

Task Force Meeting #5

Vision for Downtown
Existing Conditions Research
Issues and Opportunities



Meeting Agenda

1. Welcome and Prior Meeting Summary Notes
2. Public Comments
3. Vision for Downtown
4. Existing Conditions in the Plan Area
 1. Land Use and Development Potential
 2. Streetscape and Mobility Analysis
 3. Market Analysis
5. Issues and Opportunities – Preliminary Discussion
6. Task Force Check-In
7. Brief Announcements from Task Force and Staff
8. Summary and Next Steps



1. Welcome and Prior Meeting Summary

- Meeting #4 Summary



2. Public Comments

- Correspondence
- Meeting open to the public

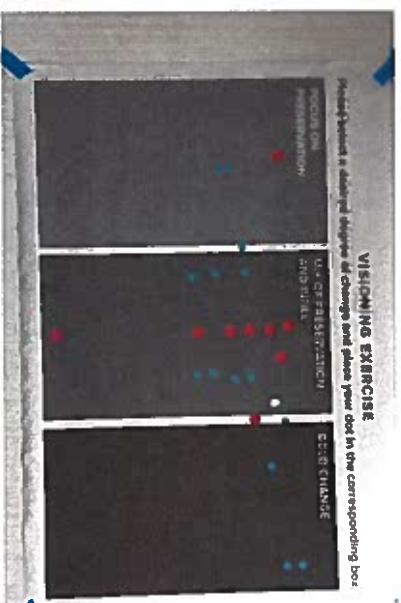


3. Vision for Downtown



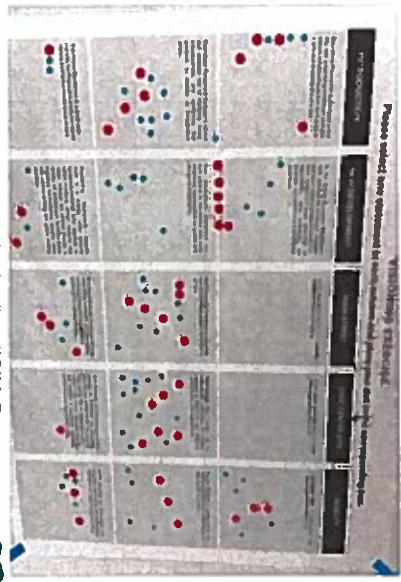
Task Force Meeting #4, 4/25/2017

3. Vision for Downtown



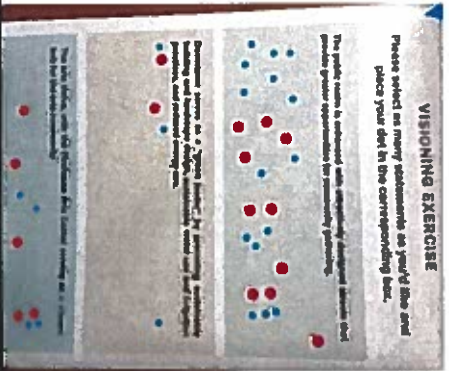
Task Force Meeting #4, 4/25/2017

3. Vision for Downtown



Task Force Meeting #4, 4/25/2017

3. Vision for Downtown



Task Force Meeting #4, 4/25/2017

3. Vision for Downtown



Bike Safety Festival, 4/30/2017
First Wednesday, 5/3/2017



3. Vision for Downtown

Please select a selected degree of change and place your dot in the corresponding box.

VISIONING EXERCISE

NO CHANGE NO CHANGE	MINOR CHANGE MINOR CHANGE	MODERATE CHANGE MODERATE CHANGE
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Bike Safety Festival,
4/30/2017

First Wednesday, 5/3/2017



Public Space Improvements

Do you like any of these public space improvements for Downtown?

Bike Safety Festival, 4/30/2017

First Wednesday, 5/3/2017



Peters Avenue

What kind of buildings would you prefer for Peters Avenue?

Bike Safety Festival, 4/30/2017

First Wednesday, 5/3/2017



Division Street

On the left are photos of the project site, including Division Street from the north and south.

Bike Safety Festival, 4/30/2017

First Wednesday, 5/3/2017

3. Draft Vision for Downtown

Downtown Pleasanton is the heart of the city, featuring a vibrant and walkable small-town core and historic neighborhoods that set it apart as a safe and desirable place for residents, workers, and visitors in the future. Downtown's best qualities – its traditional character and charm – are preserved and maintained. New development strengthens the best aspects of the historic core while taking advantage of strategic opportunities for reinvestment, bringing opportunities for shopping, dining, residing, and entertainment to the area.

