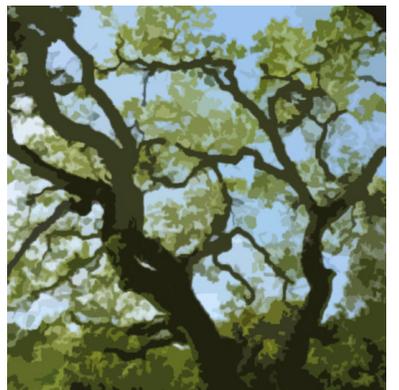


EAST PLEASANTON SPECIFIC PLAN



WORKING DRAFT ALTERNATIVES

MAY 2013



EAST PLEASANTON SPECIFIC PLAN WORKING DRAFT ALTERNATIVES

The East Pleasanton Specific Plan (EPSP) Task Force was appointed by the City Council in July 2012 to oversee the preparation of a specific plan for the East Pleasanton area. The nineteen member Task Force consists of two Planning Commissioners, and representatives from the Housing Commission, Parks and Recreation Commission, and Zone 7 Water Agency. It also includes representatives from the two major Plan Area property owners, surrounding neighborhoods, and at-large community members.

The Task Force is assisted by City staff and technical consultants. Monthly meetings are conducted to receive public input and evolve plans. Community workshops are also conducted at milestone points in the planning process to further encourage public participation in the process.

During the past nine months, the Task Force has gathered substantial site background information, prepared a vision statement for the Specific Plan, and developed four working draft alternatives for the Specific Plan Area. Prior to further refinement of the alternatives, the Task Force is seeking input from various City commissions and committees. It will then refine the alternatives accordingly and forward them to the City Council for direction to proceed with an in-depth alternatives analysis and evolution of the “preferred plan” alternative. The remaining alternatives will be utilized by staff and consultants as “project alternatives” for inclusion in the environmental impact report. An outline of the EPSP planning process is presented below.

- Background information gathering
- Opportunities and constraints analysis
- Vision and goals
- Preparation of land use/circulation plan alternatives
- Analysis of plan alternatives
- Selection of preferred plan alternative
- Preparation of draft Specific Plan and EIR documents
- Formal public review process and City Council action

BACKGROUND

The approximately 1,110-acre EPSP Area (Figure 1) is part of a considerably larger area of land commonly known as the Livermore-Amador Valley Quarry Lands (Figure 2). The Quarry Lands contain the largest single concentration of sand and gravel deposits in the Bay Area. This area has long been of special importance because of the value of its mineral deposits to the region's economy, the environmental impacts created by extracting and transporting sand and gravel, and the manner in which excavated land is reclaimed for future use. Most of the Quarry Lands have either been or are in the process of being mined. Mining operations are expected to continue through approximately the years 2030 to 2040.

With the recent completion of mining in the EPSP portion of the Quarry Lands, this area has become the subject of planning interest by the property owners and the City of Pleasanton for future reuse and conservation. Since much of the EPSP area is located within the unincorporated jurisdiction of Alameda County at this time, it will eventually need to be annexed to the City prior to development.



