

2005 Pleasanton Plan 2025

DRAFT

2. LAND USE ELEMENT

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The General Plan Map depicts the land uses referenced in the Land Use Element.

2. LAND USE ELEMENT

PURPOSE

The purpose of the Land Use Element is to provide policies and a land-use map indicating the planned location, amount, and intensity of residential, commercial, and industrial lands, as well as to provide guidance for the use of public and open-space lands. Policies need to be considered together with the General Plan Map to understand the City's intentions for future development and conservation. The General Plan Map depicts the policies contained throughout the 2005 Pleasanton Plan 2025 (General Plan 2005-2025) in graphic form. The Map illustrates the City's plan for a desirable pattern of land use throughout the Planning Area.

SUSTAINABILITY

As stated in the General Plan Vision, the City of Pleasanton embraces the concept of sustainable development. A sustainable city strives to draw from the environment only those resources that are necessary and that can be used or recycled perpetually, or returned to the environment in a form that nature can use to generate more resources. Relating the concept of sustainability to land use includes encouraging infill development and planning the city such that its layout would increase walking and bicycle riding, and minimize vehicle-miles traveled and energy usage. In addition, the City is committed to constructing new public facilities using "green-building" practices that would reduce energy usage, as well as requiring that new residential and commercial land uses do the same. The concept of sustainability also relates to the economic and fiscal sustainability of the City in the long term. This chapter seeks to ensure that land-use policies and the Land Use Map provide support for fiscal and economic sustainability.

EXISTING CONDITIONS

Pleasanton is well on its way to achieving its goal of a well-planned and complete community at General Plan buildout. The following summarizes existing community conditions. See General Plan Land Uses, below, for future plans for land uses within the Planning Area.

Residential Neighborhoods

Many people relocate to Pleasanton for its attractive and well-planned neighborhoods. Pleasanton currently contains many residential neighborhoods (see Table 2-1 and Figure 2-1) that offer a variety of environments and lifestyles. The oldest neighborhood is in the Downtown and features buildings dating back to the 1860s.

A major aspect of Pleasanton's neighborhood environment is the separation between residential and non-residential uses. This land use pattern minimizes incompatibility among land uses and results in the safe and attractive environment which makes Pleasanton's neighborhoods so livable.

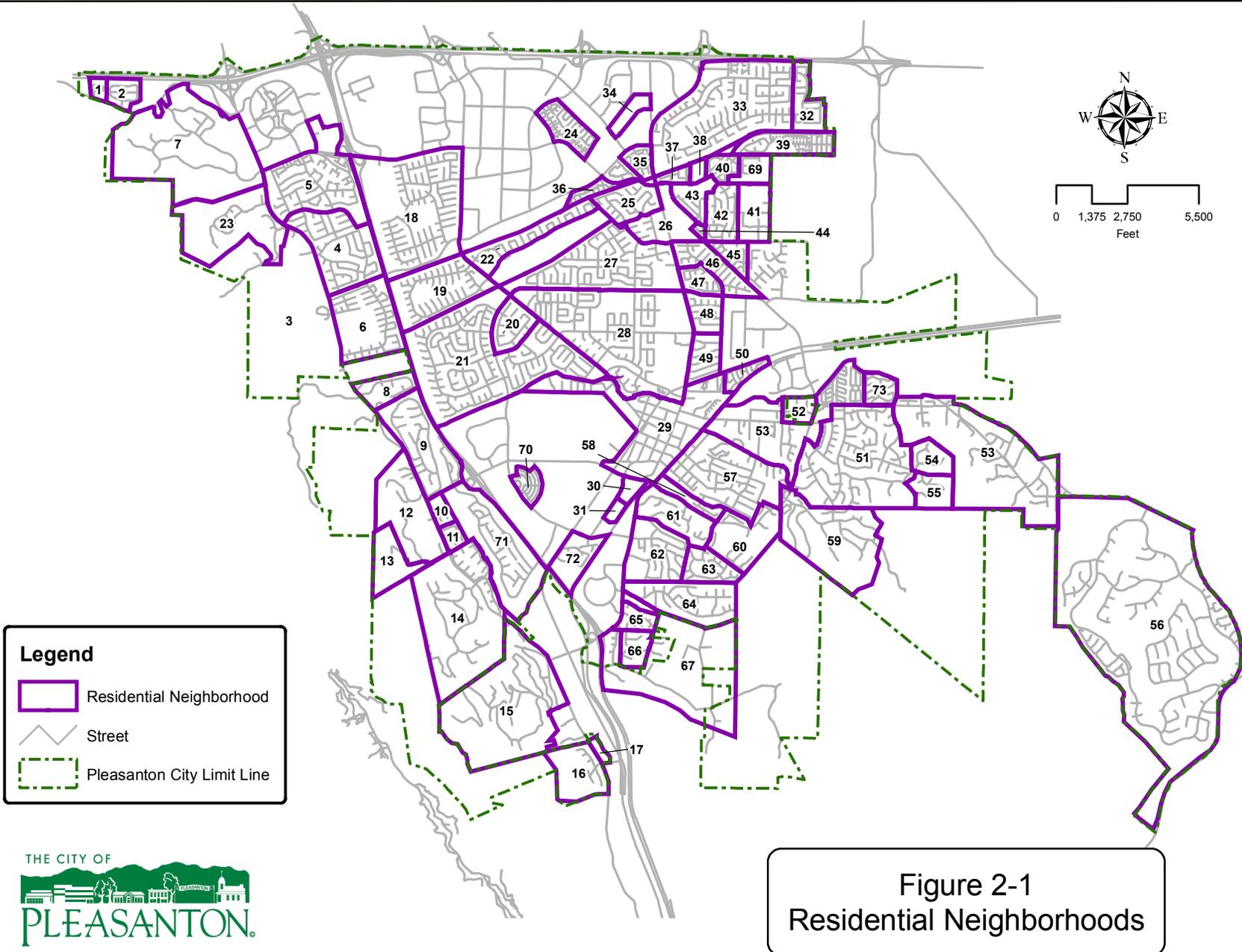
TABLE 2-1: RESIDENTIAL NEIGHBORHOODS

1 Canyon Creek	19 Valley Trails	37 Belvedere	55 Grey Eagle Estates
2 Canyon Meadows	20 Country Fair	38 Gatewood	56 Ruby Hill
3 West of Foothill	21 Del Prado	39 Stoneridge Park	57 Pleasanton Heights
4 North Muirwood	22 Parkside	40 Stoneridge Orchards	58 Old Towne
5 Stoneridge	23 Moller Ranch	41 Mohr-Martin	59 Kottinger Ranch
6 South Muirwood	24 Valencia/Siena/Avilla	42 Mohr Park	60 Bonde Ranch
7 The Preserve	25 Amberwood / Wood Meadows	43 Pleasanton Village	61 Mission Hill
8 Foothill Knolls	26 Willow West	44 Sycamore Place	62 Mission Park
9 Laguna Oaks	27 Birdland	45 Rosewood	63 Lund Ranch
10 Foothill Place	28 Pleasanton Valley	46 Heritage Valley	64 North Sycamore
11 Laguna Vista	29 Downtown	47 Danbury Park	65 Rosepointe
12 Deer Oaks/Twelve Oaks	30 Civic Square	48 Amador Estates	66 Carriage Gardens
13 Longview	31 Ridgeview Commons	49 Jensen Tract	67 Happy Valley
14 Golden Eagle Farms	32 California Somerset	50 California Reflections	68 Southeast Pleasanton
15 Castlewood	33 Pleasanton Meadows	51 Vintage Hills	69 Walnut Glen
16 Oak Tree Farms	34 Hacienda Gardens	52 Remen Tract	70 Walnut Hills
17 Oak Tree Acres	35 Las Positas Garden Homes	53 Vineyard Avenue	71 Pheasant Ridge
18 Val Vista	36 Verona	54 Foxbrough Estates	72 Canyon Oaks
			73 Shadow Cliffs

Source: City of Pleasanton, Planning and Community Development Department, July 2007.

Note: See Figure 2-1 for neighborhood locations.

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While there is a separation of land uses in much of Pleasanton, “mixed-use” development also exists, for example, in the Downtown with residents living above commercial establishments and a mix of residential and commercial uses on a parcel. This General Plan seeks to create additional opportunities to integrate residences with other land uses in mixed-use and transit-oriented developments (TOD) and to create more pedestrian, bicycle, and public transit connections that can provide an alternative to automobiles.

The City’s street network features relatively few major arterials, thus minimizing the number of residents exposed to heavy traffic and noise. Most homes front on minor collector streets and cul-de-sacs which meander through the community and create quiet, safe environments. The street pattern carves out distinct neighborhoods, each having a diversity of uses: housing, a local park, an elementary school, and access to both retail and community services. Most neighborhoods have a variety of architectural styles, substantial landscaping, street trees, sidewalks, and bicycle paths.

As of January 2007, Pleasanton provided 25,765 housing units for approximately 68,800 residents. The housing mix included about 17,200 detached single-family and duet units (67 percent), and 8,556 attached single-family units and multi-family units (33 percent).¹ According to the 2000 Census, the average household size for owner-occupied units was 2.87 persons compared to 2.3 persons for renter-occupied units. The overall residential vacancy rate remains relatively low at 2.7 percent.

Industrial, Commercial, and Office Development

Prior to 1980, Pleasanton was predominantly a residential community with limited employment opportunities. Since 1980, the development of a regional shopping mall, seven major business parks, five major hotels, and a variety of retail, office, and service centers have transformed the City (Table 2-2 and Figure 2-2). Pleasanton’s economy supports basic industries which export products out of the community – such as nationally-recognized high technology companies, research and development, and corporate headquarters – and non-basic industries – such as local shops and services, which mainly serve people within the community. All industries are subject to strict standards relating to traffic, air quality, noise, water, sewer, and hazardous waste, and are monitored by the City.

As of 2005, Pleasanton contained about 4,100 businesses² (excluding home occupations) which together employed about 58,110 full- and part-time workers.³ Approximately 21 percent of these workers lived in Pleasanton, another 29 percent lived elsewhere in the Tri-Valley, and the remaining 50 percent commuted from the greater outlying area. The location of people’s place of

¹ City of Pleasanton, Planning and Community Development Department, 2007.

² City of Pleasanton, Business License Division, month, January 2007.

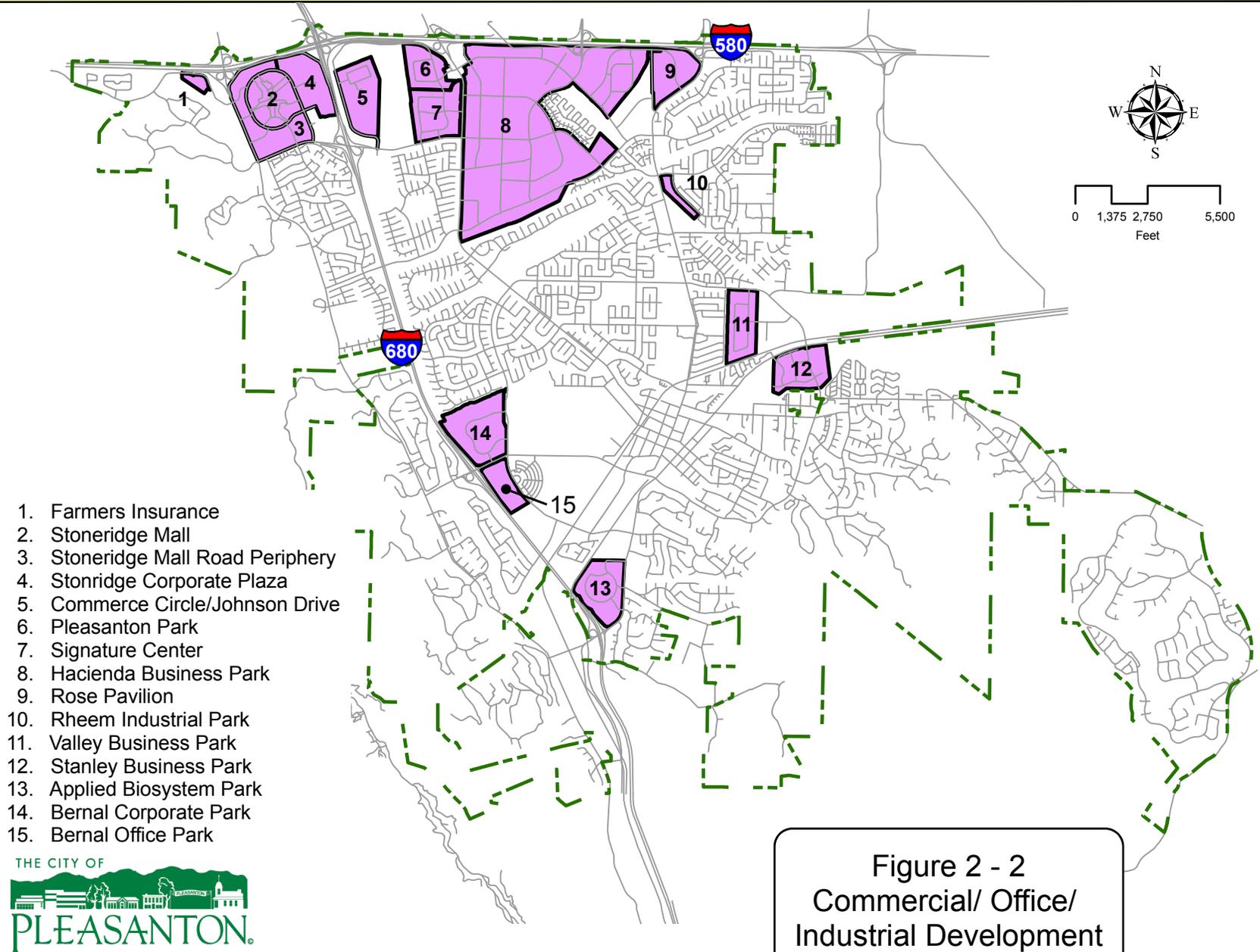
³ Association of Bay Area Governments (ABAG), *ABAG Projections 2007*.

TABLE 2-2: COMMERCIAL, OFFICE, AND INDUSTRIAL DEVELOPMENT

Sub-Area	Uses	2006 (square feet)	Buildout (square feet)
1 Farmers Insurance	Office	150,000	150,000
2 Stoneridge Mall	Retail	1,137,500	1,643,740
3 Stoneridge Mall Road Periphery	Office, Retail, Hotel, Medical	1,307,580	1,543,870
4 Stoneridge Corporate Plaza	Office, Restaurant	571,880	1,184,420
5 Commerce Circle / Johnson Drive	R&D, Warehouse, Light Industrial, Hotel	1,259,610	1,455,950
6 Pleasanton Park	Office, R&D, Light Industrial, Commercial	548,926	667,664
7 Signature Center, Bank of America, etc.	Office, R&D, Light Industrial, Commercial	984,480	1,072,140
8 Hacienda Business Park	Office, R&D, Light Industrial, Commercial	7,911,000	9,509,000
9 Rosewood Drive Area	Commercial, Auto Sales	408,410	426,040
10 Rheem Industrial Park	Light Industrial	195,620	204,130
11 Valley Business Park	Light Industrial, Office	1,001,900	1,101,050
12 Stanley Business Park	Service Commercial, Light Industrial, Retail, Office	400,110	761,220
13 Applied Biosystem Office Park	R&D, Office	258,500	960,000
14 Bernal Corporate Park	Office, R&D, Light Industrial, Retail, Hotel	1,132,450	1,331,450
15 Bernal Office Park	Office	0	750,000
16 Downtown	Retail, Office	868,000	968,000
Other		2,898,075	8,052,134
TOTAL		21,034,041	31,780,808
Note: R&D = research and development			
Source: City of Pleasanton, Planning and Community Development Department, July 2007.			

Note: See Figure 2-2 for the location of these major commercial/office/industrial complexes.

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work compared with their place of residence plays a crucial role in traffic patterns, commuting time, energy consumption, noise, and air pollution.

Community Facilities

Numerous and varied community facilities and programs characterize Pleasanton. Almost every neighborhood features a school and a park within walking distance of its residents. In addition, Pleasanton offers several large public facilities which serve the entire community such as the County Fairgrounds, Pleasanton Sports Park, Century House, Senior Center, the Civic Center, and Amador Theater (located at Amador Valley High School). Many neighborhood and community-wide facilities serve multiple functions in meeting recreational, social, and cultural needs. The City also partners with the Pleasanton Unified School District to jointly develop and improve facilities on school property such as gymnasiums and tennis courts, for the benefit of the whole community. Meeting rooms are available at City Hall, the Senior Center, and hotels; recreational activities take place in school playgrounds and gymnasiums; educational and social programs are offered at churches and City buildings. Year around, the Pleasanton Department of Parks and Community Services sponsors recreational, educational, human-service, and cultural programs in its facilities for thousands of residents to enjoy.

See the Public Facilities and Community Programs Element for additional information, including Table 6-3 and Figure 6-3, regarding existing community facilities and programs.

Open-Space Areas

An abundance of open space graces Pleasanton. Surrounding the developed areas of the valley floor are generally undeveloped lands of the Pleasanton Ridge, Southeast Hills, sand-and-gravel quarry areas, and vineyards in the South Livermore Valley area. See the Conservation and Open Space Element, including Figure 7-4, for information about the City's open space lands. In addition to open space, numerous neighborhood, community, and regional parks are interspersed within the City. See information about these parks in the Public Facilities and Community Programs Element, including Table 6-1 and Figure 6-2.

AREAS OF SPECIAL INTEREST

Pleasanton Ridgeland

The Pleasanton Ridgeland area includes approximately 13,000 acres generally bounded by Interstate 580 (I-580) to the north, the 670-foot elevation near Foothill Road to the east, Niles Canyon Road to the south, and Palomares Road to the west – excluding the existing communities of Sunol, Kilkare Canyon, and Castlewood. Part of the Ridgeland area is within the City of Hayward, part within Pleasanton, and the remainder in unincorporated land of Alameda County.

The Ridgeland area consists of ridges and valleys which separate the Tri-Valley from Castro Valley, Hayward, San Leandro, Union City, and Fremont. It provides the primary western visual backdrop for Pleasanton and joins the more westerly ridges in establishing the topographic edge to Hayward and Castro Valley. This predominantly undeveloped land further provides a scenic open space amenity of regional significance which includes regional parkland, agricultural land, and valuable wildlife habitat. Steeply sloping, heavily forested eastern and northern faces of the Pleasanton, Sunol, and Main Ridges, as well as broad grassland grazing areas along ridge tops and southern and western slopes, characterize the area.

In November of 1993, Pleasanton voters approved *Measure F*, which directly relates to the Ridgeland. The intent of the Measure is to preserve the remaining agricultural open space and designate the Ridgeland as Park and Recreation (for publicly-owned land) and Agriculture (for privately-owned land). In those areas designated Agriculture, certain uses which would be incompatible with the existing visual quality are not allowed.

South Pleasanton

Rolling and steeply sloping hills used predominantly as grazing and watershed land with low-density residential uses in the flatter Happy Valley Area characterize South Pleasanton. The General Electric Vallecitos Nuclear Research Center dominates the largely undeveloped Vallecitos Valley area north of State Route 84, while the San Antonio Reservoir watershed area, owned by the City and County of San Francisco, covers much of the area south of State Route 84.

The General Plan designates much of South Pleasanton as Public Health and Safety with a Wildlands Overlay, resulting in no development capacity other than one single-family home on an existing private lot of record. These designations cover the steeper slopes, higher elevations, areas subject to landslides and other hazards, watershed lands, and valuable wildlife habitat and corridor areas. Land Use in the Happy Valley area is discussed in detail in the Happy Valley Specific Plan (see pages 22-25). The Callippe Preserve Golf Course is located south of Happy Valley Road and is designated as Parks and Recreation. The General Electric site is designated as General and Limited Industrial, and to the west of that facility along Little Valley Road some Rural Density Residential is designated in an area of existing ranchettes.

