

 Downtown Specific Plan Update

Task Force Meeting #9


Preliminary Options and Strategies



 Downtown Specific Plan Update

Meeting Agenda


1. Welcome and Prior Meeting Summary Notes
2. Public Comments
3. Preliminary Options and Strategies
4. Upcoming Public Outreach
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 #8 Summary




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2. Public Comments
 - Correspondence
 - Summary of public comments
 - Meeting open to the public



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3. Preliminary Options and Strategies
 - The Preliminary Options and Strategies illustrate choices for various parts of the Planning Area.
 - They take into account feedback we've heard to date from the Task Force and the public.
 - The final Specific Plan may include elements of multiple options/strategies.




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3. Preliminary Options and Strategies

Your task this evening is to confirm that:

 - The range of options presented adequately represents the feedback we've heard to date from the Task Force and the community
 - The Preliminary Options and Strategies are generally acceptable for broader public review and input




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3. Preliminary Options and Strategies

The Preliminary Options and Strategies include the following components:


- Streetscape options for key streets
- Options for regulating active ground floor uses
- Option for the existing Civic Center site



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3. Streetscape Options

- The streetscape options and strategies consider:
 - Main Street
 - Peters Avenue
 - First Street
 - Division Street
- Options show varying degrees of change for each street



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3. Streetscape Options – Main Street

Existing




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3. Streetscape Options – Main Street

Medium-Degree




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3. Streetscape Options – Main Street

High-Degree




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3. Streetscape Options – Peters Avenue

Existing






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3. Streetscape Options – Division Street

Low-Degree

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3. Streetscape Options – Division Street

Medium-Degree

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3. Streetscape Options – Division Street

Medium-Degree

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3. Streetscape Options – Division Street

High-Degree

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3. Streetscape Options – Division Street

High-Degree

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3. Streetscape Options - Discussion


Street Name	Medium-Degree Change	High-Degree Change	
Main Street	<ul style="list-style-type: none"> Move trees for wider sidewalks Enhanced materials 	<ul style="list-style-type: none"> Move trees and café dining for wider sidewalks and parklets Enhanced materials 	
Peters Avenue	<ul style="list-style-type: none"> Provide green-backed bike lanes by narrowing lanes Provide trees in parking area Provide bulb-outs 	<ul style="list-style-type: none"> Provide cycle track by narrowing lanes, Provide trees in parking area Provide bulb-outs 	
First Street	<ul style="list-style-type: none"> Use proposed corridor for bike path. Provide left turn pockets 	<ul style="list-style-type: none"> Provide green-backed bike lanes by removing parking 	
Street Name	Low-Degree Change	Medium-Degree Change	High-Degree Change
Division Street	<ul style="list-style-type: none"> Open to motor vehicles Planters define widened ped zone 	<ul style="list-style-type: none"> Semi-open to motor vehicles Curbless, paver paving, trees 	<ul style="list-style-type: none"> Closed to motor vehicles Curbless, paver paving, trees, art

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3. Streetscape Options - Discussion

- Does this range of options adequately represent the feedback we've heard to date from the Task Force and the community?
- Are these options and strategies generally acceptable for broader public review and input?



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3. Active Ground Floor Uses

Context

- Ad hoc ground floor retail use committee (preceding Downtown Specific Plan adoption, 2002)
- Currently, ground floor active uses primarily encouraged through design and other policies
- Case studies: San Carlos, San Rafael, Danville, Concord, Redwood City, Los Gatos



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3. Active Ground Floor Uses

Draft Definition - Active Ground Floor Use

"Active ground floor use": a use that promotes an active pedestrian environment on the ground floor of a commercial building, and includes retail establishments, restaurants and catering establishments, bars and brew pubs, art and craft studios, wineries, and other uses determined to be substantially similar by the director of community development.

Personal service establishments, such as beauty salons, day spas, nail salons, massage establishments, and similar uses, could also be added to this definition if they meet certain criteria (e.g., attract a mainly non-appointment clientele, have a high level of customer turnover, sell some merchandise, etc.).



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3. Active Ground Floor Uses

Option 1 – Strongly Encourage (But Do Not Require) Active Ground Floor Use

Option 2 – Require Active Ground Floor Use, with exceptions subject to Zoning Administrator approval


Option 3 – Require Active Ground Floor Use



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3. Active Ground Floor Uses - Discussion

- Does this range of options adequately represent the feedback we've heard to date from the Task Force and the community?
- Are these options and strategies generally acceptable for broader public review and input?




