

ITEM 2A: SUMMARY OF PUBLIC COMMENTS

Since the last Task Force Meeting on October 10, 2017, staff has received a number of public comments and feedback throughout the outreach process. The comments, attached, are wide ranging and cover a variety of topics and public viewpoints. Generally, the comments submitted relate to, but are not limited to, the themes listed below:

- Transportation including potential traffic impacts, potential parking impacts, and the desire for increased public transportation
- Providing pedestrian access to community spaces throughout the downtown
- Providing attractive amenities for multiple generations of downtown users (e.g., family-friendly restaurants, evening attractions, live music, etc.)
- Parklets and other street features (e.g., fountains, signage, benches, etc.)
- The degrees of change relating to the streetscapes (e.g., sidewalk width, addition of bike lanes, removal/relocation of vegetation, etc.)
- Whether or not the existing Civic Center should relocate, and if so, proposed civic center uses (e.g., housing, offices, public park, parking garage, etc.)

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Friday, October 13, 2017 8:09 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Darlene Philippe

Email Address: [REDACTED]@aol.com

Street or Neighborhood: Augustine St and West Angela

Your Comments: I am a 40 year resident in Pleasanton and I am so extremely upset by all the building your downtown committee is planning in our small community. We were a quiet neighborhood that is being made into a mess of traffic congestion.

The Ace train station needs to be moved away from our neighborhoods. The traffic on Pleasanton Ave is ridiculous during train times. The street isn't even wide enough for two cars to drive down. And you guys want to add more traffic? Absolutely makes no sense.

Does the city realize this is a neighborhood of families they are interrupting with nothing but chaos, traffic? Our streets will be used as a thoroughfare?

Originally the Ace train depot was slated for the spot were your planning to put the new city buildings on Bernal Ave. At that time they said it was too close to the school. But yet it's ok to add all the public buildings that close to the school.

I do not agree with what is being planned to this part of our downtown area. I bet there is nobody on your panel of decision makers that live in my neighborhood.

Quit the building in our small community. Give us our neighborhood back for the children to play in their own front yards safely.

Make Augustine and Harrison Streets dead ends at Old Bernal Ave. if this plan goes through.

Eliminate the cut through traffic

925-[REDACTED]

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Friday, October 13, 2017 8:23 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Merle Philippe

Email Address: [REDACTED]@aol.com

Street or Neighborhood: West Angela St. and Augustine

Your Comments: I am against the city hall property proposal .

Too much traffic. Ace Train Traffic, School traffic, work traffic

Not enough parking. Ace train Parking on our streets. Fairground events parking on our streets, Downtown functions parking on our streets, Farmers market parking on our streets. July 4th we can't get home because of traffic.

The proposed plan will create continuous traffic on our streets that are already too narrow to handle.

The city has allowed new houses being built in our neighborhood without sufficient parking spaces that also add to the problem.

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



Submitted at Senior Center Outreach Event on October 18, 2017:

[Handwritten scribble]

My thoughts about the future of Downtown Pleasanton are ...

PLACE
FIRST CLASS
STAMP
HERE

BUS
SERVICE !!
BUS
ROUTES!

City of Pleasanton
Community Development Department
Shweta Bonn, Senior Planner
P.O. Box 520
Pleasanton, CA 94566

ITEM 2A: PUBLIC COMMENTS



Submitted at Senior Center Outreach Event on October 18, 2017:

My thoughts about the future of Downtown Pleasanton are ...

PLACE
FIRST CLASS
STAMP
HERE

Tackle
train noise.
-Ken

City of Pleasanton
Community Development Department
Shweta Bonn, Senior Planner
P.O. Box 520
Pleasanton, CA 94566

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Wednesday, October 18, 2017 4:43 PM
To: Shweta Bonn
Subject: Form Submission -

Name: EARL WHETSTONE

Email Address: [REDACTED]@GMAIL.COM

Street or Neighborhood: [REDACTED] CROSBY DR

Your Comments: KEEP IT LIKE IT IS!!!!

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Wednesday, October 18, 2017 7:45 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Kelly Cousins

Email Address: [REDACTED]@gmail.com

Street or Neighborhood: [REDACTED] Cameron Ave

Your Comments: Thank you for putting out the latest survey. Unfortunately I don't seem to be able to open it up.

After attending the last Downtown Task Force meeting and seeing the potential designs for the main streets in downtown, I am very much concerned about cutting down trees that we have recently planted to accommodate a wider sidewalk along Main Street. I would rather see the parking on one side of the street be eliminated to accommodate pedestrians. I agree with many of the task force members who commented about not having residential housing in the areas of the Downtown and Civic Center/ Town Square Area. Parks, plazas and walkable spaces that are closed off to car traffic allow for more face to face contact with others and community spaces that can have multiple uses. Paths through the area in front of our existing library that connect with the Ace train to the west and bus routes along Bernal Ave and Bernal Park that are accessible to pedestrians and other forms of non-motorized vehicles. . The Livermore Community utilizes the Bankhead Plaza along 1st Street for a wide variety of uses and events. They are currently proposing expanding the green and open space to their other side of the street and include a open market area near the proposed hotel. If Pleasanton's Downtown Merchants are concerned about the loss of revenue because the Civic Center and staff may eventually be moved to the Bernal Property, I would think the movie theater, boutique hotel, restaurants and other amenities will bring people in greater numbers to downtown as it did for Walnut Creek and Livermore's Downtown. The Civic Center town square could be used for the Farmers Market and other events that frequently close down our main arteries through town.

I like the idea of closing off Division Street during the weekend to car traffic to draw people from the Main Street to the Firehouse Theater and parks along First Street.

Thanks for this opportunity to give input into a new dimension for Pleasanton's Downtown Area.

Kelly

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



Name: Joan Tenbrink

Email Address: [REDACTED]@gmail.com

Street or Neighborhood: Pleasanton Heights

Your Comments: I am concerned about the width of the sidewalk space in the downtown area. I had my brother in law visiting and he walks with a cane and found it hard to navigate on the main street sidewalks because there was not enough space for him to walk and place his cane down beside him. The ADA needs to be looked at on the amount of space for restaurants dining and pedestrians walking.

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Monday, October 23, 2017 1:38 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Sandy Yamaoda

Email Address: [REDACTED]@comcast.net

Street or Neighborhood: Meadows

Your Comments: Some of the survey forces the respondent to make choices on only the options presented.

Also, it would have been good to explain what a bump out thing is. I assumed that #1 is the preferred selection and #3 is the least preferred. While I like the plans to increase bike use, the ped only streets option in the Civic center area doesn't allow for or mention bikes. If folks ride downtown with their family on their bikes, they should be able to get to the new park/open space area and gathering space on their bikes and ride around it on their bikes.

On Main Street (etc.) I am concerned about moving trees to widen the area for restaurants and for pedestrians. There are some very large trees, are you really suggesting we take all of them out? Or, are you going to pick and choose those trees which restaurant owners want out? I would rather just reduce the parking on Main and allow a safer route on Main for bikers. Couldn't the walkway be widened on the other side of the trees? Couldn't parking be eliminated on one side of Main Street so that the sidewalks could be widened?

I do not support pop-out parks (eating areas on the street like the one by Cafe Main, Angela street) That street is too narrow as it is. Taking out parking spots will make the current eating experience more pleasurable. I support a parking garage nearer to the ACE train and in the lot just purchased by Pleasanton on Old Bernal across from the library not in the Civic Center area. We want to do everything we can to attract more retail/restaurants and gathering areas for events that will bring folks to our downtown. Do not increase the heights of buildings and make sure that we do put in trees between the buildings and the street – I dislike the look of those apartment/condos right on top of Peters or that huge 4,000 sq. foot house on St. Mary's. Keep it charming and reduce the congestion. More open space and no more housing. Housing doesn't bring residents downtown.

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Christina Nystrom Mantha
Sent: Monday, October 23, 2017 9:17 PM
To: Shweta Bonn
Subject: Fw: Pleasanton Downtown Specific Plan Update - please share comments

Hi Shweta,

As I mentioned at the Farmer's Market, I sent messages to about 120 fellow Pleasanton residents, encouraging them to complete the new survey and contact you with feedback about downtown. I have received 11 responses (which are attached - highlighting is mine). I'm not sure that these are "official" because they were sent to me, and not you.

For what it's worth, these were some of the comments:

- Do not move the Civic Center to the Bernal property
- Expand downtown to Bernal
- The sidewalks are narrow
- (2 people) Livermore is nice for walking around - nice cut-throughs to parking lots
- (3 people) Like little parklets/fountains
- (2 people) Need more family friendly restaurants and retail
- Need more to attract millennials - make downtown attractive to all generations
- (3 people) More parking
- Reduce permit fees and regulatory hurdles for restaurants
- More signage to guide visitors to stores/restaurants
- (2 people) No more banks/service offices
- (2 people) Boutique movie theater

Please let me know if you have any questions. Thanks for all you do for our community!

Christina

----- Forwarded Message -----

From: Christina Nystrom Mantha
To: Christina Nystrom Mantha
Sent: Sunday, October 22, 2017 7:10 AM
Subject: Pleasanton Downtown Specific Plan Update - please share comments

Hello friends!

As some of you know, I sit on the City of Pleasanton's Economic Vitality Committee. The City is currently evaluating our downtown to identify areas for improvement. And they would love to hear from you - Pleasanton residents! What do you like about it? What can be improved? What types of businesses would you like to see Downtown? Do you find it easy or difficult to walk around the Downtown area?

I have gone to several meetings and have given my suggestions, and I am hoping you will also share your ideas. There are 3 ways to do this:

ITEM 2A: PUBLIC COMMENTS



1) Take the quick survey at this link. The first part of the survey presents different options for Main Street, First Street, Division Street and Peters Avenue. You have the ability to rank the options based on your preferences. At the end of the survey there is an opportunity to give general comments about downtown. <https://ptowndtown.org/survey/>

2) Send any comments or suggestions to Shweta Bonn (Senior Planner responsible for this project). She will present your comments to the Task Force. This doesn't need to be lengthy - you can send a few sentences or a few pages. Sbonn@cityofpleasantonca.gov

3) Consider attending the next Downtown Specific Plan Task Force meeting on **November 28 at 6:30pm** in the City Council Chambers. This is a great way to learn about the planning process, give input, and understand what is being considered.