Consideration should be given to preserving large open-space acreage in South Pleasanton by a combination of private open space and a public park system. Developer dedications, bond measures, corporate and personal donations, as well as regional, State, and federal funding programs, should be used to acquire trail rights-of-way and land. Attempts to achieve public access to open-space areas and trails should not create onerous impositions on property owners.

Vineyard Avenue Corridor

The 368-acre Vineyard Avenue Corridor is located in the southeastern portion of Pleasanton, south of the Arroyo Del Valle and west of Ruby Hill. Terrain is mostly flat north of Vineyard Avenue and generally transitions to steep slopes on the south side. Vegetation consists mostly of oak woodlands and grasslands in this sparsely developed area. The Vineyard Avenue Specific Plan, adopted in 1999, guides development in this area. In addition to homes, a park, and an elementary school, the area is also planned to include a number of “wine country” related commercial uses, such as wineries, wine-tasting rooms, and bed-and-breakfast accommodations.

Downtown

Downtown, the heart of Pleasanton, is located at the center of the Planning Area. It features the city’s oldest buildings, its most established residential neighborhoods, tree-lined streets, and an identifiable image as a classic early 1900s “American Downtown.”

The Downtown has served many functions over the past 130 years including a railroad stop, agricultural exchange center, and community shopping area. It contains many of the historic features of the community which should be preserved because of their architectural design, historic value, and contribution to the community character. The Downtown Specific Plan adopted in 2003 includes goals, objectives, and implementation measures that facilitate the changes needed to serve the City’s growing population and employment base while still preserving the essence of Downtown’s small-town character.

Staples Ranch

West of El Charro Road and south of Interstate 580 (I-580), in the northeastern Planning Area sits the 124-acre Staples Ranch, which, as of 2007, is owned by Alameda County Surplus Property Authority. The City adopted the *Stoneridge Drive Specific Plan* in 1989 – see discussion in the Specific Plan Areas section, below, which includes Staples Ranch. As of 2006, only the Staples Ranch portion of the *Stoneridge Drive Specific Plan* remains undeveloped. In 2006 the City and Alameda County signed a Memorandum of Understanding that outlined a process for the City of Pleasanton to review a development plan for Staples Ranch that included a continuing-care retirement community, an auto mall, other office or retail uses, and a City park.

East Pleasanton

The eastern portion of the Planning Area contains the largest deposits of sand and gravel in the entire Bay Area. This land is of special importance because of the value of its mineral deposits to the region’s economy, the effects of extracting and transporting sand and gravel on the local environment, and the manner in which excavated land is reclaimed for future use.

Alameda County, within whose jurisdiction the gravel areas are mostly located, has adopted a Reclamation Plan which indicates the extent of harvesting operations and identifies potential future uses suitable for land once its deposits have been extracted.¹ The Reclamation Plan calls for an open-space and recreation resource known as the Chain of Lakes, a series of open sand-and-gravel pits filled with groundwater after the resources have been extracted. The lakes would be used for water recharge and stormwater storage, and the project would include habitat enhancement and recreational trails. Shadow Cliffs Recreational Area is an example of how these pits can be reused, although not all of these areas are suitable for such high-intensity recreational use.

Industry has now depleted and reclaimed these resources on several large parcels in the Busch Road and El Charro Road area. This area will be the subject of a future specific plan (see following Specific Plan Areas section).

The quarry lands create a valuable urban separator between Pleasanton and Livermore. This land should be carefully studied during specific plan preparation, and its qualities as an urban separator should be substantially protected. The lake areas should be restored to a safe and natural condition, and wildlife areas should be regenerated to the fullest extent feasible. The future specific plan should be closely coordinated with affected property owners, the City of Livermore, and Alameda County, including Zone 7 Water Agency.

Hacienda Business Park

This 854-acre business park was originally developed in the early 1980s when the first office and commercial uses were built. The original master plan envisioned “a commercial development designed to create a cohesive, visually unified business park with a sense of identity, distinction and quality.” In the early 1980s, development activity in Hacienda included primarily one- and two-story tilt-up construction “back office” buildings, and a few “Class A” corporate office buildings. The park also acquired a new hotel development and a retail area at that time.

Housing was introduced in the late 1980s in the southern area of the park, and the weakening of the commercial real-estate markets at that time led to the allocation of additional acreage for small-lot single-family homes and additional multifamily residential development. Today there are 1,500 residential units in the park.

In 1996 the Dublin/Pleasanton BART line was opened with the terminus station located on the northern edge of the Hacienda Business Park at the I-580 freeway. The mid-1990s also saw a resurgence in the economy and a new period of development in the park which included corporations such as Roche, Shaklee, and PeopleSoft that acquired large vacant sites and sought approval of

¹ Alameda County Board of Supervisors, *Specific Plan for Livermore-Amador Valley Quarry Area Reclamation*, adopted Nov. 5, 1981.

projects designed for their long-term space needs. In recent years, Hacienda has continued to evolve with the addition of Pleasanton Unified School District's Hart Middle School and additional retail development.

As of 2007, the park has over 7.9 million square feet of office, research and development, and other commercial uses, and there is still significant development potential, particularly in the area close to the Dublin/Pleasanton BART station. The future of the park as it moves towards more mixed-use development integrated with the transit hub at the BART station is the subject of the Hacienda Specific Plan currently underway.

SPECIFIC PLAN AREAS

Specific plans provide a bridge between the goals and policies in the General Plan and specific development proposals, and usually incorporate detailed land-use development standards and design criteria. In several areas, specific plans have been used successfully in Pleasanton to implement the community's vision for future development. Figure 2-3 shows the location of these plan areas.

Existing Specific Plans

Below is a list of existing specific plans adopted by the City of Pleasanton.

1. **Downtown Specific Plan.** The City adopted the latest Specific Plan for this area on March 5, 2002, the result of a three year effort involving citizens, staff, and consultants. The overall goal of the Specific Plan is to improve upon the commercial and residential viability of the Downtown while preserving the traditions of its small-town character and scale.
2. **Stoneridge Drive Specific Plan.** This Specific Plan area, adopted by the City in October 1989, has been largely developed with a mix of residential, school, park, and institutional uses. As of 2006, Staples Ranch, the remaining undeveloped portion of the Specific Plan, is the subject of a Memorandum of Understanding between the City and the Alameda County Surplus Property Authority, for future development of a continuing-care retirement community, auto dealerships, additional commercial development, and a public park. This development will require an amendment to the Specific Plan.
3. **Bernal Property Specific Plan (Phase I and Phase II).** The City adopted the Phase I Specific Plan on August 21, 2000 for the 198-acre "private" development portion of the entire 516-acre property. Phase II, the 318 acres that were dedicated to the City by the Phase I developer, was adopted on May 16, 2006 and ratified by the voters on November 7, 2006. Phase 1 consisted of 571 mixed-density housing units, a "village common" park, as well as a neighborhood park, an elementary school, and roads. It also allows the development of 750,000 square feet of commercial/office-building floor space. Phase II provides for community uses including parks and open space, a youth and community center, as well as an amphitheater and agricultural uses.

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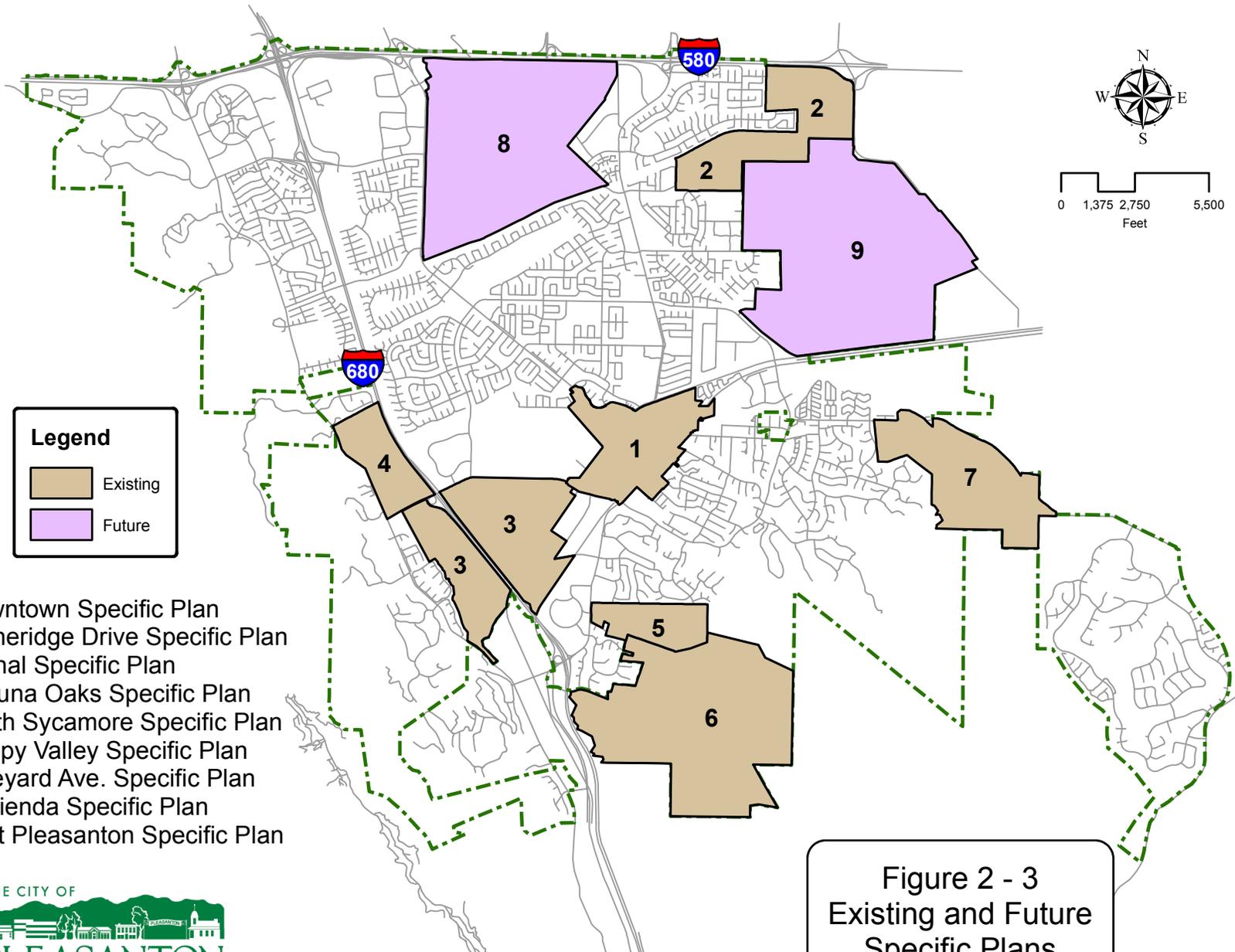


Figure 2 - 3
Existing and Future
Specific Plans

1. Laguna Oaks Specific Plan. This Specific Plan is essentially a development plan for the Laguna Oaks subdivision, where the first homes were completed in 1995.
2. North Sycamore Specific Plan. The City adopted this 135-acre Specific Plan in 1992 with the objective of providing guidance for annexation and development while retaining the area's rural character. Land-use designations include Low-Density Residential, Agricultural, and some Commercial and Medium-Density Residential near Sunol Boulevard. As of 2006, residential development of the area is mainly complete, although some commercial development is yet to be constructed.
3. Happy Valley Specific Plan. In 1998 the City adopted the 860-acre Specific Plan for Happy Valley. The Specific Plan area, which includes both incorporated and unincorporated land, includes a municipal golf course, open space and agricultural lands, as well as land for development of low-, medium-, and semi-rural-density homes. The Callippe Preserve Golf Course opened in 2005 and several golf-course custom homes have been developed.
4. Vineyard Avenue Corridor Specific Plan. This Specific Plan covers 384 areas on both sides of old Vineyard Avenue. The Plan allows a mix of single-family homes, vineyards, open space, community park, elementary school, and possible "wine country" related commercial sites. As of 2006, most of the single-family homes are either built or have planning approvals, and Vineyard Avenue has been realigned.

Future Specific Plans

In order to accommodate new and evolving development and to provide detailed planning guidance in areas undergoing land-use transitions, Pleasanton will undertake two new specific plans in the near future.

1. Hacienda Business Park – Transit-Oriented-Development Specific Plan. This Specific Plan, sponsored by the Hacienda Owners Association, is in preparation (as of 2006). Recognizing the park's success, and seeing potential opportunities to improve upon it, the Specific Plan effort currently underway will focus on reconsidering the relationship between uses, specifically seeking to achieve the optimum potential benefits associated with the park's proximity to BART. The Plan will focus on both improving convenient connections to transit and carefully locating the most transit-supportive land uses in proximity to the station. The area would be designated "mixed-use" on the General Plan and would rely on the Specific Plan to specify detailed land uses. Additional residential development at densities that facilitate affordable housing is anticipated within the limitations of the 29,000-unit housing cap.
2. East Pleasanton Specific Plan. This area includes approximately 1,000 acres in East Pleasanton and consists of lakes (reclaimed sand-and-gravel pits) now owned by Zone 7 Water Agency and land formerly owned by Hanson (Kaiser) Aggregates and Kiewit Corporation. This area may include development of commercial, residential, and office/industrial uses, as well as use of lakes for flood prevention, groundwater recharge, habitat, and recreation purposes. In addition, the

Specific Plan would also define a circulation system for the area, including improvements to El Charro Road, would plan the extension of utilities, and would create a funding mechanism for the infrastructure required to support development.

GROWTH MANAGEMENT

The orderly growth and development of the city together with the preservation of an open-space frame has been a high priority for the Pleasanton community. The City has used several tools to attain this goal including the adoption of an Urban Growth Boundary, a Growth Management Program, and a cap on residential development.

Urban Growth Boundary

The General Plan Map designates an Urban Growth Boundary (UGB) line around the edge of land planned for urban development at General Plan buildout. Pleasanton voters ratified the Urban Growth Boundary in 1996. The line distinguishes areas generally suitable for urban development where urban public facilities and services are provided from those areas not suitable for urban development. Areas outside the Urban Growth Boundary are generally suitable for the long-term protection of natural resources, large-lot agriculture and grazing, parks and recreation, public health and safety, subregionally significant wildlands, buffers between communities, and scenic ridgeline views. The Urban Growth Boundary is intended to permanently define the line beyond which urban development will not occur, although the initiative also described some circumstance under which the Urban Growth Boundary could be adjusted.

Note that one existing development is located outside of the Urban Growth Boundary: the Little Valley Road neighborhood in Alameda County's jurisdiction south of Pleasanton and designated as Rural Density Residential. Because this neighborhood is an existing partially developed area, the General Plan allows five-acre minimum parcel sizes without the provision of standard urban water and sewer service, subject to public health and safety considerations.

In November 2000, the voters of Alameda County approved an Urban Growth Boundary (*Measure D*) which is co-terminus with the city's Urban Growth Boundary in Pleasanton and also includes the Cities of Livermore and Dublin.

Residential Cap

The 1996 General Plan and a subsequent vote of the citizens of Pleasanton established a residential cap of 29,000 housing units within the Pleasanton Planning Area. By state law, "secondary units" are not counted within this cap. Assisted living units are generally not counted towards the 29,000 unit cap. However, in the case of continuing-care communities that include residential units for independent living, a proportion of the units may be counted towards the cap, based on impacts on community services and infrastructure (including traffic impacts, water and sewer impacts, and impacts on parks and schools).

In the future, Pleasanton is projected to grow to hold a maximum of 29,000 homes. This number assumes buildout of all residential lands shown on the General Plan Map at average densities (see Table 2-3) or consistent with an adopted Specific Plan where applicable. The City's Growth Management Program and Growth Management Ordinance currently limit annual housing growth to 350 units, although actual growth has averaged around 250 units per year since 2001. At this rate, and including the addition of a small number of second units each year, Pleasanton would reach a population of about 78,200 in the Planning Area in the year 2025. These projections depend on many factors including the national and local economies, Tri-Valley job growth, household size, average vacancy rate, commute patterns, water supply, wastewater treatment capacity, traffic capacity, air quality, and other factors.

TABLE 2-3: GENERAL PLAN DENSITIES		
Land Use Designation	Allowable Density Range	Average Density Used for Holding Capacity
Rural-Density Residential	0-0.2 du/acre	0.2 du/acre
Low-Density Residential	0-2 du/acre	1.0 du/acre
Medium-Density Residential	2-8 du/acre	5.0 du/acre
High-Density Residential	8+ du/acre	15.0 du/acre
Mixed-Use: Residential Commercial	20+ du/acre or 200% FAR	Not Applicable ^a
Commercial/Office	0-60% FAR ^b	35% FAR
General & Limited Industrial	0-50% FAR	31% FAR
Business Park	0-60% FAR	32% FAR
Sand and Gravel Harvesting	Not Applicable	Not applicable
Notes: du = dwelling unit(s), FAR = floor area ratio		
^a This will be based on a PUD or Specific Plan.		
^b An FAR of up to 300 percent is allowed in the Downtown Specific Plan area.		

Growth Management Program

The City adopted its first growth management ordinance in 1978, designed to regulate the location and rate of new residential growth in a period of sewage treatment constraints and air quality concerns. The growth management program was modified following the comprehensive revisions to the General Plan in 1986 and 1996. Currently the *Growth Management Ordinance*:

- Establishes an annual limit for new residential units.
- Requires the apportionment of yearly total new residential units to categories of projects ((i.e., affordable projects; major projects; first-come, first-served projects; small projects).
- Defines a process for obtaining an allocation under the program.

In recent years, as fewer large residential development sites are available and the number of residential units seeking building permits is significantly lower than the annual allocation, (reduced in 2004 to 350 units/year) there has been less need for a growth management system that acts to meter residential development. In the future, it is anticipated that the overall residential growth rate will decrease as the number of units approaches the 29,000 unit cap (see below). However, there may be years when large-scale multifamily or mixed use projects near the BART stations or in East Pleasanton compete with smaller projects for residential allocations. In addition, there is an opportunity to incorporate goals of this General Plan such as energy conservation, affordable housing, and sustainability into the allocation process. Future refinements of the Growth Management Program should seek to simplify the system and to incorporate the City Council's priorities.

Holding Capacity

Holding capacity is the ultimate size of the community that the Planning Area would accommodate if all land uses shown on the General Plan Map were to be built. Capacity is expressed in terms of housing units, population, commercial/office/industrial building floor area, and jobs at buildout.

By 2025, if all residential land shown on the General Plan Map were built out, Pleasanton would contain a maximum of 29,000 housing units, approximately 600 second units, and approximately 1,100 residents in group quarters. These units would support a residential population of about 78,200. This population estimate assumes that vacancy rates will average three percent and household size will average 2.72 persons per household. The residential holding capacity is based on buildout at average densities and, as stated above, has been validated by a vote of Pleasanton residents.

If all commercial, office, industrial, and other employment-generating land were built out, Pleasanton would contain approximately 32.5 million square feet of building floor area, enough to support about 88,000 jobs. This holding capacity estimate assumes that employment generating uses are built at average densities (Table 2-3, above), vacancy rates average seven percent, and employment densities will approximate current levels (Table 2-4, below). *ABAG Projections 2007* estimates a somewhat lower number of jobs with 76,020 in 2025 and 81,270 jobs in 2035.

Table 2-5, below, summarizes the number of acres of each land use designated within the Pleasanton Planning Area.

