhibit is to estimate the amount of taxable sales that the Project will attract to Pleasanton net of any potential taxable sales diversions from other Pleasanton retailers. The Johnson Drive EDZ Economic Impact Analysis looked at the analysis relative to the market area, and not specifically the City of Pleasanton. Thus, the cited Project impacts pertain to the market area as a whole. To be extra conservative, subsequent analysis regarding retail sales tax generation assumes that all the Project impacts are experienced by Pleasanton retailers. This is conservative as the impacts will instead be spread throughout the market area, and not concentrated
- (2) See Exhibit 15. Figures are summed for Anchor and Non-anchor Retail.
- (3) See Exhibit 13.
- (4) See Exhibit 14.
- (5) Food Sales have been adjusted to reflect just the taxable portion, assumed to comprise 30% of total sales.

Exhibit 17
Initiative Project
Project Property Valuation and Property Taxes
2015 Dollars

Land Use	Value/Sq. Ft. (1)	Total Value (2)
Retail	\$400	\$134,814,800
Hotel (3)		
Option 1	\$300	\$26,400,000
Option 2	\$300	\$39,600,000
Total Valuation		
With Hotel Option 1		\$161,214,800
With Hotel Option 2		\$174,414,800
Annual Property Tax (4)		
With Hotel Option 1		\$397,233
With Hotel Option 2		\$429,758

Sources: Memorandum, Brion & Associates, "Draft Summary - Johnson Drive EDZ Fiscal Impact Analysis, City of Pleasanton, February 5, 2015; and ALH Urban & Regional Economics.

(1) See Table 3, Brion & Associates Memorandum. For this analysis ALH Urban & Regional Economics assumes all retail space, anchor and non-anchor, is valued the same at \$400 per square foot. This is in contrast to the \$300 per square foot assumption for Club Retail space included in the Johnson Drived EDZ Economic Impact Analysis.

(2) Comprises the value multiplied by the square footage. See Exhibit 5 for the square footage assumptions per land use.

(3) ALH Urban & Regional Economics believes the hotel value per square foot figure may be low given the current hotel concept. However, for the sake of both consistency and conservatism this fiscal impact analysis continues to assume the \$300 per square foot value included in the Brion & Associates analysis.

(4) See Exhibit 21 in the Johnson Drive EDZ Economic Impact Analysis for the City of Pleasanton property tax rate, applied to 1.0% of the property value.

Exhibit 18
Initiative Project
Property Tax in Lieu of VLF Estimates
Valuation Attributable to Johnson Drive Economic Development Zone (EDZ) Development
City of Pleasanton, FY 2015/16

Category	Figures
Assessed Value Change	
City of Pleasanton Property Assessed Valuation (1)	\$19,586,930,736
Property Valuation Increment Attributable to Johnson Drive EDZ (2)	
With Hotel Option 1	\$161,214,800
With Hotel Option 2	\$174,414,800
Percent Increase in City of Pleasanton Property Valuation Attributable to Johnson Drive EDZ	
With Hotel Option 1	0.82%
With Hotel Option 2	0.89%
VLF in Lieu Revenue	
FY 2015-2016 Projected (1)	\$5,580,000
City Increase (Annual)	
With Hotel Option 1	0.82%
With Hotel Option 2	0.89%
VLF In Lieu Revenue Attributable to Johnson Drive EDZ (3)	
With Hotel Option 1	\$45,927
With Hotel Option 2	\$49,688

Sources: "Pleasanton, California Operating Budget, FY 2015/16 - FY 2016/17"; and ALH Urban & Regional Economics.

- (1) See Exhibit 48 in the Johnson Drive EDZ Economic Impact Analysis.
- (2) See Exhibit 17.
- (3) Comprises City Increase percentage multiplied by FY 2015-2016 Projected.

Exhibit 19
Initiative Project Net New Development
Project Description, Employment, and Service Population Estimates

Land Use	Sq. Ft. (1)		Employment Assumption (Sq. Ft. per Emp.) (2)	Employment (3)	Service Population (4)
Retail	328,611	(1)	400	822	411
Hotel					
Option 1	88,000	(5)	3,000	29	15
Option 2	132,000	(5)	3,000	44	22
Total					
Inc. Option 1 Hotel				851	426
Inc. Option 2 Hotel				866	433

Sources: Memorandum, Brion & Associates, "Draft Summary - Johnson Drive EDZ Fiscal Impact Analysis," City of Pleasanton, February 5, 2015; and ALH Urban & Regional Economics.

(1) See Exhibit 6 except for hotel. All retail space is assumed to have the same employment density. This is in contrast to the Johnson Drive EDZ Economic Impact Analysis, which assumed a lower employment density for the Club Retail space of 800 square feet per employee.

(2) See Table 1, Brion & Associates Memorandum, for employment density assumptions.

(3) Comprises square footage divided by assumed square feet per employee.

(4) All employees are assumed to be equivalent to one-half a resident for City average service cost purposes. This is a standard fiscal impact analysis assumptions. Figure is rounded to the nearest whole number.

(5) See Exhibit 2 in Johnson Drive EDZ Economic Impact Analysis for hotel square footage.

Exhibit 20
Initiative Project
Select City of Pleasanton General Fund Revenues (1)
City of Pleasanton, FY 2015/16 Dollars

Revenue Source	2018	2028
Sales Tax		
Sales from Retail Businesses (2)	\$554,019	\$1,190,649
Sales from Employee Spending (3)		
Option 1 (150 rooms)	\$22,446	\$22,446
Option 2 (231 rooms)	\$22,833	\$22,833
Sales from Hotel Visitors		
Option 1 (150 rooms)	\$20,531	\$20,531
Option 2 (231 rooms)	\$31,618	\$31,618
Transient Occupancy Tax (4)		
Option 1 Hotel	\$410,625	\$410,625
Option 2 Hotel	\$632,363	\$632,363
Employee-Based Revenues (5)		
Option 1 (150 rooms)	\$30,920	\$30,920
Option 2 (231 rooms)	\$31,453	\$31,453

Sources: Memorandum, Brion & Associates, "Draft Summary - Johnson Drive EDZ Fiscal Impact Analysis," City of Pleasanton, February 5, 2015; and ALH Urban & Regional Economics.

(1) Includes select revenue categories.

(2) Sales tax of 1.0% is applied to the Project's estimated net taxable retail sales presented in Exhibit 16.

(3) Using the Brion & Associates assumptions, the analysis assumes hotel occupancy at 75%, with spending applied to the occupied room (i.e. annual visitors). Thus, Option 1 with 150 rooms has 41,062.5 occupied rooms a year (or visitors), and Option 2 has 63,236.25 occupied rooms a year (or visitors).

(4) The analysis assumes a nightly room rate of \$125. This is the rate included in the Brion & Associates Memorandum. Based upon the room rates presented in Exhibit 36 in the Johnson Drive EDZ Economic Impact Analysis this is a conservative figure. A more market-based assumption would result in higher estimated transient occupancy taxes.

(5) Reflects the per employee factor of \$36.34 derived in Exhibit 54 in the Johnson Drive EDZ Economic Impact Analysis multiplied by estimated employees.

