


PLEASANTON Downtown Specific Plan Update

Task Force Meeting #4


Initial Outreach Results
Vision for Downtown



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2. Public Comments

- Correspondence
- Meeting open to the public



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Meeting Agenda

1. Welcome and Prior Meeting Summary Notes
2. Public Comments
3. Results of Farmers' Market Outreach and Online Survey
4. Vision for Downtown (with break for activity)
5. Policy Matrix
6. Task Force Check-In
7. Brief Announcements from Task Force and Staff
8. Summary and Next Steps



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3. Results of Farmers' Market Outreach



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1. Welcome and Prior Meeting Summary

- Meeting #3 Summary
- Summary of Design Principles



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3. Results of Farmers' Market Outreach

What we heard overall

- Maintain and celebrate Downtown's historic character and small town charm
- More family friendly amenities, attractions for kids, and community events
- Parking is a concern – possibly add a parking garage



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3. Results of Farmers' Market Outreach

Downtown Commercial Core

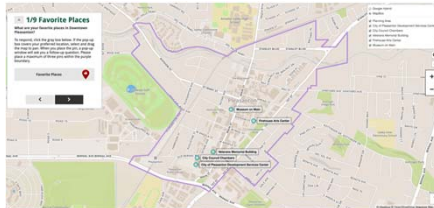

- More restaurants and places that are open late; fewer banks and coffee shops
- Encourage independently owned "mom and pop shops"
- Reduce vacancies
- Limit heights to 2 stories or less
- Slow down traffic – possibly close Main Street to cars on evenings and weekends
- Increase bicycle safety
- Downtown Livermore, Saratoga, and Danville are examples of good downtowns



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3. Results of Online Survey

- Survey was live from February 28 – April 4
- 1,333 completed surveys





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3. Results of Farmers' Market Outreach


Transition Zone: Peters & Old Bernal Avenues

- Make Peters a second Main Street
- Encourage retail and shops on the ground floor and offices or housing above
- Mixed responses about height, with preferences ranging from 2 to 6 stories
- More parks and playgrounds
- Desire for reduced railroad-related noise



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3. Results of Online Survey - Favorite Places




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3. Results of Farmers' Market Outreach

Existing Civic Center Site

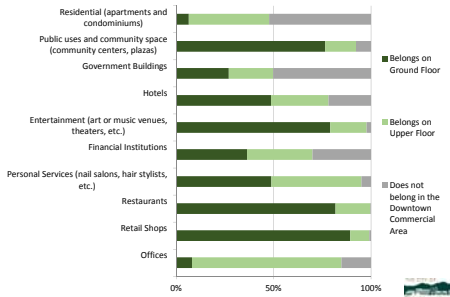
- Many expressed a desire for the Civic Center not to move and/or for renovation of existing buildings
- Add a theater showing independent or old movies
- Add a park or public plaza, possibly with a fountain surrounded by outdoor dining/shops
- Limit heights to 2 stories
- Mixed responses regarding the inclusion of housing




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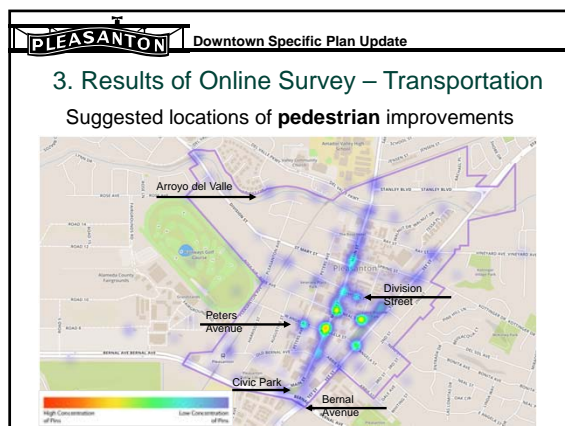
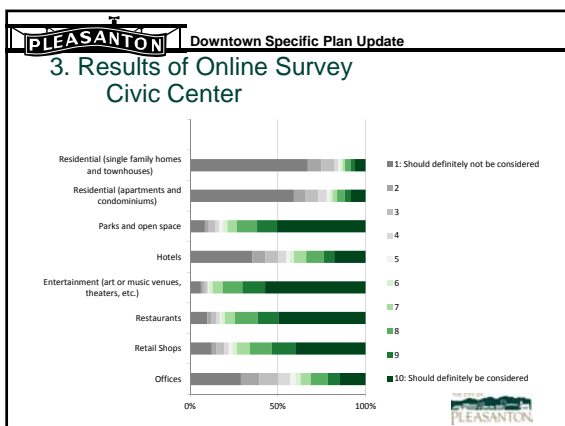
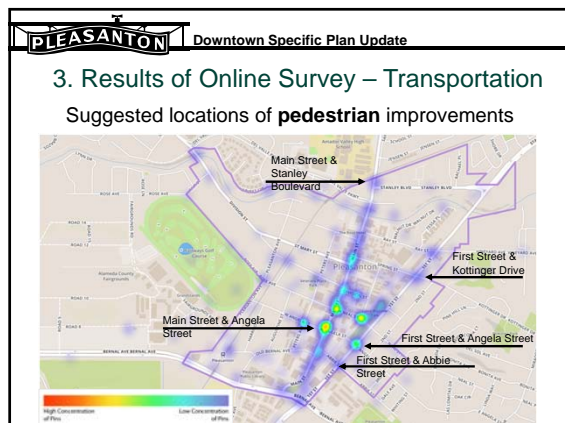
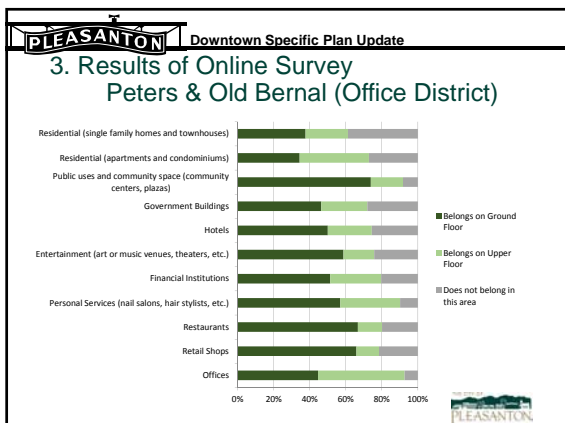
3. Results of Online Survey