Figure 1 - EPSP Area

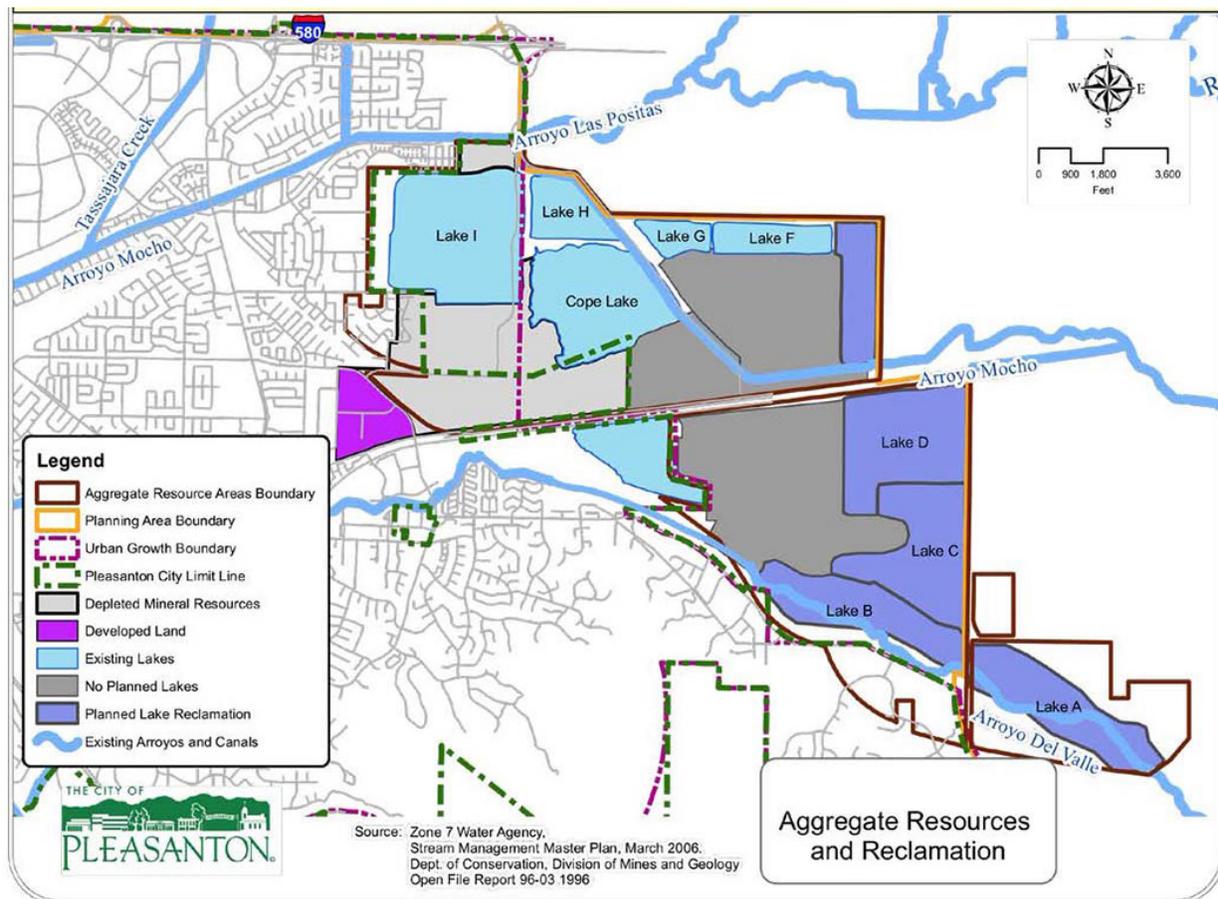


Figure 2 - Livermore-Amador Valley Quarry Lands

PLANNING AREA DESCRIPTION

The EPSP Area includes three lakes (sand and gravel pits) and surrounding lands totaling approximately 704 acres. Two of the lakes (Cope Lake and Lake I) are owned by the Zone 7 Water Agency, and the third lake (Lake H) is currently owned by the Pleasanton Gravel Company but is scheduled to be dedicated to Zone 7 in 2014. The remaining 406-acre area is comprised of some wetlands (not officially designated as of yet), but mostly flat, reclaimed land owned by the Lionstone Group (314 acres), Legacy Partners (17 acres), the Kiewit Infrastructure Company (50 acres), Pleasanton Garbage Service (7.5 acres, plus 3 acres leased from the Kiewit Infrastructure Company), and the City of Pleasanton's Operation's Service Center (17 acres).

Two of the EPSP lakes (Lakes H and I) are part of a series of the Chain of Lakes. They provide a number of valuable water-related functions, including storm water management, seasonal water storage, groundwater recharge, and wildlife habitat. Cope Lake is not considered to be part of the Chain of Lakes.

EAST PLEASANTON SPECIFIC PLAN

Since nearly all of the Plan Area has been mined, the original topographic and habitat characteristics have been completely altered. In general, the area now consists of the three lakes with steep banks, wetlands around Cope Lake, and mostly reclaimed flat land covered with brush and non-native grasses and a limited amount of development. Some scattered mature trees remain, mostly in the southern portion of the Plan Area.

A conceptual site opportunities and constraints map (Figure 3) is presented below to further identify important site conditions.



Figure 3 - Opportunities and Constraints

PLEASANTON PLANNING GUIDANCE

The Pleasanton General Plan establishes the framework for the preparation and implementation of “specific plans.” Specific plans are intended to provide a bridge between the broad goals and policies of the General Plan and future development proposals by establishing site specific land use development standards and design criteria.

The General Plan further specifies that the City will prepare a specific plan for the East Pleasanton area. The Specific Plan should include a mix of land uses, circulation system (including the extensions of El Charro Road and Busch Road), utilities, and the creation of a funding mechanism for the infrastructure required to support development. This should be a coordinated effort between property owners, major stakeholders, and the Pleasanton community, including residents of East Pleasanton.

The General Plan Land Use Map identifies a series of seven land uses that may be considered for the EPSP area. These include: Public and Institutional; High Density Residential; Business Park; Retail/Highway/Service Commercial, Business and Professional Offices; Parks and Recreation; General and Limited Industrial; and Water Management, Habitat and Recreation. With the exception of the Water Management, Habitat and Recreation area (existing lake areas) the General Plan Map does not detail the actual location of the potential future land uses, but instead leaves this for the Specific Plan process to determine.

VISION STATEMENT

The Task Force prepared a vision statement for the Specific Plan during the Fall of 2012. This statement is considered to be evolutionary in nature and subject to potential further refinement as the planning process unfolds. The statement reads as follows:

“East Pleasanton should be a unique and distinct part of the City while blending in seamlessly with the characteristics of the surrounding areas. This area is differentiated by its lakes, wildlife habitat, and open land suitable for development. Future uses should entice residents of Pleasanton to want to visit and stay to enjoy its beauty and uniqueness. The vision for this area is as follows:

CHARACTER

- Character should evolve from the existing open space setting (lakes, natural habitat, and outlying rural lands and hillsides).
- Scenic views should be protected and lake areas should serve as a visual separator between Pleasanton and Livermore. Development should orient toward and take advantage of the lake environment

LAND USE

- Land uses should benefit the entire community, integrate with surrounding neighborhoods, balance development with infrastructure costs, and be flexible in order to allow for the changing community needs.
- Plan area development should generally be a low intensity mix of uses (such as open space, park, recreation, trails, a variety of housing types and densities, public and/or private schools, limited local serving and specialty retail, office and light industrial), arranged around a central community focus area.
- Development should be part of a balanced, city-wide approach to meeting General Plan policy guidance and housing goals.
- Land use should take into account school needs, airport noise and flood hazard potential.
- The relocation of the PGS transfer station and/or the City's Operation Services Center should be considered, if cost effective.

OPEN SPACE/SUSTAINABILITY

- Open space should serve two primary functions: it should be protected for its habitat and scenic values; and it should help to meet the recreational needs of the community, including active and passive recreation and inter-connected trails within a safe environment.
- The use of open space should also be coordinated with East Bay Regional Park District to optimize park functions.
- A major focus of development should be on sustainability in terms of environmental resources, energy, and economic and fiscal balance.

CIRCULATION

- The circulation system should minimize or reduce traffic congestion and noise on the outlying City streets and neighborhoods.
- Sub-neighborhoods should be interconnected with tree-lined streets, bike paths and pedestrian trails, with trail linkages to the out-lying lakes, parks, neighborhoods, schools and the regional trail system.
- The El Charro Road design should allow for the uninterrupted planning of land uses and neighborhoods within the Plan area.

IMAGES

City staff and consultants evolved a series of land development images (photos) for use at recent Task Force meetings. These illustrate some of the potential land uses, intensities and densities that may be appropriate for the EPSP. They are presented on the following pages to give a sense as to how the ultimate character of the EPSP Area could appear.

