

ECONOMIC VITALITY COMMITTEE REPORT

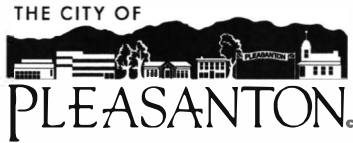
February 18, 2021
Economic Development

TITLE: ECONOMIC DEVELOPMENT INFORMATION/UPDATES

To ensure the Economic Vitality Committee is well-informed of actions and information pertaining to business-related projects and current business climate, the following documents are provided:

1. Actions of the Zoning Administrator and Planning Commission, February 2, 2021
2. Actions of the Zoning Administrator and Planning Commission, February 16, 2021
3. Community Development Department Update, February 1, 2021
4. City of Pleasanton Sale Tax Update, July – September 2020

ACTION: RECEIVE ECONOMIC DEVELOPMENT INFORMATION/UPDATES



CITY COUNCIL AGENDA REPORT

February 2, 2021
Community Development
Planning Division

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

Note: Although the below planning approvals would be effective following the City Council meeting, any associated construction or operation would be subject to the restrictions of the December 7, 2020 Alameda County Shelter in Place Order (Order 20-21).

P20-1061, Erich Pfuehler and Sara Barth

Application for Administrative Design Review approval to construct an approximately 665-square-foot first-story addition, and an approximately 426-square-foot second-story addition with a 77-square-foot terrace to the rear of the existing residence located at 565 St. Mary Street.

Approved. (9 days)

Project Information:

Existing floor area: 2,057 square feet

Total floor area with addition: 3,200 square feet

Lot size: 9,125 square feet

Existing floor area ratio: 22.54 percent

Total floor area ratio with addition: 35.07 percent

P21-0003, Charles Huff

Application for Administrative Design Review approval to construct an approximately:
1) 712-square-foot first-story addition, 2) 564-square-foot second-story addition,
3) 85-square-foot garage addition, and 4) second-story balcony to the existing residence located at 490 Pine Hill Lane.

Approved. (9 days)

Project Information:

Existing floor area: 2,055 square feet

Total floor area with addition: 3,331 square feet

Lot size: 18,545 square feet

Existing floor area ratio: 11.08 percent

Total floor area ratio with addition: 17.96 percent

P20-1036, David and Julija Costantino

Application for Administrative Design Review approval to construct a 10-foot, 4-inch-tall, attached, arbor on the front of the existing residence located at 7875 Meadowbrook Court.

Approved. (34 days)

P21-0001, Camille Bayani/Via Builders Inc.

Application for Administrative Design Review approval to construct an approximately 366-square-foot addition to the rear of an existing residence located at 572 Neal Street.

Approved. (9 days)

Project Information:

Existing floor area: 1,263 square feet

Total floor area with addition: 1,629 square feet

Lot size: 8,000 square feet

Existing floor area ratio: 15.79 percent

Total floor area ratio with addition: 20.36 percent

P21-0004, Joel Heyne

Application for Administrative Design Review approval to construct a patio cover in the rear yard of an existing residence located at 4938 Drywood Street.

Approved. (9 days)

P20-0630, David Ford

Application for Sign Design Review approval to modify the existing building mounted signs for RiteAid located at 2819 Hopyard Road.

Approved. (16 days)

P20-1060, Ningzhi Hu/Ningzhi Hu Signs Company

Application for Sign Design Review approval to install a new wall sign for Ushi Taro located at 2457 Stoneridge Mall Road.

Approved. (14 days)

P20-0904, John Hurney

Application for Minor Conditional Use Permit (MCUP) approval to allow an indoor recreational fitness facility for up to 30 participants at any given time located at 3283 Bernal Avenue, Suites 105 and 106.

Approved. (33 days)

Planning Commission, January 13, 2020

Commissioners Present: Nancy Allen, Justin Brown, Brandon Pace, and Herb Ritter

Commissioners Absent: Greg O'Connor

P20-0987, Sean Wells/Gilman Brewing Company, 706 Main Street

Application for a Conditional Use Permit (CUP) to operate a bar. Zoning is C-C (Central Commercial), Downtown Revitalization, Active Ground-Floor Overlay, Core Area Overlay, Downtown Hospitality Central Core Area District.

Action Recommended: Approve
Action taken: Approved, per staff recommendation
Vote: 4-0

Submitted by:

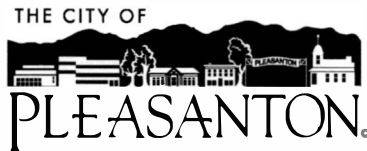


Ellen Clark
Community Development Director

Approved by:



Nelson Fialho
City Manager



CITY COUNCIL AGENDA REPORT

February 16, 2021
Community Development
Planning Division

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

Note: Although the below planning approvals would be effective following the City Council meeting, any associated construction or operation would be subject to the restrictions of the January 25, 2021 Alameda County Shelter in Place Order (Order 21-01).

P20-0922 and PUD-89-17-08M, Peter Gates

Application for Design Review and Planned Unit Development Modification approval to construct a shade structure, outdoor kitchen, landscaping, and related site improvements which requires a Planned Unit Development (PUD) Modification to PUD-89-17 (Oak Tree Farm) to allow minor encroachment into the scenic easement and transition zone on the south side of the property located at 8151 War Glory Place.

Approved. (14 days)

P21-0029, Maksim Vlasov/Exterior Perfections

Application for Design Review approval to construct a new approximately 648-square-foot patio cover at the rear of an existing restaurant located at 724 Main Street.

Approved. (3 days)

P21-0017, Cheryl and Dan McCarthy

Application for Administrative Design Review approval to construct an approximately 337-square-foot one-story addition and an approximately 254-square-foot covered porch at the rear of the existing residence located at 4456 First Street.

Approved. (22 days)

Project Information:

Existing floor area: 1,286 square feet

Total floor area with addition: 1,623 square feet

Lot size: 5,800 square feet

Existing floor area ratio: 22.17 percent

Total floor area ratio with addition: 27.98 percent

P20-1051, Sal Pablo/Sign Development LLC

Application for Sign Design Review approval to remove and replace all existing monument, building, canopy, and pump signage with new signage for the Hopyard Shell and 7-Eleven located at 3760 and 3790 Hopyard Road.

Approved. (5 days)

P21-0068, Sean Fogarty

Application for Administrative Design Review approval to construct: 1) an approximately 148-square-foot, one-story addition on the east side; 2) an approximately 110-square-foot, second-floor addition above the existing foyer; 3) an approximately 202-square-foot, two-story addition in the front of the existing residence, and 4) a new front entry at the existing residence located at 4232 Dundalk Court.

Approved. (8 days)

Project Information:

Existing floor area: 1,867 square feet

Total floor area with addition: 2,536 square feet

Lot size: 6,630 square feet

Existing floor area ratio: 28.16 percent

Total floor area ratio with addition: 38.25 percent

Planning Commission, January 27, 2020

Commissioners Present: Nancy Allen, Justin Brown, Brandon Pace, and Herb Ritter

Commissioners Absent: Greg O'Connor

P20-0992, Lindsey Leblanc for Futures Academy, 4301 Hacienda Drive, Suite 120

Application for Conditional Use Permit (CUP) to operate a private school with more than 20 students located at 4301 Hacienda Drive, Suite 120. Zoning is PUD-I/C-O (Planned Unit Development-Industrial/Commercial-Office) District.