Main Street offers destinations and amenities for people of all ages. The existing Civic Center site is redeveloped with a mixture of uses, anchoring the southern gateway to Downtown with additional places to live, shop, dine, and recreate.

Travel is safe and convenient by car, bike, transit, or on foot. The public realm is enhanced with comfortable, pedestrian friendly sidewalks and attractively designed streetscapes that provide ample places for the community to gather.

3. Draft Vision for Downtown

- Does the Vision Statement accurately capture the community's primary objectives for Downtown Pleasanton?
 - Alternate language to consider:
 1. New development strengthens the best aspects of the historic core while taking advantage of strategic opportunities for reinvestment, bringing opportunities for shopping, dining, residing, and entertainment to the area.
 - Or (for red text), "embracing opportunities for growth and change?"
 2. Travel is safe and convenient by car, bike, transit, or on foot.
 - Or, Active lifestyles are encouraged through increased opportunities for walking and biking and convenient access to transit?
 3. The existing Civic Center site is redeveloped with a mixture of uses, anchoring the southern gateway to Downtown with additional places to live, shop, dine, and recreate.
 - Or, A vibrant new mixed use residential neighborhood emerges at the existing Civic Center site?
- Note - Vision Statement is still a draft at this stage, and may continue to be refined as we advance in the planning process.*

4. Existing Conditions in the Plan Area

- Land Use and Development Potential
- Streetscape and Mobility Analysis
- Market Analysis

4. Land Use and Development Potential

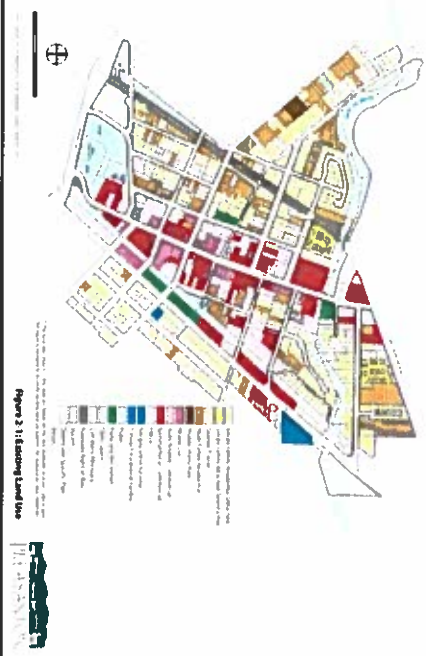


Figure 2: Existing Land Use

4. Land Use and Development Potential

Many plans, guidelines, and regulations pertain to the Downtown today:

- Downtown Specific Plan (2002)
- City of Pleasanton General Plan 2005-2025
- Zoning Ordinance
- Downtown Design Guidelines
- Downtown Hospitality Guidelines
- Civic Center Master Plan
- Downtown Parks and Trails System Master Plan
- Downtown Parking Strategy and Implementation Plan
- Bicycle and Pedestrian Master Plan
- Lions Wayside and Delucchi Parks Master Plan

4. Land Use and Development Potential

Existing land uses often differ from plan designations

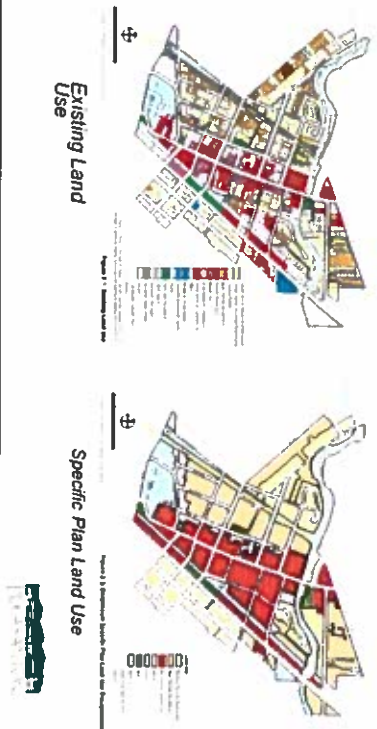


Figure 3: Comparison Between Plan Land Use Designations

4. Land Use and Development Potential

Examples of discrepancies between these documents:

- Building heights
- The Zoning Ordinance permits heights of up to 40 feet in the Central Commercial District, which encompasses most of Main Street
- Downtown Design Guidelines specify buildings should generally be about 1 to 2 stories (about 30 feet), with buildings of more than 3 stories allowed on a case-by-case basis subject to special design criteria
- Parking
- The Downtown Pleasanton Parking Strategy and Implementation Plan, adopted in 2017, includes new parking strategies
- The Downtown Specific Plan will need to be updated to reflect these new strategies.



