



ITEM 1: SUMMARY OF MEETING #5

Summary of Downtown Specific Plan Update Task Force Meeting #5 Tuesday, May 23, 2017

Task Force Members Present

1 Jerry Thorne, Mayor (Chair)	2 Kathy Narum, City Council
3 Herb Ritter, Planning Commission	4 Dirk Christiansen, Pleasanton Downtown Association
5 Justin Brown, Planning Commission	6 Laura Olson, Pleasanton Downtown Association
7 Jim Merryman, At-Large	8 Teri Pohl, At-Large
9 Steve Baker, Economic Vitality Committee	

City of Pleasanton Staff

1 Gerry Beaudin, Director of Community Development	2 Shweta Bonn, Senior Planner
3 Adam Weinstein, Planning Manager	4 Brian Dolan, Assistant City Manager
5 Kendall Granucci, Office Manager	6 Pamela Ott, Economic Development Director
7 Mike Tassano, City Traffic Engineer	

Professional Services

1 Sophie Martin, Principal, Dyett & Bhatia	2 Meghan McNulty, Planner, Dyett & Bhatia
3 Jason Moody, Principal, Economic and Planning Systems	4 Matt Loftis, Associate, Economic and Planning Systems

1. Welcome and Prior Meeting Notes

A. Introduction. Meeting called to order and meeting agenda discussed.

B. Action Regarding Meeting #4 Summary. The Task Force did not discuss summary notes from the April 25, 2017 meeting.

The Task Force voted on accepting the Meeting #4 Summary: eight in favor; zero opposed; one abstained.

2. Public Comment

A. Correspondence.

- The City received correspondence from members of the public. The correspondence recommended specific businesses that should locate in Downtown Pleasanton and suggested the City better utilize the Arroyo.
- The City received solicited public feedback at the April 30, 2017 Bike Safety Festival and the May 3, 2017 First Wednesday event.
- The Youth Commission provided suggestions to the Task Force. Their memo was included in Task Force packets.

B. Meeting Open to the Public. There was no public comment at this time.

3. Vision for Downtown

A. Continue Discussion of Vision Statement. Dyett & Bhatia recapped the visioning exercise from the last Task Force meeting.

- The City also conducted visioning exercises at the Bike Safety Festival and First Wednesday.
 - A mix of preservation and infill is most desired for Downtown.
 - There was generally broad support for a range of public space improvements, particularly street furniture.
 - Generally, a mix of 1 or 2 stories building is most desirable along Peters Avenue.
 - The idea of closing Division Street to car traffic received broad support.
- Dyett & Bhatia presented the Draft Vision Statement for Downtown to the Task Force.
 - Based on community feedback, there was quite a bit of consensus as to the vision of Downtown.
 - Dyett & Bhatia indicated that the goal was to arrive at a Final Vision Statement at this Task Force meeting.

B. Task Force Comments and Questions. The Task Force was asked whether the Draft Vision Statement captures the community's primary objectives for Downtown Pleasanton.

- Task Force members representing the business community believed the Draft Vision Statement does not adequately address the commercial/business aspects of Downtown.

- The Final Vision Statement should speak to the entire Specific Plan Area, not just Main Street.
 - There is not enough about Peters Avenue, the Arroyo, and opportunities beyond Main Street.
- Some Task Force members did not think that the Draft Vision Statement addressed Pleasanton residents. The Draft Vision Statement seemed to be addressed to developers.
- Some Task Force members think the Final Vision Statement should not include references to the existing Civic Center site because it is a lightning rod for controversy.
 - It may be necessary to keep the reference in place because City Council deferred decisions regarding land use of the site to this Task Force.
- Task Force members expressed desire to change the wording as follows:
 - Don't use the term "commercial core" or "core" in Final Vision Statement.
 - A Task Force member liked the alternate clause "embracing opportunities for growth and change."
 - Remove the word "recreate"
 - Remove mentions of "new development"
 - A Task Force member suggested "historic Downtown" rather than Main Street.
 - Another Task Force member opined that business owners don't want Main Street commercial branded as "historic."
 - Change reference to existing Civic Center site to "opportunity area Downtown"
 - References to "safe travel" are unnecessary because travel is already safe.
 - The phrase "new development strengthens" sounds like the Draft Vision Statement speaks to a developer rather than people of Pleasanton.
- The Final Vision Statement should be shorter.
- The Draft Vision Statement is unclear as to how much, if any, residential uses will be added Downtown.
- Portions of the Draft Vision Statement pertaining to maintaining character and charm are good, but they are in tension with statements about reinvestment.
 - Others felt it strikes a good balance of a mix of preservation and infill.
- The Draft Vision Statement is not aspirational, does not set a vision.

