



ITEM 4A: SUMMARY OF MEETING #7

Summary of Downtown Specific Plan Update Task Force Meeting #7 Tuesday, July 25, 2017

Task Force Members Present

1 Jerry Thorne, Mayor (Chair)	2 Kathy Narum, City Council
3 Justin Brown, Planning Commission	4 Dirk Christiansen, Pleasanton Downtown Association
5 David Nagler, Planning Commission	6 Jan Batcheler, At-Large
7 Jim Merryman, At-Large	8 Teri Pohl, At-Large
9 Laura Olson, Pleasanton Downtown Association	10 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 Pam Ott, Director of Economic Development

Professional Services

1 Sophie Martin, Principal, Dyett & Bhatia	2 Meghan McNulty, Planner, Dyett & Bhatia
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1. Welcome and Prior Meeting Summary Notes

A. Welcome and Agenda Overview. The meeting was called to order and the meeting agenda was discussed.

B. Review and Approval of Meeting #6 Summary.

The Task Force voted to approve the Meeting #6 Summary provided the following changes were made:

- On page 5, “use setbacks and setbacks to buffer the residential areas adjacent to Peters; consider where two and three stories would be a benefit for the neighborhood” was changed to “use setbacks and setbacks to buffer the residential areas adjacent to Peters.”
- Remove “(misinformation)” from page 6 of the meeting summary.
- On page 6, “consider allowing additional height in places to create varied rooflines” was changed to “consider allowing additional height in places to create varied rooflines; three or more stories.”

The Task Force voted on accepting the Meeting #6 Summary: 9 in favor; zero opposed; one abstained.

2. Public Comment

A. Correspondence. The City provided a summary of public correspondence received. Topics raised included:

- Traffic, noise, and safety concerns for residents living along First Street.
- Clarification of the Downtown Specific Plan boundaries as they pertain to First Street, and whether the Plan could lead to additional buildings being constructed along First Street.
- Shuttle service along Main Street.
- Closing Main Street to cars.

B. Meeting Open to the Public. Members of the public were given the opportunity to comment on items not on the agenda. There were no comments at this time.

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:

- The words “traditional” and “historic” make Downtown Pleasanton feel old. The word “authentic” may be a substitute.

- A Task Force member read a new proposed Vision Statement.
 - The Task Force would like City Staff to incorporate this text into the working Draft Vision Statement.
 - The Director of Community Development suggested that this revised Vision Statement may be too specific in some areas (for instance, it calls for both ample parking and walkability, two concepts that may be at odds).
- A Task Force member asked if the Vision Statement is the correct place to discuss topics such as residential uses Downtown and the issue of vibrancy versus of a small, quaint Downtown.
 - The Director of Community Development explained that the Vision Statement should state the desired future of Downtown Pleasanton and the place it will become. The Vision Statement should be a large umbrella statement, and should not delve into specific topics such as identification of specific land uses.

The Task Force voted on accepting the Draft Vision Statement: 10 in favor; zero opposed; zero abstained. The Task Force will revisit the Draft Vision Statement at a later stage of the planning process, and the suggestions made at the July 25 meeting will be taken into account.

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

4. Issues and Opportunities

A. Task Force Discussion and Direction about Main Street and First Street. Dyett & Bhatia continued the issues and opportunities discussion that occurred during the 6th Task Force meeting. Provided a review of topics discussed during the last meeting and explained the structure of the large group discussion activity. Tonight's discussion was intended to give City Staff and the Professional Services team direction on topics to study further as the planning process advances to the alternatives stage.

- *Main Street: Ground floor uses.* The Task Force was asked if active ground floor uses with frontage along Main Street should be required, and if so, where. The Task Force had the following comments:
 - The Task Force would like clarity as to what defines an active use.
 - This may or may not include personal service establishments.
 - Staff clarified that Pleasanton can look at other examples of how it has been defined, but may come up with a definition that is appropriate for Main Street and the local context.
 - The Task Force would like to see options that range from “encouraging” active ground floor uses to “requiring” active ground floor uses.
 - Encouraging active ground floor uses may not be enough to achieve the desired result (pedestrian activity), but requiring active ground floor uses may be too restrictive to property owners.