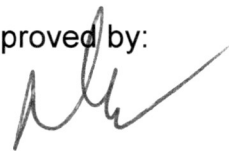
Action Recommended: Approve
Action taken: Approved, per staff recommendation
Vote: 4-0

Submitted by:

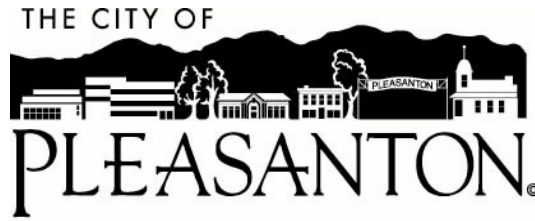


Ellen Clark
Community Development Director

Approved by:



Nelson Fialho
City Manager



MEMORANDUM

Date: February 1, 2021
To: Ellen Clark, Director of Community Development
From: Megan Campbell, Associate Planner
Subject: **Community Development Department Update**

The purpose of this memorandum is to provide a summary and update on notable development projects, long-range planning efforts, and transportation planning projects in the city. A map is attached for reference (city-wide projects are not shown). These projects are also shown on an interactive map located on the [Community Development Department website](#):

DOWNTOWN

- 124/126 Spring Street** | **Mixed-Use Development**
P19-0080
Application for Design Review to construct six new, three-story, micro-units behind the existing commercial building.
 - Status: Under Review
 - Next Steps/Details: Comments provided to applicant April 2019. Waiting for resubmittal.
 - Applicant: Mike Carey
 - Staff Contact(s): [Eric Luchini](#)
- 3987 Stanley Boulevard** | **Residential- Single-Family**
PUD-133
Application for a PUD development plan to demolish an existing residence and construct three new 1,837-square-foot two-story single family homes.
 - Status: Approved
 - Next Steps/Details: City Council approved the project in October 2019. Building and Improvement plans have been submitted to the City for review and approval.
 - Applicant: Saravana Chilla
 - Staff Contact(s): [Jennifer Hagen](#)

3. **4791 Augustine St.** | **Mixed-Use Development**
PUD-118

Application for PUD development plan to rezone, demolish all existing structures, and construct an approximately 2,000-square-foot, three-story mixed-use building with office/retail space on the first floor and three apartments on the second and third floors; and construct three, three-story, detached single-family homes, one with ground-floor commercial space.

- Status: Under Construction
- Next Steps/Details: Construction started October 2019.
- Applicant: Mike Carey
- Staff Contact(s): [Natalie Amos](#)

HACIENDA

4. **4400-4460 Rosewood Dr.** | **Mixed-Use Development**
PUD-85-08-1D-4M | **Rosewood Commons**

Application for a PUD development plan to construct 305 apartment units and 7,520-square-foot of retail space on the approximately 8.4-acre southern portion of the Rosewood Commons property. A parking garage and additional surface parking will be constructed on the remaining 52.5-acres to serve the existing office uses.

- Status: Approved
- Next Steps/Details: Approved by City Council on April 16, 2013.
- Applicant: Swift Real Estate Partners
- Staff Contact(s): [Melinda Denis](#)

STAPLES RANCH

5. **2694 Stoneridge Dr.** | **Commercial**
PUD-123 | **Chrysler-Jeep-Dodge-Ram Parking Lot**

PUD development plan to construct a 201-stall parking lot for vehicle display/inventory to be shared by Stoneridge Chrysler-Jeep-Dodge-Ram and a future auto dealership.

- Status: Under Construction
- Next Steps/Details: Approved by City Council on Sept. 19, 2017. Parking lot is under construction, waiting for landscaping completion.
- Applicant: Mathew Zaheri
- Staff Contact(s): [Jennifer Hagen](#)

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6. **Terminus of Lund Ranch Road** | **Residential- Single-Family**
PUD-25, Tract Map 8352 | **Lund Ranch II**

Applications for: (1) PUD rezoning and development plan approvals to construct 43 single-family two-story homes and related site improvements on the approximately 195-acre Lund Ranch II property located at 1500 Lund Ranch Rd.; (2) Development

Agreement to vest entitlements for the project; (3) certification of the Final Environmental Impact Report (EIR) prepared for the project; (4) Growth Management Agreement; and (5) Affordable Housing Agreement. Project includes approximately 160-acres of dedicated open space. Project submitted to June 7, 2016 ballot following February 2016 City Council approval; majority of voters supported project moving ahead.

- Status: Approved
- Next Steps/Details: Approved by City Council on Jan. 5, 2016. Vesting Tentative Map approved by Planning Commission on Feb. 22, 2017. Final Map and Improvement Plans approved by City Council on June 18, 2019. Anticipated construction start date is Spring of 2021.
- Applicant: GHC Lund Ranch, LLC
- Staff Contact(s): [Eric Luchini](#)

7. **3200 Santa Rita Rd.
P17-0941**

**Other
LPFD Fire Station 3 Redevelopment**

Application for Design Review to demolish and replace the existing Fire Station 3 and construct a new 8,740-square-foot facility with apparatus bays, living quarters, and related site/landscaping improvements.

- Status: Approved
- Next Steps/Details: Planning Commission approved March 2018. Anticipated construction to start Spring 2021.
- Applicant: City of Pleasanton
- Staff Contact(s): [Eric Luchini](#)

8. **6455 Owens Dr.
PUD-121, P16-1347, and
P16-1349**

Commercial

Application for a PUD development plan to demolish an existing restaurant building at 6455 Owens Dr. and construct a single-story multi-tenant commercial building totaling approximately 10,000-square-feet in area.

- Status: Under Review
- Next Steps/Details: Approved by City Council on December 17, 2019. 2nd read of PUD Ordinance completed January 21, 2020. Applicant submitted for construction permits in May 2020. Anticipated construction start date is Spring 2021.
- Applicant: Abbas Mash
- Staff Contact(s): [Eric Luchini](#)

9. **7200 Johnson Drive
P17-0967**

**Commercial
Costco**

Application for Design Review to construct a new 148,613-square-foot Costco. Application is on hold and will be reconsidered by the City Council in late 2019 pending completion of supplemental environmental review for the Johnson Drive Economic

Development Zone due to a legal challenge. (Please also see Item 38, for additional information on the JDEDZ Lawsuit).

- Status Under Review
- Next Steps/Details: Design Review application submitted Spring 2018. Design Review resubmitted May 2020. May be placed back on hold pending outcome of second JDEDZ lawsuit. Lawsuit resolved in City's favor on November 13, 2020, but was appealed in January 2021.
- Applicant: Costco
- Staff Contact(s): [Eric Luchini](#)

10. **7280 Johnson Drive** | **Commercial**
P18-0068 | **Two Hotels**

Application for Design Review to construct two new hotels with 231 rooms and a drive-through coffee shop. Application is on hold and will be reconsidered by the City Council pending completion of supplemental environmental review for the Johnson Drive Economic Development Zone. (Please also see Item 38, for additional information on the JDEDZ Lawsuit).

- Status Under Review
- Next Steps/Details: Planning Commission approved June 2018. In plan check as of late 2019. Anticipated construction start date is early 2021. May be placed on hold pending outcome of second JDEDZ lawsuit.
- Applicant: Theraldson Hospitality Development
- Staff Contact(s): [Eric Luchini](#)

11. **3459 Old Foothill Rd.** | **Residential- Single-Family**
PUD-58-03M | **Meadowlark**

Minor Modification to the approved PUD for the Austin property, consisting of eight new single-family home lots.

- Status Under Construction
- Next Steps/Details: Approved by the Zoning Administrator on Feb. 10, 2017. Onsite grading has begun and Building plans have been submitted to the City for review and approval.
- Applicant: Eastridge Pacific
- Staff Contact(s): [Jennifer Hagen](#)

12. **3988 First St. and 3878 and** | **Residential- Single-Family**
3780 Stanley Blvd. | **The Homestead at Irby Ranch**
PUD-110

Application for PUD development plan to construct 87 single-family homes. Project includes dedication of site for Sunflower Hill, an affordable residential community for individuals with special needs (See PUD-129).