Exhibit 21
Initiative Project
Annual Net Fiscal Impact Analysis (1)
City of Pleasanton General Fund
FY 2015/16 Dollars

General Fund Revenues and Expenditures Categories	Option 1 Hotel (150 rooms)		Option 2 Hotel (231 rooms)	
	2018	2028	2018	2028
Net Fiscal Revenues (2)				
Property Taxes (3)	\$397,233	\$397,233	\$429,758	\$429,758
Property Tax in Lieu of VLF (4)	\$45,927	\$45,927	\$49,688	\$49,688
Retail Store Retail Sales Taxes (5)	\$578,671	\$1,215,302	\$578,671	\$1,215,302
Other Retail Sales Taxes (Employees and Hotel Guests) (5)	\$30,920	\$30,920	\$31,453	\$31,453
Transient Occupancy Taxes (5)	\$410,625	\$410,625	\$632,363	\$632,363
Employee-Based Revenues (5)	\$30,920	\$30,920	\$31,453	\$31,453
Sub-total	\$1,494,297	\$2,130,928	\$1,753,386	\$2,390,017
Expenditures (6) (7)				
General Government	\$25,756	\$25,756	\$26,200	\$26,200
Community Development	\$21,540	\$21,540	\$21,911	\$21,911
Operations Services	\$38,994	\$38,994	\$39,666	\$39,666
Community Services	\$12,552	\$12,552	\$12,768	\$12,768
Library	\$14,411	\$14,411	\$14,660	\$14,660
Police	\$85,459	\$85,459	\$86,932	\$86,932
Fire	\$51,126	\$51,126	\$52,007	\$52,007
Sub-total	\$249,839	\$249,839	\$254,145	\$254,145
General Fund Net Impact (8) (9)	\$1,244,459	\$1,881,089	\$1,499,241	\$2,135,871

Sources: Memorandum, Brion & Associates, "Draft Summary - Johnson Drive EDZ Fiscal Impact Analysis, City of Pleasanton, February 5, 2015; and ALH Urban & Regional Economics.

- (1) Includes estimated General Fund revenues less estimated General Fund expenditures.
- (2) Includes the most substantial revenues anticipated to accrue to the City of Pleasanton General Fund resulting from the Project's stabilized operations. However, there may be yet additional revenues flowing to the General Fund pursuant to the Project's operations. This analysis also include the revenues and expenditures included in the Brion & Associates February 2015 analysis for the Johnson Drive EDZ.
- (3) See Exhibit 17.
- (4) See Exhibit 18.
- (5) See Exhibit 20.
- (6) The estimated service costs per employee were derived in Exhibit 56 of the Johnson Drive EDZ Economic Impact Analysis. These costs were multiplied by the estimated number of Project employees presented in Exhibit 20.
- (7) It is possible the City of Pleasanton may be responsible for a portion of the Project's transportation costs, but the amount of this expenditure is not presently identified. Thus, Project expenditures may increase by some as yet unidentified amount.
- (8) Comprises revenues less expenditures.
- (9) Depending upon whether or not the City funds a portion of the Project's transportation costs, as referenced in footnote (7), the net revenues generated by the Project may be lower than estimated.

Exhibit 22
Comparative Project Characteristics and Annual Net Fiscal Impact Findings
Initiative Project and Economic Development Zone (1)
City of Pleasanton General Fund
FY 2015/16 Dollars

Project Characteristic/Fiscal Factor (4)	Initiative Project (2)				Economic Development Zone (3)			
	Option 1 Hotel (150 rooms)		Option 2 Hotel (231 rooms)		Option 1 Hotel (150 rooms)		Option 2 Hotel (231 rooms)	
	2018	2028	2018	2028	2018	2028	2018	2028
Employee Count (5)								
Retail	822	822	822	822	197	634	197	634
Hotel	29	29	44	44	29	29	44	44
Total	851	851	866	866	226	663	241	678
Property Valuation (6)								
Retail	\$134,814,800	\$134,814,800	\$134,814,800	\$134,814,800	\$46,300,000	\$116,234,060	\$46,300,000	\$116,234,060
Hotel	\$26,400,000	\$26,400,000	\$39,600,000	\$39,600,000	\$26,400,000	\$26,400,000	\$39,600,000	\$39,600,000
Total	\$161,214,800	\$161,214,800	\$174,414,800	\$174,414,800	\$72,700,000	\$142,634,060	\$85,900,000	\$155,834,060
Taxable Retail Sales (Less Project Impact) (7)	\$55,401,854	\$119,064,917	\$55,401,854	\$119,064,917	\$84,136,879	\$163,443,880	\$84,136,879	\$163,443,880
Net Fiscal Impact (8)								
Fiscal Revenues								
Property Taxes	\$397,233	\$397,233	\$429,758	\$429,758	\$179,133	\$351,450	\$211,658	\$383,975
Property Tax in Lieu of VLF	\$45,927	\$45,927	\$49,688	\$49,688	\$20,711	\$40,634	\$24,472	\$44,395
Retail Store Retail Sales Taxes	\$554,019	\$1,190,649	\$554,019	\$1,190,649	\$841,369	\$1,634,439	\$841,369	\$1,634,439
Other Retail Sales Taxes	\$30,920	\$30,920	\$31,453	\$31,453	\$8,220	\$24,104	\$8,753	\$24,637
Employee-Based Revenues	\$30,920	\$30,920	\$31,453	\$31,453	\$8,220	\$24,104	\$8,753	\$24,637
Total	\$1,469,645	\$2,106,276	\$1,728,734	\$2,365,364	\$1,468,278	\$2,485,357	\$1,727,367	\$2,744,445
Expenditures	\$249,839	\$249,839	\$254,145	\$254,145	\$66,422	\$194,764	\$70,728	\$199,071
General Fund Net Impact	\$1,219,806	\$1,856,437	\$1,474,588	\$2,111,219	\$1,401,857	\$2,290,593	\$1,656,639	\$2,545,375

Sources: Exhibits 17, 18, 20, and 22; and Johnson Drive EDZ Economic Impact Analysis Exhibits 47, 51, 52, and 57.

(1) Presents comparative estimates and findings for the Supplemental Analysis and the Johnson Drive EDZ Economic Impact Analysis.

(2) See Exhibits 17, 18, 20, and 22.

(3) See Exhibits 47, 51, 52, and 57 in the Johnson Drive EDZ Economic Impact Analysis.

(4) Includes characteristics or factors that vary between the two scenarios relative to fiscal impact analysis.

(5) The retail employee count difference between the two scenarios is due to a lower employee density for Club Retail space in the Economic Impact Analysis (800 sq. ft. per employee) versus the employee density assumed for all other retail (400 sq. ft. per employee).

(6) The retail property valuation difference between the two scenarios is due to a lower property valuation for Club Retail space in the Economic Impact Analysis (\$300 per square foot) versus the property valuation for all other retail (\$400 per square foot).

(7) The taxable retail sales differences are attributable to the higher sales assumed for the Club Retail space, and other anchor retail sales estimates cited in Exhibit 10.

(8) The fiscal revenues and expenditures differences between the two scenarios are attributable to the differing employment counts.

