

RESOLUTION NO. 12-581

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLEASANTON, ADOPTING DOWNTOWN HOSPITALITY GUIDELINES, AS FILED UNDER CASE P11-0824

WHEREAS, in mid-2011, the City Council directed staff to work with key stakeholders on the creation of a downtown hospitality district; and

WHEREAS, an 11-member ad-hoc Downtown Hospitality Guidelines (DHG) Task Force was formed in October 2011, and after nine Task Force meetings recommended a set of Draft Downtown Hospitality Guidelines at its meeting on May 31, 2012, with a vote of 6-5; and

WHEREAS, in June 2012, the Pleasanton Downtown Association (PDA) Board and Economic Vitality Committee (EVC) reviewed the Draft DHG and provided recommended changes to the document; and

WHEREAS, at its meeting on September 12, 2012, the Planning Commission held a Work Session on the Draft DHG, and considered the Task Force recommended draft and the PDA and EVC comments, took public testimony, provided feedback to staff and requested an opportunity to hear various sound levels in the downtown environment; and

WHEREAS, at its meeting on October 24, 2012, the Planning Commission conducted a noticed public meeting field trip to the downtown for a sound demonstration; and

WHEREAS, on November 14, 2012, the Planning Commission held a public hearing and made a recommendation for Draft Downtown Hospitality Guidelines to the City Council; and

WHEREAS, a Draft Negative Declaration was prepared for this project, and a resolution approving the Negative Declaration as complete and adequate in compliance with the California Environmental Quality Act was adopted by the City Council on November 27, 2012; and

WHEREAS, a duly noticed public hearing was held on November 27, 2012 with respect to the Downtown Hospitality Guidelines.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES RESOLVE, DECLARE, DETERMINE, AND ORDER THE FOLLOWING:

SECTION 1. The Downtown Hospitality Guidelines, as shown in Exhibit A, attached hereto and made part of this resolution by reference, are hereby approved.

SECTION 2. This resolution shall become effective immediately upon its passage and adoption.

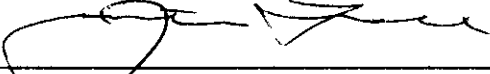
PASSED, APPROVED, AND ADOPTED by the City Council of the City of Pleasanton at a special meeting held on November 27, 2012.

I, Karen Diaz, City Clerk of the City of Pleasanton, California, certify that the foregoing resolution was adopted by the City Council at a special meeting held on the 27th day of November, 2012 by the following vote:

Ayes: Councilmembers Cook-Kallio, Thorne, Mayor Hosterman
Noes: Councilmembers McGovern, Sullivan
Absent: None
Abstain: None


Karen Diaz, City Clerk

APPROVED AS TO FORM:


Jonathan Lowell, City Attorney

2012



DOWNTOWN HOSPITALITY GUIDELINES

Pleasanton, California

Adopted November 27, 2012

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Introduction

Downtown Pleasanton is a cheerful place, safe and inviting, with an active street life that welcomes people to shop and visit and is the social heart of the community. The City has always placed support for the Downtown among its highest priorities, and throughout the years has invested in all aspects of downtown development including infrastructure, marketing, and programs and other activities, working with the Pleasanton Downtown Association (PDA).

Recently, to increase the economic vitality Downtown, the Pleasanton Downtown Association researched ways to enhance hospitality within the commercial district. In 2010 and early 2011, a collection of hospitality ideas and related tasks were reviewed and prioritized by the PDA, resulting in the PDA's adoption of a Downtown Hospitality Plan (dated March 2011) which includes a five-year implementation program. The PDA then asked for the City's assistance with implementation of tasks which fall under the City's jurisdictional authority; one such task is the creation of consistent guidance for entertainment and music at commercial establishments and special events that are held on City streets, sidewalks, and parks. In mid-2011, the Pleasanton City Council included assistance with this task on its work plan.

In October 2011, the Pleasanton City Council appointed an 11-member ad hoc Downtown Hospitality Guidelines Task Force (DHG Task Force) to develop a set of hospitality guidelines for entertainment, music, and special events that would address key elements in creating a positive and responsible environment for downtown vitality. The DHG Task Force was comprised of two members from the City Council, two members from the City's Planning Commission, two members appointed by the Pleasanton Downtown Association Board of Directors, and five Pleasanton residents to assist with the preparation of guidelines.

During the process, the DHG Task Force discussed vision concepts for Downtown Hospitality and potential future topics the Pleasanton City Council may wish to consider. Individual visions and potential future topics were important to the overall discussion of Downtown hospitality and how these guidelines were ultimately crafted. The vision concepts included: increasing vitality in a manner compatible with Downtown residents and with safety; more opportunities for nightlife that's reflective of the composition of the community; a place where authenticity and historic character are retained; more service establishments for residents; an inviting business mix with more to do, and more choices of where to go at night; an inviting ambiance; a pedestrian friendly place; a place where residents and visitors want to gather; and quality of life for residents. Potential future topics for the City Council's consideration are provided in the "Enhancing Downtown Hospitality—Potential Future Topics" on page 22.