The City is also considering moving the Civic Center (including the police station and library) to the Bernal Property (next to the new Bernal Park). Therefore, new uses for the current Civic Center property are also being considered.

More information on all of this can be found here: <https://ptowndtown.org/> And feel free to pass this message along to your Pleasanton friends.

If you have any questions, please let me know. I hope that you share your thoughts - I appreciate that the City is working hard to solicit resident input.

Thanks,
Christina

PS - If you already sent me comments, I will be passing those on.

Christina Nystrom Mantha
[REDACTED]@georgetown.edu

ITEM 2A: PUBLIC COMMENTS



Subject: RE: Pleasanton Downtown Specific Plan Update - please share comments

From: Jeff Durban

To: Christina Nystrom Mantha

Date: Monday, October 23, 2017 12:32 PM

Hi Christina-

Thank you for soliciting feedback.

It appears from at least the outside perspective, the City is pretty determined to move to the Bernal Property. Have there been any suggestions to rebuild on their current property? It seems such a waste to use the Bernal land for other than recreational purposes.

The City offices, library, and police station are accessible from downtown in their current locations. If they were to move, they would be cutoff requiring visitors who parked downtown to either 1) cross a very busy street and walk about a mile or 2) get in their cars and drive over. Is there a proposal to connect downtown via an elevated walkway over to the Bernal property?

I am also concerned if the City moves out, the pro housing contingent will push hard to develop more housing on the old property. We do not need more housing in that area or anywhere in town for that matter. Our schools and infrastructure is beyond capacity as it is.

Thanks again for collecting feedback.

Jeff Durban

From: Christina Nystrom Mantha

Sent: Sunday, October 22, 2017 7:07 AM

To: Christina Nystrom Mantha

Subject: Pleasanton Downtown Specific Plan Update - please share comments

Hello friends!

ITEM 2A: PUBLIC COMMENTS



From: Kym Gentry-Peck

To:

██████████@mac.com; ██████████@sbcglobal.net; ██████████@ctt.com; ██████████@comcast.net;
██████████@yahoo.com; ██████████@yahoo.com; ██████████@georgetown.edu; ██████████@danalaw.com;
██████████@gmail.com; ██████████@jabwire.com; ██████████@yahoo.com; ██████████@hotmail.com;
██████████@gmail.com; ██████████@sbcglobal.net; ██████████@gmail.com; ██████████@hotmail.com;
██████████@gmail.com; ██████████@gmail.com; ██████████@gmail.com; ██████████@comcast.net;

Date: Wednesday , October 18, 2017 1:04 PM

Great idea! Thanks for doing this for us, Christina!

Personally I love how they re-did Livermore - it has little public squares right on Main street and is so nice for walking. I Love how they dressed up the little cut-throughs that go to the parking lots, too.

He sidewalks are so Narrow that it makes it difficult to walk comfortably.

On Wed, Oct 18, 2017 at 12:03 PM Christina Nystrom Mantha wrote:
Hi Ladies,

As some of you know, I sit on the City of Pleasanton's Economic Vitality Committee. I am the "Citizen at Large." I am getting a bit more involved in the downtown specific plan update process (looking at ways we can change downtown to make it better) , and this will be the topic of a meeting I will be at tomorrow morning.

If any of you have comments/suggestions you would like me to share, please let me know. I'd be happy to bring your ideas to the meeting.

I already submitted my comments, but will be presenting a few more thoughts tomorrow.

Thanks,
Christina

ITEM 2A: PUBLIC COMMENTS



From: ANNETTE SODERGREN

To:

Date:

██████████@mac.com; ██████████@sbcglobal.net; ██████████@ctt.com; ██████████@comcast.net;
██████████@yahoo.com; ██████████@yahoo.com ; ██████████@georgetown.edu; ██████████@danalaw.com;
██████████@gmail.com; ██████████@jabwire.com; ██████████@yahoo.com; ██████████@hotmail.com;
██████████@gmail.com; ██████████@sbcglobal.net; ██████████@gmail.com; ██████████@hotmail.com;
██████████gmail.com; ██████████@gmail.com; ██████████@gmail.com; ██████████@comcast.net;

Wednesday, October 18, 2017 7:43 PM

Thanks for reaching out, Christina. I LOVE our downtown as it is, however, I think it would be a benefit to have some family-friendly restaurants (e.g. Hopyard) and retail rather than more banks and vacant spaces on/near Main Street.

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Thanks,
Christina

ITEM 2A: PUBLIC COMMENTS



From: Traci Ryan

To: Christina Nystrom Mantha;

Date: Wednesday, October 18, 2017 7:57 PM

Hi Christina,

Thank you so much for reaching out to us. I do love the charm of our downtown. I feel that the sign above the main street little shops and the museum really make this place special. What I do miss is a variety of restaurants. Seems you can get Italian at every corner, but I often find myself not always going downtown if I have my family with me. More of a family friendly place would be great. For example the location of Blue Agave is wonderful it has seating outside for a great social atmosphere and inside and the back of the restaurant, yet it's not very affordable or welcoming for kids. I'd love a place that offered more of a casual social atmosphere for our families. I love the little stores that are owned by our community, yet sad to see larger stores come like the kids furniture store. We also need another place to hang out late. I find that Pleasanton goes dark after 10:00 and besides the Beer Baron there should be another place for folks to go.

This town has great industry that's attracting millennials yet our downtown isn't that appealing to that generation. I feel we all benefit from our town being attractive to all generations and local industry can employ our community. Just my 2 cents.

Thanks! Traci

From: Christina Nystrom Mantha

Sent: Wednesday, October 18, 2017 12:03 PM

To: Betsy McClellan; Amy Dutchover PMC Playgroup; Shellika Sharma PMC Playgroup; Jamie Soares (PMC Playgroup); Cathy Roche (PMC Playgroup); Wendy Montgomery; Erin Shimy; Allison Bowling; Nicole Caudill; Kimberly Fillmore; Grace Yeung (Emma); Kym Gentry Peck; Donalyn Harris; Annette Sodergren; Angie Rohr; Dana Ritter; Griffin Heilig Traci Ryan; Jamie Soares; Molly Obert; Tracey Mercer

Subject: Thoughts about Downtown Pleasanton

Hi Ladies,

As some of you know, I sit on the City of Pleasanton's Economic Vitality Committee. I am the "Citizen at Large." I am getting a bit more involved in the downtown specific plan update process (looking at ways we can change downtown to make it better) , and this will be the topic of a meeting I will be at tomorrow morning.

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Thanks,
Christina

ITEM 2A: PUBLIC COMMENTS



From: Rohr, Angie

To: Christina Nystrom Mantha;

Date: Wednesday, October 18, 2017 8:18 PM

Hi christina

My thoughts are drastically reduce permit fees and other regulatory hurdles for restaurants, more restaurants and a night life would be helpful with live music. Also more designated parking would be a plus.

Just a few ideas...thanks christina

Angie

On Oct 18, 2017, at 12:03 PM, Christina Nystrom Mantha wrote:

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Thanks,
Christina

NOTICE: The information contained in this message is proprietary and/or confidential and may be privileged. If you are not the intended recipient of this communication, you are hereby notified to: (i) delete the message and all copies; (ii) do not disclose, distribute or use the message in any manner; and (iii) notify the sender immediately.

ITEM 2A: PUBLIC COMMENTS



From: Betsy McClellan

To: Christina Nystrom Mantha;

Date: Thursday, October 19, 2017 5 :06 PM

Love the idea of little parklets/fountains to sit and have coffee. Maybe a parking garage somewhere near downtown could help bring visitors and increase business? I wish Color Me Mine (or something similar) would move into downtown. Also love the idea of a boutique movie theater. Your friends have good ideas!

On Oct 18, 2017, at 12:03 PM, Christina Nystrom Mantha wrote:

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I already submitted my comments, but will be presenting a few more thoughts tomorrow.

Thanks,
Christina

ITEM 2A: PUBLIC COMMENTS



From: Tracey Mercer

To:

Cc:

[REDACTED]@mac.com; [REDACTED]@sbcglobal.net; [REDACTED]@ctt.com; [REDACTED]@comcast.net;
[REDACTED]@yahoo.com; [REDACTED]@yahoo.com; [REDACTED]@georgetown.edu; [REDACTED]@danalaw.com;
[REDACTED]@gmail.com; [REDACTED]@jabwire.com; [REDACTED]@yahoo.com; [REDACTED]@hotmail.com;
[REDACTED]@gmail.com; [REDACTED]@sbcglobal.net; [REDACTED]@gmail.com; [REDACTED]@hotmail.com;
[REDACTED]@gmail.com; [REDACTED]@gmail.com; [REDACTED]@gmail.com; [REDACTED]@comcast.net;

Date: Thursday, October 19, 2017 10:31 AM

Hi Christina - thanks for doing this!

I'm new to the area so not sure how much I can add. Here's my impression so far:

- I love our downtown area in general. It is really charming! Please don't let anyone commercialize it! At least not in the center.
- I feel like there are hidden gems throughout, (ex. that perfect gift from a charming boutique; off-the-beaten path cafe; artisan something or other; a mini wine country experience) but I just don't know what those little gems are or how to find them
- I would LOVE to see some fun and special things to do with kids to augment the bigger commercial venues we have nearby
- Events tend to be focused around the perimeter vs "inside" the downtown area

It would be nice to have events that wind pedestrian traffic through the perimeter. Some sort of themed wine, art, or gourmet stroll highlighting those local gems would be neat. Pocket parks inside the center for small events and activities, and maybe some sort of holiday boutique snack and stroll?

I hope that helps. Thank you again for reaching out. I think it's so cool that you ate a "Citizen at Large" on this committee!

-Tracey

ITEM 2A: PUBLIC COMMENTS



On Thu, Oct 19, 2017 at 8:49 AM, Allison Bowling wrote:

Sorry about previous email...accidentally hit send.