SINGLE FAMILY
5 DU/AC



SINGLE FAMILY
8-12 DU/AC



MULTI-FAMILY
20-30 DU/AC



COMMERCIAL



EAST PLEASANTON SPECIFIC PLAN

WORKING DRAFT ALTERNATIVES REPORT

OFFICE / CAMPUS



DISTRIBUTION



ACTIVE PARKS



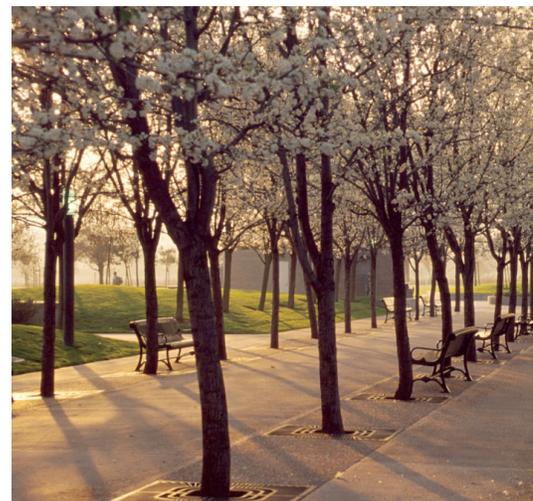
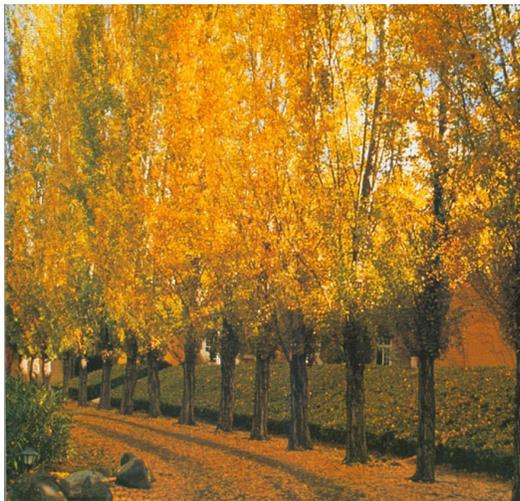
PASSIVE PARKS



TOWN GREENS



CIRCULATION



ALTERNATIVE DESCRIPTIONS

Each of the four alternative land use plans (Figures 4-7) now under consideration by the Task force are presented below. At this point in the planning process, they are considered to be just a few of a variety of potential alternatives that could be developed consistent with the Task Force Vision Statement. They are intended to represent a range of development and conservation scenarios from less intensive (low density) to more intensive (high density). The ultimate “preferred plan” and EIR alternatives may be significantly different from the current draft alternatives.

As a side note, the Task Force has discussed the potential for Pleasanton’s Operations Service Center (OSC) and the Pleasanton Garbage Service’s Transfer Station to relocate to the southeastern portion of the EPSP area. One possible way of achieving this might be through a land swap/relocation funding plan between the property owners.



- Zone 7 Open Space
- Private Open Space
- Public Parks
- Campus Office
- Destination Use
- Retail
- Residential 4 DU/AC
- Residential 23 DU/AC
- Residential 30 DU/AC
- Industrial
- * Potential School Site

Figure 4 - Alternative 1

ALTERNATIVE I

Alternative 1 provides a total of 1,000 housing units (35 percent RHNA), including fifty percent single-family units. Multi-family housing is split into two areas, one situated at the Busch Road entry and the other just south of the El Charro Road/Stanley Boulevard intersection. The central focus of the community is in the vicinity of the eastern end of Busch Road. This includes neighborhood retail shopping, village green, greenbelt, and the community park. A wide private greenbelt extends through the Plan Area along the north side of Busch Road.

Two limited areas of “campus office” use are proposed in the northernmost portion of the Plan Area above Lake I, and immediately south of Lake I within the Airport Protection Area. The northernmost office site is also proposed to include a retail overlay component to allow restaurants and other related retail lake front uses. A “destination use” (retreat, conference facility, restaurant, etc.) is planned for the three-acre site located at the convergence of the three lakes.

Industrial use is planned east of El Charro Road to potentially include business parks, R&D, industrial/flex and distribution uses, as well as the possible future relocation of the OSC and/or Transfer Station. This is the only alternative that does not propose any industrial land west of El Charro Road.

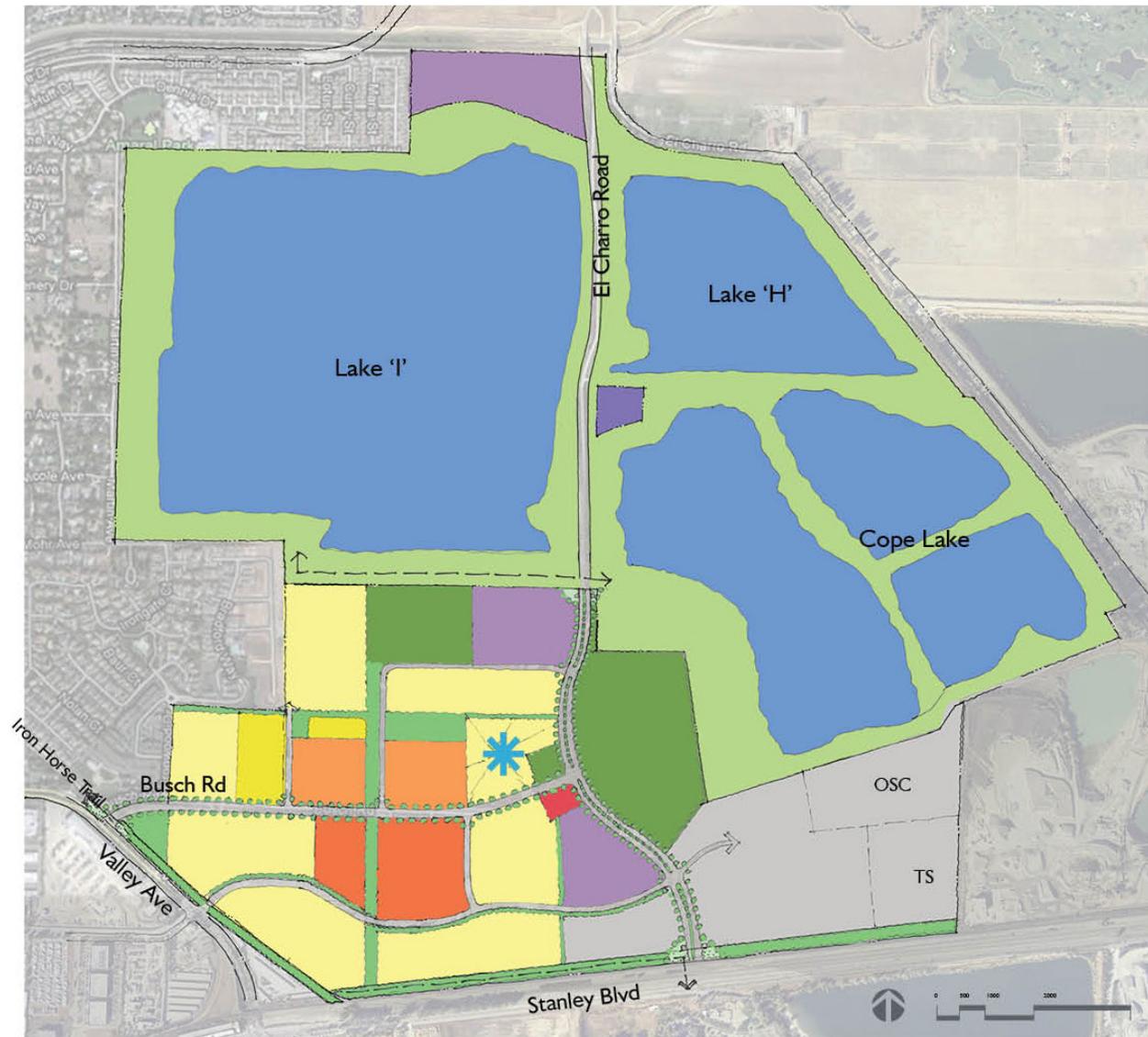
Public parkland includes a 34-acre passive recreation community park east of El Charro Road, a 9-acre active recreation park along the south side of Lake I, and a 2-acre village green on Busch Road. In addition, it is hoped that some of the Zone 7 land east of the community park can be used for further passive recreation use (i.e., trails and vistas) in all of the alternatives.

