


PLEASANTON Downtown Specific Plan Update

Task Force Meeting #10


Preferred Options



PLEASANTON Downtown Specific Plan Update

2. Public Comments


- Correspondence
- Meeting open to the public



PLEASANTON Downtown Specific Plan Update

Meeting Agenda



1. Welcome and Prior Meeting Summary Notes
2. Public Comments
3. Review Public Feedback on Preliminary Options
4. Provide Direction on Preferred Plan
5. Task Force Check-In
6. Brief Announcements from Task Force and Staff, Summary, and Next Steps



PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Summary of Activities


- Online Survey:
 - Open from October 18 through November 12
 - 995 responses
- Community Workshop:
 - Held on November 1
 - 20 community members attended

PLEASANTON Downtown Specific Plan Update

1. Welcome and Prior Meeting Summary

- Meeting #9 Summary




PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Summary of Activities

Staff-led outreach activities:

- Senior Center Luncheon (October 9)
- Youth Commission (October 11)
- Senior Center Lobby (October 18)
- Economic Vitality Committee (October 19)
- Farmers' Market Outreach Event (October 21)
- Pleasanton Downtown Association, Downtown Vitality Committee (October 24)
- Leadership class at Amador Valley High School (October 26)
- Leadership class at Foothill High School (November 6)




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3. Public Feedback – Summary of Activities

Staff-led outreach activities:

- Chamber of Commerce, Forum 2020 (November 8)
- Parks and Recreation Commission (November 9)
- Pleasanton Downtown Association, Board of Directors (November 14)
- Bicycle Pedestrian Trails Committee (November 27)
- Utility billing envelopes (October/November)
- Article in city-wide publication, *Progress* (Summer 2017)
- Article in Senior Center newsletter, *Edge* (Nov/Dec 2017)
- Email notifications to Interested Parties distribution list and Senior Center distribution list (Oct/Nov 2017)
- Social media outreach (Oct/Nov 2017)



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3. Public Feedback – Division Street

Low-Degree Change


- Open to motor vehicles
- Planters and stamped paving define widened pedestrian zone

High-Degree Change

- Closed to motor vehicles
- Curbless, consistent paver treatment across entire right-of-way, trees, art

Medium-Degree Change

- Semi-open to motor vehicles
- Curbless, stone pavers, trees




PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Summary of Activities

Staff-led outreach activities:

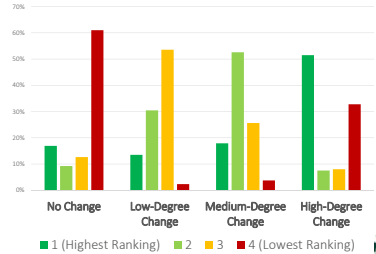
- Banner, informational board, and bookmarks at Pleasanton Public Library (November 2017)
- Informational board and informational cards at Permit Center (Oct/Nov 2017)
- Informational cards provided by City Building inspectors upon inspections for active permits (Oct/Nov 2017)




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3. Public Feedback – Division Street

Online Survey Results: Division Street Options




Option	Rank 1 (Green)	Rank 2 (Yellow)	Rank 3 (Orange)	Rank 4 (Red)
No Change	15%	10%	10%	65%
Low-Degree Change	15%	55%	25%	5%
Medium-Degree Change	55%	25%	15%	5%
High-Degree Change	55%	10%	10%	15%




PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Division Street



Low-Degree Change



High-Degree Change



Medium-Degree Change

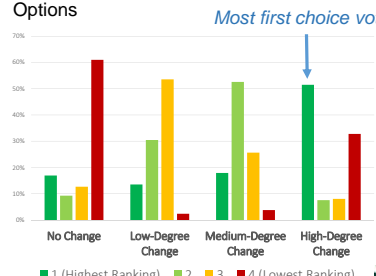



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3. Public Feedback – Division Street