Appendix G

Technical Data for Air Quality and Traffic

TRIP GENERATION COMPARISON, PROPOSED ZONE AND INITIATIVE PROJECT

Use	Size	Weekday			Saturday	
		Daily	AM Peak Hour	PM Peak Hour	Daily	Peak Hour
Existing Uses to be Phased out over the Long-Term						
Church ¹	20,000 square feet	180	10	10	210	70
Retail ²	53,363 square feet	2,280	50	200	2,670	260
Office ³	15,070 square feet	170	20	20	40	10
Light Industrial ⁴	136,225 square feet	950	130	130	180	20
Vacant	349,035 square feet	0	0	0	0	0
Existing External Vehicle Trips (A)		3,580	210	360	3,100	360
Proposed Zone						
Retail ²	227,940 square feet	9,720	220	850	11,380	1,100
Club Retail with Fuel ⁵	148,000 square feet	10,710	350	1,060	11,060	1,410
Light Industrial ⁴	27,550 square feet	190	30	30	40	10
Hotel (231 Rooms) ⁶	132,000 square feet	1,890	120	140	1,890	170
<i>Total Driveway Volumes (B)</i>		22,510	720	2,080	24,370	2,690
<i>Less pass-by/diverted trip Reductions⁵⁺⁷</i>		-6,670	-190	-970	-5,620	1,020
<i>External Vehicle Trips (C)</i>		15,840	530	1,110	18,750	3,710
Net-New Trips to Transportation System (C-A)=F		12,260	320	750	15,650	3,350
Initiative Project						
Retail ²	375,940 square feet	16,050	360	1,400	18,790	1,810
Light Industrial ⁴	27,550 square feet	190	30	30	40	10
Hotel (231 Rooms) ⁶	132,000 square feet	1,890	120	140	1,890	170
<i>Total Driveway Volumes (D)</i>		18,130	510	1,570	20,720	1,990
<i>Less pass-by/diverted trip Reductions⁷</i>		-4,820	-110	-420	-5,640	-540
<i>External Vehicle Trips (E)</i>		13,310	400	1,150	15,080	1,450
Net-New Trips to Transportation System (E-A)=G		9,730	190	790	11,980	1,090
Comparison						
Net Change in Driveway Volumes (D-B)		-4,380	-210	-510	-3,650	-700
Net Change in net-new traffic (F-G)		-2,530	-130	40	-3,670	-2,260

Notes:

- Based on *Trip Generation* (9th Edition) trip generation rates for land use 560, Church.
- Based on *Trip Generation* (9th Edition) trip generation rate for land use 820, Shopping Center/General Retail.

3. Based on *Trip Generation* (9th Edition) trip generation rate for land use 710, General Office.
4. Based on *Trip Generation* (9th Edition) trip generation rates for land use 110, General Light Industrial.
5. Based on data provided by Kittleson & Associates, October 3, 2014.
6. Based on *Trip Generation* (9th Edition) trip generation rate for land use 310, Hotel.
7. Pass-by trip reduction for general retail use is 30 percent.

AVERAGE DAILY CONSTRUCTION-RELATED POLLUTANT EMISSIONS (pounds/day)^a

Parameter	ROG	NOx	PM10	PM2.5
EDZ Initiative Project	27.15	44.46	7.46	3.54
BAAQMD Construction Threshold	54	54	82	54
Significant Impact?	No	No	No	No

a Emissions include results modeled with CalEEMod. Total construction emissions over the 12-month duration of construction were divided by the active days of construction in order to determine the average daily construction emissions.

AVERAGE DAILY OPERATIONAL-RELATED POLLUTANT EMISSIONS (pounds/day)^a

Parameter	ROG	NOx	PM10	PM2.5
EDZ Initiative Project	71.01	74.85	46.30	12.93
BAAQMD Construction Threshold	54	54	82	54
Significant Impact?	Yes	Yes	No	No

a Emissions include results modeled with CalEEMod. Total operational emissions were divided by 365 in order to determine the average daily operational emissions.

ANNUAL OPERATIONAL-RELATED POLLUTANT EMISSIONS (tons/yr)^a

Parameter	ROG	NOx	PM10	PM2.5
EDZ Initiative Project	12.96	13.66	8.45	2.36
BAAQMD Construction Threshold	54	54	82	54
Significant Impact?	No	No	No	No

a Emissions include results modeled with CalEEMod.

Conversion from tons/yr to lbs/day

	ROG	NOx	PM10	PM2.5
Annual Construction emissions (tons/yr)	3.53	5.78	0.97	0.46
lbs/day	27.15	44.46	7.46	3.54
	ROG	NOx	PM10	PM2.5
Annual Operational emissions (tons/yr)	12.96	13.66	8.45	2.36
lbs/day	71.01	74.85	46.30	12.93

Convert form tons to lbs	2000
Total construction workdays	260
Total days in a year	365

Johnson Drive EDZ - Initiative Project
Alameda County, Annual

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
Parking Lot	1,463.00	Space	13.17	585,200.00	0
Hotel	231.00	Room	1.24	132,000.00	0
Regional Shopping Center	375.94	1000sqft	8.63	375,940.00	0

1.2 Other Project Characteristics

Urbanization	Urban	Wind Speed (m/s)	2.2	Precipitation Freq (Days)	63
Climate Zone	4			Operational Year	2018
Utility Company	Pacific Gas & Electric Company				
CO2 Intensity (lb/MWhr)	290	CH4 Intensity (lb/MWhr)	0.029	N2O Intensity (lb/MWhr)	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Updated utility factor.

Land Use - Site specific data

Construction Phase - Project specific schedule.

Demolition -

Grading - Project specific data.

Architectural Coating -

Vehicle Trips - Project specific trip data from TIS.

Consumer Products - ROG Correction factor applied.

Energy Use - 30% reduction from 2013 T24 standards over 2008 T24 standards.

Water And Wastewater - 100% aerobic treatment.

Table Name	Column Name	Default Value	New Value
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tblConstructionPhase	NumDays	370.00	203.00
tblConstructionPhase	NumDays	20.00	11.00
tblConstructionPhase	NumDays	35.00	19.00
tblConstructionPhase	NumDays	20.00	11.00
tblConstructionPhase	NumDays	10.00	5.00
tblConstructionPhase	PhaseEndDate	12/29/2017	12/31/2017
tblConstructionPhase	PhaseEndDate	2/17/2017	2/18/2017
tblConstructionPhase	PhaseStartDate	2/19/2017	2/18/2017
tblConsumerProducts	ROG_EF	2.14E-05	9.4E-06
tblEnergyUse	T24E	2.50	1.75
tblEnergyUse	T24E	3.37	2.36
tblEnergyUse	T24NG	41.63	29.14
tblEnergyUse	T24NG	2.49	1.74
tblGrading	AcresOfGrading	47.50	20.95
tblLandUse	LandUseSquareFeet	335,412.00	132,000.00

tblLandUse	LotAcreage	7.70	1.24
tblProjectCharacteristics	CO2IntensityFactor	641.35	290
tblProjectCharacteristics	OperationalYear	2014	2018
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tblVehicleEF	MDV	3.6400e-003	2.7960e-003