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The DHG Task Force met between October 2011 and May 2012 to discuss ideas and create draft guidelines. The guidelines were also reviewed by the Pleasanton Downtown Association Board of Directors and the Planning Commission, prior to adoption by the City Council.

These guidelines are intended to help foster Downtown activities by providing commercial business owners and organizations wishing to sponsor events Downtown with consistent guidance about what is supportable, particularly with regard to compatibility with existing or future residential uses. Today, a mix of commercial and residential uses exist Downtown. Over 70 residential units are in the Downtown Revitalization District – the primary commercial zoning district Downtown – and the majority of the District is surrounded by existing residential uses and property with a residential land use designation in the Pleasanton General Plan.

These guidelines have been written to guide business owners and event organizers proposing entertainment, music, bars, and/or events and City staff and officials charged with reviewing and approving such activities. The guidelines are broken into elements that affect entertainment, music, and bars on commercial property, and special events on City streets, sidewalks, and parks.

It is recognized that certain business owners and event organizers may wish to propose more than what is identified as supportable in these guidelines. The guidelines are flexible, and activities which do not comply with the guidelines may be acceptable, subject to further review by the Zoning Administrator, Police Department, Planning Commission or City Council, as appropriate.

Downtown Restaurants and Bars Map

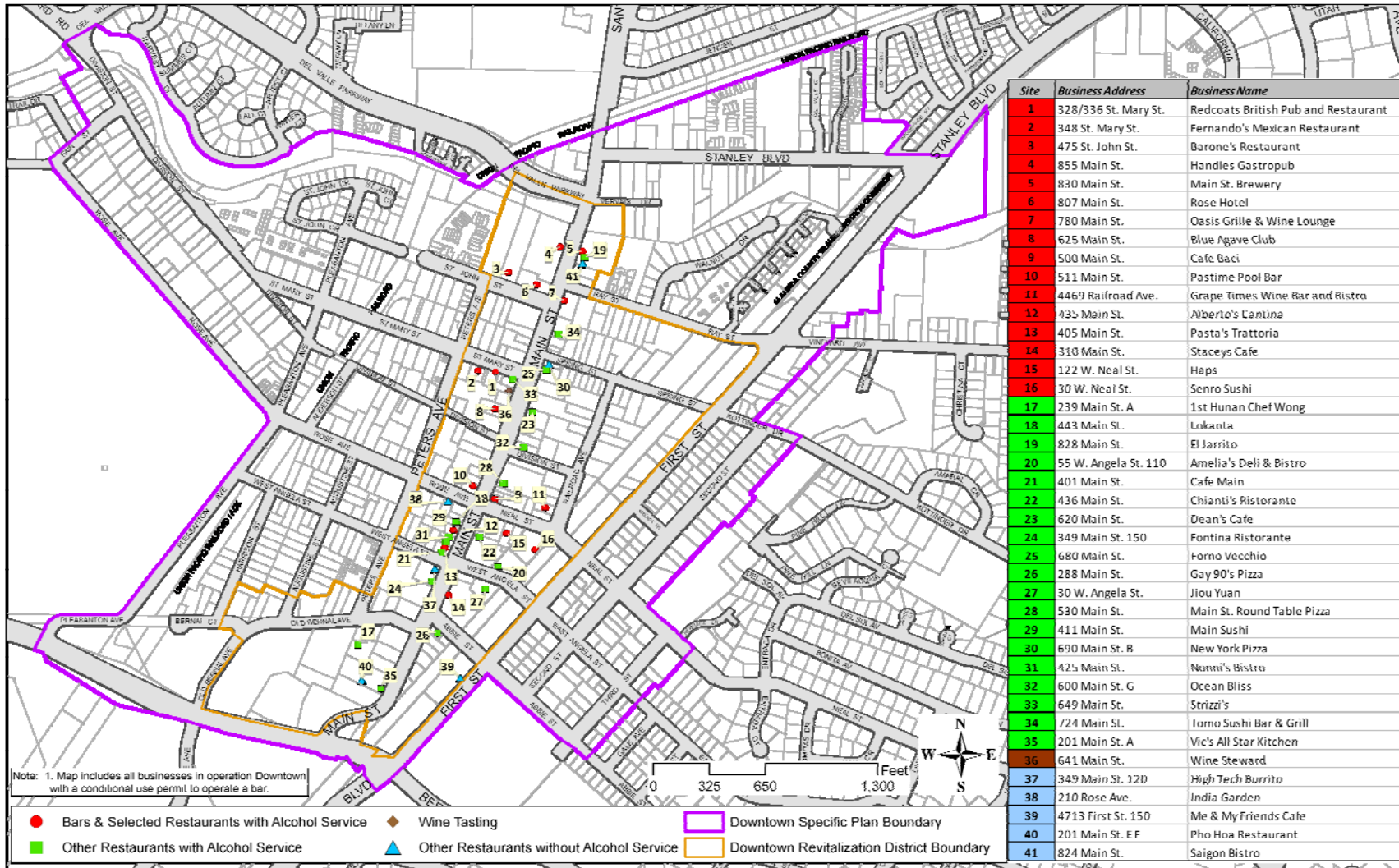
In commercial locations, entertainment and music activities most often occur at establishments serving food and/or beverages, including alcoholic beverages. Selected establishments which serve food/alcohol are depicted on the map on page 6. Establishments where alcoholic beverages are regularly offered for sale and restaurants serving alcohol after 11:00 pm are defined as bars per the Pleasanton Municipal Code, and thus require conditional use permit (CUP) approval by the City of Pleasanton and are likewise addressed in these guidelines.