El Charro Road generally extends southerly in a straight-line to Stanley Boulevard. This is a different alignment than is used in the other alternatives in that it connects to Stanley Boulevard farther west. Busch Road is designed as a two-lane street connecting to El Charro Road. Boulder Street is designed to relieve traffic on Busch Road. Small local non-through streets are planned to minimize neighborhood through traffic.

ALTERNATIVE I LAND USE INVENTORY

SF-R 4d/a	SF-R 11d/a	MF-R 23d/a	MF-R 30d/a	Total Housing	Retail sq. ft.	Office sq. ft.	Indust. sq. ft.	Dest. Use ac.	Public Park ac.	Private O.S ac.
500	0	195	305	1,000	91,000	442,000	1,422,000	3	45	34

Table I - Alternative I Land Use Inventory



- | | | | |
|---|--------------------|---|-----------------------|
|  | Zone 7 Open Space |  | Residential 3 DU/AC |
|  | Private Open Space |  | Residential 11 DU/AC |
|  | Public Parks |  | Residential 23 DU/AC |
|  | Campus Office |  | Residential 30 DU/AC |
|  | Destination Use |  | Industrial |
|  | Retail |  | Potential School Site |

Figure 5 - Alternative 2

ALTERNATIVE 2

This alternative provides a total of 1,426 housing units (50 percent RHNA). Multi-family housing is centrally located along both sides of Busch Road. The central focus of the community is at the north/south open space spine as it intersects Busch Road. In addition, neighborhood retail and a village green are located at the Busch Road/El Charro Road intersection, with a community park located on the opposite side of El Charro Road.

Three areas of “campus office” are proposed within the Plan Area: (1) in the northernmost area above Lake I; (2) immediately south of Lake I within the Airport Protection Area; and (3) just south of the Busch Road/El Charro Road intersection. The northernmost area above Lake I is also proposed to include a retail overlay component. A destination use is planned for the three-acre site located at the convergence of the three lakes.

Industrial use is planned in the southeast portion of the Plan Area to potentially include business parks, R&D, industrial/flex and distribution uses, as well as the possible future relocation of the OSC and/or Transfer Station.

Public parkland includes a 33-acre passive recreation community park east of El Charro Road, a 14-acre active recreation park along the south side of Lake I, and a two-acre village green located at the Busch Road/El Charro Road intersection.

El Charro Road extends to Stanley Boulevard, connecting at the Shadow Cliffs Regional Park driveway entry. Busch Road is designed as a two-lane street with two connecting routes to El Charro Road. Boulder Street extends from Valley Avenue to El Charro Road.

ALTERNATIVE 2 LAND USE INVENTORY

SF-R 3d/a	SF-R 11d/a	MF-R 23d/a	MF-R 30d/a	Total Housing	Retail sq. ft.	Office sq. ft.	Indust. sq. ft.	Dest. Use ac.	Public Park ac.	Private O.S ac.
355	110	335	626	1,426	91,000	640,000	1,283,000	3	49	35

Table 2 - Alternative 2 Land Use Inventory

EAST PLEASANTON SPECIFIC PLAN

WORKING DRAFT ALTERNATIVES REPORT



- Zone 7 Open Space
- Private Open Space
- Public Parks
- Campus Office
- Destination Use
- Retail
- Residential 3 DU/AC
- Residential 23 DU/AC
- Residential 40 DU/AC
- Industrial
- * Potential School Site

Figure 6 - Alternative 3

ALTERNATIVE 3

Alternative 3 provides a total of 1,710 housing units (60 percent RHNA). All multi-family housing is situated south of Busch Road. The central focus of the community is at the north/south open space spine as it intersects Busch Road. In addition, neighborhood retail is located at the Busch Road/El Charro Road intersection, with a community park located on the opposite side of El Charro Road.

Two limited areas of “campus office” use are proposed: (1) in the northernmost portion of the Plan Area above Lake I; and (2) immediately south of Lake I within the Airport Protection Area. The northernmost site is also proposed to include a retail overlay component. A destination use is planned for the three-acre site located at the convergence of the three lakes.

Industrial use is planned in the southeast portion of the Plan Area to potentially include business parks, R&D, industrial/flex and distribution uses, as well as the possible future relocation of the OSC and/or Transfer Center.

Public parkland includes a 34-acre passive recreation community park east of El Charro Road, an 11-acre active recreation park along the south side of Lake I, and a 5-acre neighborhood park located in the south-central portion of the Plan Area.

El Charro Road extends to Stanley Boulevard, connecting at the Shadow Cliffs Regional Park driveway entry. Busch Road is designed as a two-lane street. Boulder Street is aligned to relieve traffic on Busch Road through its loop connection to significant development areas on the south side of Busch Road.

ALTERNATIVE 3 LAND USE INVENTORY

SF-R 3d/a	SF-R 11d/a	MF-R 23d/a	MF-R 30d/a	Total Housing	Retail sq. ft.	Office sq. ft.	Indust. sq. ft.	Dest. Use ac.	Public Park ac.	Private O.S ac.
376	110	474	750	1,710	91,000	442,000	1,396,000	3	50	26

Table 3 - Alternative 3 Land Use Inventory

EAST PLEASANTON SPECIFIC PLAN

WORKING DRAFT ALTERNATIVES REPORT



- Zone 7 Open Space
- Private Open Space
- Public Parks
- Campus Office
- Destination Use
- Retail
- Residential 8 DU/AC
- Residential 23 DU/AC
- Residential 30 DU/AC
- Industrial
- Potential School Site

Figure 7 - Alternative 4

ALTERNATIVE 4

This alternative assumes that the OSC and Transfer Station do not relocate. Due to the level of impacts created by the Transfer Station (noise, odor, truck traffic), all land located “downwind” of it to the south and east are designated for industrial use. This alternative provides a total of 1,283 housing units (45 percent RHNA), including fifty percent single-family housing. Multi-family housing is split into two different areas.