4. Land Use and Development Potential Development potential

- Vacant land (6.4 acres)
 - Includes SFPUC site (3.2 acres)
- Underutilized land (12.8 acres)
- Current development projects (7.3 acres)
- Other opportunity sites (12.8 acres)
 - Includes existing Civic Center site (9.6 acres)
- In total, there about 39 acres that have near- or long-term redevelopment potential, or about 13% of the Planning Area.



4. Land Use and Development Potential Other opportunities for change or investment



Arroyo



Upper floor uses



Blank and inactive facades



4. Streetscape and Mobility Analysis

- Mobility/Access
 - Accessibility + Usability
 - Navigability + Connections
 - Bike/Ped/Transit Facilities
- Streetscape/Aesthetics
 - Placemaking
 - Lifestyle Amenities
 - Branding



4. Streetscape and Mobility Analysis

Process

- Site Visit Observations
 - Creating maps that reflect existing conditions
- Document Review
 - Researching existing documents that include information about the downtown area, or planned improvements for Downtown
- Existing Conditions Memo
 - Summarizing findings into a document to prepare for the next step of the planning process



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4. Streetscape and Mobility Analysis

Existing Conditions – Mobility/Access

Map showing existing conditions for mobility and access in downtown Pleasanton, including transit routes and landmarks.

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4. Streetscape and Mobility Analysis

Accessibility + Usability

- Sidewalk clearance
- Circulation zone, width and height

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4. Streetscape and Mobility Analysis

Accessibility + Usability

- Wide driveways in some areas
- Curb extensions along Main St.

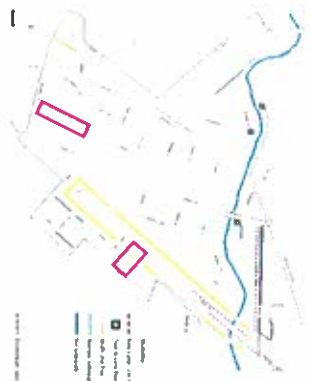
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4. Streetscape and Mobility Analysis

Accessibility + Usability

- Trail surface is not all-weather
- Example of gap in sidewalk network

4. Streetscape and Mobility Analysis Navigability + Connections



- There is a gap in the Transportation Corridor
- Some streets have long block lengths; shorter blocks are more walkable



4. Streetscape and Mobility Analysis Bike, Pedestrian, and Transit Facilities



- Bike lanes and bike sharrows



4. Streetscape and Mobility Analysis Bike, Pedestrian, and Transit Facilities



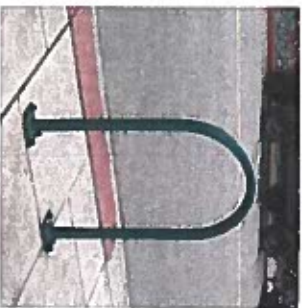
- Crosswalks have standard striping on asphalt



- Some intersections have yellow striping



4. Streetscape and Mobility Analysis Bike, Pedestrian, and Transit Facilities



- Existing bike racks accommodate low numbers of bikes



- Existing bus stops lack shelters. Some lack benches



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4. Streetscape and Mobility Analysis

Existing Conditions – Streetscape/Aesthetics

Standard of Care

- Standard of Care
- Standard of Care with Parking Lot/Structure
- Standard of Care with Future Potential
- Existing Street Lighting with Standard Design
- Existing Street Lighting with Non-Standard Design
- Standard of Care

----- Downtown Specific Plan Boundary
 ----- Downtown Station

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4. Streetscape and Mobility Analysis

Placemaking and Pedestrian Comfort

- Main St. generally has sufficient streetscape amenities
- Other streets generally don't

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4. Streetscape and Mobility Analysis

Placemaking and Pedestrian Comfort

- There are a wide variety of bench styles

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4. Streetscape and Mobility Analysis

Placemaking and Pedestrian Comfort



- Lighting styles are also varied
- Or are missing

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4. Streetscape and Mobility Analysis