I feel like the downtown has a great small town charm that it should keep. Maybe just need to tweak a bit; to keep it updated and vibrant. We do have some new, hipper restaurants and wine bars. Maybe that new building going in will have a rooftop restaurant/bar? How about a "vine" type movie theatre? Small, two or three screens with sofas.

Also, how about a craft store with activities and classes for adults and kids? Similar to this:

<http://makerylosaltos.com/>

Or a kids arcade or play place. Like this:

<http://area151dtla.com/>

(Not that I'm trying to tum Pleasanton into Los Altos!)

ITEM 2A: PUBLIC COMMENTS



From: Dana Ritter

To:

Cc:

██████████@mac.com; ██████████@sbcglobal.net; ██████████@ctt.com; ██████████@comcast.net;
██████████@yahoo.com; ██████████@yahoo.com ; ██████████@georgetown.edu; ██████████@danalaw.com;
██████████@gmail.com; ██████████@jabwire.com; ██████████@yahoo.com; ██████████@hotmail.com;
██████████@gmail.com; ██████████@sbcglobal.net; ██████████@gmail.com; ██████████@hotmail.com;
██████████gmail.com; ██████████@gmail.com; ██████████@gmail.com; ██████████@comcast.net;

Date: Thursday, October 19, 2017 10:17 AM

Definitely some more kids stores- berry patch closed down and it was always nice to have the kids be able to look at stuff. No more salons and no more banks or service offices would help a great deal and THANKS for all your hard work!

Best Regards,

Dana Ritter Attorney

On Oct 19, 2017, at 8:49 AM, Allison Bowling wrote:

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Also, how about a craft store with activities and classes for adults and kids? Similar to this: <http://makerylosaltos.com/>

Or a kids arcade or play place. Like this: <http://area15ldtla.com/>

(Not that I'm trying to tum Pleasanton into Los Altos!)

Also, would love a newer, outdoor shopping center, similar to Walnut Creek or Santana row, but on a much smaller scale. Maybe not quite in downtown, but closer to the freeway?

I'll keep thinking...

Thanks so much, Christina!

-allison

ITEM 2A: PUBLIC COMMENTS



Sent from my iPhone

On Oct 18, 2017, at 12:03 PM, Christina Nystrom Mantha wrote:

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I already submitted my comments, but will be presenting a few more thoughts tomorrow.

Thanks,
Christina

ITEM 2A: PUBLIC COMMENTS



From: Shelly Sharma

To:

Cc:

Date:

██████████@mac.com; ██████████@sbcglobal.net; ██████████@ctt.com; ██████████@comcast.net;
██████████@yahoo.com; ██████████@yahoo.com; ██████████@georgetown.edu; ██████████@danalaw.com;
██████████@gmail.com; ██████████@jabwire.com; ██████████@yahoo.com; ██████████@hotmail.com;
██████████@gmail.com; ██████████@sbcglobal.net; ██████████@gmail.com; ██████████@hotmail.com;
██████████@gmail.com; ██████████@gmail.com; ██████████@gmail.com; ██████████@comcast.net;

Thursday, October 19, 2017 8:33 AM

Thanks Christina for all your hard work. I agree with Kym. I find myself going to Livermore downtown more often and love the little park pockets and sitting areas. We need to bring a young vibe to our downtown.

Shelly

On Wed, Oct 18, 2017 at 7:43 PM, ANNETTE SODERGREN wrote:

1 Thanks for reaching out, Christina. I LOVE our downtown as it is, however, I think it would be a benefit to ' have some family-friendly restaurants (e.g. Hopyard) and retail rather than more banks and vacant spaces on/near Main Street.

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Thanks,
Christina

ITEM 2A: PUBLIC COMMENTS



Subject: RE: Pleasanton Downtown Specific Plan Update - please share comments

From: Yi Huang

To: Christina Nystrom Mantha

Date: Sunday, October 22, 2017 7:04 PM

Hi Christina

Thank you to help our city become a better place.

Downtown Pleasanton is a landmark of city. Our family like some stores over there, like book store, milk store and some restaurants. We also likes Saturday's farm market But parking is always an issue. We hope downtown can have something new, but can keep something old. And expanding downtown to Bernal Ave is a good idea.

Yi

Sent from Mail for Windows 10

From: Christina Nystrom Mantha

Sent: Sunday, October 22, 2017 7:21 AM

To: Christina Nystrom Mantha

Subject: Pleasanton Downtown Specific Plan Update - please share comments

Hello friends!

As some of you know, I sit on the City of Pleasanton's Economic Vitality Committee. The City is currently evaluating our downtown to identify areas for improvement. And they would love to hear from you - Pleasanton residents! What do you like about it? What can be improved? What types of businesses would you like to see Downtown? Do you find it easy or difficult to walk around the Downtown area?

I have gone to several meetings and have given my suggestions, and I am hoping you will also share your ideas. There are 3 ways to do this:

- 1) Take the quick survey at this link. The first part of the survey presents different options for Main Street, First Street, Division Street and Peters Avenue. You have the ability to rank the options based on your preferences. At the end of the survey there is an opportunity to give general comments about downtown. <https://ptowndtown.org/survey/>

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Tuesday, October 24, 2017 8:24 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Marian Conning

Email Address: [REDACTED]@pacbell.net

Street or Neighborhood: Vineyard Ave. Senior Mobile Home Parks

Your Comments: I don't care about the parking, what I care about is the BUS SERVICE!

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Jim Coughlin
Sent: Thursday, October 26, 2017 8:59 AM
To: Shweta Bonn
Subject: Comments Regarding Future Development of Downtown Pleasanton (Survey Comments)

Dear Ms. Bonn.

My wife Kate and I have owned and operated Downtown Yoga at 220-B Division Street and 550 Main Street in Pleasanton since 2002.

During our 15 years in business we have seen numerous changes to Downtown Pleasanton and the surrounding area and specifically at on Division Street between MAIN and Railroad Avenue.

I have quite a bit to say about the various proposals on the table. Unfortunately I will be out of town during the scheduled public discussion on 11/1/17. Therefore, I respectfully submit the comments below.

As a point of reference, our business has serviced over 10,000 Pleasanton residents since we opened in March of 2002. Former City Councilmen/women, Former City of Pleasanton Police Chiefs, Fire chiefs, Teachers, Administrators, Doctors, Lawyers, Moms, Dads and Young and Old have been our students.

Currently we are open 7-days a week from 6am to 9pm and offer 55 classes a week and regularly service over 700 people per week (100 or more per day).

Our business focuses 100% on supporting and developing the health and wellness of the residents of Pleasanton.

During the 15 years in business we have had to "cope" with various disturbances to our business including:

- * The Demolition of the Old Firehouse at the end of Division
- * The Building of the Firehouse Theater
- * The Renovation of the Kolln Hardware/CoAmerica Bank Building
- * The Renovation of Inklings

AND - additionally the numerous street closings which disrupt our business (races, parades, street fairs, etc.)

We realize that the Pleasanton Downtown Association promotes these public closings of the streets as a BENEFIT to local businesses - but for us it is not. The incremental revenue we see as a result of someone coming to our business as a result of these events does not even closely compensate the loss of business we experience as a result of having to close our business as a result of traffic, noise and no-access.

Furthermore - parking in Downtown is becoming a premium and the idea of completely closing Division street to traffic takes dozens of valuable parking spaces away from us and doesn't add to supporting the businesses in the area.

ITEM 2A: PUBLIC COMMENTS



I STRONGLY reject the idea of any major change on Division Street between Railroad and Main street. The City's development budget would be MUCH better served at creating additional downtown parking and moving the FLOW OF TRAFFIC on main street where it backs up northbound at St. John's Street (left turn towards Barrone's - always stalled traffic there).

Please consider our comments as a SUCCESSFUL Downtown Business who supports the local community and has for over 15 years.

Sincerely,

Jim Coughlin
Downtown Yoga
www.pleasantonyoga.com
www.linkedin.com/in/jimcoughlin/
925 [REDACTED]

ITEM 2A: PUBLIC COMMENTS



-----Original Message-----

From: Ron Imperiale
Sent: Thursday, October 26, 2017 10:19 AM
To: Shweta Bonn
Subject: Survey

Shweta,

This survey is a very deceptive way to get a opinion that the City wants. Residents should be able to select "No Change" for each question without ranking the other possibilities. The last few questions do not even give you a choice of "No Change". These Changes are not necessary and are wasteful expenditures when we still have Un-Funded Pensions that should be contributed to and reduced.

Additionally, these proposals should be on a non-deceptive ballot for all Pleasanton residents to vote on.

Ron Imperiale

ITEM 2A: PUBLIC COMMENTS



From: Christina Nystrom Mantha
Sent: Thursday, October 26, 2017 7:20 PM
To: Shweta Bonn
Subject: Fw: Re: Pleasanton Downtown Specific Plan Update - please share comments

Hi Shweta - Here is a little feedback on the survey and some comments that I'm sure Shannon included in her survey responses. I do agree, as I told you Saturday, that survey could have been clearer and more user-friendly.

Christina

Christina Nystrom Mantha
[REDACTED]@georgetown.edu

----- Forwarded Message -----

From: Shannon DeCola (Nudelman)
To: Christina Nystrom Mantha
Sent: Thursday, October 26, 2017, 6:01:51 PM PDT
Subject: Re: Pleasanton Downtown Specific Plan Update - please share comments

Nice! Just filled out the survey which took waaaay longer than 10 minutes and it didn't inform whether rating #1 is the preferred or #3 is. I assume #1 reflects my favorite option but that may be confusing to other folks too!

Anyway, love the division street high change option. I added concerns around how to manage noise levels with the growth, natural disaster preparedness, and emergency services accessibility. Ptown is becoming much more of a small city retaining small town feel hopefully. But I'm not fighting that. Is what it is.

:)

Sent from Yahoo Mail on Android

On Sun, Oct 22, 2017 at 7:11 AM, Christina Nystrom Mantha wrote:
Hello friends!

As some of you know, I sit on the City of Pleasanton's Economic Vitality Committee. The City is currently evaluating our downtown to identify areas for improvement. And they would love to hear from you - Pleasanton residents! What do you like about it? What can be improved? What types of businesses would you like to see Downtown? Do you find it easy or difficult to walk around the Downtown area?