Two limited areas of “campus office” use are proposed: (1) in the northernmost portion of the Plan Area above Lake I; and (2) immediately south of Lake I within the Airport Protection Area. The northernmost site is also proposed to include a retail overlay component. A destination use is planned for the three-acre site located at the convergence of the three lakes.

Substantial industrial use is planned in the southern portion of the Plan Area to potentially include business parks, R&D, industrial/flex and distribution uses.

Public parkland includes a 34-acre passive recreation community park east of El Charro Road, a 10-acre active recreation park along the south side of Lake I, and a 2-acre village green located just south of the Busch Road/El Charro Road intersection.

El Charro Road extends to Stanley Boulevard, connecting at the Shadow Cliffs Regional Park driveway entry. Busch Road is designed as a two-lane street with two connections to El Charro Road. A Boulder Street connection is provided to relieve traffic on Busch.

ALTERNATIVE 4 LAND USE INVENTORY

SF-R 8d/a	SF-R 11d/a	MF-R 23d/a	MF-R 30d/a	Total Housing	Retail sq. ft.	Office sq. ft.	Indust. sq. ft.	Dest. Use ac.	Public Park ac.	Private O.S ac.
641	0	250	393	1,283	91,000	442,000	2,296,000	3	46	40

Table 4 - Alternative 4 Land Use Inventory

**EPSP LAND USE ALTERNATIVES
COMBINED COMMISSION/COMMITTEE AND PUSD BOARD COMMENTS
May 31, 2013**

Between May 2 and May 28, 2013, the Pleasanton Housing Commission, Parks and Recreation Commission, Economic Vitality Committee, and Bicycle, Pedestrian and Trails Committee reviewed the four EPSP working land use alternatives (dated May 2013) and provided the following general comments:

Housing Commission

- Alternative 2 is generally favored because of its community centered site planning focus and housing mix.
- Developer land dedication for affordable housing should be considered in-lieu of payment of City Affordable Housing Fees
- Land owners should partner with non-profit housing developers to provide affordable housing.
- The City should consider the use of its Affordable Housing Fees to assist in developing affordable housing within the EPSP area.
- Relocate the OSC and Transfer Station, if feasible.
- Potential housing near the UPRR tracks should be adequately buffered from train noise and vibration.
- Office and industrial acreage should be minimized and developed with housing where possible.
- School sites should not be located east of El Charo Road due to traffic safety issues.

Parks and Recreation Commission

- The proposed sizes and locations of the public parks and the private north/south open space spine are good.
- The community park site is appropriate for primarily leisure recreational use and the Lake I park site for active use.
- Some appropriate uses for the community park include trails, boardwalk and observation tower.
- Some appropriate uses for the Lake I park site include a 3-4 acre dog park, tennis courts and swimming pool.
- Lighted synthetic ball fields are not necessary within the Plan Area.
- An interconnected system of trails is of high importance. Trails should extend around all three lakes and through the private north/south open space spine.
- Relocate the OSC and Transfer Station, if feasible. The public should not be responsible for any relocation costs.
- The potential public school should be combined with a public park for shared use.

- The conceptual locations of private recreation areas for individual residential developments should be indicated on plans.
- Potential future use of the lake areas for recreational purposes should be pursued with Zone 7.
- Support was expressed for Alternative 3.

Economic Vitality Committee

- New types of industrial uses are evolving that may be appropriate for the EPSP Area, including: medical equipment production, advanced manufacturing and related office uses.
- Potentially viable office uses might include: office campus users, small office spaces, and start-up office facilities such as Regus and Lap-Top.
- Support was expressed for the extension of El Charro Road.
- The ACTC may re-do Measure B in the near future to include a funding contribution for the El Charro Road extension.
- The EPSP Area represents a good opportunity to provide housing to help make the Plan work financially and to help the City's meet its RHNA needs.
- Work force and entry level housing are needed, including 8 to 12 dwellings/acre for young families and teachers, and 23 and 30 dwellings/acre for rental housing.
- One-story condominiums should be considered for seniors.
- Housing that backs up to industrial development should be adequately buffered.
- Multi-family housing to the north of Busch Road should be considered.

Trails Committee

The Trails Committee recommended that trails be developed in the following areas:

- Completely around Lake I
- Along the full length of El Charro Road
- Between Lake H and Cope Lake
- Along the full length of Busch Road
- Along the full length of the "north/south open space spine"
- Within the Cope Lake natural area.

The Committee also provided the following additional comments:

- Extend the Iron Horse Trail from its existing southernmost terminus through the EPSP Area to connect to Shadow Cliffs Park (instead of along Valley Avenue and Stanley Boulevard).
- Consider locating staging areas at the "Northern Office Campus" area, site of the "Destination Use," and within the Community Park.
- Trail staging areas should generally include parking, benches, shade trees and drinking water. Shade trees should be planted sooner than later.
- Consider locating vista points at the east end of the Lake H/Cope Lake trail, at the "Destination Use" site, and in the community park.
- Consider lighting neighborhood trails.

- Provide interpretive signage, mileage signs, etc., along trails.

Planning Commission

- The percentage of single-family to multi-family housing within the EPSP Area should more closely reflect that of the existing overall City-wide percentage (i.e., 65 to 75 percent single-family).
- Commission members had mixed feelings about whether or not to centralize multi-family housing or to disburse it. It was recognized that as the amount of multi-family housing decreases, this becomes less of a consideration.
- Commission members generally supported relocating the Urban Growth Boundary to accommodate EPSP development.
- The use of land east of El Charro Road as a passive community park, and use of the land south of Lake I as an active recreation park are supported.
- School sites should be planned in conjunction with park sites, where feasible.
- Relocate the OSC and Transfer Station, if feasible. The public should not be responsible for any relocation costs.
- The extension of Boulder Street to serve the EPSP Area is supported.
- Truck routes should be studied to reduce traffic in residential areas.
- Walkable neighborhoods should be stressed.
- Future development should provide “pre-wiring” for electric cars.

Pleasanton Unified School District Board

The PUSD Board took no vote but members made the following comments:

- Would like to see an elementary school site designated in East Pleasanton; approximately 12 acres would be desirable.
- The school site should not be located on the east side of El Charro; it should generally be central to the residential area.
- The school site should have good street access.
- Developing the school site next to a public park is desirable.