Placemaking and Wayfinding

- Existing gateway arch in downtown core is great
- Entries to Downtown are not as well marked


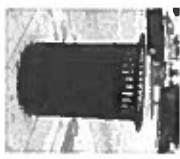

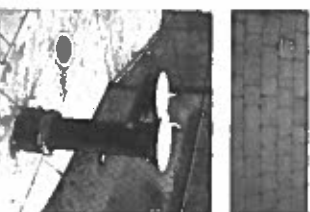



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4. Streetscape and Mobility Analysis

Branding

Cohesiveness to Downtown color palette and material uses are primarily restricted to Main St. and are more lacking on side streets







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4. Market Analysis

Conditions and implications examined for:

- Residential market
- Retail market
 - Includes hotel and entertainment uses
- Office market

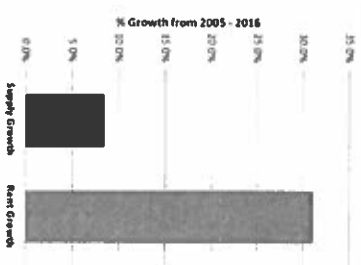


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4. Market Analysis – Residential

- Median home value and income 130% and 160% of County average
- ≈75% of housing in Pleasanton is single-family
- Strong regional growth pressures
- Strong multi-family rent growth
- Strong sales data for condos, townhomes, and apartments in Tri-Valley

% Growth from 2005 - 2016



Category	% Growth from 2005 - 2016
Supply Growth	~10%
Rent Growth	~25%



4. Market Analysis – Residential

Implications for Specific Plan

- High level of pent-up demand
- Strongest potential for market absorption of all land uses
- Opportunity to diversify existing housing mix
- Could capture underserved market segments
- Would support existing Downtown businesses



Birch Creek Terrace, Pleasanton



4. Market Analysis – Retail

- Mature, highly competitive regional retail market focused along region's major corridors



4. Market Analysis – Retail

Downtown retail is small format, local-serving

- Average tenant size ≈ 1,100 sq. ft.
- Rents higher than citywide
- Limited growth due to space constraints
- Lacks regional anchor / destination

City	2017 YTD ⁽¹⁾
Pleasanton Citywide	
Annual Rent (NNN, \$2016) ²	\$30.36
Vacancy	2%
Space Inventory (sq. ft.)	5,322,607
Pleasanton Downtown	
Annual Rent (NNN, \$2016) ²	\$35.90
Vacancy	2%
Space Inventory (sq. ft.)	468,779
Downtown as Percent of Citywide	
Annual Rent (NNN, \$2016)	118%
Space Inventory (sq. ft.)	9%

(1) YTD statistics average annual values as of March 2017
 Data represents all retail outlets, inclusive of restaurants
 (2) NNN refers to "net lease" which is inclusive of property taxes, insurance, and maintenance



4. Market Analysis – Retail

Implications for Specific Plan

- Additional smaller scale, specialty, and/or dining/entertainment possible
- Mixed-use concept can support diversity of uses
- Large-format regional tenants are unlikely due to:
 - Highly competitive regional supply
 - Accessibility and visibility challenges
 - Limited parking (w/out structure)
 - Financial feasibility for significant development uncertain



4. Market Analysis – Office

- Mature and highly competitive regional office market
 - Focused along region's Interstate corridors
 - Values visibility and accessibility
- Office market is a "clustering" type land use
 - Currently lack of large-scale office cluster downtown (= 4% of citywide inventory)
- Downtown rents below citywide average and have declined since 2014
- Downtown inventory made up of smaller tenant formats



4. Market Analysis – Office

Implications for Specific Plan

- Mixed-use office format could leverage downtown amenities, ACE train, etc.
- Large-scale corporate office development is unlikely
- Growth in office is likely to be in smaller tenant types such as:
 - Law offices
 - Real estate / accounting
 - Family-oriented healthcare
 - Architect / design firms
 - Local insurance / business services
 - Small engineering / software firms "incubator"



4. Market Analysis – Entertainment

- Enhanced sense of place could foster environment for entertainment users over long-term... but
- Regional market conditions and national trends suggest that a new cinema would likely require public subsidy
 - Success of other niche entertainment uses largely operator driven



4. Market Analysis – Hotel

- Existing supply oriented around office clusters
- Citywide market indicators lag regional average
- Existing boutique Downtown hotel is leisure oriented
- Branded operators likely deterred by:
 - Accessibility
 - Parking
 - Suitable sites