I have gone to several meetings and have given my suggestions, and I am hoping you will also share your ideas. There are 3 ways to do this:

1) Take the quick survey at this link. The first part of the survey presents different options for Main Street, First Street, Division Street and Peters Avenue. You have the ability to rank the options based on your preferences. At the end of the survey there is an opportunity to give general comments about downtown. <https://ptowndtown.org/survey/>

ITEM 2A: PUBLIC COMMENTS



2) Send any comments or suggestions to Shweta Bonn (Senior Planner responsible for this project). She will present your comments to the Task Force. This doesn't need to be lengthy - you can send a few sentences or a few pages. Sbonn@cityofpleasantonca.gov

3) Consider attending the next Downtown Specific Plan Task Force meeting on **November 28 at 6:30pm** in the City Council Chambers. This is a great way to learn about the planning process, give input, and understand what is being considered.

The City is also considering moving the Civic Center (including the police station and library) to the Bernal Property (next to the new Bernal Park). Therefore, new uses for the current Civic Center property are also being considered.

More information on all of this can be found here: <https://ptowndtown.org/> And feel free to pass this message along to your Pleasanton friends.

If you have any questions, please let me know. I hope that you share your thoughts - I appreciate that the City is working hard to solicit resident input.

Thanks,
Christina

PS - If you already sent me comments, I will be passing those on.

Christina Nystrom Mantha
[REDACTED]@georgetown.edu

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Monday, October 30, 2017 8:49 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Nate Sulaver

Email Address: [REDACTED]@yahoo.com

Street or Neighborhood: Pleasanton meadows

Your Comments: - need to lift nightlife restrictions on noise. Give downtown venues the opportunity to attract and capture customers longer. Doesn't have to be 3am bar crawls.
- need to offer more outdoor options (ie main st promenade)
- need to leverage theatre for more events, perhaps more expensive attractions with greater draw.
- streets / vendors / etc should feed/funnel event center
- need more lighting to make downtown more vibrant.
- consider turning an adjacent field/lot into a sports field to drive patrons into downtown. Maybe more premier age groups

(Sent via [Pleasanton Downtown Plan Update](#))

My thoughts about the future of Downtown Pleasanton are ...



My husband and I live on the north side of Pleasanton. We have lived here for 40 years. We use the downtown library a few times a week. We try to attend downtown events. Which is very difficult because of the parking

Please do not move the library . Yes you need more parking . I would think with all your planning staff. You can come up with a better ideas and plans. I do not see why can not use the large area by the train tracks for downtown parking.

Mr. and Mrs Fenton

City of Pleasanton
Community Development Department
Shweta Bonn, Senior Planner
P.O. Box 520
Pleasanton, CA 94566

RECEIVED

OCT 31 2017

CITY OF PLEASANTON
PLANNING DIVISION

94566-060220



From: Julie Testa
Sent: Saturday, November 04, 2017 11:39 AM
To: Shweta Bonn; Kendall Granucci
Subject: Downtown Specific Plan

Letter to Downtown Specific Plan Task Force:

What is a fair exchange for Pleasanton's "Crown Jewel"?

There are aspects of the Downtown Specific Plan process that I look forward to seeing implemented. Pavers will add charm, proposed changes to Peters and Division Street are intriguing. But the agenda for our Civic Center Site and Bernal Property is alarming.

I am not comfortable with an agenda that is dependent on defying a commitment to Pleasanton voters. Development of the Civic Center property is not possible without moving city offices and *police station to the Bernal property. The Bernal property was identified as the "Crown Jewel of Pleasanton" This land was a hard-won negotiation, land dedicated to community uses in exchange for allowing development of commercial and residential on much of the property. Currently, city offices are illegal without a vote to allow a change to land use. With an effective campaign, to not allow the change to land use on Bernal, this Civic Center process is all a waste of resources.

If there is an expectation of moving currently illegal uses, (city offices/police station) at great cost to taxpayers (\$200 MM+), to our 'crown jewel site, I *believed* the plan for the current CC site would become our new "Crown Jewel". I thought we were being cajoled to accept some mixed-use residential to help pay for an exciting Grand Town-Square filled with resident enticements and amenities.

What is currently being proposed is a tremendous disappointment, it is a mixed-use residential/office complex. The pressure to allow housing and increased building height is extreme. The resident response has been a loud and clear NO, but not as clear as staff agenda to incorporate housing and increased building height anyway.

I don't see an Arts & Cultural Town Square, instead of a plan filled with citizen amenities and enticements I see a lot of office space and residential. The poorly located monolithic parking garage** will support the demand of the unappealing office/residential complex. The hotel is NOT for residents yet it was given the premier location at the entrance to Main Street. The theater is an illusion, a placeholder, it has been determined the demand for another theater is already oversaturated. A bone is being thrown to residents with the small town-square squeezed in the middle of this residential/office complex. I see a tremendous expense to taxpayers, more impact on traffic and schools, loss of our precious resource Pleasanton's "Crown Jewel", and all with little benefit to residents. I support an improved library but do not let it be held hostage for so many costly negative impacts to Pleasanton. Why should Pleasanton residents get excited about paying for this?

**I have been told that there is nothing inadequate about the current 30-year-new police station, "moving it is a purely land use decision", to redevelop the Civic Center site. For years we were told the police station could not be moved because it would be cost prohibitive, I have not been given an answer to my request of cost to remove and rebuild the police station.*

***Picture a monolithic wall of a parking garage where we now have our lovely library with the statue of a family frolicking on the green lawn.*

Visit the project website: <https://ptowndtown.org/>

Take the survey, the **proposed** plan is in the survey. <https://www.surveymonkey.com/r/DowntownSpecificPlanOptions>

No residential, do not increase building height. Move the parking structure. Move the hotel. Youth gathering area and more resident amenities. Save the trees. Grand Town Square instead of squeezing one in.

Julie Testa

Julie Testa

If you think your actions are too small to make a difference, you have never been in bed with a mosquito.

--Unknown

ITEM 2A: PUBLIC COMMENTS



From: Gerry Beaudin
Sent: Sunday, November 05, 2017 8:15 AM
To: Peter Baumgart
Cc: Shweta Bonn; Bettina Baumgart
Subject: RE: Pleasanton Development Plan

Peter,

Thanks for your continued interest and for exploring solutions and opportunities with us.

Please sign-up for the Downtown Plan update notifications (www.ptowndown.org) and let me know if you want discuss any of this further.

Kind regards,
Gerry



From: [REDACTED]@gmail.com **On Behalf Of** Peter Baumgart
Sent: Friday, November 3, 2017 12:51
To: Gerry Beaudin
Cc: Shweta Bonn; Bettina Baumgart
Subject: Re: Pleasanton Development Plan

Gerry,

thank you. Seems like a very thorough and comprehensive investigation and plan!

Of course the further the horizon (10-20 years?) the more uncertain and murky the assumptions. But still, a very much worthwhile effort, and I think the possible uncertainties are properly captured, overall. I like that the thinking is not just a simple growth-based projection of the sort "twice as many residents => twice as much traffic => twice the parking capacity needed..." as people's behaviors will change, and to some good degree can be influenced, or at least "encouraged," and sometimes mildly "coerced," i.e. "incentivised" - if need be. (Here "urban planning" becomes also an exercise in predicting technology trends and related changes in human/generational behaviors.)

The plan does not seem to include any "smart parking" options, where for example a (possibly video based) "surveillance" system \ could give real-time input to drivers, either via smart/electronic signage, or an app (or both!) about where to find parking.

ITEM 2A: PUBLIC COMMENTS



As we discussed, I like the idea of proving the concept of pedestrian-only blocks, starting maybe with the east-most section of Division Street, and then possibly expanding to Main, and certainly also on any new street to be created in the one-day redeveloped current civic center area.

Also, I thought the idea of Main and Peters being a pair of one-way streets is quite intriguing, opening up a lot of opportunities to widen the pedestrian/biking and dining/parklet options on Main!

Please let me know if you see other opportunities for me to get engaged with this topic/planning,

Peter

On Thu, Nov 2, 2017 at 10:50 AM, Gerry Beaudin wrote:
Hi Peter,

Great to meet you! I enjoyed our conversation and hope that you continue to engage on land use, planning and transportation related issues in the community.

Here's a link to the downtown parking strategy and implementation plan:

<http://www.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=30495>

Other information about the downtown plan can be found here:

<https://ptowndtown.org/resources/>

Please let me know if you have questions or if you want to discuss any of these items in more detail.

Kind regards,
Gerry



From: [REDACTED]@gmail.com **On Behalf Of** Peter Baumgart

Sent: Thursday, November 02, 2017 9:20 AM

To: Gerry Beaudin

Subject: Pleasanton Development Plan

Hello Gerry,

we met at the community event yesterday evening. I asked you about "smart parking" (in particular unpaid parking) options or plans, for example by using cameras and software canvassing a parking lot

ITEM 2A: PUBLIC COMMENTS



and calculating the number of available spaces, which could then be transmitted to electronic signs or phone apps. You mentioned some thinking along those lines has already happened and wanted to send me a document.

It was a pleasure meeting you yesterday, and having a good discussion, I am glad to see that some quality thinking is going into the planning process in Pleasanton, and that some quality people are part of it!

In case you want to know more about me and my background, please see my profile at:
[linkedin.com/in/baumgart](https://www.linkedin.com/in/baumgart)

Regards,
Peter

RECEIVED

NOV 06 2017

CITY OF PLEASANTON
PLANNING DIVISION

City PLANNER,

PLEASE check our
downtown side walks
The tables & chairs
are growing, making
it difficult & UNSAFE
to walk. WITHOUT
having to step over
the curb - Please
limit the kinds of
businesses. It seems
when one becomes
popular, you allow
two more & they
all fade away -
Never forget
This is an historic
town - & used
to be small & friendly

A. J. [Signature]

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Wednesday, November 08, 2017 4:40 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Michael Grossman

Email Address: [REDACTED]@GMAIL.COM

Street or Neighborhood: Gates - 2 miles from downtown.

Your Comments: Other than more parking needed, and filling the spaces vacant after City Hall and Library moves, what is wrong with the present downtown? It was a model downtown when it was renovated and lost the Chocolate Cheese Factory. Planned and paid off as the state of the art model downtown for families to stroll and the community to meet.