The Relationship of Jobs and Housing

The relationship between jobs and housing is a complex and often misunderstood topic which affects all communities, especially those, like Pleasanton, within large metropolitan areas. Workers choose jobs and residential locations based on a variety of personal, financial, and locational factors. Workers often make a trade between housing cost and length of commute with some choosing to undertake a longer commute for more affordable housing and others paying a higher housing cost for a shorter commute. Therefore, a certain percentage of workers will choose to live and work within the same

TABLE 2-4: EMPLOYEE DENSITY STANDARDS

<u>Workplace Type</u>	<u>Average Square Foot Per Employee</u>
Office	260
Research & Development	360
Light Manufacturing	590
Warehouse/Service Industrial	590
Service Commercial	490
Retail	510
Restaurant	170
Hotel/Motel	1,060

Source: Gruen Gruen + Associates, *Employment Densities by Type of Workplace*, July 1985.

TABLE 2-5: GENERAL PLAN ACREAGE (will be updated)

General Plan Category	General Plan Acreage
Residential	
Rural Density	1,752
Low Density	3,055
Medium Density	3,434
High Density	922
Mixed Use	To be determined.
Industrial/Commercial/Office	
Commercial and Office	784
General and Limited Industrial	558
Business Park	1,052
Sand and Gravel Harvesting	2,548
Community Facilities	642
Public and Institutional Schools	253
Open Space	
Parks and Recreation	5,429
Agriculture and Grazing	11,375
Public Health and Safety	15,693
Vineyard Avenue Corridor Study Area	368
Total Planning Area	47,865
Wildlands Overlay	13,554

community, such as Pleasanton, a certain percentage within the same commute area, such as the Tri-Valley, and a certain percentage will choose to live great distances away from their places of employment. The essence of the jobs/housing issue is to recognize these different types of commute behaviors, to provide adequate housing opportunities within the commute area desired by each group of workers, and to provide a variety of employment opportunities for residents.

Planning to accommodate this diversity of commute patterns involves identifying and providing for employment-generated housing needs on three geographic levels – the community, the commute area, and the region (such as the Bay Area). State law recognizes each city’s and county’s responsibility to accommodate employment-generated housing needs.¹ From a practical perspective, fulfillment of this responsibility is a regional concern which must allow for locational differences and varying needs among communities within larger commute areas. Pleasanton’s location at the intersection of two freeways has played an important role in establishing the city as a major employment center within the Tri-Valley. Other communities, like Danville or Alamo, enjoy a setting more conducive to development as primarily residential communities.

Planning for a balance of jobs and housing within the Tri-Valley commute area, and not necessarily within each jurisdiction, allows each community to best use its own resources and develop its own identity, while ensuring an adequate supply of housing within a reasonable commuting distance of Tri-Valley jobs. Pleasanton has adopted this area-wide approach to the jobs/housing issue and has taken significant steps to contribute its share of Tri-Valley housing while retaining its role as an employment center.

The General Plan provides for the varied housing needs of people who live and work in the community by designating a wide range of residential densities and adopting policies aimed at all economic segments of the community. The designation of high-density residential and mixed-use land within and adjacent to business parks is a notable example of the City’s efforts.

Pleasanton also provides jobs for people who choose to live within other communities. The designation of land for business parks in locations convenient to freeways, arterials, and transit corridors in North Pleasanton is a good example.

The City also provides a wide range of housing opportunities for people who choose to commute out of Pleasanton to work. The wide range of housing types and prices provided by the City’s distribution of Rural-, Low-, Medium-, and High-Density housing is a notable example. The City’s policies to maintain its proportion of high-density housing and percentage of rental units and to encourage affordable housing through its *Inclusionary Zoning Ordinance* and Growth Management Program are

¹ State of California, *Government Code*, Section 65913.1, and Section 65583, et. seq.

examples of the City's efforts to help meet the affordable housing needs of workers in Pleasanton, the Tri-Valley, and farther away locations. Pleasanton's strategy to provide housing and employment opportunities to meet the full range of commute behavior is the key to ensuring a functional distribution of jobs and housing in the Tri-Valley area.

Pleasanton has played an active part in subregional committees such as the Triangle Study (looking at impacts of congestion and road improvements on I-680, I-580 and State Route 84), and Association of Bay Area Government (ABAG) forums addressing land use and transportation issues. The goals, policies, and programs contained throughout the General Plan address the City's role in cooperating with other jurisdictions to provide for a functional distribution of jobs and housing within the Tri-Valley while allowing the city to develop into the type of community desired by its citizens.

Annexation

The City of Pleasanton encompasses approximately 24 square miles. Unincorporated pockets within or adjacent to the City include: the Remen Tract, consisting of 22 acres around Vine Street, Linden Way and Virginia Way, mostly semi-rural residential development; Castlewood Country Club, a 224-acre, hillside residential subdivision largely developed in the 1950s through 1980s and including the private Castlewood Country Club golf course, pool, and tennis facilities; the 46-acre Merrit property located on the east side of Foothill Road, south of Foothill High School, which had been the subject of a previously approved residential project that was denied by referendum; land on the west side of Foothill Road in the vicinity of Santos Ranch Road; and the 124-acre undeveloped Staples Ranch Areas west of El Charro Road at I-580, and parts of Happy Valley. In addition to these properties, there are also large areas to the west, south, and east of the City which are outside City limits and within the City's Sphere of Influence and Planning Area. The annexation of remaining contiguous parcels of unincorporated County land to the City is crucial to completing an efficient system of municipal services at General Plan buildout. The following criteria should be followed for evaluating future annexation proposals:

1. Public agencies should be capable of providing adequate or expandable services such as water, sewer, police, fire, transportation, solid-waste disposal, parks, and schools to the area in order to support the proposed development.
2. The proposed annexation should be a logical extension of an existing planned or developed area.
3. The land should not be under an agricultural preserve or open-space contract.
4. The quality of the development proposed for the area to be annexed should enhance the existing community.

LAND-USE CONCEPTS

As a result of past planning efforts, Pleasanton today is a community with attractive and well-kept neighborhoods, abundant and well-maintained public facilities, a thriving economy, and a high quality of life for its residents. Providing a range of housing choices and managing traffic congestion have been major challenges in the past and will continue into the future. This General Plan seeks to maintain and enhance the community's high quality of life and to incorporate innovative "smart growth" planning strategies such as mixed-use and transit-oriented development (TOD) to address challenges such as housing choice and traffic congestion, and to further the goal of creating a more sustainable and energy efficient city.

Smart Growth

Policies that integrate transportation and land-use decisions by encouraging more compact, mixed-use development within existing urban areas and that discourage dispersed, automobile-dependent development at the urban fringe make up the concept of "smart growth." A main concept of smart growth is the decentralization of services so that people may access local services – retail, service industry, schools, recreation, etc. – through alternative modes of travel – i.e., walking, bicycling, and taking the bus. As a result, a land use pattern is established that is more fine-grained where public facilities, retail, and other commercial services are generally local, relatively small, and distributed throughout neighborhoods. Streets are designed to accommodate non-automobile traffic and are safer and slower than streets designed mainly to move automobile traffic or to transport people to larger, centralized services and businesses.

Throughout its elements, this General Plan recognizes the importance of smart growth and incorporates its concepts – whenever reasonable and feasible – to help Pleasanton become more sustainable. At the same time this General Plan acknowledges the importance of locating key services and businesses – e.g., Stoneridge Mall, Hacienda Business Park, and Pleasanton's two high schools – along major arterial streets and highways. However, the City coordinates with transit agencies to provide transit to major services and businesses, which is also consistent with smart growth. Pleasanton has also instituted an Urban Growth Boundary that prohibits development beyond the urban fringe. (See discussion, above, in the Growth Management section.)

Mixed Use

Mixed-use development is the combination of various land uses, such as office, commercial, institutional and residential in a single building or on a single site. Mixed-use development, a concept that has existed informally for many years in downtown areas (including Pleasanton), has gained new life as way to provide additional housing close to jobs, services, and transit; to create vitality in downtown areas; as a way to create land-efficient development in-fill areas; and to reduce the number of auto-related trips, compared to conventional development.

Transit-Oriented Development

Transit-oriented development is focused around transit stations such as BART, other rail, and bus lines. These are walkable communities with mixed-use development that include shops, public services, schools, and a variety of housing types and prices within each neighborhood. These areas are often job centers. Transit-oriented communities are designed for walking and bicycling, with attractive sidewalk conditions and with good street connectivity and traffic-calming features. Thus people may live a higher quality life without depending on single-occupancy vehicles, while also reducing traffic congestion and vehicle accidents, along with resulting injuries. Cities may also relax minimum parking requirements and/or limit maximum parking.

Such development not only can reduce traffic and parking compared to conventional development, but can also lead to other potential benefits: increased foot traffic and customers for local businesses, a healthier lifestyle, reduced household spending on transportation, less energy usage, and reduced air pollution.

GENERAL PLAN LAND USES

The General Plan establishes sixteen land use categories and the General Plan Map illustrates the approximate locations where the General Plan allows these uses within the Planning Area. All proposed projects must conform to the land-use designation(s) shown on the General Plan Map. Those projects which do not conform require the City Council to designate an appropriate General Plan Amendment in order to develop a different use. The land-use designations are designed to recognize existing development while providing flexibility for future growth.

Per State law, a city may amend each General Plan element only up to four times per years. However, State law allows an exception to this rule for affordable housing projects. Portions of the General Plan enacted by voter initiatives (for example, the Urban Growth Boundary, Ridgelands area, and land uses in the Bernal Property) may only be amended by a vote of Pleasanton citizenry.

The City's *Zoning Ordinance* further defines land-use types and densities, building height, parking, and other requirements of development. Zoning designations must be consistent with the General Plan, including the General Plan Map. Zoning designations include a specific list of uses allowed within a particular zone. These frequently include uses compatible with the main use but different in type, such as churches within industrial zones. The General Plan intent is to incorporate the variety of compatible uses which are generally allowed by the zoning districts within each General Plan designation. Accordingly, "permitted and conditional" land uses allowed within the various City zoning designations are considered to be consistent with the corresponding General Plan land-use categories.

Below is a general description of the land uses allowed under the Pleasanton General Plan. The allowable density of any zoning designation for any individual parcel must fall within the density range

for the underlying General Plan designation as shown on Table 2-3, page 2-11, above. Any use allowed within the zoning district must also conform to the General Plan.

When zoning individual properties, the City shall attempt to balance development at the upper end of the General Plan density range with the lower end so that the City can apply average densities – shown in Table 2-3 – city-wide. Within the Planning Area, the City shall maintain a maximum buildout of 29,000 housing units. The average densities shown in Table 2-3 were used to calculate the holding capacity of the General Plan and resulting levels of traffic, noise, and air quality.

The General Plan Map’s conceptual depiction of major arroyos as Open Space-Public Health and Safety applies the Open Space designation to the entirety of flood-control channel rights-of-way as ultimately determined by the City. These arroyos are not to be counted as part of residentially designated “gross developable acres.” The City shall consider terrain of the land when designating land uses, so that it does not redesignate land that is not feasible or appropriate for development to Low-, Medium-, or High-Density Residential.

All projects receiving PUD approval prior to the adoption of this comprehensive General Plan update in 2006 shall be deemed in conformance with the provisions of this Plan.

Residential Areas

Any housing type (detached and attached single-family homes, duplexes, townhouses, condominiums, and apartments) in addition to religious facilities, schools, daycare facilities, and other community facilities, may be allowed in any of the residential designations provided that all requirements of the *Zoning Ordinance* are met.

- Rural-Density Residential - No more than 0.2 dwelling units per gross developable acre. Clustering of development shall be encouraged with lots of one acre and larger.
- Low-Density Residential - A maximum of two dwelling units per gross developable acre. In the Happy Valley area the density allowed is one dwelling unit per two gross acres with one unit per one-and-one-half gross acres when developed in conjunction with major open-space land or agricultural/open-space easement dedication.
- Medium-Density Residential - Between two and eight dwelling units per gross developable acre.
- High-Density Residential - Greater than eight dwelling units per gross developable acre.

Mixed-Use

The Mixed-Use designation allows any combination of business park, office, retail, research and development, and residential uses in a single building or on a single site, where the uses are integrated and include a functional interrelationship and a coherent physical design. Higher density residential

uses (30 units per acre or more) are encouraged in locations proximate to BART stations, and other areas near transit, although such residential development is not precluded in other areas designated Mixed-Use.

The specific location of land uses in areas designated Mixed-Use is determined by the associated PUD zoning or specific plan. In any case, the number of housing units in the Pleasanton Planning Area may not exceed 29,000.

Industrial, Commercial, and Offices

- Commercial and Offices (Retail, Highway, and Service Commercial; Business and Professional Offices) - Floor area ratios (FARs) are not to exceed 60 percent, except for hotels or motels which should not exceed 70 percent and for projects within the Downtown Specific Plan area which should not exceed 300 percent. Certain uses, such as warehouses, where employee density and traffic generation are minimal, may be allowed with higher FARs provided they meet the requirements of the *Zoning Ordinance* as well as all other City requirements.
- General and Limited Industrial - FARs are not to exceed 0.5. Certain uses, such as warehouses, where employee density and traffic generation are minimal, may be allowed with higher FARs provided they meet the requirements of the *Zoning Ordinance* as well as all other City requirements.
- Sand and Gravel Harvesting - Land or buildings used for the extraction of mineral resources and related low-intensity activities such as ready-mix facilities and asphalt batch plants. No significant development is allowed in these areas.
- Business Park (Industrial and Commercial, including Offices) - Intended primarily to accommodate high-quality, campus-like development, including administrative, professional office, and research uses. Retail commercial uses are limited to those primarily serving business park employees. FARs are not to exceed 0.6.

Community Facilities

- Public and Institutional - Any public or institutional use, including religious facilities, cemeteries, corporation yards, sewage treatment facilities, utility substations, hospitals, post offices, community centers, senior centers, libraries, and City Hall. FARs are not to exceed 0.6. Certain uses, such as warehouses, where employee density and traffic generation are minimal, may be allowed with higher FARs provided they meet all other City requirements.
- Schools - Any public or private educational facility. The locations of K-12 public schools (elementary, middle, and high schools) are shown on the Land Use Map as well as in Figure 6-1 in the Public Facilities and Community Programs Element.

Open Space

- Parks and Recreation - Neighborhood, community, and regional parks. Development is limited to community facilities that support or complement the park use.
- Agriculture and Grazing - Land or buildings used for the production of agriculture or the grazing of animals. Outside the City limits this designation is applied to San Francisco watershed lands. No significant development is allowed in these areas.
- Public Health and Safety - Land set aside for the protection of the public health and safety due to geologic, topographic, fire, or other hazards. No development is allowed in these areas other than one single-family home on each existing lot of record as of September 16, 1986 which meets City requirements for access, public safety, building site, and architectural design, etc.
- Wildlands Overlay - Lands identified as wildlife corridors and valuable plant and wildlife habitats such as arroyos, the San Antonio Reservoir area, highly vegetated areas, and other natural areas necessary to maintain significant populations of plant and animal species. This is an “overlay” designation which is additive to the underlying General Plan Map designation. No private development is allowed in these areas other than one single-family home on each existing lot of record as of September 16, 1986, which meets City requirements for access, public safety, building site, and architectural design, etc.
- Water Management and Recreation – This designation is reserved for lakes and ponds and the land immediately surrounding them. Most of the areas so designated were created as part of gravel mining reclamation. Uses include water-table recharge, flood control, habitat enhancement, and limited recreation. These areas act as community separators on the east edge of Pleasanton where no significant development is allowed.

Land Use Goals, Policies, and Programs

The following goals, policies, and programs in addition to those contained in other Elements, constitute an action program to implement the objectives described in this Element.

GOALS, POLICIES, AND PROGRAMS

Overall Community Development

Goal 1: Achieve and maintain a complete well-rounded community of desirable neighborhoods, a strong employment base, and a variety of community facilities.

- Policy 1: Allow development consistent with the General Plan Land Use Map.
- Program 1.1 Ensure consistency between the General Plan Land Use Map and the zoning designation for all properties within the City's sphere of influence.
- Policy 2: Evaluate land-use changes in the context of overall City welfare and goals, as well as the impacts on surrounding neighborhoods.
- Program 2.1 When evaluating development proposals or changes in land use consider General Plan and Specific Plan policies, Zoning and Subdivision Ordinance standards, existing land uses, environmental impacts, safety, and resident, merchant and property owner concerns.

Special Interest Areas

- Policy 3: Develop specific plans for undeveloped and underutilized areas of Pleasanton that are changing or have the potential to change. In the specific plan process, identify facility needs, explore opportunities for mixed-use development, and plan for a comprehensive circulation system.
- Program 3.1: Prepare a Specific Plan for East Pleasanton as a coordinated effort between the property owners, major stakeholders, and the Pleasanton community.
- Program 3.2: Work with the Hacienda Owners Association to prepare a Specific Plan for the Hacienda Business Park.
- Policy 4: Continue to implement adopted specific plans along with relevant rezoning.

Residential

- Policy 5: Preserve and enhance the character of existing residential neighborhoods.
- Program 5.1: Enforce the provisions of the City's *Zoning Ordinance* and related planning ordinances to maintain the character of existing residential neighborhoods.

- Program 5.2: Use the City's development review procedures to minimize intrusions, such as traffic and noise, into existing neighborhoods.
- Policy 6: Develop new housing in infill and peripheral areas which are adjacent to existing residential development, near transportation hubs or local-serving commercial areas.
- Program 6.1: Zone vacant infill sites at densities to encourage development and affordable housing while respecting the character of surrounding uses.
- Policy 7: Provide flexibility in residential development standards and housing type consistent with the desired community character.
- Program 7.1: Use Planned Unit Development (PUD) zoning for residential properties that have unique characteristics or to accommodate development that does not fit under standard zoning classifications.
- Program 7.2: Residential projects proposed for land designated as Rural Density Residential should be encouraged to cluster home sites on lots of one acre or larger but may include any housing type.
- Policy 8: Residential density is determined by the General Plan density range or applicable specific plan as outlined below:
- Residential projects proposed for land designated as Low- and Medium-Density Residential should propose densities generally consistent with the average densities assumed for buildout of the General Plan, as shown in Table 2-3, and may include any housing type.
 - Low- and Medium-Density projects which propose densities greater than the average shown in Table 2-3 should be zoned PUD and contain sufficient public amenities to justify the higher density. Examples of amenities which might qualify a project for density bonus include the provision of affordable housing; and dedication and/or improvement of parkland, open space, and/or trails beyond the standard requirements.
 - Low- and Medium-Density projects zoned PUD may exceed the maximum density shown in Table 2-3 on portions of the site, as long as the overall density for the entire site does not exceed the overall maximum permitted. Housing with increased densities on portions of the parcel shall be sited to minimize potential adverse impacts on adjacent, developed properties.

- The number of units allowed on parcels zoned PUD shall be consistent with the underlying General Plan Map designation (plus a possible 25 percent density bonus for the provision of significant affordable housing), multiplied by the number of gross developable acres in the parcel unless otherwise determined by a specific plan. Gross Developable Acres shall include all privately owned acreage within a parcel and shall exclude all publicly owned facilities (e.g., City-owned parks, flood control channels, and public school sites) or such sites planned to be purchased by a public agency. Acreage to be devoted to publicly owned facilities dedicated as part of a project (e.g. roadway rights-of-way, parks, and trails) shall be included as “gross developable acres” unless such acreage is rendered undevelopable by other General Plan provisions.
- The maximum density of properties designated as High-Density Residential or Mixed-Use shall be determined on a case-by-case basis based on site characteristics, amenities, and affordable housing incorporated into the development.
- The calculation of residential units based on “gross developable acres” and General Plan density shall be rounded down to the whole unit if under 0.9 and rounded up where 0.9 and over.

Industrial, Commercial and Office

Policy 9: Preserve the character of the Downtown while improving its retail and residential viability and preserving the traditions of its small-town character.

Program 9.1: Implement the 2002 *Downtown Specific Plan* and the necessary rezonings.