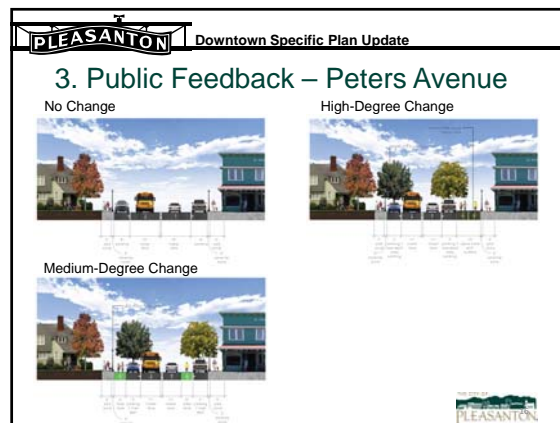
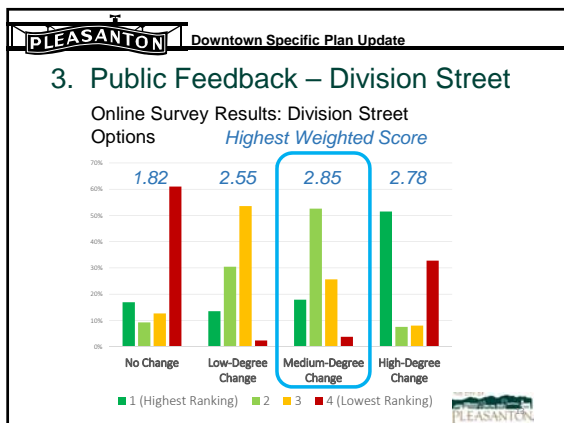
Online Survey Results: Division Street Options

Most first choice votes



Option	Rank 1 (Green)	Rank 2 (Yellow)	Rank 3 (Orange)	Rank 4 (Red)
No Change	15%	10%	10%	65%
Low-Degree Change	15%	55%	25%	5%
Medium-Degree Change	55%	25%	15%	5%
High-Degree Change	55%	10%	10%	15%

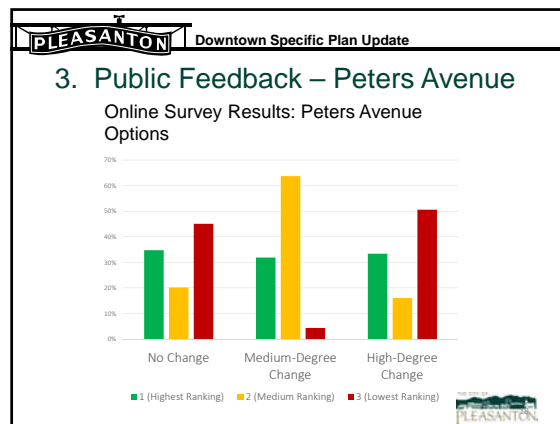


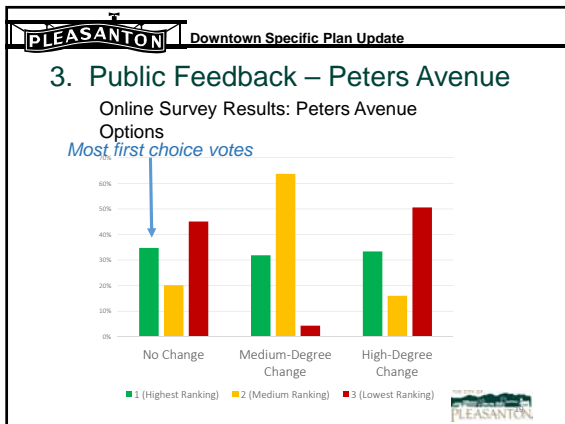


- PLEASANTON** Downtown Specific Plan Update
- ### 3. Public Feedback – Division Street
- Online survey
 - The High-Degree Change option received the most first choice votes
 - The Medium-Degree Change option received the highest overall weighted score
 - Workshop participants
 - Mostly preferred the Medium- or High-Degree Change Options
 - If completely closing Division Street to cars is not possible, workshop participants recommended closing the street for events and/or evenings only

