

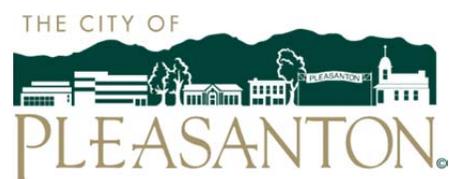


# DOWNTOWN SPECIFIC PLAN UPDATE

## Frequently Asked Questions

<https://PtownDtown.org/>

March 2017



### **WHAT IS THE DOWNTOWN SPECIFIC PLAN AND WHERE'S THE PLAN AREA?**

The Downtown Specific Plan, adopted in 2002, is the governing long-range planning document for Downtown Pleasanton, and helps shape what Downtown looks like and how it functions. A key purpose of the current plan is to improve upon the commercial and residential viability of the Downtown while preserving the traditions of its small town character and scale. To do so, the Plan includes policies related to land use, mobility, design, infrastructure and the environment. It contains text, diagrams, and photographs that communicate the vision of the Plan and how it will be implemented.

The Plan covers an area of approximately 300 acres – generally bounded by Bernal Avenue to the south, Pleasanton and Rose Avenues to the west, Arroyo del Valle and the Union Pacific Railroad right-of-way to the north, and a block or two beyond First Street to the east. The Downtown area includes both residential neighborhoods as well as the commercial area on Main Street, Peters Avenue, First Street and connecting side streets. There are over 1,200 housing units and a population of more than 3,000 people in Downtown, along with about 500 mostly small businesses (see data table below).

### **WHY IS THE DOWNTOWN SPECIFIC PLAN BEING UPDATED?**

The Downtown Specific Plan Update offers a special opportunity to help shape the future of Downtown Pleasanton – including Downtown's economic vitality, transportation network, parks, and historic character. The existing Downtown Specific Plan has helped to create an active and charming commercial core along Main Street. However, based on feedback from the community and elected officials, the Plan could benefit from an update that would strengthen the physical characteristics that make Downtown great, better respond to market conditions, and incorporate other planning efforts recently undertaken by the City. For instance, the Civic Center Master Plan may provide opportunities for the introduction of new uses and revitalization of the area currently occupied by City Hall and other City facilities. Additionally, in some parts of Downtown Pleasanton, there are vacant lots that have the potential to be developed into new uses that, with careful planning, could benefit the area. Other parts of Downtown Pleasanton could benefit from improvements to sidewalks, bicycle lanes, and pedestrian crossings that create better conditions for walking and cycling.

## **HOW IS THE COMMUNITY INVOLVED IN THE SPECIFIC PLAN UPDATE?**

A ten-member Task Force (comprising City Council members, Planning Commissioners, members of the Pleasanton Downtown Association, a member of the Economic Vitality Committee, and at-large residents) is leading the Specific Plan Update and will recommend a preferred plan to City Council. The Task Force will be seeking input from the larger Pleasanton community at the Task Force meetings, through Community Workshops and “pop-up” meetings (like the one held on March 11, 2017 at the Farmers’ Market), [surveys](#), the project website ([www.ptowndtown.org](http://www.ptowndtown.org)) and social media. The City strongly encourages you to contribute your thoughts and opinions about the future of Downtown. Please check the project website for information on the Specific Plan Update project, upcoming meetings and events.

## **WHAT DECISIONS HAVE BEEN MADE SO FAR?**

The Specific Plan Update is just getting started, community input is being collected, and no decisions have been made regarding any physical changes to Downtown. The Specific Plan Update planning process is likely to take 18 months or more and the Task Force held its first meeting in January 2017. The Task Force will work through several steps to get to a recommended plan:

1. **Issue Identification and Vision** – what are the concerns that the Plan should address and what is the vision for Downtown in the future?
2. **Existing Conditions, Issues, and Options** – background information and options related to existing development and design, existing streetscape, policies affecting the downtown, and existing economic conditions.
3. **Alternatives Refinement, Financial and Fiscal Analysis** – different options for addressing the identified issues will be analyzed to determine how closely they align with the preferred future vision for the Downtown.
4. **Draft Specific Plan and Public Review** – the Task Force will make a recommendation on a Draft Specific Plan and formal public review of the plan will start.
5. **Specific Plan Adoption** – public hearings at the Planning Commission and City Council prior to adoption of the updated Specific Plan.

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## **HOW IS THE DOWNTOWN SPECIFIC PLAN UPDATE RELATED TO THE CIVIC CENTER MASTER PLAN?**

In order to better serve Pleasanton residents and to expand a very busy library, the Civic Center Master Plan was prepared in 2016 with the objective of identifying a preferred option for developing a new library and administration building on the Bernal Property (generally south of Bernal Avenue and west of the railroad tracks). Redeveloping the existing civic center site was also identified as an alternative. In November, 2016, the City Council accepted the Civic Center/Library Master Plan, which includes a preferred concept that would relocate the existing library and administration buildings located in Downtown Pleasanton, potentially vacating the existing civic center property for future development. The City Council has directed staff to move forward with the Draft Master Plan with the understanding that additional public hearings and a public vote (to amend the Bernal Property Phase II Specific Plan) will be required for adoption.