Program 9.2: Consider the preparation of a Civic Center Master Plan to determine the future location and footprint of an expanded library, consolidated City Hall, Police Station, and public parking.

Program 9.3: In the Downtown, encourage mixed-use development which incorporates higher density and affordable residential units consistent with the *Downtown Specific Plan*.

Program 9.4: Encourage second-floor apartments above first-floor commercial uses and live-work units in the Downtown. Also allow mixed-use development in the Downtown where residences are located behind commercial uses.

Program 9.5: Draft an ordinance that protects the rights of businesses to operate in the Downtown commercial area.

- Policy 10: Ensure that neighborhood, community, and regional commercial centers provide goods and services needed by residents and businesses of Pleasanton and its market area.
- Program 10.1: Zone sufficient land for neighborhood, community, and regional commercial uses to support Pleasanton's increasing business activity.
- Policy 11: Provide adequate neighborhood commercial acreage to serve the future needs of each neighborhood at buildout.
- Program 11.1: Locate appropriately-scaled commercial centers with reasonable access to the residential neighborhoods they serve.
- Program 11.2: For large-scale commercial projects, require the preparation of a fiscal impact and market study to determine the costs and benefits of the project for the City and the economic viability of the project.
- Policy 12: Encourage industrial, commercial, and office development which is compatible with environmental constraints in Pleasanton.
- Program 12.1 : Encourage business parks and large employers to provide on-site childcare facilities.
- Program 12.2: Promote the location of business services in Pleasanton to support industrial, commercial, and office complexes.
- Program 12.3: Generally discourage the redesignation of commercial, business park, and industrial land to residential use, except for the area surrounding the BART Stations. Encourage the designation of land as mixed-use where externalities can be mitigated, and where there is potential to reduce traffic and facilitate affordable housing.
- Program 12.4 : Require non-residential projects to provide a landscape buffer between new non-residential development and areas designated for residential use.
- Program 12.5: Industrial, retail, and office projects should generally conform to the average densities assumed in Table 2-3. However, projects proposing intensities greater than the average assumed in Table 2-3 may be allowed up to the maximum indicated, provided that sufficient amenities and mitigations are incorporated into the project to justify the increased density.

Mixed Use

- Policy 13: Encourage mixed-use development which encompasses any combination of commercial development, housing units, or community facilities in an integrated development. This mixed-use development would be located in areas served by public transit and at densities that encourage affordable housing.
- Policy 14: Establish a well-planned mixture of land uses around the BART Stations.
- Program 14.1: Work with the Hacienda Owners Association to prepare a Hacienda Specific Plan for the Hacienda Business Park with special emphasis on creating a mixed-use, pedestrian-friendly area around the East Dublin/Pleasanton BART Station.
- Program 14.2: Provide land use flexibility for the Hacienda Business Park, Stoneridge Mall, and other areas through the mixed-use land-use designation.

Open Space

- Policy 15: Preserve designated open space areas for the protection of public health and safety, the provision of recreational opportunities, for agriculture and grazing, for the production of natural resources, for the preservation of wildlands, water management and recreation, and the physical separation of Pleasanton from neighboring communities.
- Program 15.1: Preserve open space by way of fee purchase, developer dedications, conservation and scenic easements, transfer of development rights, *Williamson Act* contracts, open-space zoning categories, and other means.
- Policy 16: In the Ridglands, preserve the remaining agricultural open space.
- Program 16.1: The base density for agricultural areas in the Ridglands is 100 acres per building site. New homes may be located only on a legal building site, must not interfere with agricultural use in the area, and must not interfere with documented public agency plans to connect or create trails and open space areas. *Measure F* may not be amended as to land-use designations nor repealed except by a vote of the citizens of Pleasanton.
- Policy 17: Preserve scenic hillside and ridge views of the Pleasanton Ridgeland and the Southeast Hills.

Program 17.1: Continue to implement the land-use and development standards of the Pleasanton Ridgeland Initiative of 1993 (*Measure F*).

Program 17.2: Study the feasibility of preserving large open-space acreage in the Southeast Hills by a combination of private open space and a public park system.

Growth Management

Goal 2: Develop in an efficient, logical, and orderly fashion.

Policy 18: Maintain a permanent Urban Growth Boundary (UGB) beyond which urban development shall not be permitted.

Program 18.1: Permit only non-urban uses beyond the Urban Growth Boundary.

Program 18.2: Extend urban services only to areas within the Urban Growth Boundary, with the following possible exceptions for selected urban services: (1) areas beyond the boundary where the public health and safety present overriding considerations; (2) as to water service, areas which are within the boundaries of the former Pleasanton County Township Water District and where the service extension is consistent with the 1967 Joint Powers Agreement between the City and the District; (3) on reclaimed land which is currently designated as Sand and Gravel Harvesting in East Pleasanton when the potential future use is non-urban.

Program 18.3: Because the Urban Growth Boundary is considered to be permanent, future adjustments to the boundary line location are discouraged; provided, however, minor adjustments may be granted that meet all of the following criteria: (1) are otherwise consistent with the goals and policies of the General Plan; (2) would not have a significant adverse impact on agriculture, wildland areas, or scenic ridgeline views; (3) are contiguous with existing urban development or with property for which all discretionary approvals for urban development have been granted; (4) would not induce further adjustments to the boundary; and (5) demonstrate that the full range of urban public facilities and services will be adequately provided in an efficient and timely manner.

- Program 18.4: Encourage lower intensity uses immediately inside the Urban Growth Boundary, as necessary, to prevent potential land use conflicts with outlying non-urban uses.
- Program 18.5: The foregoing Policy 18 and Programs 18.1 through 18.4, this Program 18.5, and the Urban Growth Boundary designated on the City of Pleasanton General Plan Map adopted August 6, 1996, and as readopted by the Pleasanton Urban Growth Boundary Initiative, shall be amended only by a vote of the people.
- Program 18.6: Reevaluate Urban Growth Boundary locations adjacent to areas designated for Sand-and-Gravel Harvesting in East Pleasanton at such time as comprehensive land-use designation changes are considered for the reclaimed quarry lands.
- Policy 19: Regulate the number of housing units approved each year to adequately plan for infrastructure and assure City residents of a predictable growth rate.
- Program 19.1: Review and modify the City's Growth Management Program to ensure an orderly process for developing the remaining residential units under the cap and to ensure that the City's goals for affordable housing and energy sustainability are met.
- Program 19.2: Prepare a "Growth Management" report as needed on which the City Council can base its Growth Management allocations.
- Policy 20: Maintain a maximum housing buildout of 29,000 housing units within the Planning Area.
- Program 20.1: Monitor and zone future residential developments so as not to exceed the maximum housing buildout.
- Program 20.2: The foregoing Policy 20 and Program 20.1, and this Program 20.2, shall be amended only by a vote of the people.
- Policy 21: Annex urbanized pockets of unincorporated land adjacent to the city limits in areas where landowners are willing to accept City services and development standards.
- Program 21.1: Explore methods of annexing the remaining unincorporated pockets of urbanized land.
- Policy 22: Encourage development in locations which would complete or install planned public facility systems.

- Program 22.1: Invest in public facilities and amenities that support the infill of development.
- Program 22.2: Assure that services to existing developed areas are maintained at an acceptable level when new development occurs.

Sustainability

Goal 3: Create a land use pattern that promotes resource sustainability and environmental quality.

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Energy
Element*

- Policy 23: Integrate energy efficiency, energy conservation, and energy self-sufficiency measures into land-use planning.
- Program 23.1: When reviewing development projects (especially in areas where there is likely to be the most change and the greatest impact can be made, e.g., East Pleasanton and Hacienda), consider how the following will impact energy use: density, neighborhood design, proximity to transit, proximity to shopping/employment, walkability, street layout, and construction techniques (Green Building).
- Program 23.2: When reviewing development projects, review transportation energy-efficiency measures alongside level-of-service standards. Develop a methodology to accomplish this and then adopt it.
- Program 23.3: Consider using software tools to assist in the evaluation of the energy efficiency of development proposals.
- Program 23.4: Support more locally-serving shopping opportunities in neighborhoods so that people do not have to drive far to purchase goods.
- Program 23.5: Encourage local employers to hire locally.
- Program 23.6: Use the City's housing programs to encourage people who work in Pleasanton to live in Pleasanton.
- Policy 24: Integrate land-use and transportation planning in order to ensure patterns that facilitate safe and convenient mobility of people and goods at a reasonable cost, and to increase travel alternatives to the single-occupant automobiles.

- Program 24.1: Reduce the need for vehicular traffic by locating employment, residential, and service activities close together, and plan development so it is easily accessible by transit, bicycle, and on foot.
- Program 24.2: Encourage the reuse of vacant and underutilized parcels and buildings within existing urban areas.
- Program 24.3: Encourage transit-compatible development near BART stations, along transportation corridors, in business parks and the Downtown, and at other activity centers.
- Program 24.4: Permit higher residential and commercial densities in the proximity of transportation corridors and hubs.
- Program 24.5: Assure that new major commercial, office, and institutional centers are adequately served by transit and by pedestrian and bicycle facilities.
- Program 24.6: Use design features in new development and redeveloped areas to encourage transit, bicycle, and pedestrian access, such as connections between activity centers and residential areas, and road design that accommodates transit vehicles.
- Program 24.7: Encourage small-scale neighborhood telecommuting centers and the infrastructure needed to support them in or near residential areas to enable residents to work close to home.
- Policy 25: When setting land-use policy and when reviewing potential development proposals, make consideration of energy use and the environment important considerations.
- Program 25.1: Study the establishment of an advisory commission to the City Council to provide recommendations and policy implementation regarding energy and environmental projects and priorities, and to review the energy and environmental issues relevant to development proposals.

Citizen Participation

Goal 4: Encourage the participation of residents, businesses, and neighboring jurisdictions in planning for community development.

- Policy 26: Encourage the participation and collaboration of Pleasanton residents and businesses in land-use planning and decision making.

Program 26.1: Involve citizen committees in the formulation of City plans and programs such as the future Specific Plan for East Pleasanton.

Program 26.2: Disseminate information regarding City policies and services to Pleasanton residents and businesses through the use of newsletters, information brochures, the internet, televised public meetings, and cooperation with the media.

Program 26.3. Provide advance information about upcoming changes, projects, and issues, and encourage the collaborative exchange of ideas between project sponsors, residents, and the business community.

Policy 27: Review and update the Pleasanton General Plan as conditions change.

Program 27.1: Conduct a review of General Plan elements, policies, and land uses by public officials and citizens, including all economic segments of the community, every five to eight years.

Program 27.2: Prepare an annual review of the General Plan status as required by State law.

2005 Pleasanton Plan 2025

DRAFT

2. LAND USE ELEMENT

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The General Plan Map depicts the land uses referenced in the Land Use Element.

2. LAND USE ELEMENT

PURPOSE

The purpose of the Land Use Element is to provide policies and a land-use map indicating the planned location, amount, and intensity of residential, commercial, and industrial lands, as well as to provide guidance for the use of public and open-space lands. ~~The p~~Policies need to be considered together with the General Plan Map to understand the City's intentions for future development and conservation. The General Plan Map ~~implements~~ depicts the policies contained throughout the 2005 Pleasanton Plan 2025 (General Plan 2005-2025) in graphic form. ~~It is intended~~ The Map to serve as an illustration ~~ion of~~ the City's plan for a desirable pattern of land use throughout the Planning Area.

SUSTAINABILITY

As stated in the General Plan Vision, the City of Pleasanton embraces the concept of sustainable development. A sustainable city strives to draw from the environment only those resources that are necessary and that can be used or recycled perpetually, or returned to the environment in a form that nature can use to generate more resources. Relating the concept of sustainability to land use includes encouraging infill development and planning the city such that its layout would increase walking and bicycle riding, and minimize vehicle-miles traveled and energy usage. In addition, the City is committed to constructing new public facilities using "green-building" practices that would reduce energy usage, as well as requiring that new residential and commercial land uses do the same. The concept of sustainability also relates to the economic and fiscal sustainability of the City in the long term. This chapter seeks to ensure that land-use polices and the Land Use Map provide support for fiscal and economic sustainability.

EXISTING ~~AND FUTURE~~ CONDITIONS

Pleasanton is well on its way to achieving its goal of a well-planned and complete community at General Plan buildout. The following summarizes ~~the~~ existing community conditions. See General Plan Land Uses, below, for ~~and~~ future plans for ~~the various~~ land uses within the Planning Area.

Residential Neighborhoods

~~The reason many newcomers cite for~~ Many people relocating in to Pleasanton ~~is for~~ its attractive and well-planned neighborhoods. Pleasanton currently contains many residential neighborhoods (see Table 2-1 and Figure 2-1) ~~which that~~ offer a variety of environments and lifestyles. The oldest neighborhood is in the Downtown ~~which that and~~ features buildings dating back to the 1860s.

A major aspect of Pleasanton's neighborhood environment is the separation between residential and non-residential uses. ~~In general, major business parks, regional shopping, quarry operations, and freeways are located at the periphery of the City, while housing tends to be more centrally located.~~ This land use pattern minimizes incompatibility among land uses and results in the safe and attractive environment which makes Pleasanton's neighborhoods so livable.

TABLE 2-1: RESIDENTIAL NEIGHBORHOODS

1 Canyon Creek	26 Willow West	50 California Reflections
2 Canyon Meadows	27 Birdland	51 Vintage Hills
3 West of Foothill	28 Pleasanton Valley	52 Remen Tract
4 North Muirwood Highland Oaks	29 Downtown	53 Vineyard Avenue
5 Stoneridge	30 Civic Square	54 Foxbrough Estates
6 South Muirwood Oak Hill	31 Ridgeview Commons	55 Grey Eagle Estates
7 The Preserve Foothill Farms	32 California Somerset	56 Ruby Hill
8 Foothill Knolls	33 Pleasanton Meadows	57 Pleasanton Heights
9 Laguna Oaks	34 Hacienda Gardens	58 Old Towne
10 Foothill Place	35 Las Positas Garden Homes	59 Kottinger Ranch
11 Laguna Vista	36 Verona	60 Bonde Ranch
12 Deer Oaks/Twelve Oaks	37 Belvedere	61 Mission Hill
13 Longview	38 Gatewood	62 Mission Park
14 Golden Eagle Farms	39 Stoneridge Park	63 Lund Ranch
15 Castlewood	40 Stoneridge Orchards	64 North Sycamore
16 Oak Tree Farms	41 Mohr-Martin	65 Rosepointe
17 Oak Tree Acres	42 Mohr Park	66 Carriage Gardens
18 Val Vista	43 Pleasanton Village	67 Happy Valley
19 Valley Trails	44 Sycamore Place	68 Southeast Pleasanton
20 Country Fair	45 Rosewood	69 Walnut Glen
21 Del Prado	46 Heritage Valley	70 Walnut Hills
22 Parkside	47 Danbury Park	71 Pheasant Ridge
23 Moller Ranch Siena	48 Amador Estates	72 Canyon Oaks
24 Valencia/ Siena / Avilla	49 Jensen Tract	73 Shadow Cliffs
25 Amberwood/Wood Meadows		

Source: City of Pleasanton, Planning and Community Development Department, July 2007.

Note: See Figure 2-1 for neighborhood locations.

While there is a separation of land uses in much of Pleasanton, “mixed-use” development also exists, for example, in the Downtown with residents living above commercial establishments and a mix of residential and commercial uses on a parcel. This General Plan seeks to create additional opportunities to integrate residences with other land uses in mixed-use and transit-oriented developments (TOD) and to create more pedestrian, bicycle, and public transit connections that can provide an alternative to automobiles.

The City’s street network features relatively few major arterials, thus minimizing the number of residents exposed to heavy traffic and noise. Most homes front on minor collector streets and cul-de-sacs which meander through the community and create quiet, safe environments. The street pattern carves out distinct neighborhoods, each having a diversity of uses: housing, a local park, an elementary school, and access to both retail and community services. Most neighborhoods have a variety of architectural styles, substantial landscaping, street trees, sidewalks, and bicycle paths.

As of January 2007 ~~1995~~, Pleasanton provided 21,180-25,765 housing units for approximately ~~57,347~~ 68,800 residents. The housing mix included about 13,590-17,200 detached single-family and duet units (64-67 percent), 2,350-and 8,556 attached single-family units (41 percent), and 5,240 multi-family units (25-33 percent).¹ According to the 2000 Census, the ~~The~~ average household size of single family homes for owner-occupied units was 3.09-2.87 persons compared to 2.05 for multi-family 2.3 persons for renter-occupied units. The overall residential vacancy rate ~~was~~ remains very relatively low at 5.11 2.7 percent.

Industrial, Commercial, and Office Development

Prior to 1980, Pleasanton was predominantly a residential community with limited employment opportunities. Since 1980, ~~the City has seen~~ the development of a regional shopping mall, seven major business parks, five major hotels, and a variety of retail, office, and service centers have transformed the City (Table 2-2 and Figure 2-2). Pleasanton’s economy supports both basic industries ~~such as sand and gravel harvesting~~, which export their products out of the community – such as nationally-recognized high technology companies, research and development, and corporate headquarters – and non-basic industries, – such as local shops and services, which mainly serve people within the community. All industries are subject to strict standards relating to traffic, air quality, noise, water, sewer, and hazardous waste, and are monitored by the City.

As of 1995 2005, Pleasanton contained about 3,000 4,100 businesses² (excluding home occupations) which together employed about 31,863 58,110 full- and part-time workers.³ Approximately 21 percent

¹ City of Pleasanton, Planning and Community Development Department, 2007.

² City of Pleasanton, Business License Division, month, January 2007.

³ Association of Bay Area Governments (ABAG), ABAG Projections 2007.

TABLE 2-2: COMMERCIAL, OFFICE, AND INDUSTRIAL DEVELOPMENT

Sub-Area	Uses	2006 (square feet)	Buildout (square feet)
1 Farmers Insurance	Office	150,000	150,000
2 Stoneridge Mall	Retail	1,137,500	1,643,740
3 Stoneridge Mall Road Periphery	Office, Retail, Hotel, Medical	1,307,580	1,543,870
4 Stoneridge Corporate Plaza	Office, Restaurant	571,880	1,184,420
5 Commerce Circle / Johnson Drive	R&D, Warehouse, Light Industrial, Hotel	1,259,610	1,455,950
6 Pleasanton Park	Office, R&D, Light Industrial, Commercial	548,926	667,664
7 Signature Center, Bank of America, etc.	Office, R&D, Light Industrial, Commercial	984,480	1,072,140
8 Hacienda Business Park	Office, R&D, Light Industrial, Commercial	7,911,000	9,509,000
9 Rosewood Drive Area	Commercial, Auto Sales	408,410	426,040
10 Rheem Industrial Park	Light Industrial	195,620	204,130
11 Valley Business Park	Light Industrial, Office	1,001,900	1,101,050
12 Stanley Business Park	Service Commercial, Light Industrial, Retail, Office	400,110	761,220
13 Applied Biosystem Office Park	R&D, Office	258,500	960,000
14 Bernal Corporate Park	Office, R&D, Light Industrial, Retail, Hotel	1,132,450	1,331,450
15 Bernal Office Park	Office	0	750,000
16 Downtown	Retail, Office	868,000	968,000
Other		2,898,075	8,052,134
Total:		21,034,041	31,780,808

Note: R&D = research and development

Source: City of Pleasanton, Planning and Community Development Department, July 2007.

Note: See Figure 2-2 for the location of these major commercial/office/industrial complexes.

of these workers lived in Pleasanton, another 29 percent lived elsewhere in the Tri-Valley, and the remaining 50 percent commuted from the greater outlying area. The location of people's place of work compared with their place of residence plays a crucial role in traffic patterns, commuting time, energy consumption, noise, and air pollution.