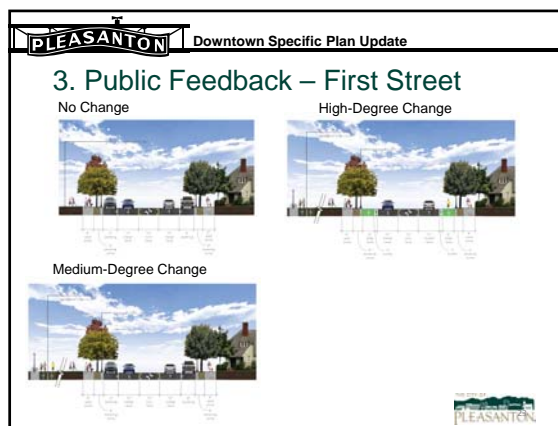
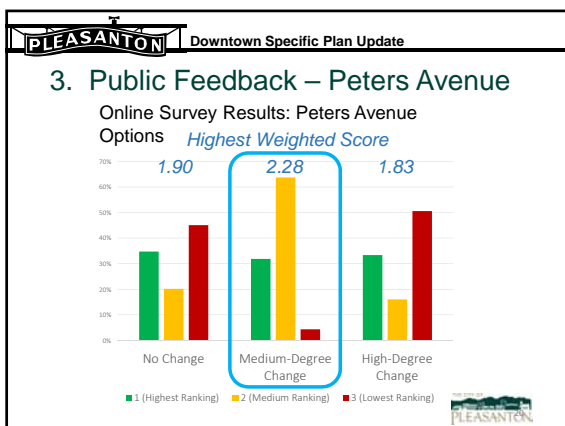
- PLEASANTON** Downtown Specific Plan Update
- ### 3. Public Feedback – Peters Avenue
-
- High-Degree Change
 - Cycle track (provided by narrowing vehicle lanes)
 - Trees in parking area
 - Bulb-outs
 - Medium-Degree Change
 - Green bike lanes (provided by narrowing vehicle lanes)
 - Trees in parking area
 - Bulb-outs

- PLEASANTON** Downtown Specific Plan Update
- ### 3. Public Feedback – Division Street
- Additional feedback from other outreach efforts
- Economic Vitality Committee
 - If closed to vehicles, consider how/where people will park
 - On-street parking spaces that are removed should be replaced
 - Foothill High Leadership Class
 - Has there been any thought to redoing businesses on Division if closed to cars?
 - Parks and Recreation Commission
 - Mixed support for High- and Medium-Degree Change options
 - PDA Board of Directors
 - Supports High-Degree Change option, but maintain access to private parking lots
 - Bicycle Pedestrian Trails Committee
 - preferred the high-degree option, with the understanding that access to existing properties would need to be worked out

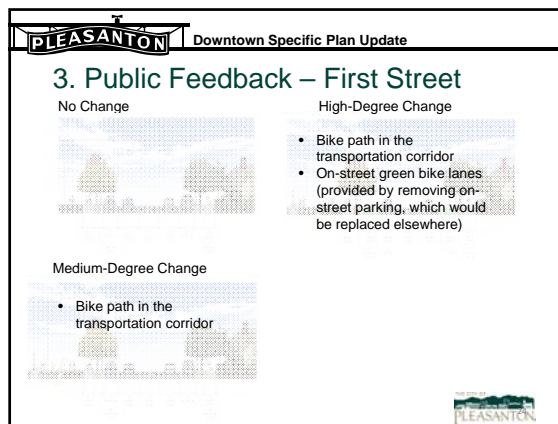


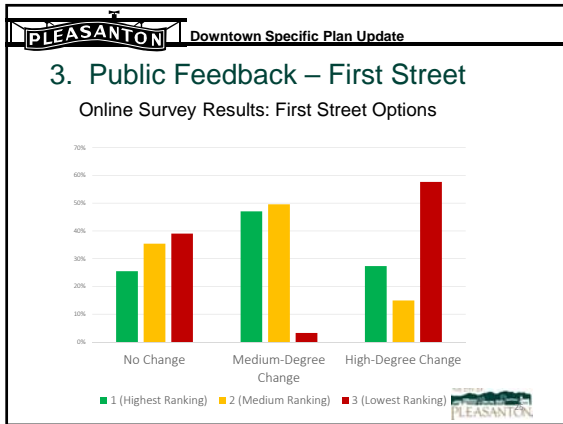


- PLEASANTON** Downtown Specific Plan Update
- ### 3. Public Feedback – Peters Avenue
- Additional feedback from other outreach efforts
- Economic Vitality Committee
 - Narrowing vehicle travel lanes could impact vehicle movement
 - Parks and Recreation Commission
 - Generally supports Medium-Degree Change option
 - PDA Board of Directors
 - Supports High-Degree Change option
 - Consider how this would connect to the Bicycle Pedestrian Trails Master Plan
 - Landscaping improvements are important
 - Encourage employees to park on Peters
 - Bicycle Pedestrian Trails Committee
 - Unanimous support for the High-Degree option, with a request that the cycle track be placed on the residential side
- PLEASANTON**