If and when the Civic Center moves to the Bernal Property, the existing Civic Center site would be available for redevelopment. Because the existing Civic Center site is located prominently at the southern gateway to Downtown Pleasanton, future uses in the area will need to be carefully planned to ensure they enrich and integrate well with the entirety of Downtown. A central component of the Task Force's work will be reimagining the land uses on the existing Civic Center site. At this time, no decision about the future of the existing Civic Center site has been made, and community input is being collected regarding preferences for the site.

## **WILL NEW HOUSING BE ADDED TO THE DOWNTOWN?**

The Task Force will be reviewing and discussing images from other Downtowns as it starts to formulate a vision for the future of Downtown. The existing Downtown Specific Plan has helped to create an active and charming commercial core along Main Street and it is likely that future development will reflect a similar character and scale. The Task Force will also be looking at the potential evolution of sites that are vacant or may be transitioning to other uses (including the existing Civic Center site). New uses could include additional commercial development, new market-rate and affordable housing, and open space or other amenities. Because the Plan Area includes existing residential areas, and residents are an important component of economic vitality in most downtowns, it is likely that some new housing in key locations will be an option explored by the Task Force. Any housing options are likely to be low-scale and compatible with

the existing character of Downtown. All discussions of options for future development will be held at Task Force or other public meetings and we encourage the public to check the project website for information about meetings and events.

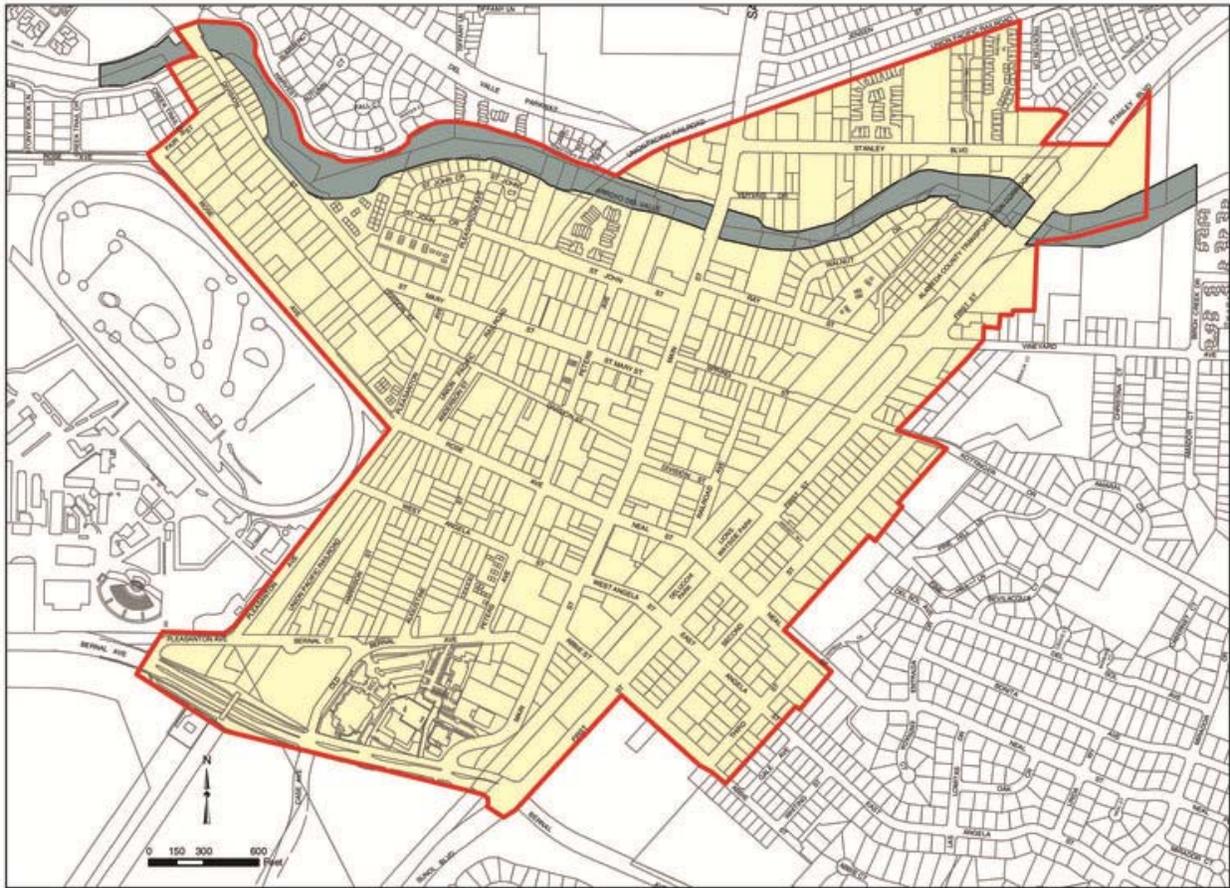
**HOW DOES THE DOWNTOWN SPECIFIC PLAN RELATE TO THE CITY’S GENERAL PLAN, ZONING ORDINANCE, AND OTHER PLANNING EFFORTS?**

This Specific Plan is a tool for the systematic implementation of the City of Pleasanton General Plan. Specific plans typically cover smaller geographic areas than general plans, therefore allowing for more in-depth policies to achieve the goals of the planning area. A specific plan is a standalone document, separate from the general plan, and can be adopted by resolution or as an ordinance.