tblVehicleEF	MDV	0.02	0.02
tblVehicleEF	MDV	2.0000e-003	2.0000e-003
tblVehicleEF	MDV	2.0280e-003	1.8309e-003
tblVehicleEF	MDV	3.3640e-003	2.5759e-003
tblVehicleEF	MDV	0.07	0.39
tblVehicleEF	MDV	0.21	0.20
tblVehicleEF	MDV	0.07	0.39
tblVehicleEF	MDV	0.06	0.05
tblVehicleEF	MDV	0.69	0.64
tblVehicleEF	MDV	0.48	0.37
tblVehicleEF	MDV	5.9230e-003	5.2778e-003
tblVehicleEF	MDV	1.3690e-003	1.2398e-003
tblVehicleEF	MH	3.64	6.29
tblVehicleEF	MH	9.84	9.66
tblVehicleEF	MH	690.69	1,248.03
tblVehicleEF	MH	30.51	69.63
tblVehicleEF	MH	1.4250e-003	3.3981e-003
tblVehicleEF	MH	1.54	1.77
tblVehicleEF	MH	0.90	1.12
tblVehicleEF	MH	0.05	0.13
tblVehicleEF	MH	8.4690e-003	0.01
tblVehicleEF	MH	0.02	0.03
tblVehicleEF	MH	1.1770e-003	2.6001e-003
tblVehicleEF	MH	0.02	0.06
tblVehicleEF	MH	2.1170e-003	3.1810e-003
tblVehicleEF	MH	0.02	0.03
tblVehicleEF	MH	1.0580e-003	2.4286e-003
tblVehicleEF	MH	0.89	0.12

tblVehicleEF	MH	0.08	0.11
tblVehicleEF	MH	0.34	0.04
tblVehicleEF	MH	0.15	0.25
tblVehicleEF	MH	2.22	2.46
tblVehicleEF	MH	0.53	0.63
tblVehicleEF	MH	7.3720e-003	0.01
tblVehicleEF	MH	4.9700e-004	8.6766e-004
tblVehicleEF	MHD	1.86	2.01
tblVehicleEF	MHD	0.87	0.90
tblVehicleEF	MHD	21.17	0.00
tblVehicleEF	MHD	590.73	679.40
tblVehicleEF	MHD	1,048.91	1,217.33
tblVehicleEF	MHD	53.06	10.79
tblVehicleEF	MHD	0.02	0.02
tblVehicleEF	MHD	5.52	5.66
tblVehicleEF	MHD	2.75	3.39
tblVehicleEF	MHD	2.04	0.23
tblVehicleEF	MHD	0.02	0.03
tblVehicleEF	MHD	0.12	0.13
tblVehicleEF	MHD	0.01	0.01
tblVehicleEF	MHD	0.07	0.08
tblVehicleEF	MHD	2.3930e-003	2.1898e-004
tblVehicleEF	MHD	0.02	0.03
tblVehicleEF	MHD	0.05	0.06
tblVehicleEF	MHD	2.8860e-003	3.0000e-003
tblVehicleEF	MHD	0.06	0.08
tblVehicleEF	MHD	2.1190e-003	2.0226e-004
tblVehicleEF	MHD	2.1560e-003	4.3573e-003

tblVehicleEF	MHD	0.11	0.01
tblVehicleEF	MHD	0.16	0.16
tblVehicleEF	MHD	1.2010e-003	2.2870e-003
tblVehicleEF	MHD	0.17	0.21
tblVehicleEF	MHD	0.55	0.06
tblVehicleEF	MHD	1.24	0.10
tblVehicleEF	MHD	6.0280e-003	6.5251e-003
tblVehicleEF	MHD	0.01	0.01
tblVehicleEF	MHD	9.3800e-004	1.3633e-004
tblVehicleEF	OBUS	2.48	5.00
tblVehicleEF	OBUS	1.43	1.97
tblVehicleEF	OBUS	12.35	8.80
tblVehicleEF	OBUS	554.85	370.39
tblVehicleEF	OBUS	1,076.82	1,276.42
tblVehicleEF	OBUS	34.32	75.95
tblVehicleEF	OBUS	1.7820e-003	5.8688e-004
tblVehicleEF	OBUS	5.30	0.05
tblVehicleEF	OBUS	3.25	0.55
tblVehicleEF	OBUS	1.59	1.46
tblVehicleEF	OBUS	0.01	0.00
tblVehicleEF	OBUS	0.09	0.13
tblVehicleEF	OBUS	0.01	0.01
tblVehicleEF	OBUS	0.04	1.0079e-003
tblVehicleEF	OBUS	7.5500e-004	9.4128e-004
tblVehicleEF	OBUS	9.4330e-003	0.00
tblVehicleEF	OBUS	0.04	0.06
tblVehicleEF	OBUS	2.6030e-003	3.0000e-003
tblVehicleEF	OBUS	0.04	9.2701e-004

tblVehicleEF	OBUS	6.8300e-004	8.6788e-004
tblVehicleEF	OBUS	6.8400e-004	0.03
tblVehicleEF	OBUS	0.03	0.02
tblVehicleEF	OBUS	0.42	0.61
tblVehicleEF	OBUS	3.2600e-004	0.01
tblVehicleEF	OBUS	0.16	0.08
tblVehicleEF	OBUS	0.31	0.28
tblVehicleEF	OBUS	0.72	0.54
tblVehicleEF	OBUS	5.6610e-003	3.8016e-003
tblVehicleEF	OBUS	0.01	0.01
tblVehicleEF	OBUS	5.8300e-004	9.1406e-004
tblVehicleEF	SBUS	0.99	29.84
tblVehicleEF	SBUS	7.67	1.61
tblVehicleEF	SBUS	41.83	10.61
tblVehicleEF	SBUS	563.29	3,253.35
tblVehicleEF	SBUS	1,019.02	1,050.84
tblVehicleEF	SBUS	125.56	49.32
tblVehicleEF	SBUS	2.0400e-004	2.5192e-004
tblVehicleEF	SBUS	7.75	29.12
tblVehicleEF	SBUS	6.72	5.07
tblVehicleEF	SBUS	3.02	0.77
tblVehicleEF	SBUS	0.01	0.04
tblVehicleEF	SBUS	0.48	0.74
tblVehicleEF	SBUS	0.01	0.01
tblVehicleEF	SBUS	0.04	0.03
tblVehicleEF	SBUS	8.3960e-003	1.0385e-003
tblVehicleEF	SBUS	0.01	0.04
tblVehicleEF	SBUS	0.21	0.32

tblVehicleEF	SBUS	2.6300e-003	2.6047e-003
tblVehicleEF	SBUS	0.04	0.03
tblVehicleEF	SBUS	7.2380e-003	9.5490e-004
tblVehicleEF	SBUS	0.03	0.01
tblVehicleEF	SBUS	0.31	0.04
tblVehicleEF	SBUS	0.09	3.65
tblVehicleEF	SBUS	0.01	5.6855e-003
tblVehicleEF	SBUS	0.58	0.14
tblVehicleEF	SBUS	3.22	0.43
tblVehicleEF	SBUS	2.76	0.53
tblVehicleEF	SBUS	5.7480e-003	0.03
tblVehicleEF	SBUS	0.01	0.01
tblVehicleEF	SBUS	2.0840e-003	6.7634e-004
tblVehicleEF	UBUS	3.63	7.59
tblVehicleEF	UBUS	5.04	6.81
tblVehicleEF	UBUS	2,245.67	2,317.00
tblVehicleEF	UBUS	10.30	52.18
tblVehicleEF	UBUS	3.6830e-003	7.5141e-004
tblVehicleEF	UBUS	14.62	19.75
tblVehicleEF	UBUS	0.63	0.88
tblVehicleEF	UBUS	0.78	0.72
tblVehicleEF	UBUS	8.0000e-003	0.01
tblVehicleEF	UBUS	0.24	0.42
tblVehicleEF	UBUS	2.2700e-004	6.2518e-004
tblVehicleEF	UBUS	0.34	0.31
tblVehicleEF	UBUS	2.0000e-003	3.0000e-003
tblVehicleEF	UBUS	0.23	0.40
tblVehicleEF	UBUS	2.1100e-004	5.7513e-004