Community Facilities

~~One of Pleasanton's distinguishing characteristics is the provision of Numerous and varied~~ community facilities and programs characterize Pleasanton. Almost every neighborhood features a school and a park within walking distance of its residents. In addition, Pleasanton offers several large public facilities which serve the entire community such as the County Fairgrounds, Pleasanton Sports Park, Century House, Senior Center, ~~and~~ the Civic Center, and Amador Theater (located at Amador Valley High School). Many neighborhood and community-wide facilities serve multiple functions in meeting recreational, social, and cultural needs. The City also partners with the Pleasanton Unified School District to jointly develop and improve facilities on school property such as gymnasiums and tennis courts, for the benefit of the whole community. Meeting rooms are available at City Hall, the Senior Center, and hotels; recreational activities take place in school playgrounds and gymnasiums; educational and social programs are offered at churches and City buildings. Year around, ~~the~~ Pleasanton Department of Parks and Community Services sponsors recreational, educational, human-service, and cultural programs in ~~these its~~ facilities for which are enjoyed by thousands of residents to enjoy, year round.

~~Pleasanton's public facilities are continuously being expanded to accommodate its growing population and employment base. For example, the City recently constructed a new library, corporation yard, senior center, two gymnasiums, and parks. A list of existing community facilities is contained in Tables H-5 and H-6 and illustrated in Figures H-3 and H-4.~~

~~In the future, the City will need not only to expand upon some of its existing facilities, but also to add a greater variety of facilities to serve its population. Facilities which may be required in the future include a new City Hall, additional community parks, community centers, municipal golf course, convention center, cultural arts facility, and municipal arts center.~~

See the Public Facilities and Community Programs Element for additional information, including Table 6-3 and Figure 6-3, regarding existing publiccommunity facilities and plansprograms for the future.

Open-Space Areas

~~Pleasanton is blessed with a~~An abundance of open space graces Pleasanton. Surrounding ~~the~~ developed areas of the valley floor are surrounded by generally undeveloped lands of n the Pleasanton Ridge, ~~and the~~ Southeast Hills, in the sand and gravel quarry areas, and in the vineyards in the South Livermore Valley area. ~~In addition, the City is interspersed with numerous neighborhood, community,~~

~~and regional parks as shown in Table 2-7 and Figure 2-5. See the Conservation and Open Space and Conservation Element, and the Public Facilities and Community Programs Element including Figure 7-4, for additional information about the City's open space lands and parks. In addition to open space, numerous neighborhood, community, and regional parks are interspersed within the City. See information about these parks in the Public Facilities and Community Programs Element, including Table 6-1 and Figure 6-2.~~

~~Pleasanton acquires and improves many of its parks through its Park Dedication Ordinance. This Ordinance enables the City to collect land or "in lieu fees" as a condition of approving development projects. Many of the City's neighborhood parks were acquired and developed using this technique. In addition to these, the Pleasanton Sports Park was acquired through an agreement with the U.S. Department of the Interior. Shadow Cliffs Recreational Area was acquired and is operated by the East Bay Regional Parks District through property taxes used to purchase reclaimed sand and gravel pits. The Augustin Bernal Park in the Pleasanton Ridgeland was acquired by the City through a donation by Walter C. Johnson. Veterans Plaza was acquired through outright purchase by the City.~~

~~In the future, the City will need additional park sites and open space in the areas of Pleasanton Ridge, Southeast Hills, El Charro Road, Busch Road, San Francisco Water Department Bernal Avenue site, Vineyard Avenue Corridor area, and other areas shown on the General Plan Map. The acquisition and improvement of future community parks will require means other than simply the Park Dedication Ordinance, such as possible outright public acquisition, developer contributions, governmental agreements, regional park funds, private donations, and other means. In addition, the City will continue to require the provision of private open space within residential developments to serve the needs of neighborhood residents.~~

AREAS OF SPECIAL INTEREST

Pleasanton Ridgeland

The Pleasanton Ridgeland area includes approximately 13,000 acres generally bounded by Interstate 580 (I-580) to the north, Palomares Road, Niles Canyon Road, and the 670-foot elevation near Foothill Road to the east, Niles Canyon Road to the south, and Palomares Road to the west; = excluding the existing communities of Sunol, Killcare Canyon, and Castlewood. Part of the Ridgeland area is within the City of Hayward, part within Pleasanton, and the remainder in unincorporated ~~area~~ land of Alameda County.

The Ridgeland area consists of ridges and valleys which separate the Tri-Valley ~~area~~ from Castro Valley, ~~and the communities of the East Bay Plain~~ Hayward, San Leandro, Union City, and Fremont. It provides the primary western visual backdrop for Pleasanton and joins the more westerly ridges in establishing the topographic edge to Hayward and Castro Valley. This predominantly undeveloped land further provides ~~an~~ scenic open space amenity of regional significance which includes regional parkland, agricultural land, and valuable wildlife habitat. ~~It is characterized by~~ steeply sloping, heavily

forested eastern and northern faces of the Pleasanton, Sunol, and Main Ridges, ~~and as well as~~ broad grassland grazing areas along ridge tops and southern and western slopes, ~~characterize the area. This scenic area also contains substantial regional parkland, agricultural land, and valuable wildlife habitat.~~

In November of 1993, ~~Measure F was approved by the~~ Pleasanton voters ~~approved Measure F,~~ which directly relates to the Ridgeland. The intent of the Measure is to preserve the remaining agricultural open space and designate the Ridgeland as Park and Recreation (for publicly-owned land) and Agriculture (for privately-owned land). In those areas designated Agriculture, certain uses which would be incompatible with the existing visual quality are not allowed. ~~The base density for agricultural areas is 100 acres per building site; and new homes may be located only on a legal building site, must not interfere with agricultural use in the area, and must not interfere with documented public agency plans to connect or create trails and open space areas. Measure F may not be amended as to land use designations nor repealed except by a vote of the citizens of Pleasanton.~~

South Pleasanton

~~South Pleasanton is characterized by r~~olling ~~to and~~ steeply sloping hills used predominantly as grazing and watershed land, with low-density residential uses in the flatter Happy Valley Area ~~characterize South Pleasanton.~~ The General Electric Vallecitos Nuclear Research Center dominates the largely undeveloped Vallecitos Valley area north of State Route 84, while the San Antonio Reservoir watershed area, owned by the City and County of San Francisco, covers much of the area south of State Route 84.

The General Plan designates much of South Pleasanton as Public Health and Safety, ~~and with a~~ Wildlands Overlay, ~~resulting in with~~ no development capacity other than ~~one a~~ single-family home on ~~an~~ existing private lots of record. These designations cover the steeper slopes, higher elevations, areas subject to landslides and other hazards, watershed lands, and valuable wildlife habitat and corridor areas. ~~Land Use in the Happy Valley area is discussed in detail in the Happy Valley Specific Plan (see pages 22-25), that is designated as Low Density Residential shall have a two-acre maximum density. In determining parcel size, consideration should be given to surrounding parcels. Other close-in hilly areas are designated as Rural Density Residential to encourage the clustering of large lot, custom homes suitable to this terrain.~~ The ~~flat Callippe Preserve Golf Course area is~~ located south of Happy Valley Road ~~and is designated is designated~~ as Parks and Recreation ~~for a future municipal golf course.~~ The General Electric site is designated as General and Limited Industrial, and ~~to the west of that facility along Little Valley Road~~ some Rural Density Residential is ~~planned designated to the west of that facility along Little Valley Road~~ in an area of existing ranchettes.

Consideration should be given to preserving large open-space acreage in South Pleasanton by a combination of private open space and a public park system. ~~Trail rights-of-way and land should be acquired by way of d~~Developer dedications, ~~as well as by~~ bond measures, ~~corporate and personal~~ donations, ~~as well as~~ regional, State, and ~~F~~federal funding programs, ~~should be used to acquire trail~~

~~rights-of-way and land~~ete. Attempts to achieve public access to open-space areas and trails should not create onerous impositions on property owners. ~~In addition to open space and trails, an equestrian center is also encouraged in South Pleasanton.~~

~~In the Happy Valley area, additional vehicular use of the “Happy Valley Loop” (Sycamore Road, Alisal Street, and Happy Valley Road) is permitted to accommodate the planned municipal golf course and the limited planned residential development. Infrastructure extensions to new development in this area should be designed to accommodate connections to existing homes having substandard facilities.~~

Vineyard Avenue Corridor

The 368-acre Vineyard Avenue Corridor is located in the southeastern portion of Pleasanton, south of the Arroyo Del Valle and west of Ruby Hill. Terrain is mostly flat north of Vineyard Avenue and generally transitions to steep slopes on the south side. Vegetation consists mostly of oak woodlands and grasslands in this sparsely developed area. The Vineyard Avenue Specific Plan, adopted in 1999, guides development in this area. In addition to homes, a park, and an elementary school, the area is also planned to include a number of “wine country” related commercial uses, such as wineries, wine-tasting rooms, and bed-and-breakfast accommodations.

~~Due to the complexity of planning issues raised by the Vineyard Corridor, a Specific Plan should be prepared to coordinate land uses, densities, aesthetics, circulation, and infrastructure requirements. Future land use designations should consist of Agriculture and Grazing; Rural, Low, and Medium Density Residential; Parks and Recreation; and Commercial. Other possible uses should also be considered which relate to the outlying wine country, including “country” restaurants, bed-and-breakfast inns, wineries, wine-tasting rooms, tourist information, art galleries, museums, bicycle rentals, etc. The Specific Plan should include a target of 150 housing units. An attractive gateway to the Livermore Valley wine country should be accomplished by developing Vineyard Avenue into a scenic road entry, preserving substantial open space, planting vineyards, and implementing a wine country architectural and landscape design theme throughout the Corridor.~~

Downtown

Downtown ~~is~~ the heart of Pleasanton, ~~and~~ is located at the center of the Planning Area. It features the City’s oldest buildings, its most established residential neighborhoods, tree-lined streets, and an identifiable image as a classic early 1900s “American Downtown.”

The Downtown has served many functions over the past ~~120~~ 130 years including a railroad stop, agricultural exchange center, and community shopping area. It contains many of the historic features of the community which should be preserved because of their architectural design, historic value, and contribution to the community character. ~~The challenge presented by the Downtown is to find ways to integrate~~ The Downtown Specific Plan adopted in 2003 includes goals, objectives, and implementation measures that facilitate the changes needed to serve the City’s growing population and

employment base ~~and while~~ still ~~preserve-preserving~~ the essence of ~~its Downtown's~~ small-town character.

~~In recent years, a Specific Plan and Downtown Revitalization Plan were adopted by the City for the commercial area. A variety of infrastructure, landscape, and building improvements were subsequently completed through a joint public/private effort. Similar planning and improvements for the outlying heritage residential neighborhoods are also needed to preserve and enhance this unique area. This effort should analyze specific parcel characteristics and provide locally sensitive recommendations for preservation and design. Mechanisms to finance and implement the plan's recommendations should also be established.~~

Busch Property

~~The 91-acre Busch property is located between Mohr Avenue and Busch Road, next to the Pleasanton Operations Service Center. The site is flat and contains two heritage homes and minimal tree cover. Development of this site should be in conformance with the land uses designated on the General Plan Map and include a "traditional planning" design concept; very generous front yard setbacks along Mohr Avenue; preservation of the two existing heritage homes with no new buildings constructed in front of them; and at least nine acres of parkland (including up to three acres of landscape improvements to the adjacent Iron Horse Trail corridor). A maximum of four housing units per acre should be permitted for the Medium Density Residential area, with a potential increase of an additional one unit per acre for a superb "traditional design" concept.~~

Staples Ranch

~~West of El Charro Road and south of Interstate 580 (I-580), in the northeastern Planning Area sits the 124-acre Staples Ranch, which, as of 2007, is owned by Alameda County Surplus Property Authority. The City adopted the *Stoneridge Drive Specific Plan* in 1989 – see discussion in the Specific Plan Areas section, below, which includes Staples Ranch. As of 2006, only the Staples Ranch portion of the *Stoneridge Drive Specific Plan* remains undeveloped. In 2006 the City and Alameda County signed a Memorandum of Understanding that outlined a process for the City of Pleasanton to review a development plan for Staples Ranch that included a continuing-care retirement community, an auto mall, other office or retail uses, and a City park.~~

East Pleasanton Sand and Gravel Harvesting

The eastern portion of the Planning Area contains the largest deposits of sand and gravel in the entire Bay Area. This land is of special importance because of the value of its mineral deposits to the region's economy, the effects of extracting and transporting sand and gravel on the local environment, and the manner in which excavated land is reclaimed for future use.

Alameda County, within whose jurisdiction the gravel areas are mostly located, has adopted a Reclamation Plan which indicates the extent of harvesting operations and identifies potential future

uses suitable for land once its deposits have been extracted.⁴ The Reclamation Plan calls for an open-space and recreation resource known as the Chain of Lakes, a series of open ~~sand-and-gravel~~ pits filled with groundwater after ~~sand and gravel deposits~~~~the resources~~ have been extracted. ~~The lakes would be used for water recharge and stormwater storage, and the project would include habitat enhancement and recreational trails.~~ Shadow Cliffs Recreational Area is an example of how these pits can be reused, although not all of these areas are suitable for such high-intensity recreational use.

~~Industry has now depleted and reclaimed these resources on several large parcels in the Busch Road and El Charro Road area. This area will be the subject of a future specific plan (see following Specific Plan Areas section).~~

The quarry lands create a valuable urban separator between Pleasanton and Livermore. This land should be carefully studied during ~~a future comprehensive General Plan update~~~~the specific plan preparation~~, and its qualities as an urban separator should be substantially protected. ~~Agriculture, recreation, open space, and water management should become its primary uses as opposed to residential.~~ The lake areas should be restored to a safe and natural condition, and wildlife areas should be regenerated to the fullest extent feasible. ~~Future re-use established by the study should not take effect until after the area is mined and reclaimed.~~~~The future specific plan should be~~ ~~The details of future plans should be~~ closely coordinated with ~~the~~ affected property owners, ~~the~~ City of Livermore, ~~and~~ Alameda County, ~~and including~~ Zone 7 ~~Water Agency~~.

~~Approximately 178 acres of reclaimed land on the Kiewit and Kaiser Sand and Gravel properties along Busch Road have been mined and fully restored. The General Plan Map now designates this land as 140 acres of General and Limited Industrial, and 38 acres of Parks and Recreation. If the park site is ultimately not needed for park purposes, then it should be redesignated as General and Limited Industrial.~~

Hacienda Business Park

~~This 854-acre business park was originally developed in the early 1980s when the first office and commercial uses were built. The original master plan envisioned “a commercial development designed to create a cohesive, visually unified business park with a sense of identity, distinction and quality.” In the early 1980s, development activity in Hacienda included primarily one- and two-story tilt-up construction “back office” buildings, and a few “Class A” corporate office buildings. The park also acquired a new hotel development and a retail area at that time.~~

~~Housing was introduced in the late 1980s in the southern area of the park, and the weakening of the commercial real-estate markets at that time led to the allocation of additional acreage for small-lot~~

⁴ Alameda County Board of Supervisors, *Specific Plan for Livermore-Amador Valley Quarry Area Reclamation*, adopted Nov. 5, 1981.

single-family homes and additional multifamily residential development. Today there are 1,500 residential units in the park.

In 1996 the Dublin/Pleasanton BART line was opened with the terminus station located on the northern edge of the Hacienda Business Park at the I-580 freeway. The mid-1990s also saw a resurgence in the economy and a new period of development in the park which included corporations such as Roche, Shaklee, and PeopleSoft that acquired large vacant sites and sought approval of projects designed for their long-term space needs. In recent years, Hacienda has continued to evolve with the addition of Pleasanton Unified School District's Hart Middle School and additional retail development.

As of 2007, the park has over 7.9 million square feet of office, research and development, and other commercial uses, and there is still significant development potential, particularly in the area close to the Dublin/Pleasanton BART station. The future of the park as it moves towards more mixed-use development integrated with the transit hub at the BART station is the subject of the Hacienda Specific Plan currently underway.

~~Commercial, Business Park, And Industrial Land Use Redesignations And Development~~

~~Land which is designated for Commercial, Business Park, or Industrial use on the General Plan Map, and which is either developed, has a recorded final subdivision map, and/or has a development agreement with the City is considered to provide adequate total acreage for such uses. This land should generally retain its current designation, and not be redesignated for residential use, with the possible exception of the area surrounding the East Dublin/ Pleasanton BART Station. Further commercial, business park, and industrial development beyond that described above should take place in infill areas and should be subject to consideration of the following: (1) effect upon community character; (2) potential infrastructure constraints, such as water supply, sewage capacity, street capacity, police and fire service, etc.; (3) potential environmental constraints, such as air quality, noise, etc.; (4) potential fiscal impacts; and (5) potential subregional constraints.~~

SPECIFIC PLAN AREAS

Specific plans provide a bridge between the goals and policies in the General Plan and specific development proposals, and usually incorporate detailed land-use development standards and design criteria. In several areas, specific plans have been used successfully in Pleasanton to implement the community's vision for future development. Figure 2-3 shows the location of these plan areas.

Existing Specific Plans

Below is a list of existing specific plans adopted by the City of Pleasanton.

1. Downtown Specific Plan. The City adopted the latest Specific Plan for this area on March 5, 2002, the result of a three year effort involving citizens, staff, and consultants. The overall goal of the Specific Plan is to improve upon the commercial and residential viability of the Downtown while preserving the traditions of its small-town character and scale.
2. Stoneridge Drive Specific Plan. This Specific Plan area, adopted by the City in October 1989, has been largely developed with a mix of residential, school, park, and institutional uses. As of 2006, Staples Ranch, the remaining undeveloped portion of the Specific Plan, is the subject of a Memorandum of Understanding between the City and the Alameda County Surplus Property Authority, for future development of a continuing-care retirement community, auto dealerships, additional commercial development, and a public park. This development will require an amendment to the Specific Plan.
3. Bernal Property Specific Plan (Phase I and Phase II). The City adopted the Phase I Specific Plan on August 21, 2000 for the 198-acre “private” development portion of the entire 516-acre property. Phase II, the 318 acres that were dedicated to the City by the Phase I developer, was adopted on May 16, 2006 and ratified by the voters on November 7, 2006. Phase 1 consisted of 571 mixed-density housing units, a “village common” park, as well as a neighborhood park, an elementary school, and roads. It also allows the development of 750,000 square feet of commercial/office-building floor space. Phase II provides for community uses including parks and open space, a youth and community center, as well as an amphitheater and agricultural uses.
4. Laguna Oaks Specific Plan. This Specific Plan is essentially a development plan for the Laguna Oaks subdivision, where the first homes were completed in 1995.
5. North Sycamore Specific Plan. The City adopted this 135-acre Specific Plan in 1992 with the objective of providing guidance for annexation and development while retaining the area’s rural character. Land-use designations include Low-Density Residential, Agricultural, and some Commercial and Medium-Density Residential near Sunol Boulevard. As of 2006, residential development of the area is mainly complete, although some commercial development is yet to be constructed.
6. Happy Valley Specific Plan. In 1998 the City adopted the 860-acre Specific Plan for Happy Valley. The Specific Plan area, which includes both incorporated and unincorporated land, includes a municipal golf course, open space and agricultural lands, as well as land for development of low-, medium-, and semi-rural-density homes. The Callippe Preserve Golf Course opened in 2005 and several golf-course custom homes have been developed.
7. Vineyard Avenue Corridor Specific Plan. This Specific Plan covers 384 areas on both sides of old Vineyard Avenue. The Plan allows a mix of single-family homes, vineyards, open space, community park, elementary school, and possible “wine country” related commercial sites. As of 2006, most of the single-family homes are either built or have planning approvals, and Vineyard Avenue has been realigned.

Future Specific Plans

In order to accommodate new and evolving development and to provide detailed planning guidance in areas undergoing land-use transitions, Pleasanton will undertake two new specific plans in the near future.