- Status Under Construction

- Next Steps/Details: Approved by City Council on Feb. 21, 2017. Construction on the homes are underway.
 - Applicant: Meritage Homes
 - Staff Contact(s): [Jennifer Hagen](#)
13. **2350 Santa Rita Rd. PUD-125** | **Other
Carpenters Training Center Redevelopment**
Application for a PUD development plan to demolish the existing 67,000-square-foot building and construct a new 87,000-square-foot two-story Carpenter’s Training Center.
- Status: Under Construction
 - Next Steps/Details: Approved by City Council on May 15, 2018. Construction of the new building is complete and the occupants are in the process of moving in and preparing the existing building to be demolished. Once demolished, final parking lot and site work will be completed.
 - Applicant: Carpenter’s Training Trust Fund
 - Staff Contact(s): [Jennifer Hagen](#)
14. **1700 Stoneridge Mall Road P18-0340** | **Commercial
Stoneridge Mall Road**
Application for Design Review approval to demolish the existing Sears Department store (approximately 176,151-square-feet) and construct up to 255,420-square-feet (79,269-square-feet of net increase) of new retail, cinema, specialty, and health club facility uses.
- Status: Approved
 - Next Steps/Details: Approved by Planning Commission on April 24, 2019. This project is now being integrated into PUD-136. Please see PUD-136 for more information.
 - Applicant: Simon Properties
 - Staff Contact(s): [Jennifer Hagen](#)
15. **1851 Rose Ave. PUD-99** | **Residential- Single-Family
Rose Avenue Estates**
Application for a PUD development plan to construct 19 single-family homes and related site improvements on an approximately 9.02-acre property.
- Status: Under Construction
 - Next Steps/Details: Project is under construction. Construction of all 16 house has completed. However, subdivision improvmenets haven't been accepted by the City Council.
 - Applicant: Ponderosa Homes II, Inc.
 - Staff Contact(s): [Jenny Soo](#)

16. **1000 Minnie Drive PUD-138** | **Residential- Single-Family Spotorno Ranch**
 Applications for: 1) PUD development plan approval for a 22-lot single-family residential development with related on- and off-site improvements; and 2) Vesting Tentative Subdivision Map approval to subdivide an approximately 33-acre portion of the approximately 110-acre site into 22 residential lots with on-site improvements.
- Status: Under Review
 - Next Steps/Details: Approval is currently under environmental review.
 - Applicant: John Spotorno
 - Staff Contact(s): [Jenny Soo](#)
17. **11249 Dublin Canyon Rd. PUD-115, P15-0595, P15-0596** | **Residential- Single-Family**
 Applications for: (1) PUD development plan for three single-family residential lots (one existing single-family residence and two new single-family residences); (2) Minor Subdivision approval to subdivide the existing 2.91-acre parcel into three parcels; and (3) Growth Management allocation.
- Status: Under Construction
 - Next Steps/Details: The house on Lot 1 has been constructed and occupied. Construction plans for Lot 3 is under review and construction to follow.
 - Applicant: Guy Houston/Valley Capital Realty
 - Staff Contact(s): [Jenny Soo](#)
18. **11300 Dublin Canyon Rd. PUD-114-01M** | **Commercial GreekOrthodox Church**
 Application for Planned Unit Development (PUD) Major Modification, Minor Subdivision, and Conditional Use Permit to construct and operate a 9,742-square-foot Greek Orthodox Church and 24,971-square-foot community center at 11300 Dublin Canyon Road
- Status: Under Review
 - Next Steps/Details: Application was submitted in November 2020 and is under review. The application will be presented to the Planning Commission in Spring 2021.
 - Applicant: Guy Houston/Valley Capital Realty
 - Staff Contact(s): [Jennifer Hagen](#)
19. **2188 Foothill Rd. PUD-117** | **Residential- Single-Family Golden Oak Project**
 Application for a PUD development plan to subdivide an approximately 12-acre site into up to seven lots for custom single-family homes, and develop a hiking/biking trail connecting to Augustin Bernal Park.
- Status: Under Review

- Next Steps/Details: CEQA consultant selected and analysis will begin soon. Public hearings expected in Spring 2021.
- Applicant: Kevin Singh
- Staff Contact(s): [Jenny Soo](#)

20. **990 Sycamore Road
PUD-135/P19-0030/P19-0031/P19-0033/Vesting
Tentative Map 8528** | **Residential- Single-Family
Bringhurst/Sycamore Corner**

Applications for: 1) an amendment to the North Sycamore Specific Plan (NSSP) to: a) change the land use designation of an approximately 1.01-acre portion of the site from Planned Unit Development – Agricultural (PUD-A) to Planned Unit Development – Low Density Residential (PUD-LDR); b) allow the proposed PUD-LDR lots to access from Sycamore Creek Way; c) realign the planned public trail on the project site; 2) PUD development plan approval for a five-lot single-family residential development with related on- and off-site improvements; and 3) Vesting Tentative Subdivision Map approval to subdivide the 3.28-acre parcel into five residential lots for four new homes and one existing home.

- Status: Approved
- Next Steps/Details: Approved by Council on 8/18/2020 as proposed. Applicant is preparing improvement plans for City review and approval.
- Applicant: Alaina Stewart
- Staff Contact(s): [Jenny Soo](#)

21. **3760 Hopyard Road
PUD-134** | **Commercial
Shell/7-11 Redevelopment**

Application for a PUD development plan to: 1) demolish the existing auto service, Shell service station, canopy and 7-11 store buildings; 2) construct an approximately 1,290 square-foot car wash building, an approximately 3,034 square foot 7-11 store and canopy; and 3) construct related on- and off-site improvements.

- Status: Approved
- Next Steps/Details: Project was approved by the City Council on October 15, 2019. Construction plans have been submitted for plan review.
- Applicant: Anabi Oil Real Estate
- Staff Contact(s): [Jenny Soo](#)

22. **6900 Valley Trails Dr.
PUD-113, P16-1386, and
Tract Map 8259** | **Residential- Single-Family
Ponderosa Homes**

Applications for a PUD development plan and to demolish the existing structures on the site, subdivide the approximately 9-acre site, and construct 36 detached single-family homes and a private clubhouse with related site improvements.

- Status: Under Construction

- Next Steps/Details: Construction started May 2018. 21 homes are completed and occupied.
- Applicant: Rick Rosenbaum, Ponderosa Homes
- Staff Contact(s): [Natalie Amos](#)

23. **10807, 11033 and the two western parcels on Dublin Canyon Road PUD-130, P18-0078, P18-0079, P18-0081, P18-0081, & Tract Map (TM) 8472**

Residential- Single-Family

Lester/Hidden Valley Project

Applications for: (1) annexation of four parcels totaling approximately 128.5-acres; (2) amend General Plan Land Use designations to correspond to proposed residential and open space areas; (3) rezone the property from unincorporated and pre-zoned Agriculture to Low Density Residential and Open Space; (4) a PUD development plan to construct 33 single-family homes, including demolition and replacement of two existing homes, with private open space, and dedication of 72.1-acres of land to the East Bay Regional Park District (EBRPD), and construct an EBRPD staging area with trail connections to the Pleasanton Ridge.

- Status: Under Review
- Next Steps/Details: Application submitted March 2018. Environmental Impact Report under development.
- Applicant: Ponderosa Homes
- Staff Contact(s): [Natalie Amos](#)

24. **3716 Stanley Blvd. P19-0128 and P19-0129**

Commercial Public Storage

Applications for Design Review and Conditional Use Permit to demolish existing storage facility buildings and office, and construct three new buildings totaling approximately 205,027-square-feet for Public Storage.