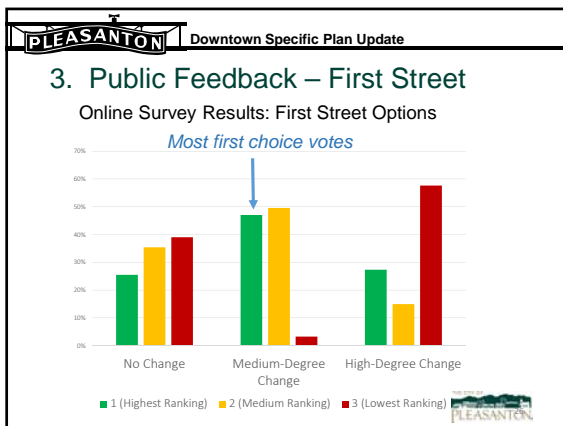


- PLEASANTON** Downtown Specific Plan Update
- ### 3. Public Feedback – Peters Avenue
- Online survey
 - The No Change option received slightly more first place votes than the other two options
 - The Medium-Degree Change option received the highest overall weighted score
 - Workshop participants
 - Mostly preferred the Medium- or High-Degree Change options
- PLEASANTON**

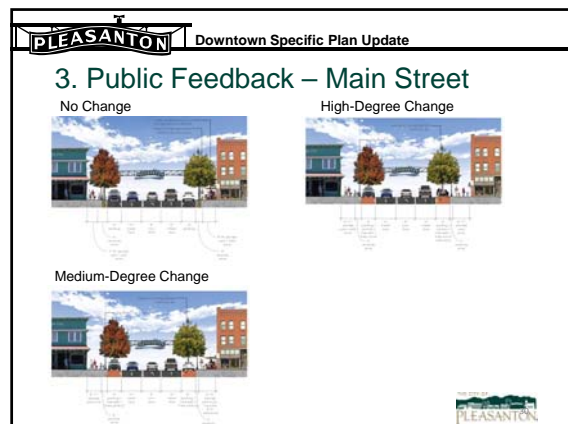
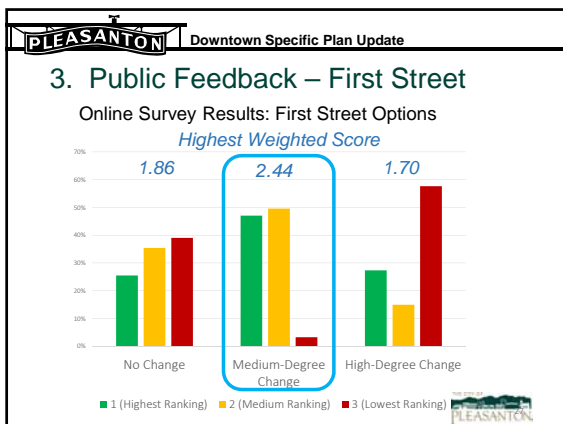




- PLEASANTON** Downtown Specific Plan Update
- ### 3. Public Feedback – First Street
- Online survey
 - The Medium-Degree Change option received the most first choice votes and the highest overall weighted score
 - Workshop participants
 - Mostly preferred the Medium-Degree Change Option
 - Many people said street parking on First Street should remain
- PLEASANTON**



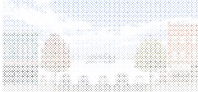
- PLEASANTON** Downtown Specific Plan Update
- ### 3. Public Feedback – First Street
- Additional feedback from other outreach efforts
 - Economic Vitality Committee
 - Adding bike lanes sacrifices parking and efficient vehicle mobility
 - Parks and Recreation Commission
 - Generally supports Medium-Degree Change option
 - Bicycle Pedestrian Trails Committee
 - Generally supports Medium-Degree Change option
- PLEASANTON**



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3. Public Feedback – Main Street

No Change




High-Degree Change

- Move trees and café dining to parking lane for wider sidewalks
- Enhanced streetscape materials