Downtown Hospitality Area Map

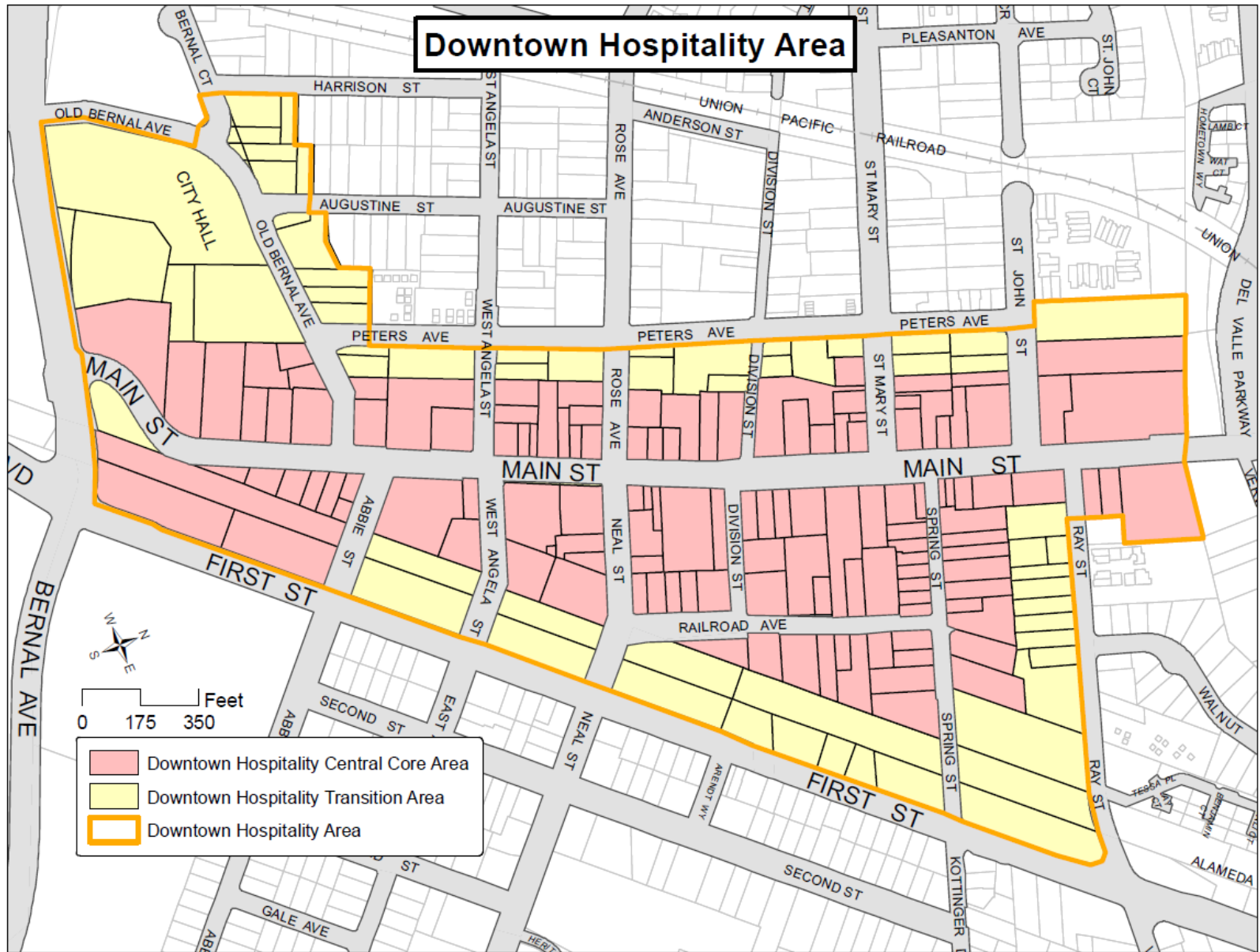
The map on page 7 shows Pleasanton's Downtown Hospitality Area boundaries, which mirrors the Downtown Revitalization District boundaries, the primary commercial district in the Downtown. Identified within the Downtown Revitalization District boundaries are two Downtown hospitality areas: the Downtown Hospitality Central Core Area, and the Downtown Hospitality Transition Area, which is closer in proximity to existing residential neighborhoods and located between the Downtown Hospitality Central Core Area and the adjacent Downtown neighborhoods. The commercial business guidelines for entertainment, music, and bars for each hospitality area are offered in this document following this map.