1. Hacienda Business Park – Transit-Oriented-Development Specific Plan. This Specific Plan, sponsored by the Hacienda Owners Association, is in preparation (as of 2006). Recognizing the park's success, and seeing potential opportunities to improve upon it, the Specific Plan effort currently underway will focus on reconsidering the relationship between uses, specifically seeking to achieve the optimum potential benefits associated with the park's proximity to BART. The Plan will focus on both improving convenient connections to transit and carefully locating the most transit-supportive land uses in proximity to the station. The area would be designated "mixed-use" on the General Plan and would rely on the Specific Plan to specify detailed land uses. Additional residential development at densities that facilitate affordable housing is anticipated within the limitations of the 29,000-unit housing cap.
2. East Pleasanton Specific Plan. This area includes approximately 1,000 acres in East Pleasanton and consists of lakes (reclaimed sand-and-gravel pits) now owned by Zone 7 Water Agency and land formerly owned by Hanson (Kaiser) Aggregates and Kiewit Corporation. This area may include development of commercial, residential, and office/industrial uses, as well as use of lakes for flood prevention, groundwater recharge, habitat, and recreation purposes. In addition, the Specific Plan would also define a circulation system for the area, including improvements to El Charro Road, would plan the extension of utilities, and would create a funding mechanism for the infrastructure required to support development.

GROWTH MANAGEMENT

Overview

The orderly growth and development of the city together with the preservation of an open-space frame has been a high priority for the Pleasanton community. The City has used several tools to attain this goal including the adoption of an Urban Growth Boundary, a Growth Management Program, and a cap on residential development.

Urban Growth Boundary

The General Plan Map designates an Urban Growth Boundary (UGB) line around the edge of land planned for urban development at General Plan buildout. Pleasanton voters ratified the Urban Growth Boundary in 1996. The line distinguishes areas generally suitable for urban development ~~and the provision of where~~ urban public facilities and services are provided from those areas not suitable for urban development. ~~a~~Areas outside the Urban Growth Boundary are generally suitable for the long-term protection of natural resources, large-lot agriculture and grazing, parks and recreation, public health and safety, subregionally significant wildlands, buffers between communities, and scenic

ridgeline views. The Urban Growth Boundary is intended to ~~be permanently and to~~ define the line beyond which urban development will not occur, although the initiative also described some circumstance under which the Urban Growth Boundary could be adjusted. The UGB was established by the voters of Pleasanton in 1996.

~~Lower densities should be encouraged along the inside edge of the UGB to provide a transition/buffer for preventing potential conflicts with uses immediately beyond the boundary such as agriculture and wildlands.~~

~~Since the UGB is considered to be permanent, future adjustments are discouraged. However, minor adjustments may be granted, which meet all of the following criteria: (1) are otherwise consistent with the goals and policies of the General Plan; (2) would not have a significant adverse impact on agriculture, wildland areas, or scenic ridgeline views; (3) are contiguous with existing urban development or with property for which all discretionary approvals for urban development have been granted; (4) would not induce further adjustments to the boundary; and (5) demonstrate that the full range of urban public facilities and services will be adequately provided in an efficient and timely manner.~~

~~UGB locations adjacent to areas designated for Sand and Gravel Harvesting in East Pleasanton should be re-evaluated at such time as comprehensive land use designation changes are considered for the reclaimed quarry lands. Note that one~~The existing development is located outside of the Urban Growth Boundary: the Little Valley Road neighborhood in Alameda County's jurisdiction south of South Pleasanton is and designated as Rural Density Residential, ~~and located beyond the UGB. However, since~~ Because this neighborhood is an existing partially developed area, the General Plan allows five-acre minimum parcel sizes ~~may be permitted~~ without the provision of standard urban water and sewer service, subject to public health and safety considerations.

In November 2000, the voters of Alameda County approved an Urban Growth Boundary (Measure D) which is co-terminus with the city's Urban Growth Boundary in Pleasanton and also includes the Cities of Livermore and Dublin.

Residential Cap

The 1996 General Plan and a subsequent vote of the citizens of Pleasanton established a residential cap of 29,000 housing units within the Pleasanton Planning Area. By state law, "secondary units" are not counted within this cap. Assisted living units are generally not counted towards the 29,000 unit cap. However, in the case of continuing-care communities that include residential units for independent living, a proportion of the units may be counted towards the cap, based on impacts on community services and infrastructure (including traffic impacts, water and sewer impacts, and impacts on parks and schools).

In the future, Pleasanton is projected to grow to hold a maximum of approximately 29,000 homes. This figure number assumes buildout of all residential lands shown on the General Plan Map at average densities (see Table 2-43) or consistent with an adopted Specific Plan where applicable. The City's Growth Management Program (see Housing Element) and Growth Management Ordinance currently limits annual housing growth to 750-350 units, or about 1,930 persons, although actual growth has averaged around 250 units per year since 2001. At this rate, and including the addition of a small number of second units each year, Pleasanton would reach a population of about 67,000 by the year 2000 and achieve a buildout population of about 74,500-78,200 in the Planning Area around in the year 2025/2004 or later. These projections depend on many factors including the national and local economies, Tri-Valley job growth, household size, average vacancy rate, commute patterns, water supply, wastewater treatment capacity, traffic capacity, air quality, and other factorsete.

Land Use Designation	Allowable Density Range	Average Density Used for Holding Capacity
Rural-Density Residential	0-0.2 du/acre	0.2 du/acre
Low-Density Residential	0-2 du/acre	1.0 du/acre
Medium-Density Residential	2-8 du/acre	5.0 du/acre
High-Density Residential	8+ du/acre	15.0 du/acre
<u>Mixed-Use: Residential</u> <u>Commercial</u>	<u>20+ du/acre</u> <u>or 200% FAR</u>	<u>Not Applicable^a</u>
Commercial/Office	0-60% FAR ^b	35% FAR
General & Limited Industrial	0-50% FAR	31% FAR
Business Park	0-60% FAR	32% FAR
Sand and Gravel Harvesting	Not Applicable	Not applicable
Notes: du = dwelling unit(s), FAR = floor area ratio		
^a <u>This will be based on a PUD or Specific Plan.</u>		
^b <u>An FAR of up to 300 percent is allowed in the Downtown Specific Plan area.</u>		

Growth Management Program

The City adopted its first growth management ordinance in 1978, designed to regulate the location and rate of new residential growth in a period of sewage treatment constraints and air quality concerns. The growth management program was modified following the comprehensive revisions to the General Plan in 1986 and 1996. Currently the *Growth Management Ordinance*:

- Establishes an annual limit for new residential units.
- Requires the apportionment of yearly total new residential units to categories of projects (i.e., affordable projects; major projects; first-come, first-served projects; small projects).
- Defines a process for obtaining an allocation under the program.

~~In recent years, as fewer large residential development sites are available and the number of residential units seeking building permits is significantly lower than the annual allocation, (reduced in 2004 to 350 units/year) there has been less need for a growth management system that acts to meter residential development. In the future, it is anticipated that the overall residential growth rate will decrease as the number of units approaches the 29,000 unit cap (see below). However, there may be years when large-scale multifamily or mixed use projects near the BART stations or in East Pleasanton compete with smaller projects for residential allocations. In addition, there is an opportunity to incorporate goals of this General Plan such as energy conservation, affordable housing, and sustainability into the allocation process. Future refinements of the Growth Management Program should seek to simplify the system and to incorporate the City Council's priorities.~~

Holding Capacity

Holding ~~C~~capacity is the ultimate size of the community that ~~the Planning Area can be~~would accommodate if all land uses shown on the General Plan Map were to be built. Capacity is expressed in terms of housing units, population, commercial/office/industrial building floor area, and jobs at buildout.

~~By 2025, if all residential land shown on the General Plan Map were built out, Pleasanton would contain a maximum of approximately 29,000 housing units—units, approximately 600 second units, and approximately 1,100 residents in group quarters—by 2025. These units which would support a residential population of about 74,500—78,200. This holding capacity population estimate assumes that residential land uses are built to average densities (Table 2-4), vacancy rates will average three percent, and household size will level off average 2.72—at 2.65 persons per household—at buildout. The residential holding capacity is based on buildout at average densities and, as stated above, has been validated by a vote of Pleasanton residents.~~

If all ~~the~~commercial, office, industrial, and other employment-generating land were built out, Pleasanton would contain approximately ~~28,476,500—32.5~~ million square feet of building floor area, enough to support about ~~68,254—88,000~~ jobs. This holding capacity estimate assumes that employment generating uses are built at average densities (Table 2-~~43~~, above), vacancy rates average seven percent, and employment densities will approximate current levels (Table 2-~~43~~, above). ~~ABAG Projections 2007 estimates a somewhat lower number of jobs with 76,020 in 2025 and 81,270 jobs in 2035.~~

Table 2-~~58~~ summarizes the number of acres of each land use designated within the Pleasanton Planning Area.

Population And Employment Projections

~~Residential Growth in Pleasanton is controlled by the City's Growth Management Program³ which will permit up to 750 housing units per year, based upon an assessment of infrastructure capacity and other factors. Assuming these rates of growth, projections of population growth can be made to buildout of the General Plan. As shown in Figure IV-1 of the Housing Element, Pleasanton can be expected to~~

~~reach a population of 67,000 by the year 2000 and reach its holding capacity of 74,500 persons within the existing Planning Area around the year 2004 or later.~~

TABLE 2-~~43~~: EMPLOYEE DENSITY STANDARDS

<u>Workplace Type</u>	<u>Average Square Foot Per Employee</u>
Office	260
Research & Development	360
Light Manufacturing	590
Warehouse/Service Industrial	590
Service Commercial	490
Retail	510
Restaurant	170
Hotel/Motel	1,060

Source: Gruen Gruen + Associates, *Employment Densities by Type of Workplace*, July 1985.

TABLE 2-~~58~~: GENERAL PLAN ACREAGE (will be updated)

<u>General Plan Category</u>	<u>General Plan Acreage</u>
Residential	
Rural Density	1,752
Low Density	3,055
Medium Density	3,434
High Density	922
Mixed Use	To be determined.
Industrial/Commercial/Office	
Commercial and Office	784
General and Limited Industrial	558
Business Park	1,052
Sand and Gravel Harvesting	2,548
Community Facilities	642
Public and Institutional	253
Schools	
Open Space	
Parks and Recreation	5,429
Agriculture and Grazing	11,375
Public Health and Safety	15,693
Vineyard Avenue Corridor Study Area	368
Total Planning Area	47,865
Wildlands Overlay	13,554

~~Employment growth in Pleasanton is not directly subject to growth management although the effects of employment growth, such as traffic, noise, and air quality, are monitored by the City and subject to adopted standards. Gruen Gruen + Associates⁴ has projected employment growth using a mathematical model which takes into account the demand for building space over time, the amount of existing vacant building space, and developers' propensity to invest in industrial, commercial, and office buildings. Figure IV-2 of the Housing Element illustrates these projections for Pleasanton's share of future employment growth and compares them with projections prepared by ABAG.⁵~~

~~Employment in Pleasanton as of 1995 was estimated to be 31,863. By the year 2000, Pleasanton can be expected to support a total of 40,000 jobs, and by the year 2010, 55,800 jobs. If this rate of employment growth were to continue, buildout of all employment generating uses would occur around the year 2018 and total 68,254 jobs.~~

The Relationship of Jobs and Housing

The relationship between jobs and housing is a complex and often misunderstood topic which affects all communities, especially those, like Pleasanton, within large metropolitan areas. Workers choose jobs and residential locations based on a variety of personal, financial, and locational factors, ~~not simply on the basis of commute time or distance.~~ Workers often make a trade between housing cost and length of commute with some choosing to undertake a longer commute for more affordable housing and others paying a higher housing cost for a shorter commute. Therefore, a certain percentage of workers will choose to live and work within the same community, such as Pleasanton, a certain percentage within the same commute area, such as the Tri-Valley, and a certain percentage will choose to live great distances away from their places of employment. The essence of the jobs/housing issue is to recognize these different types of commute behaviors, ~~to and~~ provide adequate housing opportunities within the commute area desired by each group of workers, and to provide a variety of employment opportunities for residents.

Planning to accommodate this diversity of commute patterns involves identifying and providing for employment-generated housing needs on three geographic levels – ~~the~~ the community, the commute area, and the region (such as the Bay Area). State law recognizes each city's and county's responsibility to accommodate employment-generated housing needs.⁵ From a practical perspective, fulfillment of this responsibility is a regional concern which must allow for ~~the~~ locational differences and varying needs among communities within larger commute areas. Pleasanton's location at the intersection of two freeways has played an important role in establishing the ~~City~~ City as a major employment center within the Tri-Valley ~~area~~. Other communities, like Danville or Alamo, enjoy a setting more conducive to development as primarily residential communities.

⁵ State of California, *Government Code*, Section 65913.1, and Section 65583, et. seq.

Planning for a balance of jobs and housing within the Tri-Valley commute area, and not necessarily within each jurisdiction, allows each community to best use its own resources and develop its own identity, while ensuring an adequate supply of housing within a reasonable commuting distance of Tri-Valley jobs. Pleasanton has adopted this area-wide approach to the jobs/housing issue and has taken significant steps to contribute its share of Tri-Valley housing while retaining its role as an employment center.

The General Plan provides for the varied housing needs of people who live and work in the community by designating a wide range of residential densities and adopting policies aimed at all economic segments of the community. The designation of high-density residential and mixed-use land within and adjacent to business parks is a notable example of the City's efforts.

Pleasanton also provides jobs ~~in large business parks~~ for people who ~~choose~~ choose to live within other communities. The designation of land for business parks ~~use~~ in locations convenient to freeways, arterials, and transit corridors in North Pleasanton is a good example.

The City also provides a wide range of housing opportunities for people who choose to commute out of Pleasanton to work. The wide range of housing types and prices provided by the City's distribution of Rural-, Low-, Medium-, and High-Density housing is a notable example. The City's policies to maintain its proportion of high-density housing and percentage of rental units and to encourage affordable housing through ~~its~~ its Inclusionary Zoning Ordinance and Growth Management Program are examples of the City's efforts to help meet the affordable housing needs of workers in Pleasanton, the Tri-Valley ~~area~~, and farther away locations. Pleasanton's strategy to provide housing and employment opportunities to meet the full range of commute behavior is the key to ensuring a functional distribution of jobs and housing in the Tri-Valley area.

~~Pleasanton has also followed the recommendations of regional agencies and taken steps to improve the relationship between jobs and housing in its General Plan. Pleasanton has played an active part in subregional committees such as the Triangle Study (looking at impacts of congestion and road improvements on I-680, I-580 and State Route 84), and Association of Bay Area Government (ABAG) forums addressing land use and transportation issues.~~ The goals, policies, and programs contained throughout the General Plan address the City's role in cooperating with other jurisdictions to provide for a functional distribution of jobs and housing within the Tri-Valley while allowing the ~~C~~city to develop into the type of community desired by its citizens.

Annexation

~~The City of Pleasanton encompasses approximately 24 square miles. Unincorporated pockets within or adjacent to the City include: the Remen Tract, consisting of 22 acres around Vine Street, Linden Way and Virginia Way, mostly semi-rural residential development; Castlewood Country Club, a 224-acre, hillside residential subdivision largely developed in the 1950s through 1980s and including the~~

private Castlewood Country Club golf course, club, pool, and tennis facilities; the 46-acre Merrit property located on the east side of Foothill Road, south of Foothill High School, which had been the subject of a previously approved residential project that was denied by referendum; land on the west side of Foothill Road in the vicinity of Santos Ranch Road; and the 124-acre undeveloped Staples Ranch Areas west of El Charro Road at I-580, and parts of Happy Valley. In addition to these properties, there are also large areas to the west, south, and east of the City which are outside City limits and within the City's Sphere of Influence and Planning Area. The annexation of remaining contiguous parcels of unincorporated County land to the City is crucial to completing an efficient system of municipal services at General Plan buildout. The following criteria should be followed for evaluating future annexation proposals:

1. Public agencies should be capable of providing adequate or expandable ~~The capability of public agencies which provide~~ services such as water, sewer, police, fire, transportation, solid-waste disposal, parks, and schools to the area in order ~~should be adequate or expandable~~ to support the proposed development.
2. The proposed annexation should be a logical extension of an existing planned or developed area.
3. The land should not be under an agricultural preserve or open-space contract.
4. The quality of the development proposed for the area to be annexed should enhance the existing community.

LAND-USE CONCEPTS

As a result of past planning efforts, Pleasanton today is a community with attractive and well-kept neighborhoods, abundant and well-maintained public facilities, a thriving economy, and a high quality of life for its residents. Providing a range of housing choices and managing traffic congestion have been major challenges in the past and will continue into the future. This General Plan seeks to maintain and enhance the community's high quality of life and to incorporate innovative "smart growth" planning strategies such as mixed-use and transit-oriented development (TOD) to address challenges such as housing choice and traffic congestion, and to further the goal of creating a more sustainable and energy efficient city.

Smart Growth

Policies that integrate transportation and land-use decisions by encouraging more compact, mixed-use development within existing urban areas and that discourage dispersed, automobile-dependent development at the urban fringe make up the concept of "smart growth." A main concept of smart growth is the decentralization of services so that people may access local services – retail, service industry, schools, recreation, etc. – through alternative modes of travel – i.e., walking, bicycling, and taking the bus. As a result, a land use pattern is established that is more fine-grained where public facilities, retail, and other commercial services are generally local, relatively small, and distributed

throughout neighborhoods. Streets are designed to accommodate non-automobile traffic and are safer and slower than streets designed mainly to move automobile traffic or to transport people to larger, centralized services and businesses.

Throughout its elements, this General Plan recognizes the importance of smart growth and incorporates its concepts – whenever reasonable and feasible – to help Pleasanton become more sustainable. At the same time this General Plan acknowledges the importance of locating key services and businesses – e.g., Stoneridge Mall, Hacienda Business Park, and Pleasanton’s two high schools – along major arterial streets and highways. However, the City coordinates with transit agencies to provide transit to major services and businesses, which is also consistent with smart growth. Pleasanton has also instituted an Urban Growth Boundary that prohibits development beyond the urban fringe. (See discussion, above, in the Growth Management section.)

Mixed Use

Mixed-use development is the combination of various land uses, such as office, commercial, institutional and residential in a single building or on a single site. Mixed-use development, a concept that has existed informally for many years in downtown areas (including Pleasanton), has gained new life as way to provide additional housing close to jobs, services, and transit; to create vitality in downtown areas; as a way to create land-efficient development in-fill areas; and to reduce the number of auto-related trips, compared to conventional development.

Transit-Oriented Development

Transit-oriented development is focused around transit stations such as BART, other rail, and bus lines. These are walkable communities with mixed-use development that include shops, public services, schools, and a variety of housing types and prices within each neighborhood. These areas are often job centers. Transit-oriented communities are designed for walking and bicycling, with attractive sidewalk conditions and with good street connectivity and traffic-calming features. Thus people may live a higher quality life without depending on single-occupancy vehicles, while also reducing traffic congestion and vehicle accidents, along with resulting injuries. Cities may also relax minimum parking requirements and/or limit maximum parking.

Such development not only can reduce traffic and parking compared to conventional development, but can also lead to other potential benefits: increased foot traffic and customers for local businesses, a healthier lifestyle, reduced household spending on transportation, less energy usage, and reduced air pollution.

GENERAL PLAN LAND USES

The General Plan establishes ~~fourteen sixteen~~ land use categories ~~with which development must be consistent, and~~ ~~the~~ General Plan Map illustrates the ~~general approximate~~ locations where ~~the General Plan allows~~ these uses ~~are allowed~~ within the Planning Area. All proposed projects must conform to

the land use-designation(s) shown on the General Plan Map. Those projects which do not conform require the City Council to designate an appropriate ~~must receive a~~ General Plan Amendment ~~to an appropriate designation by the City Council~~ in order to develop a different use. The land-use designations are designed to recognize existing development while providing flexibility for future growth.