- The Task Force would like to understand what regulations have worked well in other cities.
- This is a conversation that needs to be continued.
- *Main Street: Building stories.* The Task Force was asked what is the maximum number of building stories that should be studied for Main Street, and whether maximum building heights should be uniform or varied in some locations. The Task Force had the following comments:
 - Would like to understand the financial feasibility of height limits and the impact of parking configurations.
 - Retaining the maximum of 40 feet (which is the current maximum allowable height) is desirable, but flexibility could be considered to allow for projections or other similar architectural features in appropriate locations (such as at corners).
 - Task Force wants to be mindful of community feedback about building heights.
 - Task Force reached a consensus on a two-story streetwall height limit for buildings along Main Street sidewalk frontage, with the possibility for taller stepbacks off the sidewalk.
 - Corners may be an exception to this height limit.
 - Taller buildings may be more acceptable near Civic Center site.
- *Division Street: Car-Free Street.* The Task Force was asked if Division Street should be made into a car-free street, and if so, whether it should be car-free sometimes or all the time. The Task Force had the following comments:
 - A car-free street may not be desirable to property owners because they may lose parking and driveway access.
 - Task Force would like to see different phasing and configuration options for making Division Street car-free.
 - It could be entirely car-free or just partially car-free.
 - It could be car-free on certain days or times, such as weekend evenings.
 - Car-free Division Street may be a good idea for a pilot program.
 - Division Street needs improved lighting, streetscape elements, and beautification, regardless of whether it becomes car-free.
- *First Street: Character/Identity.* The Task Force was asked what character/identity First Street should have, and whether there are specific areas and sites that should have different characters. The Task Force had the following comments:

- Uses as they are now (residential on east side, business/parks on the west) are generally acceptable.
- The character/identity will in part be determined by other plans in place, such as the Lions Wayside/Delucchi Park Master Plan.
- Would like to see more beautification and unification with Main Street signage and identity.
 - First Street should welcome people into the community.
 - First Street should draw people to Main Street.
- Pedestrian safety is an important consideration
- *First Street: Height limits.* The Task Force was asked what the maximum number of building stories along First Street should be, and whether heights should be uniform or varied:
 - The Task Force thought 3 stories (40 feet) was an appropriate maximum height for this area.
 - Height limits may be varied or stepped back in areas adjacent to sensitive uses (such as parks and residential areas).
- *Gateways:* The Task Force was asked if the gateway prioritization and phasing plan described in the Downtown Specific Plan is still appropriate. The Task Force had the following comments:
 - Gateway placement and phasing as described in the Downtown Specific Plan is generally acceptable, with some minor modifications.
 - Gateways should orient inwards to Downtown, directing people on to Main Street.
 - The Gateway at Main and Bernal should be placed where Main Street straightens out.

B. Summary of Task Force Direction Received To-Date. Dyett & Bhatia summarized the feedback and direction received during tonight's discussion.

C. Public Comments and Questions

The Task Force received public comments concerning the following topics:

- Safety of pedestrians along First Street, particularly at the intersections of Angela and Neal Streets.
- Desire for nightlife (large theatres, bars, arts and culture) in Downtown Pleasanton.
- Recommendation to build a parking structure on the ACE train station site.
- Recommendation to improve appearance of Division Street with pavers and a gateway element.

- Downtown Livermore is an example of the type of downtown Pleasanton should have.
- Customer access via automobile to stores along Main Street is a challenge to businesses. Downtown Pleasanton needs more parking, especially when there are street closures and major events. Employees should not park in customer parking.
- The Plan needs to be forward looking, and recognize that people may not be driving in their own cars in 20 years.
- Downtown Pleasanton needs more active uses, particularly retail. Banks and financial services should not count as active uses.
- Recommendation that the Task Force should walk Downtown together to discuss what is working and not working Downtown.
- Recommendation for the Director of Planning from Danville to come to a Task Force meeting to discuss their zoning downtown.
- Building heights facing Main Street should be kept to two stories. A third story is acceptable if there is a setback.
- Varied building heights along Main Street are desirable as long as they maintain a lower profile.
- The Task Force should remember to consider community input during the decision-making process.

5. Task Force Check-In.

A. Task Force Members Comment on the Planning Process To-Date.

- The Task Force would like to get into more details and begin making decisions soon.
 - The Director of Community Development explained that this will happen once City Staff and the Professional Services team drafts alternatives.

6. Brief Announcements from Task Force and Staff, Summary and Next Steps.

A. Summary of the Meeting and Review of Next Meeting Topics. City staff provided an overview of the Task Force's progress and upcoming schedule. There will be a two month break until the next Task Force meeting on September 26th. During that time, City Staff and the Professional Services team will use Task Force feedback to draft alternatives. Community meetings will begin in the fall, and at that time the community will be asked to provide feedback on the same topics the Task Force has been discussing.

There were no staff announcements at this time.

- A Task Force member announced that the first annual Fork-ful event, hosted by the Pleasanton Downtown Association, will occur in Downtown Pleasanton on September 9th. Tickets will be on sale soon.