



PLANNING COMMISSION MEETING MINUTES

APPROVED

Wednesday, March 10, 2021

This meeting was conducted via teleconference in accordance with Governor Newsom's Executive Orders N-20-20 and N-35-20 and COVID-19 pandemic protocols.

CALL TO ORDER, PLEDGE OF ALLEGIANCE, AND ROLL CALL

The teleconference meeting of the Planning Commission of March 10, 2021 was called to order at 7:00 p.m. by Chair Brown.

The Pledge of Allegiance was led by Commissioner Ritter.

Staff Members Present: Ellen Clark, Community Development Director; Melinda Denis, Planning and Permit Center Manager; Julie Harryman, Assistant City Attorney; Sachiko Riddle, Recording Secretary; Pamela Ott, Deputy City Manager; Lisa Adamos, Economic Development Manager

Commissioners Present: Commissioners Nancy Allen, Matt Gaidos, Greg O'Connor, Brandon Pace, Herb Ritter, and Chair Justin Brown

Commissioners Absent: None

AGENDA AMENDMENTS

None.

CONSENT CALENDAR - *Consent Calendar items are considered routine and will be enacted by one motion unless a request for removal for discussion or explanation is received from the Planning Commission or a member of the public by submitting a speaker card for that item.*

1. Actions of the Zoning Administrator

**Commissioner Ritter moved to approve the Consent Calendar.
Commissioner O'Connor seconded the motion.**

ROLL CALL VOTE:

AYES: Commissioners Allen, Brown, O'Connor, Pace, and Ritter
NOES: None
ABSENT: None
ABSTAIN: None

The Actions of the Zoning Administrator were approved, as submitted.

MEETING OPEN TO THE PUBLIC

2. Public Comment from the audience regarding items not listed on the agenda – *Speakers are encouraged to limit comments to 3 minutes.*

There were no members of the audience wishing to address the Commission.

PUBLIC HEARINGS AND OTHER MATTERS

3. Update on City's Economic Recovery Activities – Update from Deputy City Manager Pamela Ott on the City's economic recovery activities related to the COVID pandemic.

Deputy City Manager Pamela Ott and Economic Development Manager Lisa Adamos gave a presentation on the item. The presentation was paused for Commission questions.

Commissioner Nancy Allen inquired about how the success of the programs, particularly the Shop Local campaign, was measured. Ms. Ott explained that a qualitative analysis was not conducted but success was measured anecdotally. She also mentioned the gift card program that would help track the successfulness of the campaign going forward. Commissioner Allen suggested a survey on awareness of shopping local.

Commissioner Greg O'Connor asked if the programs would continue post recovery. Ms. Ott stated the business newsletter would be retained. She stated she could not prognosticate beyond 2021 for the Weekend on Main program, but it would likely return for at least Summer 2021 as there was a lot of support from the community. She anticipated the loan program would likely sunset.

Commissioner Brandon Pace asked if Pleasanton had considered other cities' response to COVID-19 and if there had been feedback on Planning Commission processes that could assist the business community. Ms. Adamos discussed collaborations with the cities of Dublin, Livermore, San Ramon, and Danville and County. Ms. Ott added that that Ms. Adamos had been meeting bi-monthly with business partners.

Commissioner Herb Ritter stated he enjoyed the Pivot Meeting he had attended where the business owners came up with ideas rather than the government telling them what to do. He then asked how the City planned to manage the loans. Ms. Adamos explained the approved loans and repayment by the two businesses that had closed. Commissioner Ritter inquired about loan forgiveness. Ms. Ott stated the City was not offering loan forgiveness but the Council was considering enhancements to the program to continue support through 2021.

Commissioner Ritter asked if the permit portal page had been helpful. Community Development Director Ellen Clark stated it had been put in place somewhat on the fly at the start of the shutdown but had evolved and been improved over time. She discussed the future launch of the Accela online permitting program, which was designed specifically for the City with assistance by our IT department. Planning and Permit Center Manager Denis added that the on-line permit system would be upgraded to move from a temporary process and allow for online payments. Commissioner Ritter stated the deregulation that had occurred around some types of permitting had helped businesses and he would like to continue with that philosophy.

Chair Brown asked if there was an estimated time for lifting the County shelter in place order. Ms. Ott stated the City was waiting for guidance from the County and State. Chair Brown then inquired about the requirements on the pop-ups on Main Street. Ms. Ott discussed the application process, safety precautions, and guidelines. Chair Brown asked the payback period for loans. Ms. Adamos stated the loans were due 36 months following the City lifting the local emergency.

Chair Brown asked about efforts to encourage residents to get out more, in accordance with health orders and vaccinations. Ms. Ott anticipated it would happen organically.

Ms. Ott and Ms. Adamos continued the presentation.

Chair Brown asked if the amount of light industrial spaces within the City had been increasing. Ms. Ott stated it was relatively static. Chair Brown asked if light industrial would create potential business growth. Ms. Ott explained the need for flex space to accommodate business needs, in the form of office space with lab work and light industrial space.

Commissioner Allen asked if there was a tax revenue difference per square foot between industrial and office. Ms. Ott informed her that she did not have a studied answer but would presume that industrial, or flex space would have a lower property tax valuation, and would depend on the tenant. Commissioner Allen requested staff provide that information.

Commissioner O'Connor suggested the property value depended on supply and demand.

Commissioner Pace inquired whether there were any proposed policy changes based on the information or re-prioritization of the work plan. Ms. Ott stated the Committee supported the proposed priorities, and staff recommended policy changes. She discussed the importance of the life sciences sector for revenue generation through sales tax.

Chair Brown asked if 10x Genomics manufactured products. Ms. Ott stated they were among the City's top sales producers. Chair Brown asked about InPleasanton.com. Ms. Adamos discussed the initial launch of the website, before COVID, to provide information on where to shop, play and recreate in the City. She stated the website was still functional but the other business directory better met the needs during the pandemic; however, staff was interested in re-invigorating the website in the future.

THE PUBLIC HEARING WAS OPENED

There were no members of the audience wishing to address the Commission.

THE PUBLIC HEARING WAS CLOSED

MATTERS FOR COMMISSION'S REVIEW/ACTION/INFORMATION

4. Reports from Meetings Attended (e.g., Committee, Task Force, etc.)

Commissioner Ritter reported on the Chamber 2025 Forum and CAP 2.0 presentation.

Commissioner Ritter and Chair Brown reported on the State of the City meeting.

5. Actions of the City Council

Community Development Director Ellen Clark gave a brief overview of items listed in the report.

6. Future Planning Calendar

Planning and Permit Center Manager Melinda Denis gave a brief overview of future items for the Commission's review.

MATTERS INITIATED BY COMMISSION MEMBERS

Commissioner Allen asked for an update on the two new salons on the ground floor on Main Street. Ms. Denis stated she would follow up.

Chair Brown expressed concerns about vehicles cutting through the lanes at the Chick Fil A parking lot, which he had observed during a recent visit to the restaurant.

ADJOURNMENT

Chair Brown adjourned the meeting at 8:39 p.m.

Respectfully submitted,



Sachiko Riddle
Recording Secretary