DOWNTOWN HOSPITALITY GUIDELINES

Location of Selected Downtown Restaurants and Bars
(Including uses with wine tasting/events/classes) **May, 2012**



DOWNTOWN HOSPITALITY GUIDELINES



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Six Elements of Hospitality

In 2010, as part of the Pleasanton Downtown Association's research into enhancing Downtown hospitality, the PDA Board of Directors contracted with the Responsible Hospitality Institute (RHI) to host a workshop describing a model for how communities can successfully incorporate hospitality venues and activities to enhance the economic vitality of downtown districts. RHI had worked with numerous communities and shown this model to be successful. After the initial workshop, PDA reconvened the participants along with interested community members to brainstorm concepts and issues related to six key elements for creating a successful hospitality district:

- **Public safety** – What police and other practices are most effective to convey a sense of safety and order to visitors?
- **Music and entertainment** – What rules and regulations will encourage opportunity for music venues and entertainment while minimizing conflict with nearby residents?
- **Multi-use sidewalk** – What incentives and rules will entice public art, sidewalk benches, street entertainers, and an active street life, day and night?
- **Quality of life** – What practices are effective to control unnecessary noise, trash, litter and nuisance of all kind?
- **Transportation** – How to promote pedestrian friendly streets and provide opportunity for safe transportation home for people who need it?
- **Venue safety and security** – How can the venue owners, police, and the downtown community collaborate to assure that patrons are genially channeled into appropriate behavior to each other, serving staff, neighbors and police?

These six elements of hospitality and the ideas that developed from the discussions were incorporated into the PDA's Downtown Hospitality Plan, which integrated a five-year timeline to implement each of the identified tasks. As some of these tasks fall under the City's jurisdictional authority – in particular, the development of a set of hospitality guidelines – the ad hoc Downtown Hospitality Guidelines Task Force was created to develop the following guidelines.

Commercial Guidelines—Entertainment, Music, and Bars

Entertainment and music are essential components of hospitality and Downtown vitality. The commercial guidelines seek to create a balance between protection of the high quality of life residents deserve, and fostering appropriate, safe entertainment and music activities Downtown through consistent guidance about what is supportable.

In commercial locations Downtown, entertainment and music activities most often occur at establishments serving food and beverages. In Downtown Pleasanton, the majority of restaurants serve alcohol. New bars Downtown, including restaurants which sell alcohol after 11:00 pm, are subject to the City’s discretionary Conditional Use Permit (CUP) process. All new CUP applications are reviewed by the Planning Commission and can be approved or denied.

Grand opening events, art gallery show openings, occasional indoor fundraising events and guest performances at music stores are just a few examples of when entertainment or music could occur as an accessory use to an approved commercial use. These accessory entertainment and music uses would not require any review by the City, unless the applicant requested to adhere to a different set of guidelines than incorporated in these Commercial Guidelines (in which case conditional use permit or temporary conditional use permit (TCUP) approval is required, as applicable) or the business received CUP approval prior to the approval of these Commercial Guidelines, in which case its CUP would need to be modified. Requests to modify pre-existing CUPs would be reviewed by the Zoning Administrator or Planning Commission as described on page 15 of these Commercial Guidelines. Modifications to CUPs can be approved or denied.

The commercial guidelines for these types of accessory uses and bars (including restaurants serving alcohol after 11:00 pm) are summarized in the table titled Commercial Guidelines—Standards for Entertainment, Music, and Bars on page 17. This section applies guidelines to new entertainment and music accessory uses, and bars on commercial property in the Downtown Hospitality Central Core and the Downtown Hospitality Transition Areas within the Downtown Revitalization District. It is recognized that certain business owners may wish to propose more than what is identified as supportable in these guidelines. The guidelines are flexible, and some activities which do not comply with the guidelines may be acceptable, subject to further discretionary review through a Conditional/Temporary Use Permit process by the appropriate decision-making body. Applicants with properties in the Downtown Hospitality Transition Area can apply, using the City’s regular review process, to be in the Downtown Hospitality Central Core Area. The commercial review process for music, entertainment, and bars is summarized on page 18 of these guidelines.