Livermore panned its downtown after Pleasanton's model.

Does the City have so much extra money that it can pay for reinventing the downtown without taxpayer money, Does the City have the money to fund pensions in 3 to 5 years from now after spending money to reinvent downtown?

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Squarespace
Sent: Thursday, November 09, 2017 8:53 AM
To: Shweta Bonn
Subject: Form Submission -

Name: Carrie Bruin

Email Address: [REDACTED]@sbcglobal.net

Street or Neighborhood: Tamur ct

Your Comments: I am not finding the survey so far. My husband attempted to fill it out but the sound the questions lacked enough information to know what they were asking.

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Squarespace [mailto:no-reply@squarespace.info]
Sent: Thursday, November 09, 2017 1:57 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Bruce Takens

Email Address: [REDACTED]@aol.com

Street or Neighborhood: Kolln Street, Jenson track

Your Comments: Green Benches really, just replaced green and wood benches? keep stone and existing flower pots. Way more appealing. trees in side walk.
Division Street, We fixed this street during revitalization plan last time. we need to Fix tree wells and sidewalks on side streets so walking people wont trip, Neal street is one of the worst. Bury the power lines on Railroad at Fire House, Never finished this blight area, ie sidewalks and power lines no street lights and were talking of Division Street again. don't you walk downtown? Probably not yet feel the need to impose this on the people the use downtown.
Keep City offices downtown, there is plenty of room for 3 story design and parking for downtown there.
No to NEW TOWN on south end or any end of downtown as far as that goes.
Your design is changing the feel of downtown,
What we need down here is bathrooms, repair of what was promised during last revitalization plan,
If parking was really the issue we would have built a parking structure in stead of those big residence 3 story on Spring Street. That will over look and stick out like a sore thumb. Good spot for bathrooms and parking there, missed it.
the survey didn't know if 1 out ranked 3 or how that worked sorry about this

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Squarespace [mailto:no-reply@squarespace.info]
Sent: Monday, November 13, 2017 12:09 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Deann Braley

Email Address: [REDACTED]@aol.com

Street or Neighborhood: Pleasanton Ave

Your Comments: I didn't get a flyer for the survey until after the deadline, so with that said I will tell you what as a resident I feel would make living here better. One of my biggest concerns is parking. When on earth will the parking garage be built? I'm tired of having litter all over my lawn after down town events. I also have to stay up until after the bars close to put garbage cans out on Thursday nights because the drunks knock them over if I don't. Then there is the ACE Train. I thought the fairgrounds station was temporary. The parking lot is now full and people are parking on the streets. On Pleasanton Ave they are almost to St. Mary St. If you would like people to use it maybe a different location with more parking would be better. Getting into or out of driveways is near impossible with train traffic. If you are planning any new events please think of the residents who would like to get some sleep and don't want to pick up trash after every event. And please do something about parking. Think about how you would feel if you had to put up with all the events going on around you. I have lived in the downtown area for over 30 years and would love to move because of all the events and changes in the area. Many of my neighbors have been here over 50 years. Please think of us while making decisions.

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Squarespace [mailto:no-reply@squarespace.info]
Sent: Wednesday, November 22, 2017 5:55 PM
To: Shweta Bonn
Subject: Form Submission -

Name: Angela Ochs

Email Address: [REDACTED]@comcast.net

Street or Neighborhood: Foothill Road

Your Comments: After only viewing the 'plan' briefly, I honestly don't see why we need more residential units downtown. We have enough congestion.

I also don't see the need to move the city offices. If you need more room, construct 2-story buildings to accommodate city space needs. Use the empty lot near across from the library for a parking structure.

Also, why a larger library? when the majority of people use the internet for their 'search' needs and other on-line options for reading material.

We have lived here in Pleasanton for 20 years now and enjoy what appears to be the 'small town' atmosphere of downtown. Cramming more residential, another theatre, and, and...isn't necessary....in my opinion!!!

Thanks,
Angela Ochs

(Sent via [Pleasanton Downtown Plan Update](#))

ITEM 2A: PUBLIC COMMENTS



From: Diane Phillips
Sent: Sunday, November 26, 2017 7:23 PM
To: Shweta Bonn
Subject: Re: DSP Update - November 28, 2017 Task Force Meeting

Hello Shweta,

I have just reviewed your recent planning update. The quantity of resident input, while remaining less than desirable or optimal for such an important process, nonetheless appears to confirm an overall citizen preference for **RETAINING** the **current configuration** of the civic center/library/police buildings, adding-if affordable-some sort of public/social/multi-generational park space at the Bernal end of Main where the empty lots currently exist, attracting more diverse restaurants and businesses (ie arts/crafts and small theatre), and adding some sort of low profile parking solution away **AWAY** from Main Street. It appears clearly that there is **no** significant citizen interest in either moving our current civic center complex or building more office & residential in their place. Unfortunately, the survey offers a very limited range of responses, which makes this whole planning process appear slanted towards development as well as unconcerned about costs and consequences (see * below, for example).

I trust that you will convey these concerns for discussion at the upcoming meeting. In the interim, my husband and I just returned from France, visiting our friends and family there, and again experienced so many lovely small towns and villages that have retained the human scale, offering lively center streets for pedestrians, cyclist lanes, and reasonable auto use without taking up vital human space for car parking. Pleasanton is so fortunate to retain some human scale in the main old town. Let's do all we can to **RETAIN** that investment. People can walk a block or two from their car-park to the Main Street shops, freeing up at least one sidewalk for more walking flexibility rather than cutting down trees. More citizens, including lots of millenials as well as us recent retirees, use Uber and Lyft, so that a percentage of parking needs will likely decline, rather than increase.

Please take a moment to look at the pictures below from the charming central square in the town of Virey-le-Grand, just north of Lyon, France. Lovely fountain design. Outside dining. Sculpture. Human interaction. A vibrant small town. Pleasanton is very well positioned to maintain the small town, human scale downtown, leveraging the style and scale of the current civic and business buildings, the Firehouse Arts Center, the Peet's patio area, the Rose Hotel, and the old Pleasanton Hotel (Handles). And earning accolades from around the Bay for such efforts.

Thank you for your time and attention to my comments.

Sincerely,

Diane Envent

*ITEM 2A: PUBLIC COMMENTS Item 2A - Provided to Task Force for the November 28, 2017 Meeting 26 -----Original Message----- From: Ron Imperiale Sent: Thursday, October 26, 2017 10:19 AM To: Shweta Bonn Subject: Survey Shweta, This survey is a very deceptive way to get a opinion that the City wants. Residents should be able to select "No Change" for each question without ranking the other possibilities. The last few questions do not even give you a choice of

ITEM 2A: PUBLIC COMMENTS

“No Change”. These Changes are not necessary and are wasteful expenditures when we still have Un-Funded Pensions that should be contributed to and reduced. Additionally, these proposals should be on a non-deceptive ballot for all Pleasanton residents to vote on. Ron Imperiale



From: [REDACTED]@aol.com
Sent: Monday, November 27, 2017 10:07 AM
To: sbonn@ci.pleasanton.ca.us
Subject: DSP Survey

After discussing the survey with other people who took time to complete it, I have come to conclude that the results obtained may NOT accurately reflect the opinions of those who completed it.

Some people ranked their preferred choice to each question as a 1, and their least preferred as a 5 (if 5 choices were given).

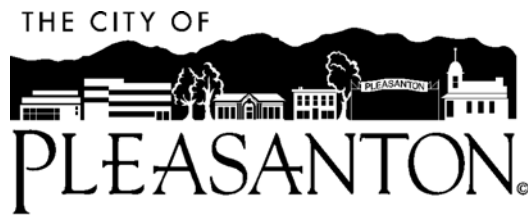
However, some people gave a ranking of 5 (in the above example) to their preferred choice.

The survey did not provide detailed instructions. One was presented a list of choices, and asked to “rank” them. With the lack of instructions, I can see how one could confuse if 1 or 5 was to be assigned for the most preferred of the options presented.

I even question myself if I correctly filled out the survey, and that my opinions are accurately being reflected.

Therefore, I caution the task force from drawing any definitive conclusions based on the data.

John Bauer
South Pleasanton



ITEM 3A: PRESENTATION AND DISCUSSION OF PUBLIC FEEDBACK ON PRELIMINARY OPTIONS AND STRATEGIES

Since the October 10, 2017, Task Force meeting, staff has been conducting a number of outreach events to solicit public feedback on the preliminary options and strategies.

These outreach events were intended to span different days of the week and different times of the day to offer a variety of possibilities for participation. Some of the presentations occurred at public hearings (e.g., Youth Commission, Parks and Recreation Commission, etc.), and others, such as the Farmers' Market booth and the Community Meeting, were intended to reach the community at large. Staff also presented to key stakeholders, such as the Pleasanton Downtown Association and the Chamber of Commerce. In response to the Task Force's desire to incorporate feedback from specific age groups (i.e., senior citizens and youth), information regarding the Downtown Specific Plan (DSP) Update and the preliminary options and strategies was presented at the Senior Center and high school classes.

Presentations/informational booths since the last Task Force meeting include those listed below (*please note the Senior Center Luncheon was the day prior to the October 10 Task Force meeting*). A summary and key themes as a result of these discussions are provided in a subsequent section of this memo.

- Senior Center Luncheon (Monday, October 9)
- Youth Commission (Wednesday, October 11)
- Senior Center Lobby (Wednesday, October 18)
- Economic Vitality Committee (Thursday, October 19)
- Farmers' Market Outreach Event (Saturday, October 21)
- Pleasanton Downtown Association, Downtown Vitality Committee (Tuesday, October 24)
- Leadership Class at Amador Valley High School (Thursday, October 26)
- Community Meeting (Wednesday, November 1)
- Leadership Class at Foothill High School (Monday, November 6)
- Chamber of Commerce, Forum 2020 (Wednesday, November 8)
- Parks and Recreation Commission (Thursday, November 9)
- Pleasanton Downtown Association, Board of Directors (Tuesday, November 14)
- Bicycle Pedestrian Trails Committee (Monday, November 27)

The outreach methods itemized below were recently utilized to reach the broader community, solicit feedback regarding the preliminary options and strategies, and increase overall awareness of the DSP Update. Additional information regarding the results of the online survey is included at the end of this memo, and as a part of Attachment A.