- Status: Approved
- Next Steps/Details: Approved by Planning Commission on October 28, 2020. City Council affirmed Commission's approval on December 15, 2020.
- Applicant: Pat Costanzo
- Staff Contact(s): [Megan Campbell](#)

25. **1008 and 1700 Stoneridge Mall Road PUD-136**

Residential- Multi-Family/Apartments

Stoneridge Mall Housing Project

Application for a PUD development plan to construct 486 apartment units and parking structure on a site designated for housing at Stoneridge Mall. The project will be integrated into a redesigned version of the previously approved commercial project (P18-0340) that included the demolition and replacement of the existing Sears Department store with a 255,420-square-foot development including new retail, grocery, cinema, and

specialty lifestyle health club uses (net increase of 79,269 square feet). The project is located the northwest corner of Stoneridge Mall Road and Stoneridge Mall Road.

- Status Under Review
- Next Steps/Details: Application submitted August 2019 and is under review. The Planning Commission held a workshop on March 11, 2020. The applicant is currently working on revising the proposed project for resubmittal.
- Applicant: Simon Property Group
- Staff Contact(s): [Jennifer Hagen](#)

26. **1701 Springdale Drive
10X Genomics
PUD-139 and P20-0973**

Commercial

Master Planned Campus

Applications for a Planned Unit Development (PUD) Rezoning and Development Plan to: (1) demolish the existing approximately 163,500-square-foot commercial buildings; (2) rezone the subject parcel from C-R (p) (Regional Commercial - peripheral sites) District to PUD-C-O (Planned Unit Development – Commercial-Office) District; and (3) construct up to three new multi-story research and development, office and laboratory buildings totaling approximately 381,000-square-feet, a parking structure, and related site improvements over multiple phases.

- Status Under Review
- Next Steps/Details: Planning Commission workshop completed November 2020. CEQA preparation started December 2020. Planning Commission and City Council review planned for late Spring/early Summer 2021. Anticipated construction to start late Summer 2021. Demolition of existing shopping center to start in early 2021.
- Applicant: 10X Genomics
- Staff Contact(s): [Eric Luchini](#)

ADVANCED PLANNING

27. **Johnson Drive Economic
Development Zone
(JDEDZ)**

Commercial

The Johnson Drive Economic Development Zone is currently the subject of a lawsuit. The Petitioner in this lawsuit alleges that the air quality analysis contained in the Supplemental Environmental Impact Report for the JDEDZ was incomplete. The Petitioner also alleges that the economic analysis for the project should have been recirculated for public review. Given the inherent delay associated with litigation involving the California Environmental Quality Act, the City has agreed to set aside the approvals so that supplemental environmental review can take place. Once this supplemental environmental review is complete, additional public comment will occur, and the City Council will consider reapproving the project. Although this project has already been subject to extensive environmental review, the City believes that this is the most effective way to provide the public and public officials with information and allow

for reconsideration of the project. Costco is in support of this approach and is a signatory to the stipulation.

- Status Under Review
- Next Steps/Details: The City has completed and recirculated supplemental air quality analysis as of July 10, 2019. The recirculation period ended on August 23, 2019. The project was recommended for approval by the Planning Commission on December 11, 2019 and approved by the City Council on February 4, 2020. Second lawsuit challenging EIR Certification filed March 2020. Lawsuit resolved in City's favor on November 13, 2020, but was appealed in January 2021.
- Applicant: City of Pleasanton
- Staff Contact(s): [Eric Luchini](#)

28. **Climate Action Plan** | **Other**

The City of Pleasanton's Council approved 2019-2020 Work Plan includes preparation of an updated Climate Action Plan (CAP 2.0). The City's original CAP was adopted in 2012 and outlines local actions to reduce greenhouse gas (GHG) emissions, enhance environmental sustainability, and prepare for climate change. As with Pleasanton's 2012 Climate Action Plan, CAP 2.0 will continue to respond to the impacts of climate change through local actions that promote adaptation and resilience by significantly reducing the City's greenhouse gas emissions. Accounting for new state laws, the policy focus for CAP 2.0 will be to close the gap between GHG emission reduction targets and Pleasanton's projected emissions.

- Status Under Review
- Next Steps/Details: The Committee on Energy and Environment is currently working on the CAP 2.0. Outreach will occur through spring 2021. All meetings are currently virtual on Zoom. For project updates, please sign-up on the City's Website at www.cityofpleasantonca.gov/CAP.
- Applicant: City of Pleasanton
- Staff Contact(s): [Megan Campbell](#)

29. **Lions Wayside/Delucchi Park Master Plan – Permitting** | **Other**

Development of final design and construction documents for the parks master plan is pending state and federal permitting to underground the "channel" at Lions Wayside Park. City staff met with the permitting agencies and are currently developing options for the park improvements that do not require undergrounding of the channel due to the regulatory agencies' position that it will not be allowed.

- Status Under Review

- Next Steps/Details:

Staff is currently waiting for final designs from MIG, that will follow the following goals as outlined in the current Master Plan:

- Parking: No net loss, as compared with existing parking count; include parallel parking on streets.
- Creek: Realignment that not only reflects an approvable configuration but also accommodates Bandstand audience area.
- Trail: Include bike trail in park, separate from pedestrian trail; include mid-block crossing of Neal St.
- Audience: Maximize usable audience area; include existing plazas at FAC.
- Bandstand Goals: Show in two (alternate) locations - adjacent to creek, and adjacent to Railroad Ave.
- Plaza (at Neal St.): Express entry, both to downtown and to parks; support bus stops and auto pick-up/drop-offs; provide shade.

Staff anticipates meeting with the RWQCB in late winter and returning to the Parks and Recreation Commission in early spring for final review and approval.

- Applicant:

City of Pleasanton

- Staff Contact(s):

[Sean Welch](#)

30. **East Pleasanton Specific Plan**

Other

East Pleasanton Specific Plan

The East Pleasanton Specific Plan (EPSP) will provide a comprehensive long-range land use plan for an approximately 1,100-acre area on the east side of the city, extending into unincorporated Alameda County. The Pleasanton General Plan indicates that a specific plan should be prepared for this area; a planning process was originally initiated in 2012 under the guidance of a task force but was “paused” in 2015. In 2019 the City Council identified the East Pleasanton Specific Plan as a work plan priority, and in March 2020, provided direction to proceed with the planning effort, and that the City Council, Planning Commission, and City staff initiate a “clean slate” approach to the planning for East Pleasanton, which would consider multiple land use options for the entire area through the public process. Additional direction was provided that the Planning Commission and City staff initiate a concurrent and separate pre-housing element process to establish a draft inventory of citywide sites to meet projected Regional Housing Needs Allocations (RHNA) in advance of the formal housing element process – this process will be separately scoped, but will be designed to dovetail with the EPSP process. Based on this direction, staff is coordinating the formation of a project team for the EPSP that will provide professional services to assist with the effort, and to develop a more detailed scope of work for City Council consideration, with initial project meetings to be scheduled in coming months.

- Status Under Review
- Next Steps/Details: Staff is coordinating the formation of a project team for the EPSP that will provide professional services to assist with the effort, and to develop a more detailed scope of work for City Council consideration, with initial project meetings to be scheduled in coming months.
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

31. **Objective Design Standards**

Other

Objective Design Standards

In 2017, the California Legislature passed a package of 15 laws related to housing, referred to as the “housing package.” The housing package included a number of changes to state law intended to streamline and increase housing production. A further series of housing-related legislation was passed by the legislature in 2019, including SB 330, the Housing Crisis Act. The streamlining provisions of SB 330 and other laws include measures to make approval processes more routine and predictable for developers, including limitations on discretionary review processes and placing an increased emphasis on objective design and development standards as the primary criteria that may be used as the basis for project approval or denial. With these new criteria in place, and expecting the emphasis on objective standards to continue in future legislation, it is in the City’s interest to have a robust body of residential design and development standards in place, to ensure those projects deliver high-quality design, appropriate site planning and amenities, and are compatible with surrounding neighborhoods and the community. Accordingly, the City will be updating the Housing Site Development Standards and Design Guidelines first adopted by City Council in August 2012 and establishing objective standards for other types of residential development, including smaller multi-family infill projects. Additional information can be found on the project website: https://www.cityofpleasantonca.gov/gov/depts/cd/planning/objective_design_standards.asp

- Status Under Review
- Next Steps/Details: The Planning Commission commenced the project in December 2020 and will be meeting periodically to review the draft Objective Design Standards. The Planning Commission expects to review a draft of the standards in spring 2021.
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

32. **Housing Element Update**

Other

Housing Element Update

The Housing Element is part of the City’s General Plan and is a comprehensive statement by the community of its current and future housing needs and proposed actions to facilitate the provision of housing to meet those needs at all income levels. Preparation and periodic update of the housing element is required by state law; and thus, the element

reflects the state’s housing goal of "attaining decent housing and a suitable living environment for every California family," as well as a reflection of the unique concerns of the community. State law establishes a series of very specific requirements as to the scope, content, and process by which a housing element is updated and adopted, including review and approval (known as certification) by the State Department of Housing and Community Development (HCD) by January 2023.