tblVehicleEF	UBUS	1.6020e-003	8.8465e-003
tblVehicleEF	UBUS	0.04	0.05
tblVehicleEF	UBUS	7.7300e-004	4.1292e-003
tblVehicleEF	UBUS	0.64	1.02
tblVehicleEF	UBUS	0.32	0.42
tblVehicleEF	UBUS	0.37	0.49
tblVehicleEF	UBUS	0.02	0.02
tblVehicleEF	UBUS	2.0100e-004	6.4411e-004
tblVehicleTrips	ST_TR	8.19	8.18
tblVehicleTrips	ST_TR	49.97	34.98
tblVehicleTrips	SU_TR	5.95	5.96
tblVehicleTrips	SU_TR	25.24	17.56
tblVehicleTrips	WD_TR	8.17	8.18
tblVehicleTrips	WD_TR	42.94	29.88
tblWater	AerobicPercent	87.46	100.00
tblWater	AerobicPercent	87.46	100.00
tblWater	AerobicPercent	87.46	100.00
tblWater	AnaerobicandFacultativeLagoonsPercent	2.21	0.00
tblWater	AnaerobicandFacultativeLagoonsPercent	2.21	0.00
tblWater	AnaerobicandFacultativeLagoonsPercent	2.21	0.00
tblWater	SepticTankPercent	10.33	0.00
tblWater	SepticTankPercent	10.33	0.00
tblWater	SepticTankPercent	10.33	0.00

2.0 Emissions Summary

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	2.1511	1.8000e-004	0.0193	0.0000		7.0000e-005	7.0000e-005		7.0000e-005	7.0000e-005	0.0000	0.0370	0.0370	1.0000e-004	0.0000	0.0391
Energy	0.0277	0.2514	0.2111	1.5100e-003		0.0191	0.0191		0.0191	0.0191	0.0000	1,003.0408	1,003.0408	0.0782	0.0201	1,010.9162
Mobile	10.7785	13.4051	55.9801	0.1080	8.2999	0.1316	8.4314	2.2192	0.1242	2.3434	0.0000	9,827.5917	9,827.5917	0.3641	0.0000	9,835.2370
Waste						0.0000	0.0000		0.0000	0.0000	105.8009	0.0000	105.8009	6.2527	0.0000	237.1067
Water						0.0000	0.0000		0.0000	0.0000	11.9254	32.1489	44.0744	0.0443	0.0266	53.2495
Total	12.9573	13.6566	56.2105	0.1095	8.2999	0.1507	8.4506	2.2192	0.1434	2.3626	117.7264	10,862.8184	10,980.5448	6.7393	0.0467	11,136.5485

2.2 Overall Operational

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	2.1511	1.8000e-004	0.0193	0.0000		7.0000e-005	7.0000e-005		7.0000e-005	7.0000e-005	0.0000	0.0370	0.0370	1.0000e-004	0.0000	0.0391
Energy	0.0277	0.2514	0.2111	1.5100e-003		0.0191	0.0191		0.0191	0.0191	0.0000	1,003.0408	1,003.0408	0.0782	0.0201	1,010.9162
Mobile	10.7785	13.4051	55.9801	0.1080	8.2999	0.1316	8.4314	2.2192	0.1242	2.3434	0.0000	9,827.5917	9,827.5917	0.3641	0.0000	9,835.2370
Waste						0.0000	0.0000		0.0000	0.0000	105.8009	0.0000	105.8009	6.2527	0.0000	237.1067
Water						0.0000	0.0000		0.0000	0.0000	11.9254	32.1489	44.0744	0.0440	0.0266	53.2305
Total	12.9573	13.6566	56.2105	0.1095	8.2999	0.1507	8.4506	2.2192	0.1434	2.3626	117.7264	10,862.8184	10,980.5448	6.7391	0.0467	11,136.5295

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Percent Reduction	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Demolition	Demolition	1/1/2017	1/16/2017	5	11	
2	Site Preparation	Site Preparation	1/17/2017	1/23/2017	5	5	
3	Grading	Grading	1/24/2017	2/18/2017	5	19	
4	Building Construction	Building Construction	2/18/2017	11/29/2017	5	203	
5	Paving	Paving	11/30/2017	12/14/2017	5	11	
6	Architectural Coating	Architectural Coating	12/15/2017	12/31/2017	5	11	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 20.95

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 788,244; Non-Residential Outdoor: 262,748 (Architectural Coating – sqft)

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Demolition	Concrete/Industrial Saws	1	8.00	81	0.73
Demolition	Excavators	3	8.00	162	0.38
Demolition	Rubber Tired Dozers	2	8.00	255	0.40
Site Preparation	Rubber Tired Dozers	3	8.00	255	0.40
Site Preparation	Tractors/Loaders/Backhoes	4	8.00	97	0.37
Grading	Excavators	2	8.00	162	0.38
Grading	Graders	1	8.00	174	0.41
Grading	Rubber Tired Dozers	1	8.00	255	0.40
Grading	Scrapers	2	8.00	361	0.48
Grading	Tractors/Loaders/Backhoes	2	8.00	97	0.37
Building Construction	Cranes	1	7.00	226	0.29
Building Construction	Forklifts	3	8.00	89	0.20
Building Construction	Generator Sets	1	8.00	84	0.74
Building Construction	Tractors/Loaders/Backhoes	3	7.00	97	0.37
Building Construction	Welders	1	8.00	46	0.45
Paving	Pavers	2	8.00	125	0.42
Paving	Paving Equipment	2	8.00	130	0.36
Paving	Rollers	2	8.00	80	0.38
Architectural Coating	Air Compressors	1	6.00	78	0.48

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Demolition	6	15.00	0.00	632.00	12.40	7.30	20.00	LD_Mix	HDT_Mix	HHDT
Site Preparation	7	18.00	0.00	0.00	12.40	7.30	20.00	LD_Mix	HDT_Mix	HHDT
Grading	8	20.00	0.00	0.00	12.40	7.30	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	9	422.00	179.00	0.00	12.40	7.30	20.00	LD_Mix	HDT_Mix	HHDT
Paving	6	15.00	0.00	0.00	12.40	7.30	20.00	LD_Mix	HDT_Mix	HHDT
Architectural Coating	1	84.00	0.00	0.00	12.40	7.30	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Demolition - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0684	0.0000	0.0684	0.0104	0.0000	0.0104	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	0.0223	0.2348	0.1864	2.2000e-004		0.0117	0.0117		0.0109	0.0109	0.0000	20.1400	20.1400	5.5200e-003	0.0000	20.2560
Total	0.0223	0.2348	0.1864	2.2000e-004	0.0684	0.0117	0.0801	0.0104	0.0109	0.0213	0.0000	20.1400	20.1400	5.5200e-003	0.0000	20.2560