- Offered online Survey (October 18 to November 12)
- Sent information related to the DSP Update on [utility billing envelopes](#), to approximately 22,000 customers over the course of 8 weeks beginning in October 2017
- Published article in city-wide publication, *Progress* (published [Summer 2017](#))
- Published article in the Senior Center newsletter publication, *Edge* ([November/December 2017 edition](#))
- Sent email notifications to the DSP Update *Interested Parties* distribution list, and the Senior Center distribution list (October/November 2017)
- Employed social media including Facebook, Twitter, and NextDoor (October/November 2017)
- Posted banner at the Pleasanton Public Library entrance and an informational board in the library lobby, and DSP Update-related bookmarks were made available to library patrons (all of November 2017)
- Posted an informational board in the lobby of the Permit Center, and provided informational cards at the Permit Center public counter and at the Community Services public counter, both located at 200 Old Bernal Avenue (October/November 2017)
- Upon inspections for active permits, City Building inspectors provided home owners informational cards regarding the DSP Update. The objective was to reach a geographically diverse group of residents that may not visit City Hall or other city facility/event in person (October/November 2017)

SUMMARY OF PRESENTATIONS AND OUTREACH EVENTS

The following serves to summarize and highlight key themes from the various presentations and outreach events conducted since the last Task Force meeting.

Senior Center Luncheon (Monday, October 9)

After the presentation, luncheon attendees commented that pedestrian access throughout downtown, including Main Street should be improved, and pedestrian access to downtown from other areas, such as Sunol Boulevard, should also be improved. Another commenter indicated residents should be notified of special events that have fireworks (i.e., at the Fairgrounds). There were also comments about traffic circulation downtown, indicating U-turns should not be permitted on Main Street, and a left turn lane should be added at St. John Street and Main Street.

Youth Commission (Wednesday, October 11)

In response to a question by one member of the commission regarding how an existing non-active ground floor business would be affected by a new rule that requires active ground floor uses, staff clarified the code would likely be written such that existing

businesses are “grandfathered,” and the rule would apply to new businesses. Commissioners were encouraged to get involved in the DSP Update by signing up for email updates and taking the online survey.

Senior Center Lobby (Wednesday, October 18)

Staff shared information about the preliminary options for Civic Center and streetscapes (and the DSP Update in general) at a table in the lobby of the Senior Center. Visitors to the Senior Center and attendees of various activities stopped by the informational table and were encouraged to take the online survey and stay involved in the DSP Update by signing up for email updates. Two people submitted comment cards (which have been included as part of Item 2A, Public Comments, for this meeting). One comment is related to bus service and bus routes, and another is related to train noise.

Economic Vitality Committee (Thursday, October 19)

Regarding the Main Street options, members of the Economic Vitality Committee (EVC) supported creating more space on the sidewalk, but not at the expense of losing parking spaces, or reducing the size of parallel parking spaces. Members indicated parking should not be removed until a complete parking solution, with new supply, is understood. Other members also communicated concerns about the design of the parklet located on W. Angela and Main Streets, and others communicated they did not like the landscaping or the narrowing of the vehicle lanes, while others indicated they like it as a gathering space. There was general support for the existing conditions on Main Street.

Comments from the EVC related to First Street, Peters Avenue, and Division Street include:

- First Street is a regional and local commute route, and adding bike lanes sacrifices parking and efficient vehicle mobility.
- Peters Avenue serves a transportation purpose in moving vehicles through downtown efficiently. Potentially narrowing vehicle travel lanes or otherwise restricting traffic could have an impact to this.
- Division Street could be closed to vehicles, but consideration needs to be given to how/where patrons to businesses on Division Street will park, and if they can access other lots from adjacent streets. Parking spaces removed from Division Street in converting to a pedestrian only street would need to be replaced elsewhere in downtown.

There was discussion regarding consideration for technology and autonomous vehicles, and how that might change the need for driving and parking in downtown.

Comments and questions from the EVC regarding the Civic Center include:

- Does, or should, the concept plan incorporate housing units on the second floor in addition to or instead of office, especially around the town square?
- The concept plan, and particularly residential, is a shift from where downtown is today; should consider this concept as a ‘bucket list’ of all desired uses from which a more refined plan based on integration with the entire downtown footprint

would be based; for example, would there be inadvertent competition with both a movie theater and the Firehouse Arts Center?

In response to a question about direct engagement with property owners about active ground floor uses, staff clarified a few property owners have attended Task Force meetings, while some are connected to the process through the PDA.

Farmers' Market Outreach Event (Saturday, October 21)

Staff shared information about the preliminary options for Civic Center and streetscapes (and the DSP Update in general) at a booth at the Farmers' Market. If desired, people who stopped by the booth were able to converse with staff in detail about the options, or simply view the informational boards and other materials. Staff provided visitors to the booth and the many passers-by an information card with the project website, and encouraged them to take the online survey, and sign up for email updates.

Pleasanton Downtown Association, Downtown Vitality Committee (Tuesday, October 24)

Discussion at the Pleasanton Downtown Association (PDA), Downtown Vitality Committee (DVC) included a diverse array of topics. Many of the questions and comments were from individuals and may not reflect the DVC as a whole. The discussion and questions included:

- What would the Civic Center look like if only the parcel formerly owned by the San Francisco Public Utilities Commission was developed?
- Restaurants are not paying the City for space they use on the sidewalk, yet they benefit from it.
- Incorporating residential uses will result in noise complaints in the future.
- What about a red-lined specific plan? What has been working? What needs fixing?
- Consider making Main Street pedestrian only.
- Vitality of the downtown needs to be considered. Consider pathways to create new buildings, and consider the mix of uses. People need a reason to come downtown.
- What would happen to existing non-active ground floor uses if a specific requirement were to be instituted? The concept of businesses staying open longer, and waiving parking requirements was discussed.
- Uses on the first floor should not be micromanaged.

Please also refer to the discussion by the PDA Board of Directors on November 14, below.

Leadership Class at Amador Valley High School (Thursday, October 26)

Staff presented options for streetscapes and Civic Center. In response to a question, staff clarified any resulting modifications would be phased over time, and the specific plan is a long-term policy document.

Community Meeting (Wednesday, November 1)

The Community Meeting included discussion regarding the Civic Center, community benefits, and streetscape options. A detailed summary of the feedback received at the Community Meeting has been provided to the Task Force with materials for the November 28, 2017 meeting, and is Attachment B to this report.

Leadership Class at Foothill High School (Monday, November 6)

Staff presented options for streetscapes and Civic Center. Questions and comments after the presentation included:

- Who pays for the new Civic Center and the new development?
- There is a lack of parking. Would spaces be replaced if removed?
- What about not moving Civic Center facilities completely but keeping facilities in the existing location, and developing part of the existing site?
- Clarification on the location of Peters Avenue relative to Main Street
- Is there any thought to creating more jobs downtown (to balance the housing)?
- Can the parcel formerly owned by SFPUC be parking?
- Will the Town Square be a park?
- Desire for informal and more affordable eateries
- Is there any thought to redoing businesses on Division Street if the street were to be closed to cars?

Chamber of Commerce, Forum 2020 (Wednesday, November 8)

Discussion at the Chamber of Commerce meeting included a range of topics. Concerns regarding parking (and the lack thereof) were discussed often, as was the impact the ACE train station has on parking in the nearby residential neighborhoods, and the required collaboration between the County, the City, and ACE. The following discussion took place regarding the preliminary options:

Active Ground Floor Uses

- Conversion of existing buildings can be expensive and sometimes cost-prohibitive (e.g., converting an office space to restaurant or office to residential).
- Leaving discretion to the Director of Community Development about additional uses that would qualify as active ground floor uses creates uncertainty
- The risk to the property owner needs to be kept in mind
- There is a case to “encourage” active ground floor uses (but not require)

Civic Center

- Is there an option to keep existing civic center on the site?
- People should be able to park where they can walk to Main Street
- Civic Center is for south end. Businesses struggle around the 600-700 block of downtown
- The online survey is misleading because it says parking will be replaced
- The Civic Center is the “tail wagging the dog.” We need to make sure downtown is vital.
- There appears to be an emphasis on public input as opposed to input from property owners

Streetscapes

- One person indicated streetscapes on Peters Avenue and Division Street should be improved (with his support to the medium change on Division Street). People should use Peters Avenue and free up Main Street.

Parks and Recreation Commission (Thursday, November 9)

After staff's presentation, each commissioner provided his/her comments on the preliminary options.

Regarding the Civic Center plan, most of the commissioners indicated the Town Square should be larger and grander. One commissioner commented the Town Square will be critical open space for residents should residential be incorporated into the land use plan. One commissioner expressed concern about the viability of a movie theater, and another indicated it could be good for youth if it becomes viable. A comment regarding the proposed parking structure was it should not be the focal point for the south end of downtown, and the same commissioner indicated any new development on the Civic Center site (and improvements to Peters Avenue) should not make the area feel like a separate area from the existing downtown.

Regarding the streetscape options, many commissioners were in favor of the medium degree changes, and generally in favor of making downtown more bicycle friendly. One commissioner voiced support for the high-degree changes for Main Street, Peters Avenue, and First Street, with the clarification moving trees on Main Street should be phased, Peters Avenue should not feel like a different area to the existing downtown, and creating bicycle lanes on First Street would help it feel less like a Boulevard. There were diverse opinions regarding Division Street, as some commissioners favored the high-degree change (i.e., closing it to cars), but others felt downtown merchants may be concerned parking will be removed. Another commissioner indicated if the intent is to make the Firehouse Arts Center a focal point, then improvements to Division Street should not include trees, as they could obstruct pedestrian views to the center. A perspective shared by a commissioner who did not support the high degree change for Division Street was the existing businesses on Division Street may not be a significant draw to justify closing the street.

One commissioner expressed concerns about the possibility for parking to be removed, and indicated she had heard concerns about the parklet on W. Angela Street. In response to her inquiry about existing residential neighborhoods, staff indicated people expressed general support for the appearance of the existing residential neighborhoods, although she added she has not heard the same about select properties on Harrison Street and Augustine Street.