ATTACHMENT 3

E-MAILS FROM TASK FORCE MEMBERS AND THE PUBLIC

From:
To: [Janice Stern](#)
Subject: East Pleasanton Specific Plan
Date: Friday, May 17, 2013 12:31:02 PM

Dear Ms Stern:

I am a resident of Pleasanton and a member of the board of directors of Danbury Park Homeowner's Association. I would like to express my opinion regarding the alternatives pertaining to the East Pleasanton Specific Plan.

I feel that Alternative 1 is the only fair option and feel that alternative will have the least adverse impact on East Pleasanton. It creates a balance of high density units vs lower density units and creates a more balanced community that looks more like other neighborhoods throughout the city. It also creates more of a balance of low cost housing across the city versus putting most on the East Side--(the City Counsel and the previous Mayor have expressed their opinion that such low cost housing should be spread evenly across the city and not concentrated in East Pleasanton).

The East Side creates a good opportunity to create a new community, which should be one that is consistent with what other neighborhoods look like in the city. At least 50% of the homes should be single family. Also, there should be an extension from El Charro to Stanley so that traffic does not overburden existing neighborhoods.

So please accept my opinion and arguments for Alternative 1.

Robert Gonella

Pleasanton, CA 94566

Click [here](#) to report this email as spam.

From:
To: [Janice Stern](#)
Subject: East Pleasanton plans
Date: Friday, May 17, 2013 1:13:27 PM

Dear City Council Members,

My husband and I have lived in Autumn Glen for 18 years, and we have enjoyed raising our daughters here. We have watched this city grow and become congested with traffic; but the growth has been balanced throughout the city. Most of the current proposals for managing future growth of East Pleasanton are disproportionately putting the bulk of low-income and high-density housing in the Eastern part of Pleasanton. This will substantially change the feel of this side of town; it will overburden our streets and schools, and it will create a very different "rental" mindset that is less committed to the well-being of the area and of the city.

I urge you to choose Option One for a fair mix of single family and high-density units. Please try to keep the city balanced and keep the East Side housing numbers at a lower level to reduce the overall impact on surrounding neighborhoods. It is also essential that El Charro is extended to Stanley Blvd to reduce traffic impacts on the Valley corridor. Yes, we must allow growth, but let's do it fairly throughout the city and with a balance of homeowners and renters, so the feeling of community and pride in our community is consistent throughout our lovely city.

Thank you.

Sincerely,
Jennifer Rieble

Click [here](#) to report this email as spam.

From:
To: [Janice Stern](#)
Subject: P13-1858, City of Pleasanton, East Pleasanton Plan
Date: Friday, May 17, 2013 12:32:49 PM

In reviewing the options proposed for the East Pleasanton Plan as it relates to High Density/Low Income Housing, I am struck by the proposals that run counter to many discussions held in citizen meetings last year. Why is there a consideration to put the bulk of this high density housing all on the east side of Pleasanton? We specifically said we wanted it dispersed throughout the city to avoid the kind of blight that Dublin has. Putting all this congestion in one location puts pressure on all the city services as well.

1. The schools in that area will be overpopulated
2. The road infrastructure will be insufficient to carry the additional traffic. There seems to be no provision to provide freeway access, which results in people using Valley Avenue & First Street. Those roads will carry the bulk of the traffic.
3. High Density/Low or moderate rent units translates into more police action required.

I recommend that we look at the Alternative 1 proposal that:

1. Provides distribution throughout the city
2. Changes the ratio of high density rental and low income rental to 50/50 versus the proposed 76% low income rental.
3. Builds out El Charro to Stanley to provide better traffic distribution.

LaVonne Youel

Click [here](#) to report this email as spam.

From: [Pam Jetter](#)
To: [Janice Stern](#)
Subject: planning commission public hearing May 22
Date: Tuesday, May 21, 2013 9:44:44 AM

Hi Janice,

I am unable to make it to the public hearing tomorrow night regarding planning of the east pleasanton specific plan. I live on Cameron Ave. right next to Martin and am concerned about what is being planned for the property along Martin and the reservoir, if anything. It was included on the map so I just wanted to stay informed.

I use that path everyday and really enjoy it. Thank you,
Pam Jetter

Click [here](#) to report this email as spam.



May 22, 2013

Planning Commissioners, City of Pleasanton
c/o Janice Stern, Planning Manager
City of Pleasanton
200 Old Bernal Avenue
Pleasanton, CA 94566

RE: Planning Commission Agenda Item 6a, East Pleasanton Specific Plan

Dear Planning Commission Members:

On behalf of the Pleasanton Chamber of Commerce I appreciate the opportunity to provide feedback/recommendations regarding the progress to-date on the East Pleasanton Specific Plan (EPSP) alternatives you are considering at this time.

There are compelling reasons to allocate more workforce housing for the east side.

- a) The prior work of the City's Housing Task Force demonstrated the many challenges associated with identifying and rezoning parcels for high density residential throughout the City where infrastructure limitations and compatibility with neighboring uses generates significant obstacles and/or resistance.
- b) While Alternative 3 goes the farthest toward meeting current RHNA obligations, no alternative comes close to meeting reasonable estimates for both current and future RHNA obligations, and this is terribly short-sighted given the opportunities on the east side.
- c) It is imperative the City not find itself facing costly new litigation by the State of California, or find itself in a position where local control is lost to the courts or the State of California for failing to meet our RHNA obligations.
- d) Given the availability of approximately one million square feet of vacant light industrial property in Livermore at roughly 50-60 percent of the cost of like property in Pleasanton, we question the reasoning behind the inclusion of so much industrial zoning for East Pleasanton. There is substantial property available elsewhere in Pleasanton to accommodate future light industrial or precision manufacturing uses as both the need and opportunity arise.
- e) The extension of El Charro Road to Stanley Boulevard is important to improving traffic circulation in all of North and East Pleasanton, and it is imperative the East Pleasanton Specific Plan support its fair share of infrastructure costs which will require zoning to accommodate higher value, feasible, quality development.
- f) Lowering the amount of industrial property will make it significantly easier to gradually increase densities away from existing neighborhoods.
- g) We encourage more "affordable by design" such as small lot detached homes at 8-10 DUA to provide more entry level housing.

Thank you for your consideration.

Best Regards,



Scott Raty
President/CEO

From: [Heather Truro](#)
To: [Janice Stern](#)
Subject: East side plan for Pleasanton
Date: Wednesday, May 22, 2013 8:16:33 PM

I would appreciate you entering my comments into the official record and circulating them with the task force and decision makers. I was planning on being at the meeting tonight but have an unexpected family situation that prevents me from attending.