Commercial Area



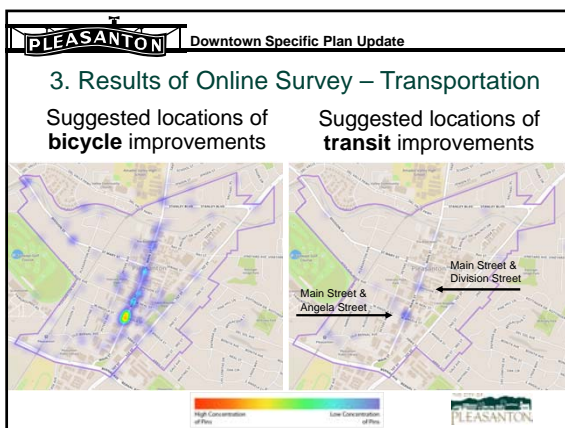
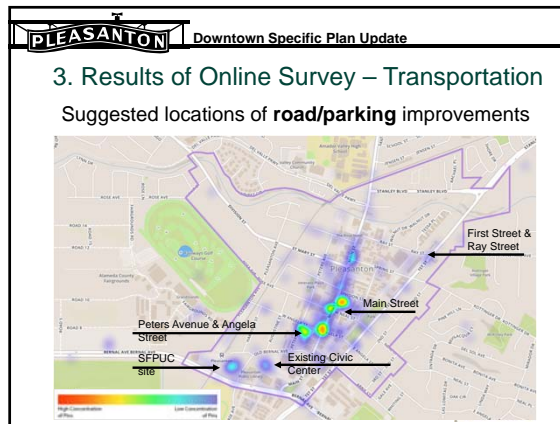
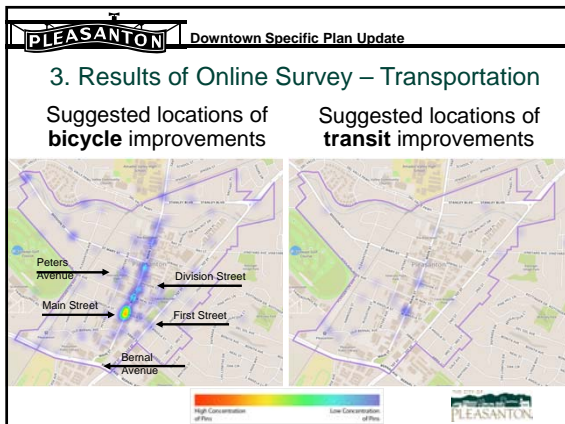
Use Type	Belongs on Ground Floor (%)	Belongs on Upper Floor (%)	Does not belong in the Downtown Commercial Area (%)
Residential (apartments and condominiums)	~10	~10	~80
Public uses and community space (community centers, plazas)	~10	~10	~80
Government Buildings	~10	~10	~80
Hotels	~10	~10	~80
Entertainment (art or music venues, theaters, etc.)	~10	~10	~80
Financial Institutions	~10	~10	~80
Personal Services (nail salons, hair stylists, etc.)	~10	~10	~80
Restaurants	~10	~10	~80
Retail Shops	~10	~10	~80
Offices	~10	~10	~80





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- ### 3. Results of Online Survey Transportation
- Suggestions for the **pedestrian** network:
 - Public bathrooms near the commercial area
 - Safe pedestrian crossings, including bike/pedestrian access to ACE train and across First Street
 - More crosswalks, including mid-block crossings
 - Improved lighting and sidewalk conditions to ensure safety and good pedestrian flow
 - Street trees, landscaping, seating, and trash cans
 - Parks with improved seating, fountains, and lighting
 - More room for pedestrians along Main Street