3.2 Demolition - 2017

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	6.7500e-003	0.0850	0.0753	2.4000e-004	5.3300e-003	1.0900e-003	6.4300e-003	1.4700e-003	1.0100e-003	2.4700e-003	0.0000	21.4324	21.4324	1.6000e-004	0.0000	21.4357
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	2.8000e-004	4.2000e-004	4.0100e-003	1.0000e-005	7.5000e-004	1.0000e-005	7.5000e-004	2.0000e-004	1.0000e-005	2.0000e-004	0.0000	0.6552	0.6552	4.0000e-005	0.0000	0.6559
Total	7.0300e-003	0.0854	0.0793	2.5000e-004	6.0800e-003	1.1000e-003	7.1800e-003	1.6700e-003	1.0200e-003	2.6700e-003	0.0000	22.0876	22.0876	2.0000e-004	0.0000	22.0916

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0684	0.0000	0.0684	0.0104	0.0000	0.0104	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	0.0223	0.2348	0.1864	2.2000e-004		0.0117	0.0117		0.0109	0.0109	0.0000	20.1400	20.1400	5.5200e-003	0.0000	20.2560
Total	0.0223	0.2348	0.1864	2.2000e-004	0.0684	0.0117	0.0801	0.0104	0.0109	0.0213	0.0000	20.1400	20.1400	5.5200e-003	0.0000	20.2560

3.2 Demolition - 2017

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	6.7500e-003	0.0850	0.0753	2.4000e-004	5.3300e-003	1.0900e-003	6.4300e-003	1.4700e-003	1.0100e-003	2.4700e-003	0.0000	21.4324	21.4324	1.6000e-004	0.0000	21.4357
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	2.8000e-004	4.2000e-004	4.0100e-003	1.0000e-005	7.5000e-004	1.0000e-005	7.5000e-004	2.0000e-004	1.0000e-005	2.0000e-004	0.0000	0.6552	0.6552	4.0000e-005	0.0000	0.6559
Total	7.0300e-003	0.0854	0.0793	2.5000e-004	6.0800e-003	1.1000e-003	7.1800e-003	1.6700e-003	1.0200e-003	2.6700e-003	0.0000	22.0876	22.0876	2.0000e-004	0.0000	22.0916

3.3 Site Preparation - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0452	0.0000	0.0452	0.0248	0.0000	0.0248	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	0.0121	0.1294	0.0985	1.0000e-004		6.8900e-003	6.8900e-003		6.3300e-003	6.3300e-003	0.0000	9.0789	9.0789	2.7800e-003	0.0000	9.1373
Total	0.0121	0.1294	0.0985	1.0000e-004	0.0452	6.8900e-003	0.0521	0.0248	6.3300e-003	0.0312	0.0000	9.0789	9.0789	2.7800e-003	0.0000	9.1373

3.3 Site Preparation - 2017

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	1.5000e-004	2.3000e-004	2.1800e-003	0.0000	4.1000e-004	0.0000	4.1000e-004	1.1000e-004	0.0000	1.1000e-004	0.0000	0.3574	0.3574	2.0000e-005	0.0000	0.3578
Total	1.5000e-004	2.3000e-004	2.1800e-003	0.0000	4.1000e-004	0.0000	4.1000e-004	1.1000e-004	0.0000	1.1000e-004	0.0000	0.3574	0.3574	2.0000e-005	0.0000	0.3578

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0452	0.0000	0.0452	0.0248	0.0000	0.0248	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	0.0121	0.1294	0.0985	1.0000e-004		6.8900e-003	6.8900e-003		6.3300e-003	6.3300e-003	0.0000	9.0788	9.0788	2.7800e-003	0.0000	9.1373
Total	0.0121	0.1294	0.0985	1.0000e-004	0.0452	6.8900e-003	0.0521	0.0248	6.3300e-003	0.0312	0.0000	9.0788	9.0788	2.7800e-003	0.0000	9.1373

3.3 Site Preparation - 2017

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	1.5000e-004	2.3000e-004	2.1800e-003	0.0000	4.1000e-004	0.0000	4.1000e-004	1.1000e-004	0.0000	1.1000e-004	0.0000	0.3574	0.3574	2.0000e-005	0.0000	0.3578
Total	1.5000e-004	2.3000e-004	2.1800e-003	0.0000	4.1000e-004	0.0000	4.1000e-004	1.1000e-004	0.0000	1.1000e-004	0.0000	0.3574	0.3574	2.0000e-005	0.0000	0.3578

3.4 Grading - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0683	0.0000	0.0683	0.0327	0.0000	0.0327	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	0.0579	0.6611	0.4447	5.9000e-004		0.0315	0.0315		0.0290	0.0290	0.0000	54.4102	54.4102	0.0167	0.0000	54.7603
Total	0.0579	0.6611	0.4447	5.9000e-004	0.0683	0.0315	0.0998	0.0327	0.0290	0.0616	0.0000	54.4102	54.4102	0.0167	0.0000	54.7603

3.4 Grading - 2017

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	6.4000e-004	9.6000e-004	9.2200e-003	2.0000e-005	1.7200e-003	1.0000e-005	1.7400e-003	4.6000e-004	1.0000e-005	4.7000e-004	0.0000	1.5090	1.5090	8.0000e-005	0.0000	1.5107
Total	6.4000e-004	9.6000e-004	9.2200e-003	2.0000e-005	1.7200e-003	1.0000e-005	1.7400e-003	4.6000e-004	1.0000e-005	4.7000e-004	0.0000	1.5090	1.5090	8.0000e-005	0.0000	1.5107

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0683	0.0000	0.0683	0.0327	0.0000	0.0327	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	0.0579	0.6611	0.4447	5.9000e-004		0.0315	0.0315		0.0290	0.0290	0.0000	54.4102	54.4102	0.0167	0.0000	54.7603
Total	0.0579	0.6611	0.4447	5.9000e-004	0.0683	0.0315	0.0998	0.0327	0.0290	0.0616	0.0000	54.4102	54.4102	0.0167	0.0000	54.7603

3.4 Grading - 2017

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	6.4000e-004	9.6000e-004	9.2200e-003	2.0000e-005	1.7200e-003	1.0000e-005	1.7400e-003	4.6000e-004	1.0000e-005	4.7000e-004	0.0000	1.5090	1.5090	8.0000e-005	0.0000	1.5107
Total	6.4000e-004	9.6000e-004	9.2200e-003	2.0000e-005	1.7200e-003	1.0000e-005	1.7400e-003	4.6000e-004	1.0000e-005	4.7000e-004	0.0000	1.5090	1.5090	8.0000e-005	0.0000	1.5107

3.5 Building Construction - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.3149	2.6802	1.8401	2.7200e-003		0.1808	0.1808		0.1698	0.1698	0.0000	243.0713	243.0713	0.0598	0.0000	244.3276
Total	0.3149	2.6802	1.8401	2.7200e-003		0.1808	0.1808		0.1698	0.1698	0.0000	243.0713	243.0713	0.0598	0.0000	244.3276

3.5 Building Construction - 2017

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.2043	1.6459	2.4964	4.3500e-003	0.1175	0.0239	0.1414	0.0338	0.0220	0.0558	0.0000	389.2856	389.2856	3.0400e-003	0.0000	389.3494
Worker	0.1451	0.2169	2.0796	4.6400e-003	0.3888	3.1600e-003	0.3919	0.1034	2.9100e-003	0.1063	0.0000	340.1742	340.1742	0.0183	0.0000	340.5579
Total	0.3493	1.8628	4.5760	8.9900e-003	0.5063	0.0271	0.5333	0.1372	0.0249	0.1621	0.0000	729.4597	729.4597	0.0213	0.0000	729.9073