Downtown Good Neighbor Policy

Pleasanton’s downtown is home to a wide variety of businesses as well as their residential neighbors. To maintain a high quality of life for Downtown residents, while encouraging a thriving hospitality district, Downtown businesses addressed in these Downtown Hospitality Guidelines must respect the rights of neighboring properties and be aware of the impacts of customers leaving late at night and their potential disturbance of residential neighbors.

These businesses shall:

- Ensure their patrons’ compliance with the noise, parking, and outdoor smoking area requirements;
- Pick up litter created by their business and their patrons on a regular basis in front of their business and by adjacent neighboring businesses and residences, and, if needed, request City staff’s assistance with enforcement on neighboring private properties;
- Ensure their patrons do not loiter in front of their business and by adjacent neighboring businesses and residences, and, if needed, work with City staff regarding the installation of enforceable no loitering signage;
- Post signage near exit doors alerting patrons to residential neighbors.

The sum of these components comprises a “good neighbor” policy. To be a good neighbor, the Downtown businesses addressed in these Downtown Hospitality Guidelines are expected to implement the policy components as part of their regular good neighbor practices. Assistance with enforcement of the first three bullets can be provided by City of Pleasanton Code Enforcement/Police Department staff through its regular enforcement of Pleasanton Municipal Code sections such as those related to littering, and applicable sections of California law and the Penal Code related to public disturbances—unreasonable loud noises and fighting in public, and enforceable loitering violations.

The “good neighbor” policy is also implemented through the Conditions of Approval for businesses that operate under a Conditional Use Permit. Conditions of Approval are enforced by City of Pleasanton Code Enforcement/Police Department staff.



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The code enforcement process for violations of the Pleasanton Municipal Code is often a multi-step undertaking of: (i) written notice to owner/tenant of the violations; (ii) opportunity to respond; (iii) expected correction; (iv) further citations (with administrative fines) if no correction; and (v) potential permit revocation process (public hearing before Planning Commission and/or City Council) to revoke/shut down use if continuing serious violations.

Downtown Notification and Disclosure

Following adoption of these Downtown Hospitality Guidelines, the City of Pleasanton will distribute a notice to property owners and occupants within the Downtown Specific Plan Area and make the Guidelines available to persons involved with property in the Downtown area. The notification will: state the purpose of the guidelines; encourage residents, business owners, and tenants to become familiar with the guidelines; include a map of the Downtown Hospitality Area; and provide related web links and contact information, as appropriate. Property owners within the Downtown Specific Plan Area will also be encouraged to disclose the existence of the Downtown Hospitality Guidelines in future property conveyance documents and lease agreements. To assist with this, the sample disclosure statement shown below will be included in the notification.

Sample Disclosure

The City of Pleasanton permits the operation of a variety of business, cultural, civic, and other activities within Downtown Pleasanton. The subject property is either located in or within the vicinity of the City of Pleasanton's Downtown Hospitality Area as shown in the City of Pleasanton's Downtown Hospitality Guidelines. The [enter "purchaser" or "leaser" as applicable] acknowledges and agrees that it is aware of the existence of the City of Pleasanton's Downtown Hospitality Guidelines and acknowledges that the property owner has provided the [enter "purchaser" or "leaser", as applicable] with a copy of, or a web page link to, the City of Pleasanton's Downtown Hospitality Guidelines. The City of Pleasanton's Downtown Hospitality Guidelines address topics such as Downtown music, entertainment, bars, and special events. The City of Pleasanton's Downtown Hospitality Guidelines also address related topics such as increasing vitality, quality of life, noise, hours and days of operation, litter, loitering, public disturbance, security, safety, parking, traffic, notification of events, special event booth types, recycling, etc. [If property is being purchased enter, "Purchaser is encouraged to include this same paragraph in subsequent conveyance documents and lease agreements, as applicable, for the subject property."]

Indoor Entertainment and Music:

- Non-amplified indoor entertainment/music, such as jazz and acoustical music without drums, should be strongly encouraged and amplified indoor entertainment/music, and music with drums, should be encouraged if:
 - The exterior doors of the establishment remain closed when not being used for ingress/egress;
 - Self-closing door mechanisms are installed on all exterior doors;
 - The establishment's windows remain closed when entertainment/music activities are taking place; and
 - The use is in compliance with all applicable requirements of the Pleasanton Municipal Code and all other applicable Codes, particularly pertaining to noise, public disturbance, littering, parking or other factors.

Hours

In the **Downtown Hospitality Central Core Area** non-amplified and amplified indoor entertainment/music shall be a permitted special downtown accessory entertainment use until 11:00 pm each day if it meets the above guidelines. In the **Downtown Hospitality Transition Area** amplified indoor entertainment/music shall be a permitted special downtown accessory entertainment use until 9:00 pm and non-amplified indoor entertainment/music shall be permitted accessory use until 11:00 pm each day if meets the above guidelines.