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- ### 3. Results of Online Survey – Transportation
- Suggestions for the **bicycle** network:
 - Secure, safe dedicated bike lanes along key streets and better connectivity
 - Improved bike access at major entry points to Downtown
 - Improved bike routes over and along the Arroyo
 - Secure bike racks/parking at key locations
 - Suggestions for the **transit** network:
 - Mass transit options need to be expanded
 - Shuttle services from remote lots to Downtown
 - Improved Wheels Bus service



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- ### 3. Results of Online Survey – Other
- Additional ideas included:
- Utilize railroad right-of-way for a park or new business corridor
 - Less red tape for doing business downtown
 - Allow private lots to allow public parking at nights and on weekends
 - Provide free public Wi-Fi Downtown
 - Encourage rooftop dining/drinks
 - Create a Downtown Residents Association
 - Link Downtown with Iron Horse Trail
 - Think of future demographics when planning
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- ### 3. Results of Online Survey – Transportation
- Suggestions for the **road** network:
 - Reduce the number of potholes along Main Street
 - Consider making Main Street one way or car-free
 - Suggestions for **parking**:
 - Stricter enforcement of parking rules
 - Add parking along Main Street
 - Install signage directing people to public parking
 - Add a parking garage Downtown
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- ### 3. Results of Farmer’s Market Outreach and Online Survey
- Task Force questions and comments:
- What are the most important takeaways?
 - Did any of the results surprise you?
 - How does this data inform your thinking about the Downtown?
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3. Results of Farmer's Market Outreach and Online Survey


Public comments and questions



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4. Visioning Exercise

- To create a Vision Statement for Downtown Pleasanton, you will identify some ideas that you would like to be included.
- There are three activity boards around the room that contain some sample ideas.
- Vote on the ideas that you like best using sticky dots.
 - Task Force members will have **blue** dots.
 - Members of the public will have **red** dots.



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4. Vision for Downtown

What is a Vision Statement?


- Inspirational and aspirational
- Long range; forward-looking
- Representative of the community's goals and priorities
- Broad; not overly specific
- A basis for more precise policies and implementing actions



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Activity Board 1

- This board asks you to identify how much change you'd like to see Downtown:
 - Focus on preservation
 - Mix of preservation and infill
 - Bold change
- Place **one** dot to indicate your preference.




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4. Vision for Downtown

The current Downtown Specific Plan says:

"The overall goal of the Specific Plan is to improve upon the commercial and residential viability of the Downtown while preserving the traditions of its small-town character and scale."

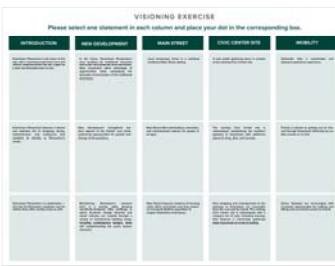
- Is this representative of the community's vision?
- What is still valid, and what may have changed?
- Are there additional ideas that the Vision Statement should express?
- Focus on bigger picture ideas – not precise wording (staff will wordsmith)



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Activity Board 2

This board contains some sample ideas that you may want to include in the Vision Statement.



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Activity Board 2

- The ideas are organized in columns by topic:
 - Introduction/ overarching idea
 - New development
 - Main Street
 - Civic Center site
 - Mobility

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Activity Board 3

- This board shows some extra ideas that you may want to add to the Vision Statement.
- Select as many of these ideas as you'd like.

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Activity Board 2

For each topic, there are three different sample ideas.

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4. Visioning Exercise

It doesn't matter which order you go in, but be sure to share your feedback on all three activity boards.


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Activity Board 2

Select one idea from each column that you would like included in the Vision Statement.


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15 Minute Break & Vision Statement Activity

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4. Vision for Downtown - Exercise


- Are there any initial areas of consensus?
- Are there any topics that warrant further discussion?
- Which of the "other" statements should be included as part of the Vision Statement?
- Is there anything else that is missing from the Vision Statement?



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7. Announcements




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5. 2002 Specific Plan Policy Matrix


- Task Force will return to this item after establishing a Vision Statement and reviewing existing conditions information
- Comments received to date can help shape vision and framework and will be revisited at our later discussion




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8. Summary and Next Steps

- April:
 - "Pop-up" outreach at Bike Safety Festival (April 30)
- May:
 - "Pop-up" outreach at First Wednesday (May 3)
 - Task Force – Meeting #5 May 23rd
 - Finalize Vision Statement
 - Review Existing Conditions memos (land use & design, streetscape & mobility, economics)
 - Discuss potential "focus areas" for change



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6. Task Force Check-In

- Do you have any comments about the planning process so far?
- What issues or themes resonate with you?