While the focus of the presentation did not include the active ground floor uses concept, in response to an inquiry, staff summarized the options previously presented to the Task Force, and indicated a final determination regarding active ground floor uses has not yet been made.

Pleasanton Downtown Association, Board of Directors (Tuesday, November 14)

After staff's presentation, the PDA Board of Directors discussed the preliminary options and strategies, including active ground floor uses, Civic Center, and the streetscapes. Below is the end result of its discussion, based on a summary provided by PDA staff.

Active Ground Floor Uses

- The solution should be collaborative between property owners, business owners, residents, and the City in that:
 - property owners commit to well-maintained buildings and support the requirement of active ground floor uses
 - business owners commit to extended and/or uniform hours for retail businesses, residents acknowledge a “right to do business” ordinance and support funding for the purchase of downtown property to be converted to public parking lots, and
 - the City waives parking requirements for retail spaces and works with the PDA to find a solution for the management of the existing parking (with the possibility to explore meters on Main Street and a renewed effort to bring property owners together to create shared private lots), and streamline approvals and building permits.

Civic Center

- Further consideration needs to be given to the appropriate amount of retail to support the new development but not overshadow the current retail environment
- Areas within the plan should be designated to be pedestrian only
- Residential should not be on the ground floor (would support only on 2nd and 3rd floors)
- The Board would support moving the parking garage to Block 2 so it better serves the existing downtown as well as the new development
- Further discussion needs to take place regarding parking during the Alameda County Fair and other large events
- The Board would not support shared parking with ACE in the parking garage
- Careful consideration will need to be given to the design and aesthetics of the parking garage

Streetscapes

- Main Street – the Board supports the medium-degree option, along with:
 - A conversation regarding the ongoing landscaping (planters, newspaper bay conversion, etc.)
 - Strongly suggest the northbound, left-hand turn from Main Street to St. John Street be removed for better traffic flow
 - A conversation regarding the usefulness of the 20-minute parking stalls and whether these are a benefit to downtown
- Peters Avenue – the Board supports the high-degree option since Peters Avenue is thought to be the best option for bicyclists, with the following clarifications:
 - How does Peters Avenue connect with the Bicycle Pedestrian Trails Master Plan?

- Peters Avenue needs landscaping improvements so the ambiance feels more like Main Street, and it is better integrated with Main Street (important if the retail footprint is expanded to Peters Avenue)
- Employees are strongly encouraged to park on Peters Avenue
- First Street – the Board supports the medium-degree design option since it does not want to see any parking lost on First Street. The following should be clarified:
 - Should a bike lane be incorporated (with no loss to parking), how would it connect with the Bicycle Pedestrian Trails Master Plan?
 - Landscaping should mimic that on Main Street
- Division Street – the Board supports the high-degree option with the understanding this would take significant planning in order to maintain access to private parking lots. However, this is thought to be the best, long-term use for this underutilized space, and could be used for ongoing community events such as a mid-week farmers' market or live music.

Bicycle Pedestrian Trails Committee (Monday, November 27)

The preliminary options are scheduled to be presented to the Bicycle Pedestrian Trails Committee on November 27. An update will be provided to the Task Force at the November 28, 2017, meeting regarding the discussion and comments from the committee.

FALL 2017 ONLINE SURVEY

An online survey regarding downtown was employed in spring 2017, and solicited the community's feedback on land uses, favorite places, and desired improvements to downtown.

The City hosted a second online survey as a part of the recent public outreach. This fall 2017 survey asked community members to rank the options presented to the Task Force in October, and was open from October 18 to November 12, 2017. It was available via the project website, <https://ptowndtown.org/> (hosted on SurveyMonkey), and received a total of 995 responses (although not every respondent answered every question). The report attached to this memo (Attachment A) provides a summary of the key themes from the survey results (as well as itemized responses to the open ended question).

Upon discussing the results of the spring 2017 survey as its April 25, 2017, meeting, the Task Force indicated targeted outreach to the youth and older members of the community should be incorporated into public outreach. Table 1 in this memo provides a comparison of the self-reported demographic data from the spring and fall 2017 surveys, accompanied by the same reported in the 2010 Census (for comparison to Pleasanton as a whole) in Table 2. While a slightly greater proportion of youth participated in the fall 2017 survey compared to spring 2017, slightly fewer older people participated, despite the targeted outreach at the Senior Center and high schools. However, while these groups did not substantially increase their participation rate in the

online survey, their comments provided at the in-person presentations have been incorporated into this memo for the Task Force’s consideration.

Table 1 - Self-reported Demographics from Online Surveys

	Age Characteristics					Children Under 18 in Household		Zip Code			
	17 and under	18 to 34	35 to 50	51 to 69	70 and above	Yes	No	94566	94588	Blank	Other
Spring 2017 Survey	0.9%	9.0%	39.4%	41.3%	9.4%	42.9%	57.1%	47.2%	18.7%	30.5%	3.6%
Fall 2017 Survey	2.1%	8.7%	41.2%	40.5%	7.4%	49%	51%	72%	24%	NA	4%

Table 2 – Pleasanton Demographics from US Census

	Age Characteristics					Children Under 18 in Household	
	19 and under	20 to 34	35 to 49	50 to 69	70 and above	Yes	No
Census 2010	29.2%	13.1%	26%	24.5%	7.2%	42.7%	57.3%

NEXT STEPS

The objective of the public outreach since the October 10, 2017 Task Force meeting was to solicit the community’s feedback on the preliminary options and strategies. This information is intended to assist the Task Force as it provides staff and the professional services team direction on the preferred options.

Attachment A: Online Survey Report, dated November 2017

Attachment B: Community Meeting Report, dated November 2017



DOWNTOWN SPECIFIC PLAN UPDATE

ONLINE SURVEY REPORT #2

NOVEMBER 2017

Prepared by

DYETT & BHATIA
Urban and Regional Planners

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I Survey Overview

The City of Pleasanton has initiated a planning process to update its 2002 Specific Plan for the approximately 300-acre Downtown area. The Downtown Specific Plan is the City's guide for land use, housing, circulation, environmental, and economic development policies for Downtown Pleasanton. The Plan update will allow the community to assess its goals for development, investment in public goods such as sidewalks and bicycle lanes, and preservation that will positively impact residents and businesses alike. Though many of policies from the 2002 Plan remain relevant, revising the existing policies and drafting new policies is necessary in order to reflect the community's aspirations for the future. To that end, public outreach is a key component of the Downtown Specific Plan Update.

A variety of outreach methods have been employed in this process to-date, and include "pop-up" meetings at places like the Farmers' Market and First Wednesday Street Parties, in addition to online engagement, including a project website (<https://ptowndtown.org/>), social media, presentations to stakeholders and specific population groups such as youth and seniors, an email distribution list, and a community meeting on November 1, 2017. An online survey was launched in spring 2017 to solicit general feedback about the community's opinions about land uses, favorite places, and desired improvements to Downtown.

The City hosted a second online survey to gather community input preliminary land use and design options for Main Street, First Street, Peters Avenue, Division Street, and the Civic Center, as well as several other related planning issues. The questions were developed based on input from background studies, the Task Force dedicated to this effort, and the community. The City promoted the survey on the project website (www.ptowndtown.org), numerous outreach events, including the community meeting held on November 1, 2017, newsletters, advertisement on the outside of utility billing envelopes, and presentations to specific groups such as the youth and seniors. The results of the online survey will be used by the Task Force, along with feedback from a public workshop, to provide direction to staff and the professional services team on the update to the Specific Plan.

This report summarizes the results of this second online survey, and includes charts of the results as well as summaries of responses to an open-ended question. The survey was open from October 18 to November 12, 2017, and received a total of 995 responses. As survey respondents were not required to answer every question, the number of responses varies from question to question. The survey began with a short description of the Downtown Specific Plan update followed by four questions on street design; a question about building height limits and community benefits; two questions about a potential land use option for the current Civic Center site; and an open-ended question. In addition, the survey included three questions about the respondents' demographics the results of which are summarized below. The full survey is included as Appendix A.

1.1 Survey Respondent Demographics

Although the availability of an online survey enables wide participation, responses may contain biases. In survey sampling, bias refers to the tendency of a statistic from the returned surveys to over- or under-represent the entire population being queried. The survey results cannot be extrapolated to represent the entire city, as those surveyed may not have the same traits as those who were not surveyed. For example, the results of this survey are subject to self-selection bias. As this was a voluntary survey, respondents chose to participate in the survey. Generally speaking, some groups are more likely to complete a survey than others. Due to self-selection, there may be a number of differences between the people who chose to participate in the survey, and those who did not. The age and household characteristics of survey respondents are compared to the age and household characteristics of all Pleasanton residents below. Understanding the demographics of respondents can provide insight into potential biases.

Figure 1 shows the proportion of survey respondents by zip code. Of the 795 survey participants who responded to the question about their home zip code, the majority (72 percent) lived within the 94566 zip code, which includes Downtown Pleasanton and the southern and eastern portions of the city; 25 percent lived in 94588, which includes the northern and western portions of the city; and four percent lived in another zip code.

Figure 1: Zip Code of Respondent

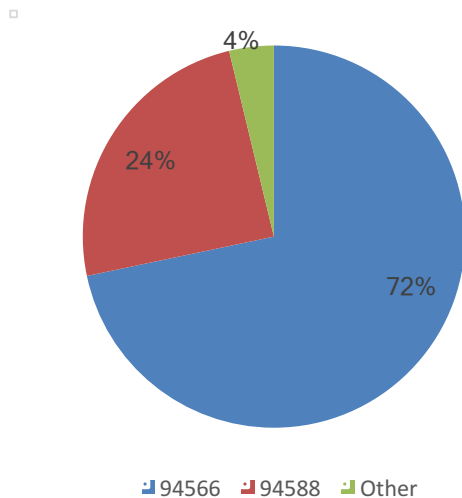


Figure 2 shows the age distribution of survey respondents. Of the 793 survey participants who responded about their age, about an equal portion were between the age of 35 to 50 and the age of 51 to 69, accounting for 82 percent of respondents combined. In addition, nine percent of respondents were between 18 and 34, and seven percent were 70 years or older. Two percent of respondents were 17 or younger. In comparison, Figure 3 shows the age distribution of

Pleasanton residents. There is a greater proportion of young people in the population as a whole than in the pool of survey participants.