CUP, TCUP, and Expanded Hours

For both non-amplified and amplified indoor entertainment/music, if the applicant requests to deviate from these guidelines, a Conditional or Temporary Use Permit shall be required. Expanded hours, differing from the above-listed, should be considered for these uses as described in the CUP, TCUP, and Expanded Hours section on page 13 for outdoor entertainment and music.

Outdoor Entertainment and Music:

- Outdoor entertainment/music, including amplified music and music with drums, should be encouraged if:
 - The use is in compliance with all applicable requirements to the Pleasanton Municipal Code and all other applicable laws, particularly pertaining to noise, public disturbance, littering, parking or other factors.

Hours

In both the **Downtown Hospitality Transition Area** and the **Downtown Hospitality Central Core Area** outdoor entertainment/music shall be a permitted special downtown accessory entertainment use until 9:00 pm each day if it meets the above guidelines.

CUP, TCUP, and Expanded Hours

If the applicant requests to deviate from these guidelines, a Conditional or Temporary Use Permit shall be required.

Expanded hours should be considered if the entertainment/music is in the Downtown Hospitality Central Core Area; is occurring as part of a holiday such as Saint Patrick's Day or Cinco de Mayo; is occurring the night before a holiday, such as the Wednesday before Thanksgiving; is occurring in conjunction with a Downtown special event; and/or effective noise attenuation is installed. After approval, notification of all property owners and occupants within the Downtown Specific Plan Area shall be required if a street closure is proposed.

Bars, Including Restaurants Serving Alcohol After 11:00 pm:

- Bars, including restaurants serving alcohol after 11:00 pm should be encouraged if:
 - The exterior doors of the establishment remain closed when not being used for ingress/egress;
 - Self-closing door mechanisms are installed on all exterior doors;
 - The establishment's windows remain closed during business hours;
 - The applicant (or designated representative of the business) regularly monitors the area outside the bar/restaurant and any nearby parking lot and takes appropriate action to pick up litter and ensure peace and quiet;
 - Bar employees do not dispose of waste or recyclables outside prior to 8:00 am or after 11:00 pm;
 - Small signs are installed in the interior of the building or near the exit doors requesting that customers not loiter outside and be courteous and quiet when leaving the business and any parking areas;
 - Employees maintain the area surrounding the tenant space in a clean and orderly manner at all times;
 - The applicant (or designated representative of the business) adheres to a "good neighbor" policy as addressed on page 10 of these guidelines.
 - Prior to the start of employment, employees that serve alcohol undergo an alcohol training program, such as TIPS (Training for Intervention Procedures), designed to prevent intoxication, underage drinking, and drunk driving;
 - The applicant provides security staff for the business if required by the Chief of Police;



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- The bar/restaurant has a kitchen which remains open, and has at least limited food service available to patrons during the operating hours of the business;
- The bar/restaurant shall obtain a Conditional Use Permit and adhere to the required conditions;
- The property owner is encouraged to provide all of its future tenants and any purchaser of the project site with a copy of the disclosure listed on page 11 of these guidelines, which discloses the existence of the Downtown Hospitality Guidelines and topics addressed therein; and
- If operation of a bar/restaurant results in conflicts pertaining to parking, interior or exterior noise, traffic circulation, or other factors verified by City enforcement staff then notification of conditional use permit and noise standard violations verified by City enforcement staff shall be provided to the Planning Commission by City staff; the Planning Commission may schedule a public hearing to re-review the conditional use permit; and at the public hearing the Planning Commission may revoke or may modify a business's conditional use permit to require additional measures such as noise monitoring by the business owner if there was a noise violation.

Pre-Existing CUP

A bar (including a restaurant serving alcohol after 11:00 pm) with a CUP prior to the approval of the Commercial Guidelines may request a CUP modification to implement the new guidelines. A bar with a pre-existing CUP may also request the Zoning Administrator modify its Condition of Approval, if any, related to bar/restaurant operational conflicts pertaining to parking, interior or exterior noise, etc., and return to the Planning Commission for review. The Zoning Administrator will change this condition to read: If operation of a bar/restaurant results in conflicts pertaining to parking, interior or exterior noise, traffic circulation, or other factors verified by City enforcement staff then notification of conditional use permit and noise standard violations verified by City enforcement staff shall be provided to the Planning Commission by City staff; the Planning Commission may schedule a public hearing to re-review the conditional use permit; and at the public hearing the Planning Commission may revoke or may modify a business's conditional use permit to require additional measures such as noise monitoring by the business owner if there was a noise violation.



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During the appeal period for the modification, notice of the Zoning Administrator's approval shall be forwarded to the Planning Commission and City Council. As with any administrative decision, a Planning Commission and/or City Council member, or member of the public, may elect to appeal the Zoning Administrator's decision and require additional review.