~~Per State law, A city may amend~~ ~~ments to~~ each General Plan Element ~~are allowed only~~ up to four times per year, ~~as per State law.~~ However, State law allows an exception to this rule for affordable housing projects. Portions of the General Plan enacted by voter initiatives (for example, the Urban Growth Boundary, Ridgeland area, and land uses in the Bernal Property) may only be amended by a vote of Pleasanton citizenry. The only exception to this rule is land within the Pleasanton Ridgeland area, which is subject to a vote of the Pleasanton citizenry for any General Plan Map amendment.

The City's *Zoning Ordinance* further defines land-use types and densities, building height, parking, and other requirements of development. Zoning designations must be consistent with the General Plan, including the General Plan Map. Zoning designations include a specific list of uses allowed within a particular zone. These frequently include uses compatible with the main use but different in type, such as churches within industrial zones. The General Plan intent is to incorporate the variety of compatible uses which are generally allowed by the zoning districts within each General Plan designation. Accordingly, "permitted and conditional" land uses allowed within the various City zoning designations are considered to be consistent with the corresponding General Plan land-use categories.

Below is a general description of the land uses allowed under the Pleasanton General Plan. The allowable density of any zoning designation for any individual parcel must fall within the density range for the underlying General Plan designation as shown on Table 2-3-2-4, above. Any use allowed within the zoning district must also conform to the General Plan.

When zoning individual properties, the City shall attempt to balance development at the upper end of the General Plan density range with the lower end so that the City can apply average densities ~~—~~ shown in Table 2-3-2-4, — can be applied city-wide. ~~Within the Planning Area,~~ the City shall maintain a maximum buildout of 29,000 housing units ~~within the Planning Area~~. The average densities shown in Table 2-3-2-4 were used to calculate the holding capacity of the General Plan and resulting levels of traffic, noise, and air quality.

~~Residential properties which have unusual topography, other characteristics which do not lend themselves to development under standard zoning, or unique features which a developer wishes to incorporate within the site should be zoned Planned Unit Development (PUD). The maximum number of units allowed on parcels zoned PUD shall not exceed the maximum for the underlying General Plan Map designation (plus a possible 25 percent density bonus for the provision of significant affordable housing), multiplied by the number of gross developable acres in the parcel.~~

~~Gross Developable Acres shall include all privately owned acreage within a parcel and shall exclude all publicly owned facilities (e.g., City-owned parks, flood control channels, and public school sites) or such sites planned to be purchased by a public agency. Acreage to be devoted to publicly owned facilities dedicated as part of a project (e.g. roadway rights of way, parks, and trails) shall be included as “gross developable acres” unless such acreage is rendered undevelopable by other General Plan provisions.~~ The General Plan Map’s conceptual depiction of major arroyos as Open Space-Public Health and Safety ~~shall apply~~ the Open Space designation to the entirety of flood-control channel rights-of-way as ultimately determined by the City. These arroyos are not to be counted as part of residentially designated “gross developable acres.” The ~~City shall consider~~ terrain of the land ~~shall be considered~~ when ~~designating~~ land uses ~~designations are given~~, so that ~~it terrain which is not feasible for development~~ does not ~~get~~ redesignated ~~land that is not feasible or appropriate for development~~ to Low-, Medium-, or High-Density Residential.

~~Residential projects proposed for land designated as Rural Density Residential should be encouraged to cluster home sites on lots of one acre or larger but may include any housing type. Residential projects proposed for land designated as Low and Medium Density Residential should propose densities generally consistent with the average densities assumed for buildout of the General Plan, as shown in Table II-4, and may include any housing type. Low and Medium Density projects which propose densities greater than the average shown in Table II-4 should be zoned PUD and contain sufficient public amenities to justify for the higher density. Examples of amenities which might qualify a project for density bonus include the provision of affordable housing; and dedication and/or improvement of parkland, open space, and/or trails beyond the standard requirements. Low and Medium Density projects zoned PUD may exceed the maximum density shown in Table II-4 on portions of the site, as long as the overall density for the entire site does not exceed the overall maximum permitted. Housing with increased densities on portions of the parcel shall be sited to minimize potential adverse impacts on adjacent, developed properties. The maximum density of properties designated as High Density Residential shall be determined by the underlying zoning designation.~~

~~Industrial, Commercial and Office projects should generally conform to the average densities assumed in Table II-4. However, projects proposing intensities greater than the average assumed in Table II-4 may be allowed up to the maximum indicated, provided that sufficient amenities and mitigations are incorporated into the project to justify the increased density.~~

All projects receiving PUD approval prior to the adoption of this comprehensive General Plan update ~~on August 6, 1996, in 2006~~ shall be deemed in conformance with the provisions of this Plan.

Residential Areas ~~(See Table 2-4)~~

Any housing type (detached and attached single-family homes, duplexes, townhouses, condominiums, and apartments) in addition to religious facilities, schools, daycare facilities, and other community

facilities, may be allowed in any of the residential designations provided that all requirements of the *Zoning Ordinance* are met.

- Rural-Density Residential - No more than 0.2 dwelling units per gross developable acre. Clustering of development shall be encouraged with lots of one acre and larger.
- Low-Density Residential - ~~Less than~~ A maximum of two dwelling units per gross developable acre. In the Happy Valley area the density allowed is one dwelling unit per two gross acres with one unit per one-and-one-half gross acres when developed in conjunction with major open-space land or agricultural/open-space easement dedication.
- Medium-Density Residential - Between two and eight dwelling units per gross developable acre.
- High-Density Residential - Greater than eight dwelling units per gross developable acre.

Mixed-Use

The Mixed-Use designation allows any combination of business park, office, retail, research and development, and residential uses in a single building or on a single site, where the uses are integrated and include a functional interrelationship and a coherent physical design. Higher density residential uses (30 units per acre or more) are encouraged in locations proximate to BART stations, and other areas near transit, although such residential development is not precluded in other areas designated Mixed-Use.

The specific location of land uses in areas designated Mixed-Use is determined by the associated PUD zoning or specific plan. In any case, the number of housing units in the Pleasanton Planning Area may not exceed 29,000.

Industrial, Commercial, and Offices (See Table 2-4)

~~In the future, Pleasanton is projected to grow to support an employment base of about 68,254 workers, assuming buildout of all employment-generating lands shown on the General Plan Map at average densities (Tables 2-3 and 2-4). These workers will represent a wide range of professional, managerial, clerical, service, and other jobs in a variety of industries.~~

~~Employment is expected to grow at an average rate of about 1,520 jobs per year over the next ten years. At this rate of employment growth, Pleasanton will reach an employment base of 47,100 by the year 2005. Buildout of all employment uses should occur around the year 2018.~~

- Commercial and Offices (Retail, Highway, and Service Commercial; Business and Professional Offices) - Floor ~~A~~ area R ratios (FARs) are not to exceed ~~60 percent~~ 0.6, except for hotels or motels which should not exceed ~~70 percent~~ 0.7—and ~~for~~ for projects within the ~~Central Business District (CBD)~~ Downtown Specific Plan area which should not exceed ~~300 percent~~ 2.0. Certain uses, such as warehouses, where employee density and traffic generation are minimal,

may be allowed with higher FARs provided they meet the requirements of the Zoning Ordinance as well as are submitted as a Planned Unit Development (PUD) and meet all other City requirements.

- General and Limited Industrial - FARs are not to exceed 0.5. Certain uses, such as warehouses, where employee density and traffic generation are minimal, may be allowed with higher FARs provided they meet the requirements of the Zoning Ordinance as well as are submitted as a Planned Unit Development (PUD) and meet all other City requirements.
- Sand and Gravel Harvesting - Land or buildings used for the extraction of mineral resources and related low-intensity activities such as ready-mix facilities and asphalt batch plants. No significant development is allowed in these areas.
- Business Park (Industrial and Commercial, including and Offices) - Intended primarily to accommodate high-quality, campus-like development, including administrative, professional office, and research uses. Retail commercial uses are limited to those primarily serving business park employees. FARs are not to exceed 0.6.

Community Facilities

~~Pleasanton's public facilities are continuously being expanded to accommodate its growing population and employment base.~~

- Public and Institutional - Any public or institutional use, including religious facilities, cemeteries, corporation yards, sewage treatment facilities, utility substations, hospitals, post offices, community centers, senior centers, libraries, and City Hall. FARs are not to exceed 0.6. Certain uses, such as warehouses, where employee density and traffic generation are minimal, may be allowed with higher FARs provided they are submitted as a Planned Unit Development (PUD) and meet all other City requirements.
- Schools - Any public or private educational facility. The locations of K-12 public schools (elementary, middle, and high schools) are shown on the Land Use Map as well as in Figure 6-1 in the Public Facilities and Community Programs Element.

Open Space

- Parks and Recreation - Neighborhood, community, and regional parks. ~~No significant development is allowed in these areas.~~ Development is limited to community facilities that support or complement the park use.
- Agriculture and Grazing - Land or buildings used for the production of agriculture or the grazing of animals. Outside the City limits this designation is applied to San Francisco watershed lands. No significant development is allowed in these areas.
- Public Health and Safety - Land set aside for the protection of the public health and safety due

to geologic, topographic, fire, or other hazards. No development is allowed in these areas other than one single-family home on each existing lots of record as of September 16, 1986 which meets City requirements for access, public safety, building site, and architectural design, etc.

- Wildlands Overlay - Lands identified as wildlife corridors and valuable plant and wildlife habitats such as arroyos, the San Antonio Reservoir area, highly vegetated areas, and other natural areas necessary to maintain significant populations of plant and animal species. This is an “overlay” designation which is additive to the underlying General Plan Map designation. No private development is allowed in these areas other than one single-family home on each existing lots of record as of September 16, 1986, which meets City requirements for access, public safety, building site, and architectural design, etc.
- Water Management and Recreation – This designation is reserved for lakes and ponds and the land immediately surrounding them. Most of the areas so designated were created as part of gravel mining reclamation. Uses include water-table recharge, flood control, habitat enhancement, and limited recreation. These areas act as community separators on the east edge of Pleasanton where no significant development is allowed.

Specific Plan

~~All properties lying within the boundaries of a Specific Plan Area are subject to the land uses, densities, public improvements, and other requirements specified in the Specific Plan prepared for that area. The land uses, densities, and street alignments shown on the General Plan Map within these areas are conceptual only and may change subject to the outcome of the Specific Plan (Figure H-6). Medium and High Density Residential areas designated on the General Plan Map with a striping pattern are intended for the development of both densities, to be determined by the Specific Plan.~~

Land Use Goals, Policies, and Programs

The following goals, policies, and programs in addition to those contained in other Elements, constitute an action program to implement the objectives described in this Element.

~~2. LAND USE~~ GOALS, POLICIES, AND PROGRAMS

Overall Community Development

Goal 1: ~~To~~ **A**chieve and maintain a complete well-rounded community of desirable neighborhoods, a strong employment base, and a variety of community facilities.

Policy 1: Allow development consistent with the General Plan Land Use Map.

Program 1.1 Ensure consistency between the General Plan Land Use Map and the zoning designation for all properties within the City's sphere of influence.

Policy 2: Evaluate land-use changes in the context of overall City welfare and goals, as well as the impacts on surrounding neighborhoods.

Program 2.1 When evaluating development proposals or changes in land use consider General Plan and Specific Plan policies, Zoning and Subdivision Ordinance standards, existing land uses, environmental impacts, safety, and resident, merchant and property owner concerns.

Special Interest Areas

Policy 3: Develop specific plans for undeveloped and underutilized areas of Pleasanton that are changing or have the potential to change. In the specific plan process, identify facility needs, explore opportunities for mixed-use development, and plan for a comprehensive circulation system.

Program 3.1: Prepare a Specific Plan for East Pleasanton as a coordinated effort between the property owners, major stakeholders, and the Pleasanton community.

Program 3.2: Work with the Hacienda Owners Association to prepare a Specific Plan for the Hacienda Business Park.

Policy 4: Continue to implement adopted specific plans along with relevant rezoning.

Residential

Policy ~~5~~4: Preserve and enhance the character of existing residential neighborhoods.

Program ~~4~~5.1: Enforce the provisions of the City's *Zoning Ordinance* and related planning ordinances to maintain the character of existing residential neighborhoods.

Program ~~4~~5.2: Use the City's development review procedures to minimize intrusions, such as traffic and noise, into existing neighborhoods.

~~Program 4.3: Develop an ordinance which establishes the parameters for a grant of density bonus for projects which provide substantial public amenities.~~

Policy ~~26~~: Develop new housing in infill and peripheral areas which are adjacent to existing residential development, near transportation hubs or local-serving commercial areas.

Program ~~26~~.1: Zone vacant infill sites at densities to encourage development and affordable housing while respecting the character of surrounding uses.

Policy 7: Provide flexibility in residential development standards and housing type consistent with the desired community character.

Program 7.1: Use Planned Unit Development (PUD) zoning for residential properties that have unique characteristics or to accommodate development that does not fit under standard zoning classifications.

Program 7.2: Residential projects proposed for land designated as Rural Density Residential should be encouraged to cluster home sites on lots of one acre or larger but may include any housing type.

Policy 8: Residential density is determined by the General Plan density range or applicable specific plan as outlined below:

- Residential projects proposed for land designated as Low- and Medium-Density Residential should propose densities generally consistent with the average densities assumed for buildout of the General Plan, as shown in Table 2-3, and may include any housing type.
- Low- and Medium-Density projects which propose densities greater than the average shown in Table 2-3 should be zoned PUD and contain sufficient public amenities to justify the higher density. Examples of amenities which might qualify a project for density bonus include the provision of affordable housing; and dedication and/or improvement of parkland, open space, and/or trails beyond the standard requirements.

- Low- and Medium-Density projects zoned PUD may exceed the maximum density shown in Table 2-3 on portions of the site, as long as the overall density for the entire site does not exceed the overall maximum permitted. Housing with increased densities on portions of the parcel shall be sited to minimize potential adverse impacts on adjacent, developed properties.
- The number of units allowed on parcels zoned PUD shall be consistent with the underlying General Plan Map designation (plus a possible 25 percent density bonus for the provision of significant affordable housing), multiplied by the number of gross developable acres in the parcel unless otherwise determined by a specific plan. Gross Developable Acres shall include all privately owned acreage within a parcel and shall exclude all publicly owned facilities (e.g., City-owned parks, flood control channels, and public school sites) or such sites planned to be purchased by a public agency. Acreage to be devoted to publicly owned facilities dedicated as part of a project (e.g. roadway rights-of-way, parks, and trails) shall be included as “gross developable acres” unless such acreage is rendered undevelopable by other General Plan provisions.
- The maximum density of properties designated as High-Density Residential or Mixed-Use shall be determined on a case-by-case basis based on site characteristics, amenities, and affordable housing incorporated into the development.
- The calculation of residential units based on “gross developable acres” and General Plan density shall be rounded down to the whole unit if under 0.9 and rounded up where 0.9 and over.

Industrial, Commercial and Office

Policy ~~23~~: Preserve the character of the Downtown while improving its retail and residential viability and preserving the traditions of its small-town character.

Program ~~9.1~~: ~~Adopt a specific plan for the residential portions of the Downtown, including provisions for housing density, preservation of small town residential character, architectural design compatibility, streetscape design, private open space, parking, and other important planning considerations. The City Council should appoint an ad hoc advisory committee to oversee preparation of the plan.~~
 3.1: ~~Implement the 2002 *Downtown Specific Plan* and the necessary rezonings.~~

- ~~Program 3.2:~~ ~~Encourage the development of a Downtown activity center such as a “town square park” or other public open space area to serve as a location for outdoor community events.~~
- ~~Program 9.2:~~ ~~3.3:~~ ~~Consider the preparation of a Civic Center Master Plan to determine the future location and footprint of an expanded library, consolidated City Hall, Police Station, and public parking. Consider the development of a new City Hall, in the commercial area of the Downtown.~~
- Program 9.3: In the Downtown, encourage mixed-use development which incorporates higher density and affordable residential units consistent with the *Downtown Specific Plan*.
- ~~Program 3.4:~~ ~~3.4:~~ ~~Encourage second-floor apartments above first-floor commercial uses and live-work units in the Downtown. Also allow mixed-use development in the Downtown where residences are located behind commercial uses.~~
- ~~Program 3.5:~~ ~~Consider bringing the historic train concept to the Downtown at no cost to the City. Also, study other feasible uses of the Southern Pacific Railroad right of way, except for vehicular circulation (parking may be considered).~~
- Program 9.5: Draft an ordinance that protects the rights of businesses to operate in the Downtown commercial area.
- Policy 104: Ensure that neighborhood, community, and regional commercial centers provide goods and services needed by residents and businesses of Pleasanton and its market area.
- Program 104.1: Zone sufficient land for neighborhood, community, and regional commercial uses to support Pleasanton’s increasing business activity.
- Policy 115: Provide adequate neighborhood commercial acreage to serve the future needs of each neighborhood at buildout.
- ~~Program 5.1:~~ ~~511.1:~~ ~~Locate appropriately-scaled commercial centers with reasonable access to the residential neighborhoods they serve.~~
- ~~Program 5.2:~~ ~~The City should not seek retail uses which present a high risk of failure and could result in long term vacancies in commercial centers.~~

- Program 11.2: For large-scale commercial projects, require the preparation of a fiscal impact and market study to determine the costs and benefits of the project for the City and the economic viability of the project.
- Policy 612: Encourage industrial, commercial, and office development which is compatible with environmental constraints in Pleasanton.
- ~~Program 6.1: Monitor the effects of commercial and industrial development on an ongoing basis to measure compliance with City standards and conditions of development approval.~~
- Program 6.212.1 : Encourage business parks and large employers to provide on-site childcare facilities.
- Program 6.312.2: Promote the location of business services in Pleasanton to support industrial, commercial, and office complexes.
- Program 6.412.3: Generally discourage the redesignation of commercial, business park, and industrial land to residential use, except for the area surrounding the ~~East Dublin/Pleasanton~~ BART Stations. Encourage the designation of land as mixed-use where externalities can be mitigated, and where there is potential to reduce traffic and facilitate affordable housing.
- Program 612.4 : Require non-residential projects to provide a landscape buffer between new non-residential development and areas designated for residential use.
- Program 12.5: Industrial, retail, and office projects should generally conform to the average densities assumed in Table 2-3. However, projects proposing intensities greater than the average assumed in Table 2-3 may be allowed up to the maximum indicated, provided that sufficient amenities and mitigations are incorporated into the project to justify the increased density.

Mixed Use Bay Area Rapid Transit

- Policy 13: Encourage mixed-use development which encompasses any combination of commercial development, housing units, or community facilities in an integrated development. This mixed-use development would be located in areas served by public transit and at densities that encourage affordable housing.

Policy ~~714:~~ Establish a well-planned mixture of land uses around the ~~East Dublin/Pleasanton~~ BART Stations.