- Status Under Review
- Next Steps/Details: The City has issued a Request for Proposals (RFP) to firms or individuals to assist in preparation of an update to the Housing Element of the General Plan for the Housing Element Planning Period between January 31, 2023 – January 31, 2031 (6th RHNA Cycle). Staff will then coordinate the formation of a project team and present to the City Council for consideration, with initial project meetings to be scheduled for early 2021.
- Applicant: City of Pleasanton
- Staff Contact(s): [Jennifer Hagen](#)

TRANSPORTATION PROJECTS

Transportation Planning

33. Bicycle and Pedestrian Master Plan High Priority Corridor | Transportation/Traffic Project

The Pedestrian and Bicycle Master Plan, created in January 2010 was updated and adopted by City Council in June 2017. The update created an “All users and abilities” approach to facility design and provided a corridor construction priority. West Las Positas Boulevard was identified as the highest priority corridor and design is underway to develop bicycle and pedestrian improvements along the corridor.

- Status Under Review
- Next Steps/Details: Toole Design Group has completed the preferred corridor design option for West Las Positas. Originally 7 alternatives were developed. The preferred option is a combination of several alternatives and incorporates a quick build design as well as an upgraded full concrete planner design when West Las Positas is reconstructed (separate project to address the soil settling impacts on the roadway surface) . The recommended design was presented to the Bicycle Pedestrian and Trails Committee in January 2020. The BPTC supported the final design option and recommended forwarding the plan to the City Council. The preferred option is on the WLPBike.com website. Additional outreach to the schools and businesses located on WLP were scheduled to occur in March, but have been placed on hold until schools and businesses

return to a more normal operation and may be reached for comment.

- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

34. **Overcrossing Improvement Plan for Pedestrians and Bicycles** | **Transportation/Traffic Project**

City Council at its September 13, 2016 meeting awarded the Freeway Overcrossing Improvement Plan project. This plan identified needed improvements and an implementation strategy to improve bicycle and pedestrian facilities at the freeway overcrossings. Included with project deliverables is a set of plans for each overcrossing that will be used for future construction. The were completed and presented to City Council in December of 2018.

- Status: Completed
- Next Steps/Details: Staff conducted additional operational analysis on the proposed overcrossing design. Locations where peak vehicle on ramp volumes were/are in excess of 800 vehicles operated poorly under the proposed design conditions (queue spillback into adjacent intersections). Staff will implement a 2 phase approach, constructing the design features that do not impact vehicle operations with overlay projects and look for grant funding to provide controlled pedestrian and bicycle crossing at the 800+ vehicle ramp locations. Staff will be applying for Cycle 10 HSIP grants through CalTrans to install rectangular rapid flashing beacons and associated crossing striping.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

35. **Bernal Avenue at Nevada Street Traffic Signal Installation** | **Transportation/Traffic Project**

Nevada Street is currently under construction to connect Stanley Boulevard to Bernal Avenue. When completed the increased volume on Nevada Street requires a traffic signal to be constructed at Bernal Avenue. When properly used, traffic signals are valuable devices for the control of vehicular and pedestrian traffic. They assign the right-of-way to the various traffic movements and profoundly influence traffic flow while reducing the frequency and severity of certain types of crashes, especially right-angle collisions.

- Status: Under Review
- Next Steps/Details: The Nevada Street extension has been constructed. The traffic signal design is nearing completion and should be read to bid in November of 2020 with a construction in early 2021.
- Applicant: City of Pleasanton

- Staff Contact(s): [Mike Tassano](#)

Traffic Operations

36. Automated Traffic Signal Performance Measures | Transportation/Traffic Project

The City was awarded the Innovative Deployments to Enhance Arterials (IDEA) Challenge Grant. This grant encourages local agencies to implement cutting edge technological solutions to help improve travel time, safety, and traffic operations reliability for all modes of transportation. The City will implement Automated Traffic Signal Performance Measures (ATSPM) technology that can measure the performance of a single signalized intersection or a corridor of signalized intersections, as well as, provide origin and destination data of vehicles. Some performance measures include, but are not limited to, travel time, travel speed, traffic volumes, and delay. The data can be measured against historical data to better understand traffic trends, efficiency, and understand travel patterns, all of which will aid staff in improving overall traffic operations. Lastly, this project will look to integrate other traffic related data, such as Waze, to achieve a comprehensive set of information between the city's traffic signals and the road user themselves. This technology will be installed at approximately 45 signalized intersections.

- Status: Under Review
- Next Steps/Details: A contract has been executed with CT West for the equipment procurement and support of installation. The equipment has been received and installation is underway. Additional power cables have been ordered to support the Origin-Destination device installation at traffic signals. Construction of the project was completed in November. System configuration will be completed in early December. System training for staff will be in January
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

37. Sunol Boulevard Interchange | Transportation/Traffic Project

The Sunol Boulevard Interchange is in the Caltrans Right of Way, but any improvements to local interchanges are funded by the local agency. The City issued a request for proposals in late 2017 to design a set of signalized intersections at the two ramp locations. The Project Study Report- Project Development Study (PSR-PDS) document has been officially signed off by Caltrans on January 17, 2020. The PSR-PDS is the initial document required for the Caltrans project development process.

- Status: Under Review
- Next Steps/Details: City Council approved a contract amendment in June of 2020 with AECOM to complete the next step of the Caltrans project development phase, Preliminary Analysis & Environmental Document (PA&ED). This phase will require more in depth analysis of traffic impacts and

environmental impact due to project improvement alternatives. This phase of the process is anticipated to take 1 year to complete (completion in July 2021).

Upon completion Detailed Design and ROW acquisition will commence (July 2021-Dec 2022) and construction is anticipated to begin in February 2023 with completion in June 2024.

This project will construct 2 traffic signal on Sunol Boulevard, reconstruct the westbound to southbound loop ramp including the bridge section and extend the freeway merge section by 1000 feet to allow for smoother transition onto the freeway mainline.

- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

38. **Internally Illuminated Street Name Sign Replacement with LED**

Transportation/Traffic Project

The city's internally illuminated street name signs (IISNS) are becoming faded and require replacement. The city is in its fifth and final year of the 5-year plan to replace the existing fluorescent tube IISNS with LED IISNS. The LED signs consume less power which will reduce the power cost per intersection as well as the carbon footprint of the city. Installation of the IISNS started in May 2016.

- Status: Under Review
- Next Steps/Details: Replacement to LED IISNS is in its fifth and final year. Upon completion all IISNS will be LED.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

39. **Owens at Iron Horse Trail Crossing Modification**

Transportation/Traffic Project

Owens Drive Adaptive

Staff presented the results of the six-month study to City Council in January 2018 and Council recommended that an adaptive signal timing system be purchased to address the one-two minutes per day where congestion remains. A Capital Improvement Program (CIP) to install adaptive signal system was added to the 2018/19 CIP. The system was installed in 2019 and staff continues to monitor the traffic volumes in the area.