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.3149	2.6802	1.8401	2.7200e-003		0.1808	0.1808		0.1698	0.1698	0.0000	243.0710	243.0710	0.0598	0.0000	244.3273
Total	0.3149	2.6802	1.8401	2.7200e-003		0.1808	0.1808		0.1698	0.1698	0.0000	243.0710	243.0710	0.0598	0.0000	244.3273

3.5 Building Construction - 2017

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.2043	1.6459	2.4964	4.3500e-003	0.1175	0.0239	0.1414	0.0338	0.0220	0.0558	0.0000	389.2856	389.2856	3.0400e-003	0.0000	389.3494
Worker	0.1451	0.2169	2.0796	4.6400e-003	0.3888	3.1600e-003	0.3919	0.1034	2.9100e-003	0.1063	0.0000	340.1742	340.1742	0.0183	0.0000	340.5579
Total	0.3493	1.8628	4.5760	8.9900e-003	0.5063	0.0271	0.5333	0.1372	0.0249	0.1621	0.0000	729.4597	729.4597	0.0213	0.0000	729.9073

3.6 Paving - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.0105	0.1116	0.0810	1.2000e-004		6.2600e-003	6.2600e-003		5.7600e-003	5.7600e-003	0.0000	11.3814	11.3814	3.4900e-003	0.0000	11.4546
Paving	0.0173					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	0.0277	0.1116	0.0810	1.2000e-004		6.2600e-003	6.2600e-003		5.7600e-003	5.7600e-003	0.0000	11.3814	11.3814	3.4900e-003	0.0000	11.4546

3.6 Paving - 2017

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	2.8000e-004	4.2000e-004	4.0100e-003	1.0000e-005	7.5000e-004	1.0000e-005	7.5000e-004	2.0000e-004	1.0000e-005	2.0000e-004	0.0000	0.6552	0.6552	4.0000e-005	0.0000	0.6559
Total	2.8000e-004	4.2000e-004	4.0100e-003	1.0000e-005	7.5000e-004	1.0000e-005	7.5000e-004	2.0000e-004	1.0000e-005	2.0000e-004	0.0000	0.6552	0.6552	4.0000e-005	0.0000	0.6559

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.0105	0.1116	0.0810	1.2000e-004		6.2600e-003	6.2600e-003		5.7600e-003	5.7600e-003	0.0000	11.3814	11.3814	3.4900e-003	0.0000	11.4546
Paving	0.0173					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	0.0277	0.1116	0.0810	1.2000e-004		6.2600e-003	6.2600e-003		5.7600e-003	5.7600e-003	0.0000	11.3814	11.3814	3.4900e-003	0.0000	11.4546

3.6 Paving - 2017

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	2.8000e-004	4.2000e-004	4.0100e-003	1.0000e-005	7.5000e-004	1.0000e-005	7.5000e-004	2.0000e-004	1.0000e-005	2.0000e-004	0.0000	0.6552	0.6552	4.0000e-005	0.0000	0.6559
Total	2.8000e-004	4.2000e-004	4.0100e-003	1.0000e-005	7.5000e-004	1.0000e-005	7.5000e-004	2.0000e-004	1.0000e-005	2.0000e-004	0.0000	0.6552	0.6552	4.0000e-005	0.0000	0.6559

3.7 Architectural Coating - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	2.7401					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	1.8300e-003	0.0120	0.0103	2.0000e-005		9.5000e-004	9.5000e-004		9.5000e-004	9.5000e-004	0.0000	1.4043	1.4043	1.5000e-004	0.0000	1.4074
Total	2.7420	0.0120	0.0103	2.0000e-005		9.5000e-004	9.5000e-004		9.5000e-004	9.5000e-004	0.0000	1.4043	1.4043	1.5000e-004	0.0000	1.4074

3.7 Architectural Coating - 2017

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e	
Category	tons/yr										MT/yr						
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	1.5600e-003	2.3400e-003	0.0224	5.0000e-005	4.1900e-003	3.0000e-005	4.2300e-003	1.1200e-003	3.0000e-005	1.1500e-003	0.0000	3.6691	3.6691	2.0000e-004	0.0000	3.6733	
Total	1.5600e-003	2.3400e-003	0.0224	5.0000e-005	4.1900e-003	3.0000e-005	4.2300e-003	1.1200e-003	3.0000e-005	1.1500e-003	0.0000	3.6691	3.6691	2.0000e-004	0.0000	3.6733	

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	2.7401					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	1.8300e-003	0.0120	0.0103	2.0000e-005		9.5000e-004	9.5000e-004		9.5000e-004	9.5000e-004	0.0000	1.4043	1.4043	1.5000e-004	0.0000	1.4074
Total	2.7420	0.0120	0.0103	2.0000e-005		9.5000e-004	9.5000e-004		9.5000e-004	9.5000e-004	0.0000	1.4043	1.4043	1.5000e-004	0.0000	1.4074

3.7 Architectural Coating - 2017

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	1.5600e-003	2.3400e-003	0.0224	5.0000e-005	4.1900e-003	3.0000e-005	4.2300e-003	1.1200e-003	3.0000e-005	1.1500e-003	0.0000	3.6691	3.6691	2.0000e-004	0.0000	3.6733
Total	1.5600e-003	2.3400e-003	0.0224	5.0000e-005	4.1900e-003	3.0000e-005	4.2300e-003	1.1200e-003	3.0000e-005	1.1500e-003	0.0000	3.6691	3.6691	2.0000e-004	0.0000	3.6733

4.0 Operational Detail - Mobile

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	10.7785	13.4051	55.9801	0.1080	8.2999	0.1316	8.4314	2.2192	0.1242	2.3434	0.0000	9,827.5917	9,827.5917	0.3641	0.0000	9,835.2370
Unmitigated	10.7785	13.4051	55.9801	0.1080	8.2999	0.1316	8.4314	2.2192	0.1242	2.3434	0.0000	9,827.5917	9,827.5917	0.3641	0.0000	9,835.2370

4.2 Trip Summary Information

Land Use	Average Daily Trip Rate			Unmitigated	Mitigated
	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
Hotel	1,889.58	1,889.58	1376.76	3,450,882	3,450,882
Parking Lot	0.00	0.00	0.00		
Regional Shopping Center	11,233.09	13,150.38	6601.51	19,015,173	19,015,173
Total	13,122.67	15,039.96	7,978.27	22,466,055	22,466,055

4.3 Trip Type Information

Land Use	Miles			Trip %			Trip Purpose %		
	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW	Primary	Diverted	Pass-by
Hotel	9.50	7.30	7.30	19.40	61.60	19.00	58	38	4
Parking Lot	9.50	7.30	7.30	0.00	0.00	0.00	0	0	0
Regional Shopping Center	9.50	7.30	7.30	16.30	64.70	19.00	54	35	11

LDA	LDT1	LDT2	MDV	LHD1	LHD2	MHD	HHD	OBUS	UBUS	MCY	SBUS	MH
0.566195	0.047043	0.181821	0.121550	0.020788	0.004871	0.015172	0.010907	0.000587	0.000751	0.026151	0.000252	0.003398