10 Minute Break



5. Issues and Opportunities



- Areas:
 - Main Street
 - Peters Avenue
 - Existing Civic Center Site
- Topics
 - Housing/Uses
 - Mobility
 - Streetscape, Public Realm



5. Issues and Opportunities

- Options identified for the Task Force to consider during the Alternatives Development stage
- Data
 - Community input
 - Task Force meetings
 - Online survey
 - Farmer's market pop-up event (March 11, 2017)
 - Bike Safety pop-up event (April 30, 2017)
 - First Wednesday pop-up event (May 3, 2017)
 - Existing conditions reports



5. Issues and Opportunities

- Main Street
 - Uses – ground floor versus upper floor
 - Note: the City amended the Municipal Code in 2012 to designate financial institutions as a conditional uses for properties Downtown with frontage along Main Street
 - Height
 - What range of building heights should be studied?
 - Should heights be uniform, or varied?
 - Streetscape – what more is needed?
 - What streetscape and design features are appropriate or needed, and where?



5. Issues and Opportunities

▪ Peters Avenue

- Identity
- Height
 - What range of building heights should be studied?
- Streetscape
 - What is needed?



5. Issues and Opportunities

▪ Existing Civic Center site

- Uses
 - What uses should be allowed?
- Phasing
- Building height
 - What range of building heights should be studied?
 - Should building heights be uniform in this area?
- Character
 - Similar to or different from Downtown core?



5. Issues and Opportunities

▪ Housing

- Types
 - Which housing options should be explored further?
- Location
 - Where should new housing be located?



5. Issues and Opportunities

▪ Mobility


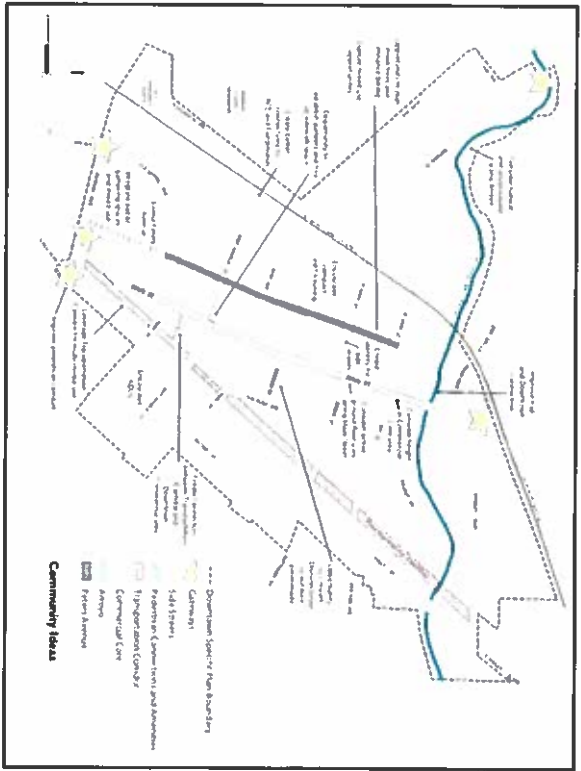
- Pedestrian facilities
 - Priority areas for improvement
- Bike facilities
 - Safe and convenient routes
 - Parking
- Public transit
 - How best to improve existing service?
 - Ideas for new service?



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5. Issues and Opportunities


- Streetscapes and the public realm
- Cohesive aesthetics
- Gateways
- Parklets
- Should there be additional parklets Downtown? If so, where? Tradeoffs?
- Car free streets
- Should there be car-free streets (such as Division Street between Main Street and Railroad Avenue)? All the time, or sometimes?

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6. Task Force Check-In


STEP	TASKS
1: Background	<ul style="list-style-type: none"> • Understand what a "great downtown" looks and feels like • Developed working draft of vision statement • Understand existing conditions in the Plan Area
2: Issue Identification	<ul style="list-style-type: none"> • Continuing discussion of issues and opportunities • Consensus on options that will be more fully analyzed
3: Alternatives Refinement	<ul style="list-style-type: none"> • Preliminary analysis of alternatives
4: Draft Revised Specific Plan	
5: Environmental Review	
6: Plan Adoption	



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6. Task Force Check-In

- Review Overall Schedule
- Do you have any comments about the planning process so far?





7. Announcements



8. Summary and Next Steps