C. Public Comment and Questions.

- One member of the public spoke at this time. This person agreed the Final Vision Statement should talk more about retail uses and extending retail beyond Main Street. The Draft Vision Statement presupposes the Civic Center move even though it is not a done deal. The Draft Vision Statement should emphasize things

the community wants more of and downplay things the community does not want, like housing.

4. Existing Conditions in the Plan Area

A. Presentation and discussion of Existing Conditions Reports.

- Dyett & Bhatia presented Land Use and Development existing conditions.
 - The Specific Plan area primarily has mixed use and commercial land uses in the Downtown business area and residential beyond this area.
 - The Downtown Specific Plan land use map does not entirely correspond to how things have actually developed over time.
 - There are many plans, guidelines, and regulations pertaining to the Downtown today. This Task Force should bring clarity as to what rules apply where, and resolve inconsistencies.
 - For example, there are conflicts between some of the documents, such as height guidelines in the Municipal Code and the Downtown Design Guidelines.
 - There are about 39 acres categorized as having development potential. Just because these sites are designated as having development potential does not mean they will actually redevelop. These are the sites where change is most likely to occur, such as vacant sites, underutilized land, current development sites, and other opportunity sites. It is possible sites not identified will redevelop.
 - There are also opportunities for change or investment:
 - Better utilizing the Arroyo
 - Better utilizing upper floors
 - Improving blank facades and inactive spaces
- Dyett & Bhatia presented Streetscape and Mobility existing conditions.
 - Mobility refers to how easy it is to get into and move around the Downtown. Streetscapes refers to placemaking, branding, and lifestyle amenities.
 - Bike lanes in the Specific Plan area are limited and tend to be on the periphery.
 - There is good access to trails, particularly the Arroyo.
 - Sidewalks are on most streets but in some places they are discontinuous.
 - In some places, there is not enough clearance to walk through the Downtown area due to obstructions.
 - In some places, driveways are very wide, and the space they occupy may be better used for other purposes.
 - Curb extensions can help pedestrians cross the street, but may create bottlenecks for vehicles.

- The trail surface along the Arroyo is not suitable for all-weather purposes.
 - There are opportunities to utilize the Transportation Corridor, improve pedestrian connections along First Street and across the Civic Center site.
 - There are opportunities for bike lanes and sharrows along Peters Avenue and First Street.
 - There is variety in how pedestrian facilities are demarcated.
 - There are bike racks, but they are not plentiful.
 - Inconsistent lighting, bench styles.
 - Entries to the Downtown are not well marked, with the exception of the arch.
 - Color palate and materials for Main Street are not extended to side streets.
- Economic and Planning Systems presented Market Analysis.
 - This analysis is descriptive, not prescriptive. Many other factors will drive plan development, beyond economics.
 - Residential
 - EPS looked at conditions citywide and Downtown.
 - There are strong regional growth pressures on the region.
 - Citywide, from 2005-2016, there was strong rent growth citywide but modest supply growth.
 - Strong sales data from condos, townhomes, apartments.
 - Implications for the Plan Area:
 - There is pent-up demand for new housing.
 - Residential is the strongest potential option for quick market absorption. If a site is zoned residential, it would likely be developed and leased quickly.
 - This is largely a single-family community, and there is potential to serve underserved multi-family markets.
 - More people downtown would support existing Downtown businesses.
 - Retail
 - Pleasanton has a successful retail market.
 - Major retailers tend to locate along major freeways, corridors.
 - Downtown retail is small format, local-serving.
 - Retail rents in Downtown are higher than citywide.
 - Downtown retail formats are smaller in size.

