



---

## ITEM 1: SUMMARY OF MEETING #6

---

### Summary of Downtown Specific Plan Update Task Force Meeting #6 Tuesday, June 27, 2017

#### ***Task Force Members Present***

---

|  |   |
|--|---|
| <b>1</b> Jerry Thorne, Mayor (Chair)                 | <b>2</b> Kathy Narum, City Council                                |
| <b>3</b> Herb Ritter, Planning Commission            | <b>4</b> Harpreet Singh Judge, Pleasanton<br>Downtown Association |
| <b>5</b> Justin Brown, Planning Commission           | <b>6</b> Jan Batcheler, At-Large                                  |
| <b>7</b> Jim Merryman, At-Large                      | <b>8</b> Teri Pohl, At-Large                                      |
| <b>9</b> Steve Baker, Economic Vitality<br>Committee |   |

---

#### ***City of Pleasanton Staff***

---

|  |   |
|--|---|
| <b>1</b> Gerry Beaudin, Director of Community<br>Development | <b>2</b> Shweta Bonn, Senior Planner                  |
| <b>3</b> Adam Weinstein, Planning Manager                    | <b>4</b> Brian Dolan, Assistant City Manager          |
| <b>5</b> Kendall Granucci, Office Manager                    | <b>6</b> Pam Ott, Director of Economic<br>Development |
| <b>7</b> Megan Canales, Assistant Planner                    |   |

---

#### ***Professional Services***

---

|   |   |
|---|---|
| <b>1</b> Sophie Martin, Principal, Dyett & Bhatia | <b>2</b> Elizabeth Schmid, Associate, Dyett &<br>Bhatia |
|---|---|

---

## **1. Welcome and Prior Meeting Notes**

**A. Introduction.** The meeting was called to order and the meeting agenda was discussed.

**B. Action Regarding Meeting #5 Summary.** The Task Force did not discuss summary notes from the May 23, 2017 meeting.

*The Task Force voted on accepting the Meeting #5 Summary: 9 in favor; zero opposed; zero abstained.*

**C. Civic Center Survey.** The Planning Manager provided an overview of the results of the Civic Center survey. The Director of Community Development specified that for the purposes of the small group discussions later in the evening, it should be assumed that the existing Civic Center site will be redeveloped.

## **2. Public Comment**

**A. Correspondence.** The City received no correspondence from members of the public.

**B. Meeting Open to the Public.** Members of the public were given the opportunity to comment. Topics raised included:

- Recommendation to relieve the traffic on First Street by eliminating the southbound parking lane during morning peak hours and the northbound parking lane during evening peak hours
- Recommendation to add diagonal parking to Main Street
- Interest in seeing a financial feasibility study for the Civic Center project

The Assistant City Manager clarified that the rough estimate given for the cost of the Civic Center project was \$100 to \$200 million. However, the final costs would vary widely depending on the details of the eventual project.

## **3. Vision for Downtown**

**A. Continue Discussion of Vision Statement.** Dyett & Bhatia presented a revised version of the Vision Statement that incorporated feedback heard at the previous Task Force meeting.

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

- Add language about the "small town character" and the "Downtown experience"
- Remove "best qualities" and the dashes
- Remove "in the future," but add "will be" or "must be"
- Change the first sentence to say that Downtown Pleasanton is the heart of *our* city
- Several Task Force members suggested removing the word "growth" because it has negative connotations among some members of the community; however, another Task Force member said there may be a responsibility to the public to acknowledge there will be some growth

- Remove the word “vital,” as it’s unclear what that means
- This draft is fine as is; the group should move forward with this as a working draft
- Consider borrowing or adapting a phrase from San Jose: “Create, sustain, and enhance a safe, livable, and vibrant community”

The Director of Community Development explained that the Vision Statement would be reworked using this feedback into a working draft that may continue to evolve as the planning process continues.

**C. Public Comment and Questions.** No members of the public spoke on this topic.

#### **4. Issues and Opportunities**

**A. Small Group Discussions.** Dyett & Bhatia briefly reminded the Task Force of the contents of the Issues and Opportunities Memorandum and explained the structure of the small group discussion activity. It was emphasized that tonight’s objective was to decide on a *range* of options that should be considered during the alternatives analysis.