- Status: Completed
- Next Steps/Details: The Adaptive Signal hardware has been installed. Staff continues to monitor and make adjustments to the system as necessary.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

40. **Intersections of Stanley/Valley/Bernal, Santa Rita/Valley, Santa Rita/Stoneridge**

Transportation/Traffic Project

World Smartest Intersection

Installation of next generation traffic signal equipment for signal performance, conflict analysis, origin-destination studies, multi-modal traffic safety, and connected vehicle applications.

- Status Under Construction
- Next Steps/Details: Project delayed while the Miovision Automated Traffic Signal Performance Measure Project is under construction. Project to begin in early 2021.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

Traffic Calming

41. **West Las Positas**

Transportation/Traffic Project
West Las Positas Traffic Calming

Residents along West Las Positas (between Fairlands Elementary School and Staples Ranch) have called for concerns about speeding. This section of West Las Positas was evaluated as part of the Traffic Calming program and was the top ranked street eligible for traffic calming. An initial public meeting was held on December 5, 2018 to describe the program. A steering committee was created in December of 2018 and several steering committee meetings were held in 2019. A draft plan was completed in fall 2019 and petitions provided to the steering committee for circulation. Resident support by way of petition is required to bring improvement plan to the City Council for adoption.

- Status Completed
- Next Steps/Details: A second petition was provided to the steering committee for the installation of radar speed signs in Fall 2019. Staff followed up several times on petition status and the steering committee has not yet collected the required signatures for any of the petitions. The Steering committee has elected not to continue with obtaining signatures for the petition. Thus, this project for West Las Positas will be closed.
- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novenario](#)

42. **Junipero Street and Independence Drive**

Transportation/Traffic Project

In November 2015, City Council directed staff to meet with the residents of Junipero Street and Independence Drive to discuss potential solutions to their traffic-related concerns. Staff began meeting with the neighborhood in March 2016.

Staff and the steering committee met through the summer of 2016 and developed a traffic calming plan which included traffic signal metering, radar speed signs, new crosswalks, speed reduction on Independence Drive, six speed lumps and a major modification to the arterial intersection of Bernal Avenue at Sunol Boulevard/ First Street. The plan was presented to City Council in September 2017 and construction was completed in the winter of 2017 with the exception of the arterial intersection improvements. The arterial intersection design is underway (March of 2018) and design completion is expected in the spring of 2020. Prior to the completion of the design, alternatives will be presented to the surrounding neighborhoods and the Pleasanton Unified School District to receive feedback (Winter 2019).

- Status Under Review
- Next Steps/Details: Installation of all of the traffic calming devices within the Junipero and Independence neighborhood have been completed. The design of the second left turn lane at the intersection of Bernal Avenue and First Street / Sunol Boulevard began in spring 2018. The design is 95% complete. Engineering staff will bring the design to the Pleasanton Unified School District for review, as the project will need some PUSD right of way(northeast corner of the intersection). Upon securing the ROW and review of the design by the neighborhoods, the City will advertise the project for construction. Anticipated construction in fall 2021. Upon completion of intersection improvements, conduct after-implementation study.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

43. **Vintage Hills Elementary** | **Transportation/Traffic Project**
Vintage Hills Elementary Traffic Calming

This project addresses two concerns for the Vintage Hills Elementary School community and surrounding neighborhood.

1) Residents of Concord Street requested traffic calming measures to address speeding concerns that are present outside of school hours. The Concord Street steering committee has elected to install three speed lumps along Concord Street between Palomino Drive and Touriga Drive. In addition, curb-extensions (bulb-outs) are proposed at the intersection of Palomino Drive and Concord Drive. This will reduce the crossing distance on Palomino Drive and Concord Drive for school related pedestrians walking to Vintage Hills Elementary. It also requires motorists to slow down as they turn through the intersection. Currently, the steering committee is collecting the required petition signatures for the speed lumps and bulb-out proposal.

2) Community members of Vintage Hills Elementary School are concerned about safety going to and leaving school.

- Status Completed

- Next Steps/Details:

The Vintage Hills steering committee developed the following plan for the 2019/20 school year to help ease commutes to school.

- a. Make available the rear entrance to the school. Opened for 2019/20 school year.
- b. Grillo Ct – A new crosswalk was added to the north side of the intersection of Grillo Ct and Concord Street.
- c. A new crossing guard added to the intersection of Grillo Ct. and Concord Street
- d. A new school loading zone was added on Concord Street in front of the school. This is a time limited loading zone (ex: 7:30am to 8:30am, 2:00pm to 3:00pm) which will provide another location for parents to pick up their kids.
- e. 3 speed lumps installed on Concord Street to control vehicle speeds
- f. installed an all way stop at the intersection of Concord Street and Kottinger Drive
- g. Curb extension and bulb-out at the intersection of Palomino Drive and Concord Street to be installed spring/summer 2020 (design to begin summer 2020).

Potential future improvements

- h. Southbound Concord Street may be reconfigured to have new vehicle queueing lane for school traffic and a through lane. The vehicle queueing lane would be added along the curb to the west side of Concord Drive roughly between Kottinger Drive and Reisling Ct. Vehicles queueing in this lane could either enter the existing school loop loading zone or the new school loading zone in front of the school. Because this queueing lane is along the curb, it allows motorists who wish to travel south on Concord to bypass school traffic using the through lane. Review of the new all way stop performance will be analyzed to determine if the queue lane is needed.
- i. i. speed lumps on Palomino (petition is in circulation and if the required 67% support is achieved, speed lumps will be installed).

- Applicant:

City of Pleasanton

- Staff Contact(s):

[Cedric Novenario](#)

44. Junipero Street

Transportation/Traffic Project
Junipero Traffic Calming

Residents along the western portion of Junipero have requested additional speed lumps to complete the completed traffic calming project at Independence and Junipero. The project will add one additional speed lump between Sonoma and Tomas way

- Status: Completed
- Next Steps/Details: Expedited Speed Lump notices have been sent for two petition to residents within 500' of the proposed speed lump locations. Residents were given two methods to submit a petition: online (via QR code) or mailback a petition. Not enough petition signatures were obtained by the October 16 closing date. Thus, the project will not proceed. The local resident champion was notified that the project will not proceed.
- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novenario](#)

Regional Projects

45. State Route 84

**Transportation/Traffic Project
SR 84**

SR 84 from Pigeon Pass to I-680 has completed environmental review and Caltrans adopted the environmental document in the summer of 2018. Preliminary engineering and design has started . The design process and right of way acquisition will take approximately two years with construction to follow in 2021.

Construction of the segment of SR 84 from Pigeon Pass to I-680 will be the final segment in a series of improvements to widen SR 84 to expressway standards from I-580 in Livermore to I-680 in Sunol. Environmental review of the SR 84 project began in 2002, and completion of this final segment will conclude this nearly 20-year project.

- Status: Under Review
- Next Steps/Details: The segment of SR 84 from Pigeon Pass to I-680 has completed environmental review and Caltrans adopted the environmental document in 2018. Preliminary engineering and design has begun. The design process and right-of-way acquisition will take approximately two years with construction to follow in 2021.

Construction of the segment of SR 84 from Pigeon Pass to I-680 will be the final segment in a series of improvements to widen SR 84 to expressway standards from I-580 in Livermore to I-680 in Sunol.

Alameda CTC envisions start of construction in March/April 2021.