~~Program 714.1: Form a citizens advisory committee and invite the City of Dublin to participate in a study of land use alternatives, including some with housing, for the Work with the Hacienda Owners Association to prepare a Hacienda Specific Plan for the Hacienda Business Park with special emphasis on creating a mixed-use, pedestrian-friendly area around the East Dublin/Pleasanton BART Station.~~

~~Program 714.2: Provide land use flexibility for the Hacienda Business Park, Stoneridge Mall, and other areas through the mixed-use land-use designation. to transfer its remaining 12 acres of High Density Residential development potential to the area adjacent to the East Dublin/Pleasanton BART Station.~~

~~Community Facilities~~

~~Policy 8: Provide a diversity of community facilities to maintain and improve service levels for existing and future residents.~~

~~Program 8.1: Review and condition future developments to pay their fair share of future community facilities and sites.~~

~~Program 8.2: Cooperate with the School District to enhance the quality of education, anticipate and construct school facilities as they become needed, and maximize joint use of school buildings and City parks and playgrounds.~~

~~Program 8.3: Conduct a needs assessment, investigate suitable sites and develop financing to construct a new City Hall, additional community parks, community centers, municipal golf course, convention center, cultural arts center, municipal arts center, and other community facilities to serve the needs of the community at buildout of the General Plan.~~

~~Policy 9: Provide each major residential area with high quality neighborhood facilities including a park and other amenities, and encourage the location of an elementary school.~~

~~Program 9.1: Adopt specific plans for developing large landholdings to identify facility needs and establish development guidelines.~~

Open Space

Policy 150: Preserve designated open space areas for the protection of public health and safety, the provision of recreational opportunities, ~~use~~ for agriculture and grazing, for the production of natural resources, for the preservation of wildlands, water management and recreation, and the physical separation of Pleasanton from neighboring communities.

Program 150.1: Preserve open space by way of fee purchase, developer dedications, conservation and scenic easements, transfer of development rights, *Williamson Act* contracts, open-space zoning categories, and other means.

Policy 16: In the Ridglands, preserve the remaining agricultural open space.

Program 16.1: The base density for agricultural areas in the Ridglands is 100 acres per building site. New homes may be located only on a legal building site, must not interfere with agricultural use in the area, and must not interfere with documented public agency plans to connect or create trails and open space areas. Measure F may not be amended as to land-use designations nor repealed except by a vote of the citizens of Pleasanton.

Policy 172: Preserve scenic hillside and ridge views of the Pleasanton Ridgeland and the Southeast Hills.

Program 172.1: Continue to ~~Implement~~ the land-use and development standards of the Pleasanton Ridglands Initiative of 1993 (*Measure F*).

Program 172.2: Study the feasibility of preserving large open-space acreage in the Southeast Hills by a combination of private open space and a public park system.

Land Use/Transportation Planning

Growth Management

Goal 2: ~~To~~ **Develop in an efficient, logical, and orderly fashion.**

Policy 184: Maintain a permanent Urban Growth Boundary (UGB) beyond which urban development shall not be permitted.

Program 184.1: Permit only non-urban uses beyond the Urban Growth BoundaryUGB.

Program 184.2: Extend urban services only to areas within the Urban Growth Boundary~~UGB~~, with the following possible exceptions for selected urban services: (1) areas beyond the ~~UGB-boundary~~ where the public health and safety present overriding considerations; (2) as to water service, areas which are within the boundaries of the former Pleasanton County Township Water District and where the service extension is consistent with the 1967 Joint Powers Agreement between the City and the District; (3) on reclaimed land which is currently designated as Sand and Gravel Harvesting in East Pleasanton when the potential future use is non-urban.

Program 184.3: Because the Urban Growth Boundary~~UGB~~ is considered to be permanent, future adjustments to the ~~boundary~~~~UGB~~ line location are discouraged; provided, however, minor adjustments may be granted that meet all of the following criteria: (1) are otherwise consistent with the goals and policies of the General Plan; (2) would not have a significant adverse impact on agriculture, wildland areas, or scenic ridgeline views; (3) are contiguous with existing urban development or with property for which all discretionary approvals for urban development have been granted; (4) would not induce further adjustments to the boundary; and (5) demonstrate that the full range of urban public facilities and services will be adequately provided in an efficient and timely manner.

Program 184.4: Encourage lower intensity uses immediately inside the Urban Growth Boundary~~UGB~~, as necessary, to prevent potential land use conflicts with outlying non-urban uses.

Program 184.5: The foregoing Policy 184 and Programs 184.1 through 184.4, this Program 184.5, and the Urban Growth Boundary designated on the City of Pleasanton General Plan Map adopted August 6, 1996, and as readopted by the Pleasanton Urban Growth Boundary Initiative, shall be amended only by a vote of the people.

Program 18.6: Reevaluate Urban Growth Boundary locations adjacent to areas designated for Sand-and-Gravel Harvesting in East Pleasanton at such time as comprehensive land-use designation changes are considered for the reclaimed quarry lands.

Policy 19: Regulate the number of housing units approved each year to adequately plan for infrastructure and assure City residents of a predictable growth rate.
14:

- ~~Program 14~~
~~19.1:~~ ~~Use Review and modify the City’s Growth Management Program to ensure an orderly process for developing the remaining residential units under the cap and to ensure that the City’s goals for affordable housing and energy sustainability are met. limit residential growth to between 0 and 650 housing units per year, and reserve an additional 100 units per year for projects which include 25 percent or more lower-income housing units. The annual allocation should be based on a periodic assessment of housing need, employment growth, the availability of infrastructure, and the City’s ability to provide public services.~~
- ~~Program 14~~
~~19.2:~~ Prepare a “Growth Management” report as needed on which the City Council can base its ~~annual~~ Growth Management allocations.
- ~~Program 14.3:~~ ~~Monitor the effects of residential development, using the City’s Growth Management Report, on an ongoing basis to measure compliance with City standards and conditions of development approval.~~
- ~~Program 14.4:~~ ~~Undertake a study to determine if the maximum number of housing units which may be constructed on an annual basis could be reduced taking into account the following: a description of Pleasanton’s appropriate share of the regional need for housing; a description of the specific housing programs and activities being undertaken by Pleasanton to fulfill the requirements of Government Code §65302; a description of whether and how the public health, safety, and welfare would be promoted by reducing the number; the environmental and fiscal resources available to Pleasanton, including the impact of State policies on the City’s budget and the ability of the City in the future to provide adequate staff and services commensurate with the staff and services available today; the assessment of Pleasanton’s housing needs, employment growth, the availability of infrastructure, and the ability to provide public services; the deteriorating traffic conditions on Interstates 680 and 580 and Pleasanton’s contributions to these conditions; the impact development has on schools; and the certainty that infrastructure will be in place when it is needed.~~

Policy ~~15:~~ 20: Maintain a maximum housing buildout of 29,000 housing units within the Planning Area.

- Program ~~4520~~.1: Monitor and zone future residential developments so as not to exceed the maximum housing buildout.
- Program ~~4520~~.2: The foregoing Policy ~~2045~~ and Program ~~4520~~.1, and this Program ~~4520~~.2, shall be amended only by a vote of the people.
- Policy ~~2146~~: Annex urbanized pockets of unincorporated land adjacent to the city limits in areas where landowners are willing to accept City services and development standards.
- Program ~~4621~~.1: Explore methods of annexing the remaining unincorporated pockets of urbanized land.
- Policy ~~4722~~: Encourage development in locations which would complete or install planned public facility systems.
- ~~Program 17.1: Use the Growth Management Program to select for early development projects which complete and/or install critical portions of the City's planned public facility systems.~~
- Program ~~22.1~~: Invest in public facilities and amenities that support the infill of development.
- Program ~~22.2~~: Assure that services to existing developed areas are maintained at an acceptable level when new development occurs.

Sustainability

Goal 3: Create a land use pattern that promotes resource sustainability and environmental quality.

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Energy
Element

- Policy 23: Integrate energy efficiency, energy conservation, and energy self-sufficiency measures into land-use planning.
- Program 23.1: When reviewing development projects (especially in areas where there is likely to be the most change and the greatest impact can be made, e.g., East Pleasanton and Hacienda), consider how the following will impact energy use: density, neighborhood design, proximity to transit, proximity to shopping/employment, walkability, street layout, and construction techniques (Green Building).

Program 23.2: When reviewing development projects, review transportation energy-efficiency measures alongside level-of-service standards. Develop a methodology to accomplish this and then adopt it.

Program 23.3: Consider using software tools to assist in the evaluation of the energy efficiency of development proposals.

Program 23.4: Support more locally-serving shopping opportunities in neighborhoods so that people do not have to drive far to purchase goods.

Program 23.5: Encourage local employers to hire locally.

Program 23.6: Use the City's housing programs to encourage people who work in Pleasanton to live in Pleasanton.

Policy ~~13~~ 24: Integrate land-use and transportation planning in order to ensure patterns that facilitate safe and convenient mobility of people and goods at a reasonable cost, and to increase travel alternatives to the single-occupant automobiles.

Program ~~13.24.1:~~ Reduce the need for vehicular traffic by locating employment, residential, and service activities close together, and plan development so it is easily accessible by transit, bicycle, and on foot.

Program ~~13.24.2:~~ Encourage the reuse of vacant and underutilized parcels and buildings within existing urban areas.

Program ~~13.24.3:~~ Encourage transit-compatible development near BART stations, along transportation corridors, in business parks and the Downtown, and at other activity centers ~~to create effective destinations for transit.~~

~~Program 13.4:~~ ~~Promote pedestrian-oriented mixed-use centers, including residential, commercial, and employment activities, easily accessible by foot, bicycle, or transit.~~

Program ~~13.5~~24.4: Permit higher residential and commercial densities in the proximity of transportation corridors and hubs.

Program ~~13.6~~24.5: Assure that new major commercial, office, and institutional centers are adequately served by transit and by pedestrian and bicycle facilities.

Program 13.724.6: Use design features in new development and redeveloped areas to encourage transit, bicycle, and pedestrian access, such as connections between activity centers and residential areas, and road design that accommodates transit vehicles.

~~Program 13.8: Encourage employment and neighborhood shopping in or near residential areas.~~

Program 13.924.7: Encourage small-scale neighborhood telecommuting centers and the infrastructure needed to support them in or near residential areas to enable residents to work close to home.

Policy 25: When setting land-use policy and when reviewing potential development proposals, make consideration of energy use and the environment important considerations.

Program 25.1: Study the establishment of an advisory commission to the City Council to provide recommendations and policy implementation regarding energy and environmental projects and priorities, and to review the energy and environmental issues relevant to development proposals.

Citizen Participation

Goal 4: ~~To e~~Encourage the participation of residents, businesses, and neighboring jurisdictions in planning for community development.

~~18:~~ Policy 26: Encourage the participation and collaboration of Pleasanton residents and businesses in land-use planning and decision making.

Program 1826.1: Involve citizen committees in the formulation of City plans and programs such as the future Specific Plan for ~~the Downtown residential area~~East Pleasanton.

Program 1826.2: Disseminate information regarding City policies and services to Pleasanton residents and businesses through the use of newsletters, information brochures, the internet, televised public meetings, and cooperation with the media.

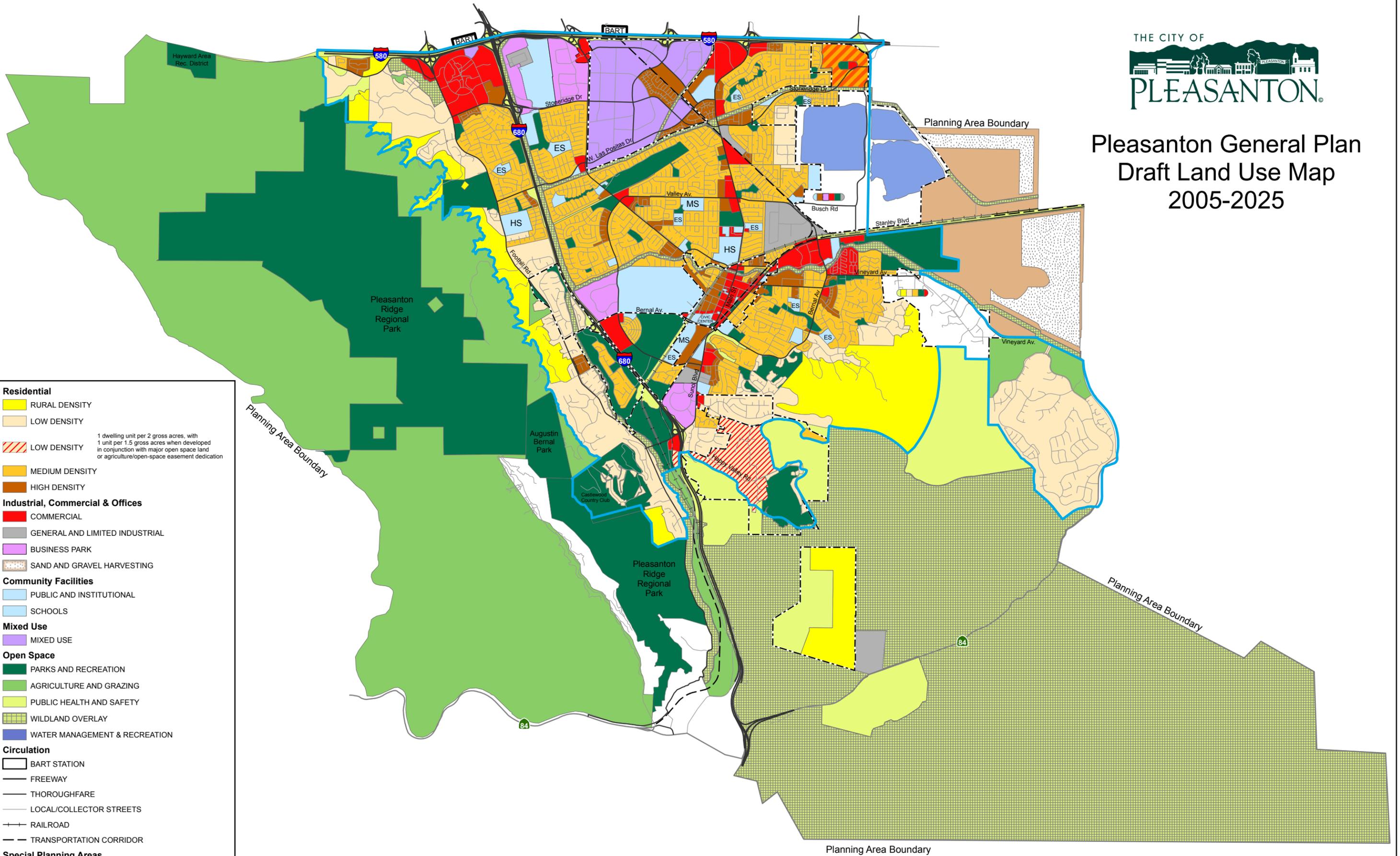
Program 26.3: Provide advance information about upcoming changes, projects, and issues, and encourage the collaborative exchange of ideas between project sponsors, residents, and the business community.

~~19:~~ Policy 27: Review and update the Pleasanton General Plan as conditions change.

Program
~~1927~~.1: Conduct a review of General Plan Elements, policies, and land uses by public officials and citizens, including all economic segments of the community, every five to eight years.

Program 27.2: Prepare an annual review of the General Plan status as required by State law.

Pleasanton General Plan
 Draft Land Use Map
 2005-2025



Residential

-  RURAL DENSITY
-  LOW DENSITY
-  LOW DENSITY
1 dwelling unit per 2 gross acres, with 1 unit per 1.5 gross acres when developed in conjunction with major open space land or agriculture/open-space easement dedication
-  MEDIUM DENSITY
-  HIGH DENSITY

Industrial, Commercial & Offices

-  COMMERCIAL
-  GENERAL AND LIMITED INDUSTRIAL
-  BUSINESS PARK
-  SAND AND GRAVEL HARVESTING

Community Facilities

-  PUBLIC AND INSTITUTIONAL
-  SCHOOLS

Mixed Use

-  MIXED USE

Open Space

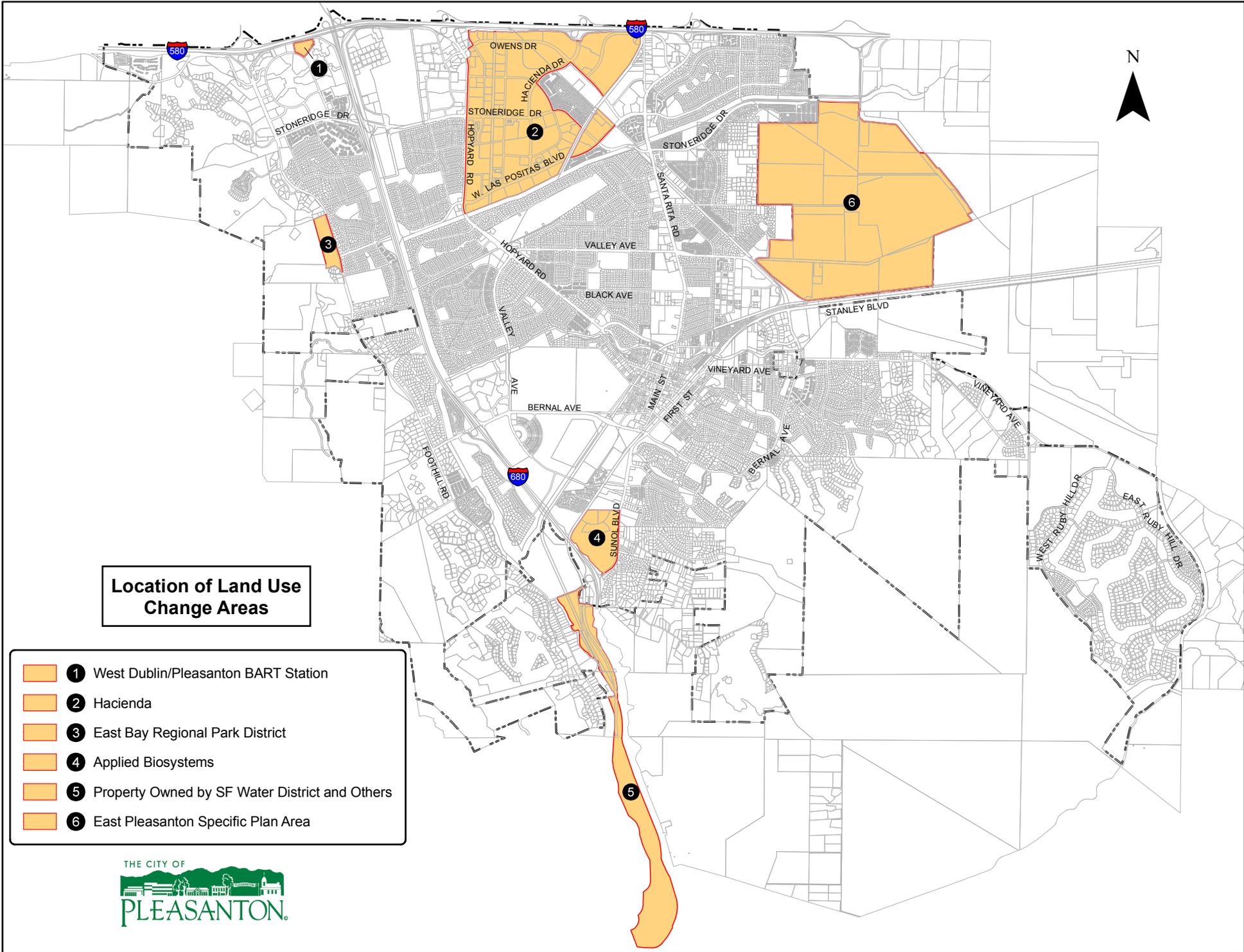
-  PARKS AND RECREATION
-  AGRICULTURE AND GRAZING
-  PUBLIC HEALTH AND SAFETY
-  WILDLAND OVERLAY
-  WATER MANAGEMENT & RECREATION

Circulation

-  BART STATION
-  FREEWAY
-  THOROUGHFARE
-  LOCAL/COLLECTOR STREETS
-  RAILROAD
-  TRANSPORTATION CORRIDOR

Special Planning Areas

-  SPECIFIC PLAN AREA
-  URBAN GROWTH BOUNDARY



Location of Land Use Change Areas

- ① West Dublin/Pleasanton BART Station
- ② Hacienda
- ③ East Bay Regional Park District
- ④ Applied Biosystems
- ⑤ Property Owned by SF Water District and Others
- ⑥ East Pleasanton Specific Plan Area