Medium-Degree Change

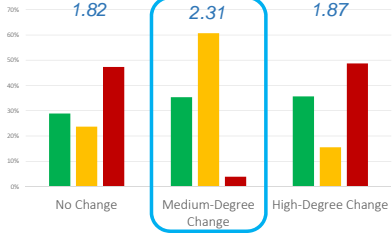
- Move trees to parking lane for wider sidewalks
- Enhanced streetscape materials




PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Main Street

Online Survey Results: Main Street Options
Highest Weighted Score



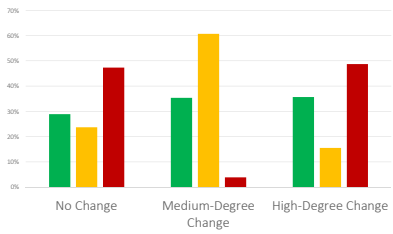
Option	1 (Highest Ranking)	2 (Medium Ranking)	3 (Lowest Ranking)	Weighted Score
No Change	~30%	~25%	~45%	1.82
Medium-Degree Change	~35%	~60%	~5%	2.31
High-Degree Change	~35%	~15%	~50%	1.87




PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Main Street

Online Survey Results: Main Street Options




Option	1 (Highest Ranking)	2 (Medium Ranking)	3 (Lowest Ranking)
No Change	~30%	~25%	~45%
Medium-Degree Change	~35%	~60%	~5%
High-Degree Change	~35%	~15%	~50%



PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Main Street

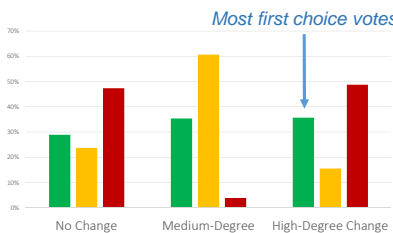
- Online survey
 - The High-Degree Change option received the most first choice votes, but only slightly more than the Medium-Degree Change Option
 - The Medium-Degree Change Option received the highest overall weighted score
- Workshop participants
 - Mostly preferred the Medium- or High-Degree Change Options
 - Many were concerned about removing and replanting existing trees
 - On-street parking is important



PLEASANTON Downtown Specific Plan Update


3. Public Feedback – Main Street

Online Survey Results: Main Street Options



Option	1 (Highest Ranking)	2 (Medium Ranking)	3 (Lowest Ranking)
No Change	~30%	~25%	~45%
Medium-Degree Change	~35%	~60%	~5%
High-Degree Change	~35%	~15%	~50%


Most first choice votes



PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Main Street

- Additional feedback from other outreach efforts
 - Economic Vitality Committee
 - Create more space on the sidewalk, but not at the expense of on-street parking
 - Parking should not be removed until a complete parking solution with new supply is understood
 - PDA Downtown Vitality Committee
 - Consider making Main Street pedestrian only
 - Parks and Recreation Commission
 - Generally supports Medium-Degree Change option
 - PDA Board of Directors
 - Supports the Medium-Degree Change option
 - Consider short-term parking
 - Bicycle Pedestrian Trails Committee
 - No decision on the options
 - Concerns about how a parklet would function as outdoor dining



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3. Public Feedback – Civic Center

PLEASANTON CIVIC CENTER ALTERNATIVES ARTS & CULTURE TOWN SQUARE

LEGEND:
 OFFICE
 RESIDENTIAL
 PUBLIC UNIVERSITY
 PARKING
 EXISTING CIVIC CENTER BUILDING

NOTES:
 REGENERATING NEW DEVELOPMENT: MIXED RESIDENTIAL, PARKING SUPPLIED. UP TO 140 UNITS, TRIGGERED BY 200,000 SF OF NEW DEVELOPMENT.