- There has been limited retail growth due to space constraints.
 - Downtown lacks a regional retail anchor.
 - Implications for Plan Area:
 - Additional smaller scale, specialty, and/or dining and entertainment is possible.
 - A mixed-use concept can support a diversity of uses.
 - Large-scale retail formats are unlikely Downtown.
- Office
 - There is a mature, competitive, well-established regional office market. Office uses tend to cluster.
 - Downtown rents are below citywide average, likely due to the fact that Pleasanton has large-scale office formats elsewhere.
 - Implications for Plan Area:
 - Large-scale corporate office formats unlikely due to accessibility and space.
 - Growth in smaller tenant types is feasible.
- Entertainment
 - Movie theatres are well-supplied in this area. A movie theatre use would need to be subsidized.
 - Niche entertainment uses are difficult to analyze because they are operator-driven.
- Hotel
 - A large-scale branded hotel operator may be deterred from Downtown due to accessibility, parking, suitable sites.
 - More boutique hotels could be sustainable.

B. Task Force Comments and Questions

- A few Task Force members think there is still an opportunity for another hotel Downtown, possibly a boutique hotel, and would like to see additional analysis for the possibility of a hotel on the existing Civic Center site.
 - The Market Analysis indicated that the Rose Hotel serves primarily leisure travelers, when in actuality it may serve primarily business travelers.
 - Parking may be an issue when discussing the possibility of adding another hotel Downtown.
- Some Task Force members would like to see additional analysis for a theater.
 - A theater may work if it can be multi-purpose, or rented out during the day.
 - EPS confirmed that conventional, commercially operated theaters would likely not work in this area. Other brands and formats can be explored in more detail. These may require public/private partnerships.

- The theater at the Firehouse Arts Center is underutilized. This theater may satisfy demand without building a new theater.
- The Market Analysis seemed like it described Dublin, and didn't take into account uniqueness of Pleasanton.
- A Task Force member does not feel qualified to recommend bike and pedestrian improvements.
- Wayside and Delucchi Parks are underutilized and they should be used more by families.
 - City Staff explained that there is a plan that will make these parks more open and attractive. The City is working with regulatory agencies to achieve the objectives of the park's master plan while satisfying demands of regulatory agencies pertaining to the creek.
- A Task Force member would like more info on the mix of residential, retail, office, etc. uses to create most economic vitality.
 - EPS stated that there is no such formula to determine vitality.
- Approximately 13 percent of land in the Plan Area has development potential. A Task Force member pointed out that taking into account that 25 percent of the Plan area is roads, this 13 percent becomes more significant.
- A Task Force member asked if there would be an opportunity to provide more modern office amenities Downtown even if per the Market Analysis, the Downtown cannot accommodate Class A offices.
 - According to EPS, this would be feasible.
- There need to be options to attract people Downtown to support restaurants. Entertainment options, such as a small theatre with dining and a bowling alley might be great for teenagers.
- A Task Force member asked if the Specific Plan boundaries are set in stone.
 - City Staff explained that the boundaries can be amended during this process, but that private property owners would have to be consulted to be included in the Plan area.
- Sale and property tax revenue were not included in the Market Analysis. This may inform land use decisions the Task Force makes.
 - City Staff responded that they wanted to deemphasize economic factors in this stage of the analysis. The City will conduct a financial analysis, providing aggregate information, when this project reaches the Alternatives stage. However, staff will provide the Task Force the fiscal analysis done for the General Plan.

C. Public Comment and Questions. None at this time.

5. Issues and Opportunities — Preliminary discussion

A. Presentation and Discussion of Issues and Opportunities Keyed to Focused Areas. City Staff reviewed issues and opportunities that will be addressed during the Alternatives refinement stage.