The Task Force split into three small groups – one focusing on the residential areas, one focusing on Peters Avenue and the side streets, and one focusing on the existing Civic Center site and Old Bernal Avenue. The groups discussed a brief series of questions regarding character, heights, and uses for 20 minutes.

**B. Reports from Small Groups, Public Comment, and Task Force Discussion and Direction.** After the small group discussion period, the large group came back together. Each small group reported out as follows:

- Residential Areas
  - Report out from small group:
    - Aspects that should be maintained and preserved:
      - Eclectic architectural styles
      - Diverse levels of housing affordability
      - Varying density, location, and age of homes
      - Good tree cover/greenery - this could be improved upon in some areas
      - Some areas are well served by sidewalks; in other places, there are gaps
      - Lots of street parking east of First Street
    - Aspects that should be improved upon:
      - Ground floor commercial/mixed use could be considered along the fringes of the residential areas
      - Support and allow housing for people of all ages and means – affordability by design
      - Promote infill opportunities, but don’t allow mansions Downtown
      - Protect and increase the parking supply; don’t exacerbate the parking shortage

- Many areas have a higher permitted density than what has actually been built (Rose and other streets); this offers opportunities for infill development and additional housing
- Need “defining characteristics” to let people know that they are in Downtown’s residential districts – could include signage, street furniture, greenery, etc.
- Areas north of the Arroyo are separated from the rest of Downtown; provide opportunities for links to and/or across the Arroyo
- Better protections for existing businesses that operate near residential areas
- Housing types
  - Mother-in-law units/accessory dwelling units – the City has recently revised its accessory dwelling unit rules to comply with State law, making it easier to develop such units in Downtown
  - Relax the rules for adding more space to existing properties
  - Promote work/live units
  - Promote compact units that are appropriate for retirees and smaller households
- Discussion with large group:
  - Current building heights are good
  - People who have noise concerns shouldn’t live Downtown
  - Changing the existing noise standards may cause debate/concern
- Peters Avenue and Side Streets
  - Report out from small group:
    - Character/Identity
      - Peters should be a transitional street with commercial and possibly residential mixed uses on the east side and residential uses on the west side
      - Creating a good transition to the residential neighborhood is key
      - Commercial uses on the east side of Peters could include offices, services, take-out food, banks, etc.
      - Keep street parking with protected bike lanes on both sides of Peters
      - Convert subpar buildings to provide additional surface parking
      - Consider extending Peters Avenue to Main Street (with the intersection occurring at the Civic Center site) to get cars off of Main, making it more pedestrian friendly

- Building heights
      - OK to explore a maximum of three stories on the east side, while encouraging variation in rooflines (and setbacks) to create visual interest and to ensure the street wall is not monolithic
      - On the west side, explore building heights of up to three stories on parcels that front onto Peters
      - Use setbacks and stepbacks to buffer the residential areas adjacent to Peters
    - Side streets
      - Visually extend the look and feel of Main Street to pull people onto Peters Avenue – St. Mary Street is a good example
      - Add outdoor furniture, benches, landscaping, etc. to create places for people to hang out
      - Encourage office uses
  - Discussion with large group:
    - Extending Peters Avenue to Main Street is an idea worth exploring
    - A parking garage could also achieve the goal of getting cars off of Main Street
- Existing Civic Center site
  - Report out from small group:
    - Old Bernal Avenue
      - Make Old Bernal Avenue into a “Gateway to Downtown” from the ACE train station
      - Place a parking structure on the SFPUC lot by ACE Station; autonomous vehicles could eventually take people from the garage to Main Street
    - Existing Civic Center
      - Town center with plaza that is pedestrian-oriented
      - Buildings around the plaza should feature different kinds of architecture, borrowing from what is already on Main Street
      - Create a gateway at Bernal and Main
      - Heights - three story maximum should be explored, but vary heights (and integrate one- and two-story buildings) to replicate the look and feel of Main Street
      - Possible uses could include:
        - Retail (including larger retail spaces)
        - Restaurants
        - Family friendly destinations
        - Entertainment
        - Boutique hotel