As required by State law, a specific plan must be consistent with the adopted general plan of the jurisdiction in which it is located. In turn, all new public works projects and zoning regulations must be consistent with the specific plan. Thus, it is crucial that the Downtown Specific Plan be consistent with the City’s General Plan, and other recent planning efforts, including the Downtown Hospitality Guidelines and the Historic Resource Survey. The Plan should also be consistent with the Civic Center Master Plan and the Downtown Parking Strategy and Implementation Plan, when they are adopted. Following the adoption of the Specific Plan, the City of Pleasanton Zoning Ordinance must be amended to reflect any changes.

**Downtown Pleasanton Data**

	<b>2002 Specific Plan</b>	<b>January 2017</b>
<b>Housing Units</b>	<b>1,250</b>	<b>1,265</b>
<b>Single Family</b>	475	520
<b>Multifamily</b>	775	745
<b>Estimated Population</b>	<b>3,325</b>	<b>3,488</b>
<b>Businesses</b>	<b>484</b>	<b>641</b>
<b>Employment</b>	<b>2,250</b>	<b>Not Available</b>



**Downtown Pleasanton Planning Area Map**

**HOW CAN I GET INVOLVED?**

We encourage you to contribute your thoughts and opinions about the future of Downtown! Resident and business input will be sought in all phases of development of the Specific Plan. Please visit the project website ([www.ptowndtown.org](http://www.ptowndtown.org)) to learn about upcoming opportunities and events. You may also [contact us](#) directly through the website with your thoughts and questions.

## DOES THE CITY OF PLEASANTON NEED A NEW CIVIC CENTER?



According to the Pleasanton's Civic Center/Library Master Plan (dated Aug. 10, 2016), the City is currently proposing to build a new Civic Center building (see above photo) and will relocate the Civic Center, Police Station and the Library (located on Bernal Ave. and Bernal and Main Street) and are in discussions to move the School District (located on First Street and Bernal Ave.) to the Bernal Community Park property.

### REASONS AGAINST THE CURRENTLY PROPOSED NEW CIVIC CENTER:

- **COST:** As proposed, the current estimated cost for the Civic Center is: **\$200 MILLION!** — money the City does not have! According to the Master Plan, the City plans to fund a portion of this project by:
  - Selling the existing Civic Center property (and potentially the School District property) to developers for commercial uses and potential housing.
  - Use existing Capital Funds (funds that are intended to be used for improvements to our City's infrastructure such as streets, parks, etc.).
- **BERNAL "COMMUNITY" PARK PROPERTY.** The Bernal Community Park property was voted on by the Citizens of Pleasanton to be used for Community Facilities. A vote will be required to change the existing land use from Community Property to Civic Center/Library Property (vote is currently scheduled for November 2018). **If passed, our Community will lose this precious property forever.**
- **LIBRARY.** The City is stating that the proposed Civic Center project will benefit the Community with the inclusion of a new and improved library. **We do not need to build a new library to justify a \$200 MILLION PRICE TAG!** Other much less expensive options would be to make improvements to the existing library and add a new library to another part of the City.



- **HIGH-DENSITY HOUSING DOWNTOWN:** In order for the City to be able to sell the existing properties to Developers, the City will have to rezone these properties to "mixed-use residential." The above photo is an example of this type of "mixed-use-residential" project (located in Dublin) — **HUGE (3 to 5 STORIES) HIGH-DENSITY HOUSING projects**, which could potentially be built right in our Downtown Gateway! We have not yet felt the impact of the many housing projects that have been added to our City just within the last 6 months alone! Many of these projects that are about to be opened or in the process of being developed, are located right in the Downtown vicinity (Irby Ranch, Vintage Village, Kottlinger Gardens). **If allowed to be built in our Downtown area, these types of massive housing projects will add to our already over-burdened City infrastructure and will negatively impact our Downtown Community, our City, and the quality of life in Pleasanton.**

**We do NOT need, nor can our City afford, the currently proposed \$200 Million Civic Center building or the potential for MORE high-density housing projects added to our Downtown Gateway or City! Please voice your concerns and email the Pleasanton City Council at [citycouncil@ci.pleasanton.ca.us](mailto:citycouncil@ci.pleasanton.ca.us).**

Scheduled meeting to discuss the Civic Center Project:

- **Downtown Specific Plan Update Task Force Meeting: Tuesday, March 28, 2017 at 6:30 pm**  
Location: Council Chamber at 200 Old Bernal Avenue, Pleasanton