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3. Public Feedback – Civic Center

Overall survey and workshop feedback on Art and Culture Town Square Concept

- People liked the Town Square
- People generally liked the theater
- Some people were supportive of residential development, but others had concerns about its scale and character
- The uses in this concept are desirable for families
- Some liked the prospect of moving the Civic Center to accommodate the Arts and Culture Town Center, while others wanted to leave the Civic Center and/or Library where they are

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3. Public Feedback – Civic Center

Online survey question: *What do you like about this option? Check all that apply:*

Category	Percentage
Land use emphasis	70%
Entertainment/hotel uses	55%
Park/open space location	65%
Residential mixed-use	35%
Location of structured parking	55%

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3. Public Feedback – Civic Center

Suggestions for the Preferred Plan from the survey and workshop

- Many liked the idea of a bigger central town square
- Many thought the parking structure should move closer to the ACE station
- Several people want to ensure there are convenient pedestrian connections to Main Street
- Most emphasized that changes should maintain the charm of Downtown Pleasanton

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3. Public Feedback – Civic Center

Online survey question: *Are there concepts that should be incorporated into this option? Check all that apply:*

Category	Percentage
Food hall	60%
Larger town square	45%
Different location for the parking garage	25%
Incorporating pedestrian only streets	40%
More office development	5%
Allowing residential units only above the ground floor	35%

PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Civic Center

Additional feedback from other outreach efforts


- **Economic Vitality Committee**
 - Consider this concept as a "bucket list" of all desired uses; A more detailed plan would be developed in the future
 - Avoid inadvertent competition between a movie theater and the Firehouse Arts Center
- **PDA Downtown Vitality Committee**
 - How would the concept change if new development was focused on the SFPUC site?
- **Foothill High Leadership Class**
 - Consider keeping Civic Center facilities in their existing locations and only develop part of the site
 - Put parking at the SFPUC site
- **Bicycle Pedestrian Trails Committee**
 - Interest in pedestrian only roads, and bike-ped improvements to Bernal Avenue

PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Civic Center

Additional feedback from other outreach efforts

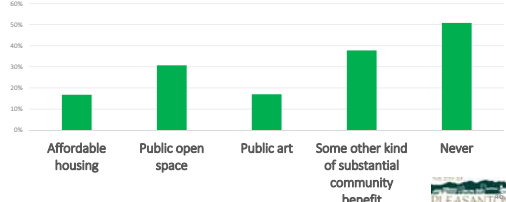
- Chamber of Commerce, Forum 2020
 - Is there an option to keep existing civic center on the site?
- Parks and Recreation Commission
 - Town Square should be larger and grander
 - If viable, movie theater could be good for youth
 - Parking structure should not be the focal point
 - Should feel connected to rest of Downtown
- PDA Board of Directors
 - Further consideration should be given to the appropriate amount of retail so as not to overshadow current retail environment
 - Designate some areas as pedestrian only
 - No residential on the ground floor
 - Move the parking garage to Block 2; Do not share parking with ACE




PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Community Benefits

Online survey question: *Currently, buildings along Main Street and side streets within a block of Main Street are permitted to be 2 to 3 stories tall. Under what circumstances would it be acceptable for a building in this area to exceed the permitted height limit (by no more than one story)? Check all that apply*




Benefit Category	Percentage
Affordable housing	15%
Public open space	30%
Public art	15%
Some other kind of substantial community benefit	40%
Never	50%



PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Active Ground Floor Uses

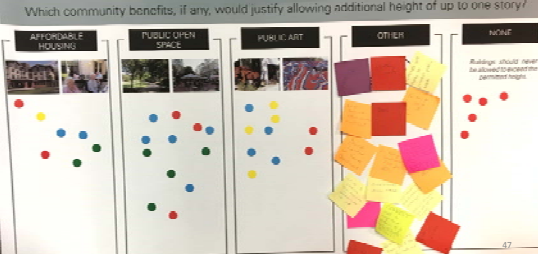
- Chamber of Commerce, Forum 2020
 - Conversion of existing buildings to different uses (e.g. office to restaurant) can be expensive
 - Leaving discretion to Director of Community Development creates uncertainty
 - Keep in mind the risk to the property owner
 - Encourage, but don't require active ground floor uses
- PDA Downtown Vitality Committee
 - One meeting attendee indicated uses on the first floor should not be micromanaged, but the DVC didn't come to a formal conclusion



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3. Public Feedback – Community Benefits

Workshop question: *Which community benefits, if any, would justify allowing additional height of up to one story?*




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3. Public Feedback – Active Ground Floor Uses

PDA Board of Directors


- Supports Option 2 to require active ground floor uses
- Property owners should commit to well-maintained buildings and support the requirement of active ground floor uses
- Business owners should commit to extended and/or uniform hours for retail
- Residents should acknowledge a "right to do business" ordinance and support funding for new public parking
- City should waive parking requirements for retail spaces, work with PDA to find a solution for parking management, and streamline approvals and building permits