Expediting CUP Review

To the extent feasible, the Planning Division shall endeavor to capture the above-mentioned guidelines as standard conditions of approval. If the applicant agrees to the above-mentioned commercial guidelines and its application is complete, the application should be expedited to the extent possible: the application should be placed on the consent calendar of the next available Planning Commission meeting; the agenda report should be brief, and acknowledge agreement with the guidelines; and the conditions of approval should reflect the applicable standard conditions of approval.

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Commercial Guidelines—Standards* for Entertainment, Music, and Bars

	CENTRAL CORE HOSPITALITY ZONE			TRANSITION HOSPITALITY ZONE	
INDOOR MUSIC					
Non-amplified	Until 11:00 pm, all days Permitted accessory use if meets applicable guidelines CUP/TCUP, as determined by the Community Development Director, if the applicant requests to deviate from these guidelines			Until 11:00 pm, all days Permitted accessory use if meets applicable guidelines CUP/TCUP, as determined by the Community Development Director, if the applicant requests to deviate from these guidelines	
Amplified	Until 11:00 pm, all days Same permitted use, CUP, and TCUP requirements as above			Until 9:00 pm, all days Same permitted use, CUP, and TCUP requirements as above	
OUTDOOR MUSIC	Until 9:00 pm, all days Same permitted use, CUP, and TCUP requirements as above			Until 9:00 pm, all days Same permitted use, CUP, and TCUP requirements as above	
NOISE STANDARDS*					
Measured at Business Property Line	≤ 74 dBA	<u>Sunday-Wednesday</u> 8:00 am – 10:00 pm 10:00 pm – 8:00 am	<u>Thursday-Saturday</u> 8:00 am – 11:00 pm 11:00 pm – 8:00 am	≤ 70 dBA	<u>All Days</u> 8:00 am – 9:00 pm 9:00 pm – 8:00 am
Measured at Property Plane at the nearest Residential Zoning District	≤ 60 dBA	<u>All Days</u> 10:00 pm – 6:00 am		≤ 60 dBA	<u>All Days</u> 10:00 pm – 6:00 am
BARS*	CUP for bars, including restaurants serving alcohol after 11:00 pm Expedited process if adheres to applicable guidelines			CUP for bars, including restaurants serving alcohol after 11:00 pm Expedited process if adheres to applicable guidelines	
Note: *This table summarizes standards for commercial businesses. The “applicable guidelines” mentioned in the table are addressed on pages 12-16 of these guidelines. Many of the guidelines are also addressed in the Pleasanton Municipal Code (PMC). The noise standards must be adhered to at all times per the PMC, and a TCUP/CUP cannot be requested to deviate from the noise standards. All new restaurants serving alcohol after 11:00 pm must receive a CUP.					

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Commercial Guidelines—Review Process* for Entertainment, Music, and Bars

USE TYPE	PERMITTED USE	TEMPORARY CONDITIONAL USE	CONDITIONAL USE
	Music/entertainment as an accessory use, meets the guidelines	Music/entertainment as an accessory use, meets guidelines except hours of operation (request for expanded hours during a holiday special event etc., no more than 5 times a year)	Music/entertainment as an accessory use, request for later hours on a continuous basis and/or does not meet another guideline Bar, including restaurants serving alcohol after 11:00 pm and pre-existing bar with CUP*
APPLICATION FEE (Planning)	None (no application required)	\$25* Standard TCUP fee	\$150* Standard CUP fee
PUBLIC HEARING	None (no application required)	No, unless requested by Zoning Administrator	Yes, with the exception of some pre-existing bars* <i>Pre-existing bars—some may be approved by Zoning Administrator without a hearing*</i>
NOTIFICATION	None (no application required)	None, unless a street closure is proposed <i>If street closure proposed—after approval, notification by applicant of Downtown Specific Plan Area</i>	1,000' by City staff
DECISION MAKING BODY	None (no application required)	City staff	Planning Commission (or City Council if appealed) <i>Pre-existing bars—some may be approved by Zoning Administrator without a hearing*</i>

Note: *This table summarizes the review process for commercial businesses. These are also addressed in the Pleasanton Municipal Code (PMC). The application fees listed are subject to change; see <http://www.ci.pleasanton.ca.us/pdf/devapp.pdf> for a listing of current Planning application fees. The noise standards must be adhered to at all times per the PMC, and a TCUP/CUP cannot be requested to deviate from the noise standards. All new restaurants serving alcohol after 11:00 pm must receive a CUP. See page 15 of these guidelines for more information about pre-existing bars.

Special Event Guidelines

Special events on City streets, sidewalks, and parks such as the First Wednesday Street Parties, Friday night Concerts in the Park Downtown, parades and other such activities are also an essential component of hospitality and Downtown vitality. A special event is generally an activity that is not specifically tenant-focused but for the benefit and enjoyment of the community beyond the everyday uses and activities within the Downtown.