- Staff Contact(s): [Mike Tassano](#)

46. Bart to Ace

Transportation/Traffic Project

| **Valley Link**

In October 2017 the Governor signed Assembly Bill 758 which created The Tri-Valley – San Joaquin Valley Regional Rail Authority. This new authority has been created for the sole purpose of connecting Bart to ACE. The Authority has selected a hybrid powered, multiple-unit vehicle technology with the ability to convert to fully electric power in the future

Valley Link is proposing to provide a new rail service from the existing Dublin / Pleasanton BART Station to San Joaquin County, utilizing existing rights-of-way in the center of the I-580 corridor to provide connectivity between ACE and Bart. Valley Link is proposed to provide frequent, all-day regional rail service with future expansion all the way to Lathrop in the Central Valley

As a first phase in the Valley Link project, the Authority has recommended an initial segment serving the RM3 project corridor, originating from a BART connection at Dublin/Pleasanton Station and continuing to a proposed station at Greenville Road in Livermore, in the I-580 median, including a proposed station at Isabel Road

The Bill also transfers all unencumbered local funds allocated to the BART extension from Bart to the Authority. This is 588 million of the anticipated 1.8 billion needed to construct the ultimate system.

- Status Under Review
- Next Steps/Details: Produce feasibility report was completed in June 2019 as was the Draft Environmental Report. Design and ROW acquisition is underway.

600 million in funding is secured for the 1.8 billion dollar project. This project is included in the FASTER bay area regional transportation measure expected to be on the November 2020 ballot. In June of 2020 Alameda County Transportation Commission voted to officially transfer the 400 million in Measure BB money from the "Bart to Livermore" project to the "Valley Link" project. The "Bart to Livermore" project is explicitly called out in the Measure BB expenditure plan and the expenditure plan must be amended to allow for the 400 million to be allocated to the Valley Link Project. The proposed amendment is in the 45 day comment period and should be adopted in August 2020 after the close of the comment period.

- Staff Contact(s): [Mike Tassano](#)

47. **680 Express Lane Projects** | **Transportation/Traffic Project** **680 Express Lanes**

The 680 Express Lane is two separate projects. One will construct a new 15-mile express lane from SR 237 in Milpitas to SR 84 in Sunol. The second will extend the express lane from SR 84 to Alcosta.

- Status Approved
- Next Steps/Details: I-680 Express Lane between SR 237 to Milpitas
The southbound direction was completed in 2010. The first phase of the northbound project will construct the nine-mile section from Auto Mall Parkway in Fremont to SR 84. The Construction was awarded in November 2017 and construction began in the summer of 2018 and should be completed in 2020. There is no current timeline for Phase 2 of the project.

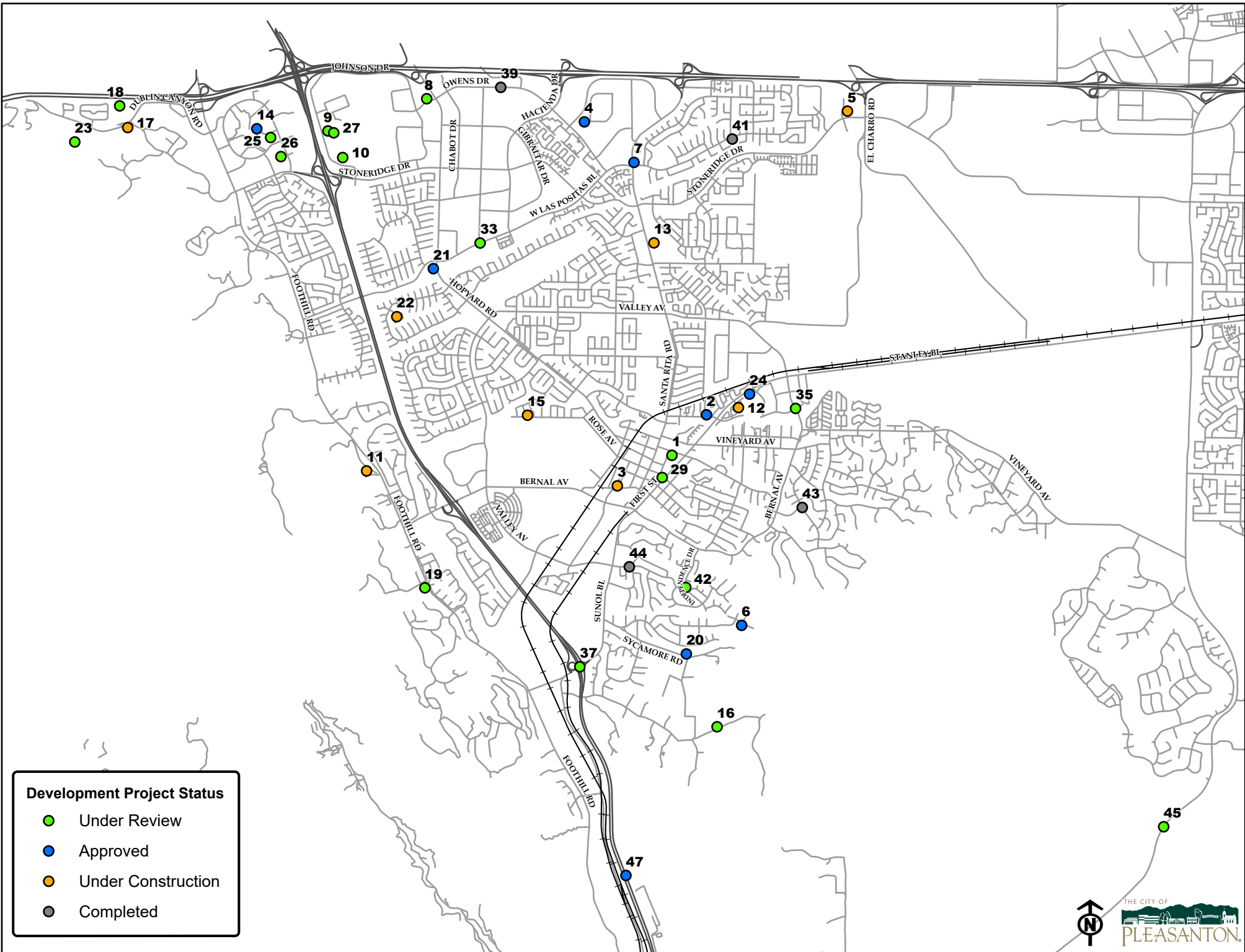
I-680 Express Lane between SR4 and Alcosta Blvd:

- Draft Environmental Release for public review – March 2020
- Project Report and Final Environmental Document Approval – August 2020*

Project Cost : Total cost estimate to implement express lanes for both NB and SB directions is \$480M. In the light of limited available & anticipated funding and to address near term traffic needs, a decision has been made to proceed with the design, right of way and construction work for the SB direction as the phase 1 of this project. The estimated cost for the SB direction is around \$252M. Caltrans has a project in works to pave the existing pavement within approximately the same limits as the express lane. Caltrans has agreed to split their rehab project into NB and SB directions. They plan to move forward with the NB rehab as a stand-alone project which would go to construction in spring 2021. Their SB rehab will be combined with the SB express lane project and will begin construction in Spring 2022.

