


PLEASANTON Downtown Specific Plan Update

Task Force Meeting #7

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
 - Main Street
 - First Street
 - Summary of Task Force Direction Received To-Date
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 #6 Summary



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



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3. Changes to Draft Vision Statement


Downtown Pleasanton is the heart of **the our** city. Its **vibrant charming** 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 and **small town ambiance will be** preserved and strengthened. Through thoughtful **growth, change,** and **public and private** investment, Downtown Pleasanton **will** realize its full potential as a **unique and vital destination livable and vibrant place** for Pleasanton residents, businesses and visitors of all ages and backgrounds.



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3. Working Draft Vision Statement

Downtown Pleasanton is the heart of our city. Its charming town center, historic neighborhoods, welcoming public places, and thriving businesses are the pride of the community. Downtown Pleasanton's traditional character and small town ambiance will be preserved and strengthened. Through thoughtful public and private investment, Downtown Pleasanton will realize its full potential as a livable and vibrant place for Pleasanton residents, businesses and visitors of all ages and backgrounds.



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4. Issues and Opportunities

- Main Street
- First Street



The map shows the downtown area of Pleasanton, California. Main Street and First Street are highlighted in orange, indicating the focus of the plan update. A green line represents a proposed or existing corridor. The map includes street names and a north arrow.

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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)?

Notes:

- *The southern frontage along Main Street is the existing Civic Center.*
- *Case studies indicate range of approaches and effectiveness*




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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, 4212 First Street)?
- 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

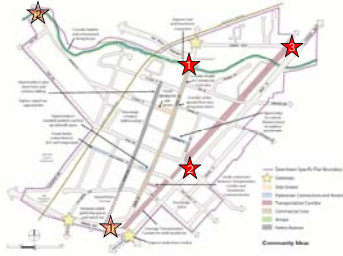

- Should “gateway” elements be added to First Street?
- If so, where?
- Which should be made top priority?



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4. Issues and Opportunities – Large Group


First Street

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4. Issues and Opportunities

Public Comments and Questions





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4. Summary of Task Force Direction To Date

Residential Areas

- Maintain/enhance:
 - Eclectic architectural styles
 - Tree cover/greenery
- Create “defining characteristics” (signage, street furniture, etc.)
- Maximum allowable building heights should remain the same
- Protect parking supply






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4. Summary of Task Force Direction To Date

Residential Areas

- Support housing for people of all ages and means, including:
 - Accessory dwelling units
 - Live/work units
 - Compact units
- Consider ground floor commercial or mixed use near the commercial area






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4. Summary of Task Force Direction To Date


Peters Avenue/ Side Streets

- Peters should be a transitional area between commercial and residential areas
 - Residential on west side
 - Commercial and/or residential mixed use on east side
- Explore maximum heights of 3 stories and encourage roofline variation
- Use step backs and setbacks to buffer residential areas


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4. Summary of Task Force Direction To Date Peters Avenue/ Side Streets




- Consider extending Peters Avenue to Main Street or Bernal Avenue
- Add protected bike lanes while maintaining street parking
- Potential for additional surface parking on underutilized/vacant lots
- Side streets should visually extend the look and feel of Main Street

Figure 1-3 Planning Area



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4. Summary of Task Force Direction To Date Civic Center/ Old Bernal Avenue



Existing Civic Center site:


- Town center with plaza
- Architecture should reflect the character of Main Street
- Serve as the "Gateway to Downtown"
- Explore maximum heights of 3 stories; slightly taller buildings could be okay in places to create varied rooflines

Figure 1-3 Planning Area



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4. Summary of Task Force Direction To Date Civic Center/ Old Bernal Avenue



Existing Civic Center site:


- Possible uses could include:
 - Restaurants
 - Retail
 - Family-friendly destinations
 - Entertainment
 - Boutique hotel
 - Offices
- Consider allowing limited housing above ground floor active uses

Figure 1-3 Planning Area




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4. Summary of Task Force Direction To Date Civic Center/ Old Bernal Avenue



- Make Old Bernal into a "Gateway to Downtown" from the ACE station
- Explore adding more parking near the ACE station

Figure 1-3 Planning Area




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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	

Figure 1-3 Planning Area





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5. Task Force Check-In

- Do you have any comments about the planning process so far?
- Do you have any additional ideas for us to consider as we begin analysis of plan alternatives?


Figure 1-3 Planning Area




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6. Summary and Next Steps

- August:
 - Break for Task Force
- September:
 - Task Force meeting to review alternatives analysis
- October:
 - Community workshops on the alternatives analysis



 Downtown Specific Plan Update

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Issues and Opportunities