- Offices
- Uses that reinforce the arts (e.g., glass blowing)
- Possibly allow residential above ground floor active uses but ensure that noise and parking concerns are addressed
- Connectivity
  - Consider pushing Peters Avenue through the existing Civic Center site to Old Bernal Avenue
  - Consider straightening out Main Street to create a gateway to Downtown – may not be feasible due to traffic engineering constraints
  - Consider creating a connection between the ACE train station and the existing Civic Center/SFPUC site using an overpass or underpass
- Discussion with large group:
  - About 25 years ago, there was a conversation about creating a dead end on Main Street at Bernal Avenue
  - Consider putting the Civic Center on the SFPUC site with parking underneath – could be expensive
  - Incorporate a pedestrian street with no cars to be a walkable shopping corridor
  - Incorporate family friendly restaurants and places
  - Convert the old post office to a craft center for a variety of artisans to add vitality to the area
  - As shown in the community survey, people are generally opposed to residential uses on the Civic Center site; might be partially a result of not wanting housing Downtown that resembles the housing across from BART
  - Instead of building an overpass to the new Civic Center, another option is to lower Bernal and extend a plaza across the top
  - Consider allowing additional height in places to create varied rooflines; three or more
  - No massive buildings
  - Plaza inspiration could come from San Ramon, Sonoma, Healdsburg, Paso Robles, and European cities
  - Need to ensure that the plan is economically viable
  - Create something that reflects the character of the city

After the Task Force discussion, the public was given the opportunity to provide input, and the following comments were provided:

- ACE is interested in working with the City on developing the SFPUC site as a shared parking asset; this is considered in the Draft EIR for the ACEforward project

- Parking at the ACE train is a great idea – consider using bike share to get people from the garage to Main Street
- The Task Force doesn't want to see massive buildings – staff shouldn't push for more height
- An urgent care center is needed
- The trend is for higher ceilings and open concept for retail spaces
- The Stanford Shopping Center is an example of what the plaza could be like
- A corridor connecting Old Bernal to the ACE train station could have boutique shops, coffee shops, flower stalls, and other things people may want to buy on their way to the train
- The side streets should be preserved for retail uses, not residential or offices, on the first floor – St. Mary Street is becoming great because the City Council protected retail there
- Consider a food-focused marketplace for the Civic Center site, similar to the Oxbow Market in Napa, Market Hall in Oakland's Rockridge neighborhood, and/or the Ferry Building in San Francisco

### **C. Task Force Discussion about Main Street and First Street, Public Comment, and Task Force Discussion and Direction**

- Main Street
  - Active uses on the ground floor
    - Respect private property rights – don't limit who property owners can lease their commercial spaces to
    - Don't over-regulate – let uses in the Downtown be driven by the market to avoid vacancy
    - Non-active office spaces should probably be avoided
    - Don't require active uses, encourage them
    - If active uses are required, give property owners a "path out" – what would this look like? Can we explore letting people opt in to the requirements instead of opting out?
    - There is nothing wrong with the current system
    - What constitutes retail/active uses? Barber shops? Beauty shops? Offices with sales?
    - People stop walking where active uses diminish; lower vitality means fewer pedestrians
    - Side streets are important to consider too
    - A downtown is only as strong as its retail
    - Thriving retail needs parking
    - Property owners are not represented on this Task Force
    - The Pleasanton Downtown Association needs to encourage active uses

- The Task Force should explore rules regarding active uses; would like to see what other cities have done
- The Task Force would like to see the list of permitted and conditional uses

**5. Task Force Check-In.** City staff provided an overview of the Task Force's progress and upcoming schedule, including the decision to continue the conversation about Main Street and First street to a meeting on July 25.

**6. Brief Announcements from Task Force and Staff.** City staff announced the following:

- The Parklet Pilot Project is moving forward. A parklet is being installed next to Café Main on West Angela and a bike corral is being installed next to Peets.
- The Planning Commission will be discussing the alternate position for this Task Force at its July 12 meeting.