I am deeply disturbed by the 4 alternatives that are being presented. None of these plans remotely reflect the direction given by the community at the initial meetings to gain public opinion. Each time the public comments the plans move forward in a different direction.

Of the 4 proposed plan alternatives - none reflect the interest expressed by the public. It appears clear that alternatives are being put forward that are contrary to direction even given by task force members - to keep the mix similar to the rest of Pleasanton relative to high density housing/ single family housing ratios.

I am very concerned that we are creating more problems for Pleasanton with very little to gain. Is the intent here to create a dumping ground for low income housing? No one wants it in their neighborhood so lets create a new part of town to put all the low income housing?! Are you kidding me! This is not in the spirit of the law of blending. This is not in the spirit of the community and this does not match with any of our "Community of Character" characteristics.

I would like to have these options pulled from consideration before more time and money is wasted on something that is so clearly objectionable.

If one of these plans had to go through, the only one even with in the realm of reasonableness is alternative one that has the least amount of high density housing (a ratio of high density housing more similar to the rest of Pleasanton.

Lets not throw away our "jewel" and make it into the bad part of town. Lets not squander the last bit of open space we have. Lets not add traffic and over impact the most traffic laden & high impacted schools in Pleasanton.

Thank you for taking my comments into consideration,
Heather Truro

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From: nancy.allen
To: [Maria Hoey](mailto:Maria.Hoey); [Janice Stern](mailto:Janice.Stern)
Cc: [Brian Dolan](mailto:Brian.Dolan); "nancy.allen"
Subject: Back-up and quick reference sheet to my e-mail of yesterday
Date: Wednesday, May 22, 2013 1:08:14 PM
Attachments: [EPSP RHNA worksheet vs. alternatives 052213.xls](#)

Hi,

Attached is a quick reference spreadsheet I used to look at the question of RHNA balance across the city and community type (mix for single family vs. higher density buildings) referenced in my e-mail from yesterday. I compared data from the latest census bureau data to the 4 options proposed using data provided by Janice and Brian. I got a couple question on this so wanted to pass along.

I also made minor updates to my memo to you with no changes to bottom line recommendation (edits are below in blue). Bottom line is to recommend Option 1 (and option 4 as a back-up).

As you look at the data arrayed this way, you can see that:

- Options 2 and 3 put over 50% of low/mod RHNA allocation on the East side
- Options 2 and 3 create an East Pleasanton neighborhood where 67-72% of families live in high density buildings vs. single family homes (the opposite of Pleasanton and the statewide average)
- In contrast:
 - Option 1 comes closest to creating a more balanced distribution
 - Option 2 comes second to the closest in creating a more balanced distribution

Nancy Allen

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From: nancy.allen [mailto:nallen@comcast.net]
Sent: Tuesday, May 21, 2013 3:43 PM
To: 'mhoey@cityofpleasantonca.gov'; Janice Stern (jstern@ci.pleasanton.ca.us)
Cc: 'nallen@comcast.net'
Subject: Input for Planning Meeting on 1/22/13

Hi Maria and Janice,

Would appreciate if you could please copy Planning Commissioners and include in any materials. Thank you.

Hello,

There are 4 principles I think are important in evaluating alternatives for East Pleasanton

- A) Create a healthy community that maintains/enhances the quality of life in Pleasanton – **does not burden neighboring areas**
- B) Do this in a way that this neighborhood is similar to other Pleasanton neighborhoods in **terms of ownership vs. rentals** and a healthy mix of densities vs. creating area that is predominantly high density and renters vs. owner
- C) Insure future lower cost/moderate RHNA needs are met through **balance across the city** or overweight near BART where there are easy transportation access and major job hubs. Do not use EPSP as default for majority of high density just because it is vacant today.
- D) Insure option we select is **financially feasible** and supports infrastructure, including extending El Charro to Stanley

Option 1 (and 4 as a backup) is the only option that comes close to meeting the above criteria. I have serious concerns with other options.

- 2 of the options do meet criteria A, B, and C as they create a community where nearly 3/4ths of

the housing units are in high density buildings and presumed to be rentals. This creates a transient community and one just the opposite of the rest of the city (where rentals are just one quarter of all housing units). This can potentially negatively impact schools, city service needs, and property values in one area of the city vs. spreading high density rentals across the city. This reduces burden on any one area and helps integrate our new residents.

- Recommend high density units/rentals (vs. single family units) be no more than 40-50% of the total housing units planned.
- The previous council said they wanted "balance" across the city in terms of meeting RHNA higher density needs. Options 2 and 3 create imbalance by putting such a large share on the East side. Recommend the east side not be assigned more than 35% (worst case 50% or 500 units) of the future RHNA low/moderate income needs (note: options 1 and 4 are 50% today and come closest to balance)
 - In addition, it seems prudent to develop a 20-30 year vision of where else we may want to see these units (infill, BART, etc.) so we create balance across the city vs. putting so much burden in this one area just because it is vacant. To just put the units here because it seems "easy" is not forward thinking.
- I also encourage us to also look at the degree to which we might be able to have some of the units be targeted at seniors if this is legal and possible. This would minimize impact on schools, traffic, etc.

Thank you

Nancy Allen

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EPSP Alternatives Analysis (Nancy Allen 5/22/13)

Category	Units/acre	RHNA Requirements					Balance: What % of RHNA requirements are met by each alternative?							
		2014-2022 requirement	2014-2022 - actual needed	2022-2030	2014-2030 total	Alt 1	% Alt 1	Alt 2	% Alt 2	Alt 3	% Alt 3	Alt 4	% Alt 4	
Very low and low	30	1102	111	1102	1213	305	25%	626	52%	750	62%	392	32%	
Moderate	23	405	405	405	810	195	24%	335	41%	474	58%	250	31%	
Above		551	281	551	832	500	60%	465	56%	486	58%	641	77%	
Total Units		2068	797	2058	2855	1000		1426		1710		1283		
Neighborhood mix					Actual Today	Alt 1		Alt 2		Alt 3		Alt 4		
Single family					75%	50%		33%		28%		50%		
Multi-family					25%	50%		67%		72%		50%		
Owner estimate					69%	50%		33%		28%		50%		
Renter estimate						50%		67%		72%		50%		

Sources:

RHNA: 2/7/2013 memo from Brian Dolan

Alternatives: Prereading for 5/22/13 Planning meeting

Neighborhood mix: Actuals from <http://quickfacts.census.gov/qcd/states/06/0657792.html>. Notes: California average mix of multi-family is 31%

Owner vs. renter estimate. Assume single family homes are owned and multi family are rentals. Directional data only

From: [Patrick Costanzo](#)
To: [Janice Stern](#); [Wayne Rasmussen](#)
Cc:
Subject: EPSP Task Force Info
Date: Thursday, May 30, 2013 2:49:01 PM
Importance: High

Hi Janice and Wayne

I have been trying to absorb the various comments at the Planning Commission last week. It seems there are two major decisions the Task Force and ultimately the Council will need to make with respect to housing. The percentage of the projected RHNA numbers that should be planned for in this area and then, given that percentage, what mix of high density housing vs. all housing is appropriate for the area. Of course, taking into account if a plan is financially feasible given the infrastructure and fee requirements. We heard from speakers that the city overall is a 25%/75% ratio (HD/Low Density) and that they would like this replicated in EPSP but that maybe they could live with 35/65. (I assume they are talking as percentages of units and not acres but it would be good to clarify) Planning Commission was definitely interested in a "balance" although I don't believe a number was voted on.

