


PLEASANTON Downtown Specific Plan Update

Task Force Meeting #6


Vision for Downtown
Issues and Opportunities



PLEASANTON Downtown Specific Plan Update


Meeting Agenda

1. Welcome and Prior Meeting Summary Notes
2. Public Comments
3. Vision for Downtown
4. Issues and Opportunities
 1. Small Group Discussions
 - Residential Areas
 - Peters Avenue and Side Streets
 - Civic Center and Old Bernal Avenue
 2. Large Group Discussion
 - Main Street
 - First Street
5. Task Force Check-In
6. Brief Announcements from Task Force and Staff, Summary, and Next Steps




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1. Welcome and Prior Meeting Summary
Meeting #5 Summary



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2. Public Comments
 - Correspondence
 - Meeting open to the public




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3. Vision for Downtown

Based on your feedback, we have revised the Vision Statement to:


- Be more concise
- Be less specific and more aspirational
- Speak to the entire Planning Area, not just Main Street
- Better represent the commercial/business aspects of Downtown
- Omit specific references to the Civic Center site



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3. Revised Draft Vision for Downtown


Downtown Pleasanton is the heart of the city.



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3. Revised Draft Vision for Downtown


Downtown Pleasanton is the heart of the city. Its vibrant town center, historic neighborhoods, welcoming public places, and thriving businesses are the pride of the Pleasanton community.



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3. Revised Draft Vision for Downtown


Downtown Pleasanton is the heart of the city. Its vibrant town center, historic neighborhoods, welcoming public places, and thriving businesses are the pride of the Pleasanton community. **In the future, Downtown Pleasanton's best qualities – its traditional character and charm – are preserved and strengthened.**



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3. Revised Draft Vision for Downtown


Downtown Pleasanton is the heart of the city. Its vibrant town center, historic neighborhoods, welcoming public places, and thriving businesses are the pride of the Pleasanton community. **In the future, Downtown Pleasanton's best qualities – its traditional character and charm – are preserved and strengthened. Through thoughtful growth, change, and investment, Downtown Pleasanton realizes its full potential as a unique and vital destination for Pleasanton residents, businesses, and visitors of all ages and backgrounds.**



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3. Revised Draft Vision for Downtown

Downtown Pleasanton is the heart of the city. Its vibrant town center, historic neighborhoods, welcoming public places, and thriving businesses are the pride of the Pleasanton community. **In the future, Downtown Pleasanton's best qualities – its traditional character and charm – are preserved and strengthened. Through thoughtful growth, change, and investment, Downtown Pleasanton realizes its full potential as a unique and vital destination for Pleasanton residents, businesses, and visitors of all ages and backgrounds.**



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4. Issues and Opportunities




ISSUES AND OPPORTUNITIES MEMORANDUM

MAY 2017

PREPARED BY
DREW & BRADY
PLANNING & DESIGN


- The Issues and Opportunities Memorandum outlines initial options based on outreach to date and existing conditions research.
- Your task tonight is to identify the **range of options** that should be considered during the alternatives analysis.



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4. Issues and Opportunities – Small Groups

- Every task force member has been pre-assigned to a group that will discuss options for three sub areas within the Planning Area.
- Each small group will report out to larger group
- All task force members will have an opportunity to comment on all topics
- No final alternatives need to be identified tonight – just a range of options




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4. Issues and Opportunities – Small Groups

Residential Areas

- Justin Brown
- Harpreet Singh Judge
- Jan Batcheller




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4. Issues and Opportunities – Small Groups

Peters Avenue & Side Streets

- Herb Ritter
- Jim Merryman
- Kathy Narum




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4. Issues and Opportunities – Small Groups

Civic Center & Old Bernal Avenue

- Mayor Thorne
- Teri Pohl
- Steve Baker



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4. Issues and Opportunities – Small Groups


- Each small group will be provided with:
 - A set of questions regarding:
 - Character/identity
 - Uses
 - Number of building stories
 - A set of maps
 - An easel pad and markers
 - A note taker from Staff and/or the Consultant Team



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4. Issues and Opportunities – Small Groups

- **Your Task:**
 - Discuss as many of the questions as you are able to in 20 minutes.
 - Record the key points of your discussion.
 - Select a speaker to present the key points of your discussion to the large group.
- It is not necessary to:
 - Reach consensus on all topics
 - Definitely identify the specific alternatives that will be studied – we're just looking for design options




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4. Issues and Opportunities – Small Groups

Small groups report out, Public Comment, and Task Force Discussion and Direction

- Residential Areas
- Peters Avenue and Side Streets
- Civic Center and Old Bernal Avenue




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4. Issues and Opportunities

Large Group Discussion

- Main Street
- First Street



The map shows the downtown area of Pleasanton, California. Main Street is highlighted in orange, and First Street is highlighted in green. The map includes street names like Main Street, First Street, and Railroad Avenue. A scale bar and north arrow are also present.


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4. Issues and Opportunities – Large Group

Main Street

- Should **ground floor uses** with frontage on Main Street be *required* to be “active” and/or pedestrian oriented?
- If so, should this be required along the entire corridor (between the Union Pacific Railroad and Bernal Avenue), along particular segments, or at certain locations (e.g. corners)?

Note: The southern frontage along Main Street is the existing Civic Center.




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4. Issues and Opportunities – Large Group

Main Street

- What is the **maximum number of building stories** that should be studied for Main Street?
- Should maximum building heights be uniform or varied in some locations?




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4. Issues and Opportunities – Large Group

Main Street

- Should **Division Street** be made into a car-free pedestrian street between Main Street and Railroad Avenue?
- If so, should it be car-free all of the time or sometimes?




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4. Issues and Opportunities – Large Group

First Street

- What **character/identity** should First Street have?
- Are there specific sites that should be evaluated (e.g. Pleasant Plaza)?
- Consider that each side of the street may have a different character.




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4. Issues and Opportunities – Large Group

First Street

- What is the **maximum number of building stories** that should be studied for First Street?
- Should these heights be uniform or varied in some locations?




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4. Issues and Opportunities – Large Group

First Street


- Should “gateway” elements be added to First Street?
- If so, where?
- Which should be made top priority?



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4. Issues and Opportunities


Public Comments and Questions



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5. 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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5. Task Force Check-In

- Do you have any comments about the planning process so far?
- Would any additional data be helpful as we transition to considering plan alternatives?



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6. Announcements



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6. Summary and Next Steps

- July:
 - Continuation of this meeting, if necessary
 - If not, break for Task Force
- August (or September):
 - Task Force meeting to review alternatives analysis
- September (or October):
 - Community workshops on the alternatives analysis