5.0 Energy Detail

5.1 Fleet Mix

Historical Energy Use: N

5.1 Mitigation Measures Energy

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Electricity Mitigated						0.0000	0.0000		0.0000	0.0000	0.0000	729.4117	729.4117	0.0729	0.0151	735.6218
Electricity Unmitigated						0.0000	0.0000		0.0000	0.0000	0.0000	729.4117	729.4117	0.0729	0.0151	735.6218
NaturalGas Mitigated	0.0277	0.2514	0.2111	1.5100e-003		0.0191	0.0191		0.0191	0.0191	0.0000	273.6291	273.6291	5.2400e-003	5.0200e-003	275.2944
NaturalGas Unmitigated	0.0277	0.2514	0.2111	1.5100e-003		0.0191	0.0191		0.0191	0.0191	0.0000	273.6291	273.6291	5.2400e-003	5.0200e-003	275.2944

5.2 Energy by Land Use - NaturalGas
Unmitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU/yr	tons/yr										MT/yr					
Regional Shopping Center	654136	3.5300e-003	0.0321	0.0269	1.9000e-004		2.4400e-003	2.4400e-003		2.4400e-003	2.4400e-003	0.0000	34.9072	34.9072	6.7000e-004	6.4000e-004	35.1196
Hotel	4.47348e+006	0.0241	0.2193	0.1842	1.3200e-003		0.0167	0.0167		0.0167	0.0167	0.0000	238.7219	238.7219	4.5800e-003	4.3800e-003	240.1748
Parking Lot	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total		0.0277	0.2514	0.2111	1.5100e-003		0.0191	0.0191		0.0191	0.0191	0.0000	273.6291	273.6291	5.2500e-003	5.0200e-003	275.2944

5.2 Energy by Land Use - NaturalGas

Mitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU/yr	tons/yr										MT/yr					
Regional Shopping Center	654136	3.5300e-003	0.0321	0.0269	1.9000e-004		2.4400e-003	2.4400e-003		2.4400e-003	2.4400e-003	0.0000	34.9072	34.9072	6.7000e-004	6.4000e-004	35.1196
Hotel	4.47348e+006	0.0241	0.2193	0.1842	1.3200e-003		0.0167	0.0167		0.0167	0.0167	0.0000	238.7219	238.7219	4.5800e-003	4.3800e-003	240.1748
Parking Lot	0	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total		0.0277	0.2514	0.2111	1.5100e-003		0.0191	0.0191		0.0191	0.0191	0.0000	273.6291	273.6291	5.2500e-003	5.0200e-003	275.2944

5.3 Energy by Land Use - Electricity

Unmitigated

	Electricity Use	Total CO2	CH4	N2O	CO2e
Land Use	kWh/yr	MT/yr			
Hotel	1.01508e+006	133.5254	0.0134	2.7600e-003	134.6623
Parking Lot	514976	67.7409	6.7700e-003	1.4000e-003	68.3176
Regional Shopping Center	4.01504e+006	528.1454	0.0528	0.0109	532.6420
Total		729.4117	0.0729	0.0151	735.6218

5.3 Energy by Land Use - Electricity

Mitigated

	Electricity Use	Total CO2	CH4	N2O	CO2e
Land Use	kWh/yr	MT/yr			
Hotel	1.01508e+006	133.5254	0.0134	2.7600e-003	134.6623
Parking Lot	514976	67.7409	6.7700e-003	1.4000e-003	68.3176
Regional Shopping Center	4.01504e+006	528.1454	0.0528	0.0109	532.6420
Total		729.4117	0.0729	0.0151	735.6218

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	2.1511	1.8000e-004	0.0193	0.0000		7.0000e-005	7.0000e-005		7.0000e-005	7.0000e-005	0.0000	0.0370	0.0370	1.0000e-004	0.0000	0.0391
Unmitigated	2.1511	1.8000e-004	0.0193	0.0000		7.0000e-005	7.0000e-005		7.0000e-005	7.0000e-005	0.0000	0.0370	0.0370	1.0000e-004	0.0000	0.0391

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.2740					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Consumer Products	1.8753					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Landscaping	1.8400e-003	1.8000e-004	0.0193	0.0000		7.0000e-005	7.0000e-005		7.0000e-005	7.0000e-005	0.0000	0.0370	0.0370	1.0000e-004	0.0000	0.0391
Total	2.1511	1.8000e-004	0.0193	0.0000		7.0000e-005	7.0000e-005		7.0000e-005	7.0000e-005	0.0000	0.0370	0.0370	1.0000e-004	0.0000	0.0391

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.2740					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Consumer Products	1.8753					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Landscaping	1.8400e-003	1.8000e-004	0.0193	0.0000		7.0000e-005	7.0000e-005		7.0000e-005	7.0000e-005	0.0000	0.0370	0.0370	1.0000e-004	0.0000	0.0391
Total	2.1511	1.8000e-004	0.0193	0.0000		7.0000e-005	7.0000e-005		7.0000e-005	7.0000e-005	0.0000	0.0370	0.0370	1.0000e-004	0.0000	0.0391

7.0 Water Detail

7.1 Mitigation Measures Water

	Total CO2	CH4	N2O	CO2e
Category	MT/yr			
Mitigated	44.0744	0.0440	0.0266	53.2305
Unmitigated	44.0744	0.0443	0.0266	53.2495

7.2 Water by Land Use

Unmitigated

	Indoor/Outdoor Use	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	MT/yr			
Hotel	5.85972 / 0.65108	6.5437	7.5800e-003	4.6000e-003	8.1293
Parking Lot	0 / 0	0.0000	0.0000	0.0000	0.0000
Regional Shopping Center	27.8468 / 17.0674	37.5306	0.0367	0.0220	45.1203
Total		44.0744	0.0443	0.0266	53.2496

7.2 Water by Land Use

Mitigated

	Indoor/Outdoor Use	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	MT/yr			
Hotel	5.85972 / 0.65108	6.5437	7.5400e-003	4.5900e-003	8.1260
Parking Lot	0 / 0	0.0000	0.0000	0.0000	0.0000
Regional Shopping Center	27.8468 / 17.0674	37.5306	0.0365	0.0220	45.1046
Total		44.0744	0.0440	0.0266	53.2305

8.0 Waste Detail

8.1 Mitigation Measures Waste

Category/Year

	Total CO2	CH4	N2O	CO2e
	MT/yr			
Mitigated	105.8009	6.2527	0.0000	237.1067
Unmitigated	105.8009	6.2527	0.0000	237.1067

8.2 Waste by Land Use

Unmitigated

	Waste Disposed	Total CO2	CH4	N2O	CO2e
Land Use	tons	MT/yr			
Hotel	126.47	25.6723	1.5172	0.0000	57.5332
Parking Lot	0	0.0000	0.0000	0.0000	0.0000
Regional Shopping Center	394.74	80.1287	4.7355	0.0000	179.5735
Total		105.8009	6.2527	0.0000	237.1067

Mitigated

	Waste Disposed	Total CO2	CH4	N2O	CO2e
Land Use	tons	MT/yr			
Hotel	126.47	25.6723	1.5172	0.0000	57.5332
Parking Lot	0	0.0000	0.0000	0.0000	0.0000
Regional Shopping Center	394.74	80.1287	4.7355	0.0000	179.5735
Total		105.8009	6.2527	0.0000	237.1067

9.0 Operational Offroad

Equipment Type	Number	Hours/Day	Days/Year	Horse Power	Load Factor	Fuel Type
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10.0 Vegetation