I have done some calculations that I believe will help the Task Force and Council in their decision-making.

Taking these two issues I have first looked at the latest Alternatives, Alts 1 to 4 given the unit counts provided. Their ratios are:

Alt 1 is 50/50

Alt 2 is 67/33

Alt 3 is 71.5/28.5

Alt 4 is 50/50

I then looked at what would the numbers be if the Council decided they wanted to meet 25%, 30%, 35% or 40% of the RHNA numbers--- I defined this number as the required number of " Very Low/Low + Moderate", assuming the Above Moderate will be met by the other housing (5-16dua). After calculating the required HD RHNA numbers for each scenario, I then calculated the total number of units that would be needed to achieve the 25/75, 35/75 and also 40/60 ratios. Taking these numbers I held the 23 dua and 30 dua fixed at the appropriate percentages (i.e. 25% requires 195 at 23dua and 305 at 30dua) and calculated a mix of 5, 8, 11 and 16 dua acreages to achieve the total number to make the desired ratio. (i.e. at 30% RHNA and 35/65 ratio a total of 1737 homes is needed.)

It is very helpful to review the inform this format. For example, at 2000 units 25% of RHNA HD can be provided at 25/75 ratio, or 35% HD at a 35/65 ratio or 40% HD at a 40/60 ratio.

It will provide task force and council members a good basis to use in their decision making.

Also, I provided a summary at the end to look at what acreage is being developed for RHNA High Density (23 and 30 duas) compared to the total residential, compared to the residential plus parks and open space and compared to the 406 acres total. It is interesting to see that the acreage being dedicated to high density "affordable" housing is less than 8% of the 406 developable acres....

I hope you agree that this useful and I would ask that you share this with the rest of the task force in their package for next week's meeting.

I am available to review this information with you after you have had a chance to review it. Let me know if you have any questions.

Thanks

Best regards

Pat

Patrick Costanzo, Jr.
PCJ Real Estate Advisors, LLC

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SCENARIOS BASED ON RHINA % OF VERY LOW/LOW/MOD TOTALS

HD= High Density=> MF= Very Low/Low and Moderate (30 dua and 23 dua)

MF/SF ratio

25% HD

25/75		91003 442134 1390871										Total Acres	
SF-R 5.d/a	SF-R 8d/a	SF-R 11d/a	SF-R 16d/a	SF-R 23d/a	MF-R 30d/a	Retail	Campus Office	Ind./ Flex	Dest. Use	Pub. Park	Open Space	OSC	Transfer Station
12	70	40	28	8.48	10.15	5,969	29	103	3	45	26	17	7.5
60	560	440	448	195	305	2008	0.24900398						405.099
25% Blended Avg RHINA													

35/65

35/65		91003 442134 1421997										Total Acres	
SF-R 5.d/a	SF-R 8d/a	SF-R 11d/a	SF-R 16d/a	SF-R 23d/a	MF-R 30d/a	Retail	Campus Office	Ind./ Flex	Dest. Use	Pub. Park	Open Space	OSC	Transfer Station
85	55	7	0	8.48	10.15	5,969	29	105.305	3	45	26	17	7.5
425	440	77	0	195	305	1442	0.35						404.404
25% Blended Avg RHINA													

30% HD

25/75

25/75		91003 442134 1282842										Total Acres	
SF-R 5.d/a	SF-R 8d/a	SF-R 11d/a	SF-R 16d/a	SF-R 23d/a	MF-R 30d/a	Retail	Campus Office	Ind./ Flex	Dest. Use	Pub. Park	Open Space	OSC	Transfer Station
10	45	38	60	10.5	12	5,969	29	95	3	45	26	17	7.5
50	360	418	960	242	360	2390	0.25						403.969
30% Blended Avg RHINA													

35/65

35/65		91003 442012 1417878										Total Acres	
SF-R 5.d/a	SF-R 8d/a	SF-R 11d/a	SF-R 16d/a	SF-R 23d/a	MF-R 30d/a	Retail	Campus Office	Ind./ Flex	Dest. Use	Pub. Park	Open Space	OSC	Transfer Station
33	80	30	0	10.5	12	5,969	28.992	105	3	45	26	17	7.5
165	640	330	0	242	360	1737	0.35						403.961
30% Blended Avg RHINA													

SUMMARY OF RHNA LAND USE SCENARIOS IN EPSP

ACRES											
	Total Homes	RHNA Residential	RHNA HD Residential	Total Residential	RHNA HD % of Total	Parks	Open Space	Total Non-Commercial Acres	RHNA HD% of Total NC Acres	RHNA HD% of all 406 acres	
<u>25%</u>											
25/75	2008	150	18.63	168.63	11.05%	45	26	239.63	7.77%	4.59%	
35/65	1442	147	18.63	165.63	11.25%	45	26	236.63	7.87%	4.59%	
<u>30%</u>											
25/75	2390	153	22.5	175.5	12.82%	45	26	246.5	9.13%	5.54%	
35/65	1737	143	22.5	165.5	13.60%	45	26	236.5	9.51%	5.54%	
<u>35%</u>											
25/75	2819	171	26.3	197.3	13.33%	45	26	268.3	9.80%	6.48%	
35/65	2034	142	26.3	168.3	15.63%	45	26	239.3	10.99%	6.48%	
40/60	1756	141	26.3	167.3	15.72%	45	26	238.3	11.04%	6.48%	
<u>40%</u>											
25/75	3166	168	30	198	15.15%	45	26	269	11.15%	7.39%	
35/65	2279	151	30	181	16.57%	45	26	252	11.90%	7.39%	
40/60	2026	133	30	163	18.40%	45	26	234	12.82%	7.39%	