PLEASANTON Downtown Specific Plan Update

3. Public Feedback – Community Benefits


- Online survey
 - About half of respondents indicated buildings should never be allowed to exceed existing height limits
- Community workshop
 - Public open space was the most popular response
 - Most participants indicated that certain community benefits would justify allowing up to one additional story in building height



PLEASANTON Downtown Specific Plan Update

3. Public Feedback


Public comments and questions



PLEASANTON Downtown Specific Plan Update

4. Provide Direction on Preferred Plan


- **First Street** – Which option should be the preferred option?
 - Existing
 - Medium-Degree Change
 - High-Degree Change
- Should any modifications be made to the preferred option?



PLEASANTON Downtown Specific Plan Update

4. Provide Direction on Preferred Plan


- **Division Street** – Which option should be the preferred option?
 - Low-Degree Change
 - Medium-Degree Change
 - High-Degree Change
- Should any modifications be made to the preferred option?



PLEASANTON Downtown Specific Plan Update

4. Provide Direction on Preferred Plan


- **Main Street** – Which option should be the preferred option?
 - Existing
 - Medium-Degree Change
 - High-Degree Change
- Should any modifications be made to the preferred option?



PLEASANTON Downtown Specific Plan Update

4. Provide Direction on Preferred Plan


- **Peters Avenue** – Which option should be the preferred option?
 - Existing
 - Medium-Degree Change
 - High-Degree Change
- Should any modifications be made to the preferred option?

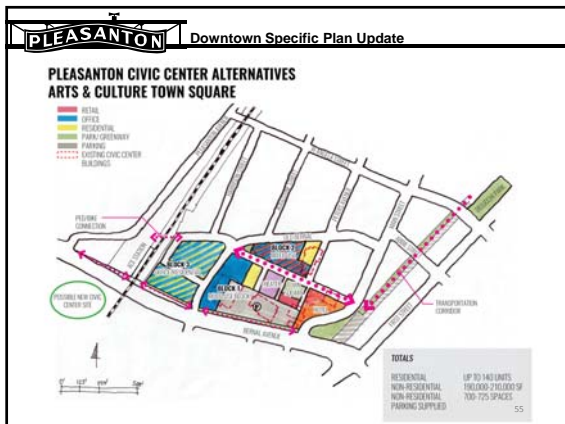


PLEASANTON Downtown Specific Plan Update

4. Provide Direction on Preferred Plan

- **Civic Center**
 - Should the theater shift west to where the ground floor residential is shown (which would allow for a larger Town Square and possibly more retail space)?
 - Should all residential be shown as mixed use (removing it as a ground floor use)?
 - Should the parking structure be left in its current location, and strong policy language be developed to ensure its façade is enhanced?





4. Provide Direction on Preferred Plan
Building Heights and Community Benefits

Should policy language be developed to allow buildings along Main Street and side streets within a block of Main Street to exceed the 2 or 3 story height limit (by no more than one story) if certain community benefits are provided (e.g., affordable housing, public open space, public art, or some other kind of substantial community benefit)?

4. Provide Direction on Preferred Plan
Active Ground Floor Uses – Draft definition

"Active ground floor use" means 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.

Should the definition include personal service establishments (e.g., beauty salons, day spas, nail salons, and similar uses), **but exclude massage establishments**, provided the personal service establishment can meet certain criteria (e.g., attract a mainly non-appointment clientele, have a high level of customer turnover, sell some merchandise, etc.)?

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 Identify a Preferred Plan
4: Draft Revised Specific Plan	
5: Environmental Review	
6: Plan Adoption	

4. Provide Direction on Preferred Plan
Active Ground Floor Uses - Which option regarding ground floor uses should be carried forward?

- Option 1 – Strongly encourage (but do not require) active ground floor uses
- Option 2 – Require active ground floor uses, with exceptions subject to Zoning Administrator approval
- Option 3 – Require active ground floor uses


5. Task Force Check-In


Are there any additional questions or comments?

 Downtown Specific Plan Update

6. Summary and Next Steps

Tentative – Check-in with City Council on
December 19



 Downtown Specific Plan Update

Task Force Meeting #10

Preferred Options