Schedule for the combined SB rehab and express lane project:

- Design and ROW start – Jan 2020
 - Design and ROW completion – October 2021
 - CTC allocation of SHOPP and other state funds – Dec 2021
 - Construction contract advertisement – January 2022
 - Construction start – April 2022
 - Construction completion – December 2024
- Staff Contact(s): [Mike Tassano](#)



Development Project Status

- Under Review
- Approved
- Under Construction
- Completed



CITY OF PLEASANTON

SALES TAX UPDATE

3Q 2020 (JULY - SEPTEMBER)



PLEASANTON

TOTAL: \$ 5,405,173

-9.7%

3Q2020



-3.8%

COUNTY



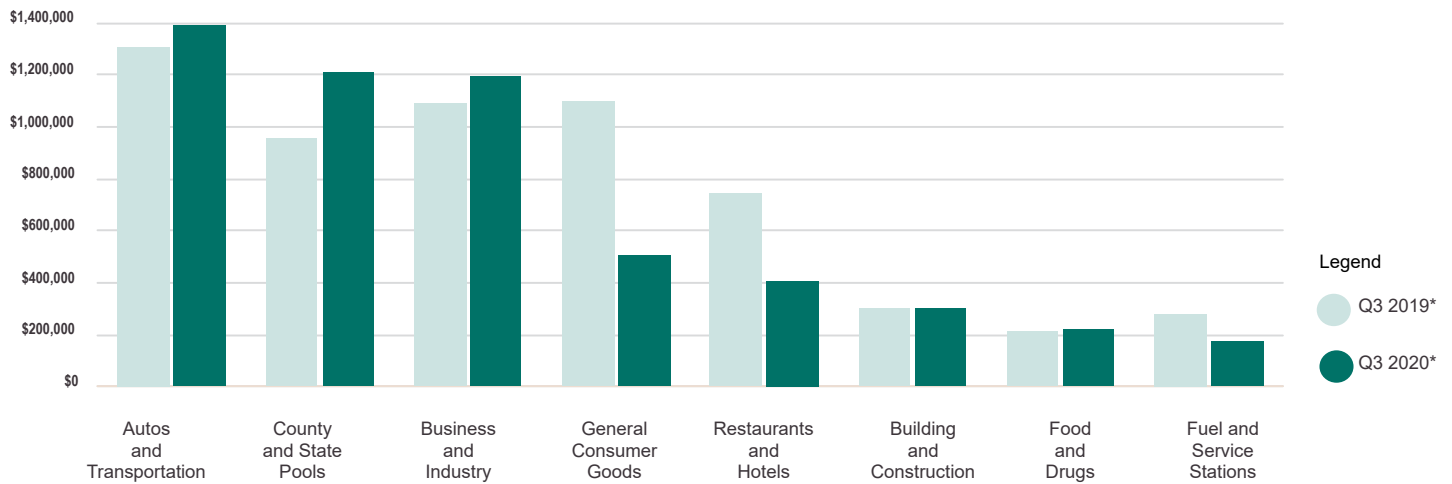
-0.9%

STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF PLEASANTON HIGHLIGHTS

Pleasanton's receipts from July through September were 9.1% below the third sales period in 2019.

The surge in online shopping and the implementation of AB 147 led to a 27% gain in the City's allocation from the countywide pool and created the overall positive results from the quarter.

The ongoing pandemic prompted poor performance in casual dining and quick-service restaurants bringing the restaurant-hotel group to a 45.7% decline from the comparable quarter. Fewer drivers on the road and lower prices at the pumps cause the 38.4% drop in tax receipts from service stations.

Limited access, restrictions and closures hurt general consumer goods; department stores declined 63.8%.

There were a few bright spots. Surprisingly, new motor vehicle sales grew 10% over previous year sales. Building material sales spiked as home improvement projects became priority. The medical/biotech group grew with the demand for Covid related equipment and was furthered by a new outlet.

Net of aberrations, taxable sales for all of Alameda County declined 3.8% over the comparable time period; the Bay Area was down 5.8%.





STATEWIDE RESULTS

The local one-cent sales and use tax from sales occurring July through September was 0.9% lower than the same quarter one year ago after factoring for accounting anomalies. The losses were primarily concentrated in coastal regions and communities popular with tourists while much of inland California including the San Joaquin Valley, Sacramento region and Inland Empire exhibited gains.

Generally, declining receipts from fuel sales, brick and mortar retail and restaurants were the primary factors leading to this quarter's overall decrease. The losses were largely offset by a continuing acceleration in online shopping that produced huge gains in the county use tax pools where tax revenues from purchases shipped from out-of-state are allocated and in revenues allocated to jurisdictions with in-state fulfillment centers and order desks.

Additional gains came from a generally solid quarter for autos, RV's, food-drugs, sporting goods, discount warehouses, building material suppliers and home improvement purchases. Some categories of agricultural and medical supplies/equipment also did well.

Although the slight decline in comparable third quarter receipts reflected a significant recovery from the immediate previous period's deep decline, new coronavirus surges and reinstated restrictions from 2020's Thanksgiving and Christmas gatherings compounded by smaller federal stimulus programs suggest more significant drops in forthcoming revenues from December through March sales.

Additionally, the past few quarter's gains in county pool receipts that were generated by the shift to online shopping plus last year's implementation of the

Wayfair v. South Dakota Supreme Court decision will level out after the first quarter of 2021.

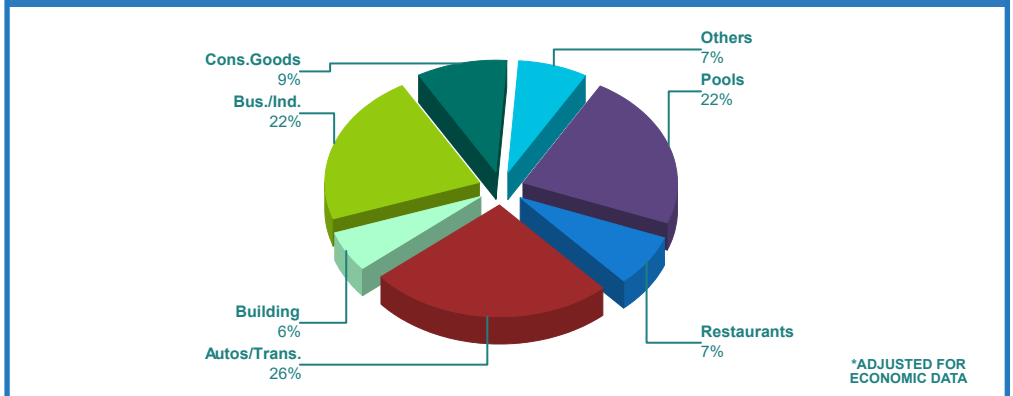
Much of the initial demand for computers and equipment to accommodate home schooling and remote workplaces has been satisfied. Manufacturers are also reporting that absenteeism, sanitation protocols, inventory and imported parts shortages have reduced production capacity that will not be regained until mass vaccines have been completed, probably by the fall of 2021.

Significant recovery is not anticipated until 2021-22 with full recovery dependent on the specific character and make up of each jurisdiction's tax base.

Part of the recovery will be a shift back to non-taxable services and activities. Limited to access because of pandemic restrictions, consumers spent 72% less on services during the third quarter and used the savings to buy taxable goods.

Full recovery may also look different than before the pandemic. Recent surveys find that 3 out of 4 consumers have discovered new online alternatives and half expect to continue these habits which suggests that the part of the recent shift of revenues allocated through countywide use tax pools and industrial distribution centers rather than stores will become permanent.

REVENUE BY BUSINESS GROUP
Pleasanton This Quarter*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Pleasanton Business Type	Q3 '20*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	862.8	10.5% ↑	10.1% ↑	5.8% ↑
Medical/Biotech	386.2	49.8% ↑	3.5% ↑	4.7% ↑
Building Materials	215.2	22.3% ↑	7.8% ↑	16.4% ↑
Casual Dining	211.9	-41.8% ↓	-43.7% ↓	-38.0% ↓
Electrical Equipment	197.1	2.7% ↑	28.6% ↑	-11.4% ↓
Service Stations	171.2	-38.5% ↓	-35.1% ↓	-29.0% ↓
Auto Lease	160.1	-14.1% ↓	-16.1% ↓	-5.4% ↓
Quick-Service Restaurants	133.9	-33.7% ↓	-19.9% ↓	-10.3% ↓
Grocery Stores	107.6	-5.2% ↓	-0.8% ↓	7.1% ↑
Department Stores	107.1	-63.8% ↓	-53.5% ↓	-42.5% ↓

*Allocation aberrations have been adjusted to reflect sales activity *In thousands of dollars