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3. Civic Center Site

One conceptual land use option has been developed for the existing Civic Center site that best encompasses the feedback received from the Task Force and community:

Arts & Culture Town Square



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Legend

- RETAIL
- OFFICE
- RESIDENTIAL
- PARK/ GREENWAY
- PARKING
- EXISTING CIVIC CENTER BUILDINGS

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Mixed Uses

- Retail at the ground floor with Office above
- Office at the ground floor with Residential above

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Retail

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Office

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Parks

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Mixed Use: Retail and Office

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Mixed Use: Retail and Office



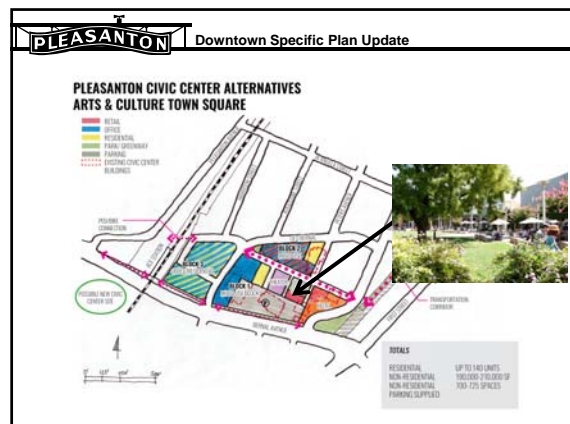
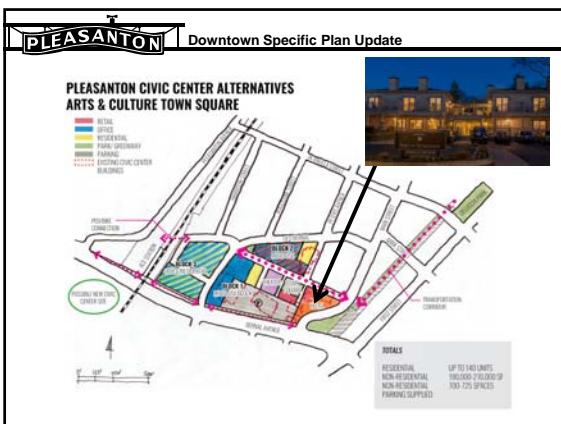
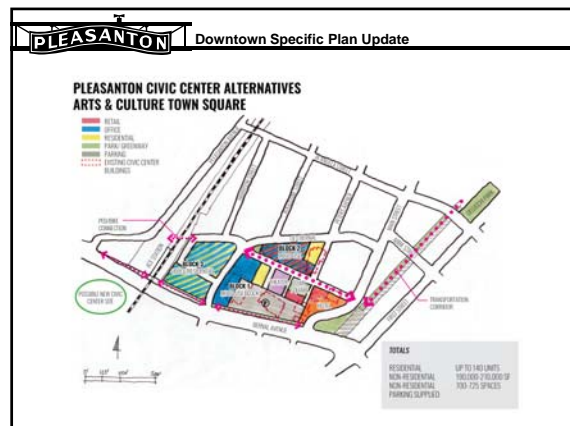


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Hotel



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Theater



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PLEASANTON CIVIC CENTER ALTERNATIVES ARTS & CULTURE TOWN SQUARE

TOTALS
RESIDENTIAL UP TO 140 UNITS
NON-RESIDENTIAL UP TO 250 UNITS
PARKING SUPPLIED
TRAILER/STORAGE UP TO 250 SPACES

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Precedent: Healdsburg Plaza

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Precedent: Davis Commons

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Precedent: Lizzie Fountain Park (Livermore)

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3. Civic Center Site - Discussion

- Does this option adequately represent the feedback we've heard to date from the Task Force and the community?
- Is this option generally acceptable for broader public review and input?

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3. Alternatives

Public Comment

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4. Upcoming Public Outreach


Outreach Event	Tentative Timing
Online Survey	Mid October–Mid November
Youth Commission	October 11
Senior Center Lobby	October 18
Farmers' Market	October 21
PDA Downtown Vitality Committee	October 24
Amador Valley High – Leadership Class	October 26
Community Workshop	November 1



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4. Upcoming Public Outreach


Outreach Event	Tentative Timing
Chamber of Commerce, Forum 2020	November 8
PDA Board	November 14
Article in <i>Progress</i> (Citywide newsletter)	Summer and Fall
Utility billing envelopes	October – November
Article in <i>Edge</i> (Senior Center newsletter)	November/December
Email notifications	Ongoing



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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
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 options and strategies
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?



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6. Announcements



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6. Summary and Next Steps

Next Task Force Meeting: November 28
Objective: Identify preferred options and strategies