The City of Pleasanton reviews proposed special event details and plans for venue safety, security, and traffic flow. Many Downtown special events are organized, advertized, and/or managed by the PDA while others are sponsored by local community organizations and businesses or the City of Pleasanton. The Pleasanton City Council reviews proposed upcoming special events that require a street closure.

As with the aforementioned commercial guidelines, the following special event guidelines seek to create a balance between protection of the high quality of life residents deserve, and fostering appropriate, safe event activities Downtown through consistent guidance about what is supportable by the community.

This section applies to special events Downtown which are located on City streets, sidewalks, and parks. It is recognized that event organizers may wish to propose more than what is identified as being supportable in these guidelines. The guidelines are flexible, and activities which do not comply with the guidelines may be acceptable, subject to further discretionary review.

Special Events:

- The Pleasanton Police Department shall review special events for venue security, safety, and traffic flow prior to an event.
- During an event with a street closure, the Pleasanton Police Department shall direct special event traffic flows away from surrounding residential neighborhoods, and to the Downtown transportation corridor and other appropriate areas in the Downtown Revitalization District, to the extent feasible.
- Activities for which event organizers can sell pre-purchase tickets and limit the number of attendees at special events to minimize potential venue safety, security, traffic flow, and/or parking impacts, are preferred.
- During events, event staff shall be recognizable, e.g., wear uniforms or name tags, for easy identification by the Pleasanton Police Department and patrons, as deemed necessary by City review.
- Event organizers shall hire additional staff, including security personnel, to help ensure venue safety and security, attendee enjoyment, and to help minimize traffic flow and parking impacts in the residential neighborhoods surrounding the Downtown Revitalization District, as deemed necessary by City review.
- Event organizers shall work with City to manage trash generated by the event, and shall be encouraged to provide receptacles and other options for recycling.
- The number of Downtown special events requiring street closure, and the duration (hours) of such events, shall be approved by the City Council annually, with notification to residents within the Downtown Specific Plan Area thereby providing opportunity for public input.
- Event organizers sponsoring events with booths/activities shall be encouraged to provide a mix of booth types/activities for all age groups.



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- At least two weeks prior to any special event requiring a street closure, the event organizer (or a designated representative of the event) shall notify property owners and occupants within the Downtown Specific Plan Area boundary of the event and provide a contact number for the event organizer, or his/her designee. Such notification could occur as part of a City of Pleasanton or Pleasanton Downtown Association notification about the special event.

Enhancing Downtown Hospitality—Potential Future Topics

The PDA’s Downtown Hospitality Plan includes a five-year implementation timeline. The implementation of guidelines for music, entertainment, bars, and special events is one of several tasks for implementation. During the DHG Task Force process, topics for future consideration were mentioned by individual DHG Task Force members. While some of these topics are addressed in the PDA’s Downtown Hospitality Plan, these topics were important to individual DHG Task Force members and are offered below as potential future topics for the City of Pleasanton to consider as the PDA’s Downtown Hospitality Plan is implemented. The topics were as follows:

- ❖ Exploring opportunities for additional parking in the Downtown core.
- ❖ Providing pedestrian friendly improvements such as: more benches; improved awareness/visibility of pedestrians in crosswalks; and new traffic signals with lights that change for pedestrians automatically, without having to push a button.
- ❖ Encouraging more service establishments Downtown.
- ❖ Encouraging a diverse business mix Downtown.
- ❖ Exploring opportunities to further address drinking and driving related to Downtown bars and events.
- ❖ Changing the Office land use designation on the east side of Peters Avenue to Downtown Commercial in the Downtown Specific Plan.
- ❖ Expediting the temporary CUP (TCUP) process for Downtown activities.
- ❖ Preferential permit parking opportunities for Downtown residents.
- ❖ Exploring criteria for approving events such as: resident-focused, attracting visitors, etc.

Pleasanton Downtown Hospitality Task Force

Pleasanton City Council

Council member Jerry Thorne
Council member Matt Sullivan

Pleasanton Planning Commission

Planning Commission Kathy Narum
Planning Commissioner Jerry Pentin

Pleasanton Downtown Association Board of Directors

J. Michael Hosterman
Melanie Sadek

Pleasanton Residents

Christine Bourg
Kathleen Dlugosh
Lori Rice
Peter MacDonald
Jon Harvey

City of Pleasanton Staff

Nelson Fialho, City Manager
Pamela Ott, Economic Development Director
Robin Giffin, Senior Planner
Steve Otto, Senior Planner
Janice Stern, Deputy Community Development Director – Planning Manager
Brian Dolan, Community Development Director
Craig Eicher, Police Captain
Jeff Bretzing, Police Lieutenant