- Main Street
 - Uses
 - There is a preference for active ground floor uses.
 - A Municipal Code amendment passed in 2012 requires a conditional permit for banks/financial institutions.
 - Do we prohibit non-retail/restaurants on ground floor?
 - What should be allowed on upper floors?
 - Height
 - A lot of the feedback expressed preference for two story buildings.
 - What should the maximum heights be on Main?
 - Should heights be varied?
 - Streetscape - what more is needed?
- Peters Avenue
 - Identity
 - Public comments mostly pertained its character. Some people liked the mixed-use character, some wanted a second Main Street, some liked the office identity.
 - Height
 - Community likes the small-character along Main Street, but the public is more amenable to taller heights on Peters Avenue.
- Existing Civic Center site
 - Uses
 - What should be allowed if the Civic Center moves?
 - The concept of diversity of uses on this site is preferable.
 - There is a public preference for entertainment uses, like a movie theater.
 - The City could possibly leverage private development.
 - Phasing
 - The Task Force should think about the order in which buildings move. This may foster small-scale change the community desires.
- Housing
 - Housing is allowed today in many places Downtown, including on Main Street. Do we want to leave policies related to housing as they are?
- Mobility
 - Feedback indicated a need to balance traffic and parking.
 - People move around Downtown in lots of different ways.
 - Task Force should think about how to make the pedestrian environment better.

- This could include improved connections to the Arroyo, Alameda County Fairgrounds, and the ACE Train Station.
 - The Task Force should determine how to prioritize these improvements.
 - Bicycle facilities
 - The Downtown Specific Plan will allow the City to hone in on opportunities in the Bicycle Master Plan unique to Downtown.
 - Public Transit
 - Public transit is reaching a small fraction of employees and visitors. There may be opportunities for a shuttle system and leveraging ride-sharing systems.
- Streetscape and public realm
 - The public desires enhancements to the public realm and is interested in the idea of parklets.
 - Key issues: Main Street streetscapes. Should the streetscape amenities Downtown be extended to other streets nearby?
 - Should there be additional gateway features Downtown?
 - Should there be car-free streets? Division Street is a possibility.
- Community Ideas map
 - The map is intended to illustrate ideas, get the Task Force thinking.
 - Next steps: Identify a range of options for the Downtown.

B. Task Force Comments and Questions

- The Task Force needs to understand that per the visioning exercise, people like the idea of a mix of one to two stories. The idea of allowing different heights at different areas is intriguing.
- It is important to enhance and better utilize paseos.
- Gateways to Downtown are important and should be prioritized.
- The Task Force should think about the effect of land use decisions on noise levels.
- Peters Avenue is a transition to residential uses. The Task Force should think about this going forward.
- Driverless shuttles may be an idea for improving mobility.
- Wifi Downtown is a possibility.
- The Lions Wayside and Delucchi Parks Master Plan includes a gateway. This gateway is not in the Community ideas map.
- Adding housing Downtown may be good for the business community.
- The Task Force should think of the effects of planning decisions on traffic flow.
- More thought in this planning process needs to be paid to business owners. Many struggle due to the traffic gridlock. The Plan should address business vitality.

C. Public Comments and Questions

- The Task Force should be given information about pipeline projects that haven't been developed yet, particularly on Peters Avenue and St. Mary's.

6. Task Force Check-In

City staff provided an overview of the Task Force's progress and upcoming schedule.

7. Brief Announcements from Task Force and Staff

City staff announced the following:

- The Parklet Pilot Project will kick off soon. Pilot parklets will be located at the intersection of West Angela and Main Streets.
- An owner of property in the 200 and 300 blocks of Main Street has submitted an application to erect a new building and add building annexes that will create more street frontage for retail.
- The Civic Center survey results will be presented at the June 20, 2017 City Council meeting.

Members of the Task Force announced the following:

- A new restaurant event titled "Fork-ful" hosted by the Pleasanton Downtown Association will take place on September 9, 2017.
- Upcoming Concert in the Park

8. Summary and Next Steps

- The next Task Force meeting will be June 27, 2017.
- The Task Force will discuss the Vision Statement and Alternatives.