Figure 2: Age of Survey Respondent

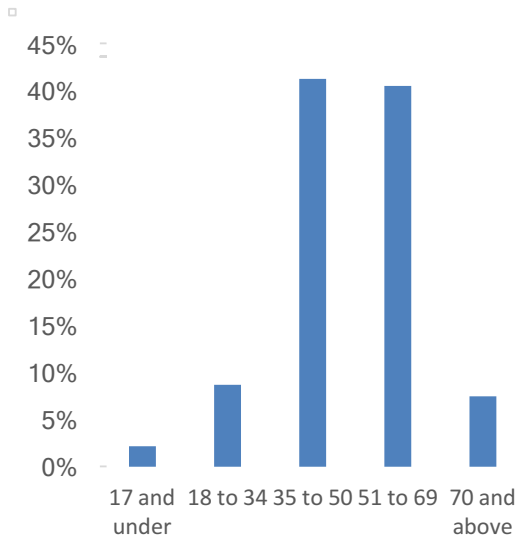
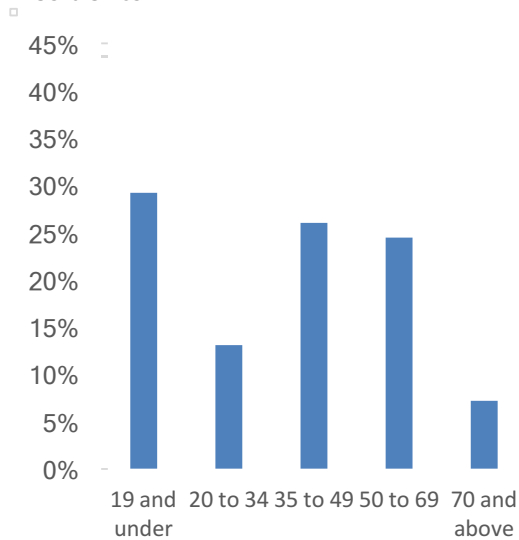


Figure 3: Age of All Pleasanton Residents



Source: 2010 U.S. Census

Figure 4 shows the distribution of survey respondents with children under the age of 18 in the household. Of the 792 survey participants who responded about having children under the age of 18 in their household, approximately 51 percent did not have children and 49 percent did. In comparison, Figure 5 shows the number of households in Pleasanton with children under the age of 18. There is a greater proportion of survey respondents with children at home than households citywide with children at home.

Figure 4: Children Under the Age of 18 in Survey Respondent's Household

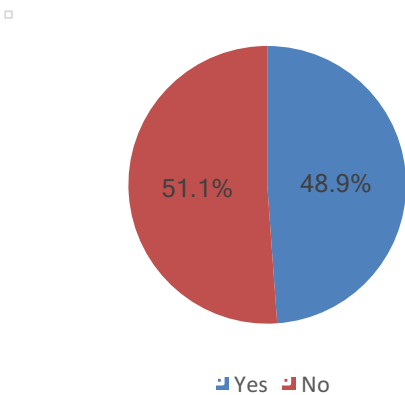
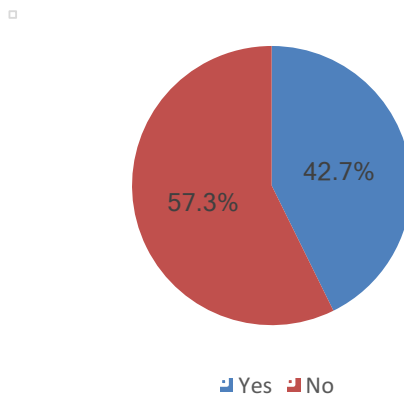


Figure 5: Children Under the Age of 18 in All Pleasanton Household



Source: 2010 U.S. Census

2 Key Findings

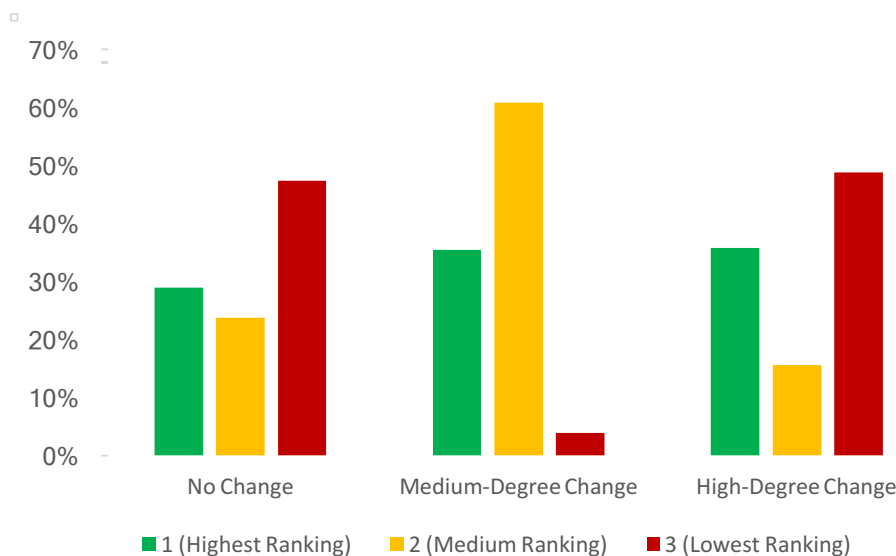
2.1 Main Street

Survey question #1 asked respondents to rank the following options for Main Street in order from #1 to #3: No Change, Medium-Degree Change, and High-Degree Change. The following was noted in the survey question: “Any parking removed would be replaced elsewhere in the Downtown area.” Each of the options were described and examples were visually depicted (see Appendix A). The options are summarized as follows:

- The No Change option would maintain the existing amenities including benches and shade trees;
- the Medium-Degree Change option includes retaining existing site furnishing, but also adding new green benches, relocating shade trees to provide more space for pedestrians on the sidewalk, and adding features such as wayfinding signs and colored paving; and
- the High-Degree Change option includes a unified color palette for all street furniture, allowing parklets and bike parking in vehicle parking zones, and incorporating outdoor dining in parklets in order to provide more space for pedestrians on the sidewalk.

Figure 6 shows the results for survey question #1, and the key findings are summarized below.

Figure 6: Question 1 - Comparison of Main Street Options



- The Medium-Degree Change and High-Degree Change options were most frequently ranked the highest: 36 percent of respondents ranked the High-Degree Change option first; 35 percent ranked the Medium-Degree Change option first; and 29 percent ranked the No Change option first.
- The No Change and High-Degree Change options were most frequently ranked the lowest: 49 percent of respondents ranked the High-Degree Change option third; 47 percent ranked the No Change option third; and four percent ranked the Medium-Degree Change option third.
- Very few respondents ranked the Medium-Degree Change option third.
- Responses to the No Change and High-Degree Change options were polarized—many respondents ranked each first, and many respondents ranked each third.

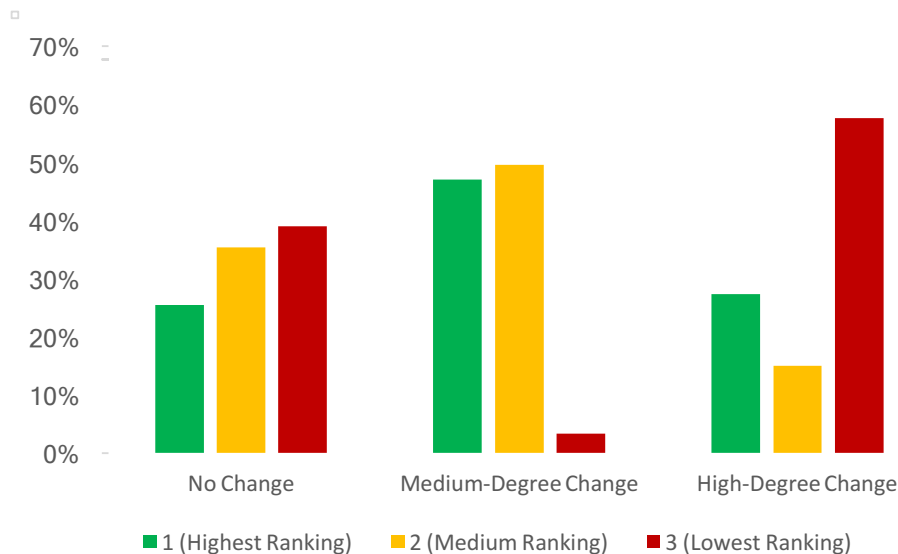
2.2 First Street

Survey question #2 asked respondents to rank the following options for First Street: No Change, Medium-Degree Change, and High-Degree Change. The following was noted in the survey question: “Any parking removed would be replaced elsewhere in the Downtown area.” Each of the options were described and examples were visually depicted (see Appendix A). The options are summarized as follows:

- The No Change option would continue to maintain First Street as primarily for vehicular traffic;
- the Medium-Degree Change option preserves roadway design for vehicular use and adds a bicycle and pedestrian route separate from the roadway, and includes street furnishings such as bike racks and benches; and
- the High-Degree Change option redesigns the roadway by replacing parking areas with bike lanes.

Figure 7 shows the results for survey question #2, and the key findings are summarized below.

Figure 7: Question 2 - Comparison of First Street Options



- The Medium-Degree Change option was most frequently ranked the highest: 47 percent of respondents ranked the Medium-Degree Change option first; 27 percent ranked the High-Degree Change option first; and 26 percent ranked the No Change option first.
- The High-Degree Change option was more frequently ranked the lowest: 58 percent of respondents ranked the High-Degree Change option third; 39 percent ranked the No Change option third; and three percent ranked the Medium-Degree Change option third.
- Very few respondents ranked the Medium-Degree Change option third.
- Responses to the High-Degree Change options were polarized—although 27 percent ranked it first, 58 percent ranked it third.

2.3 Peters Avenue

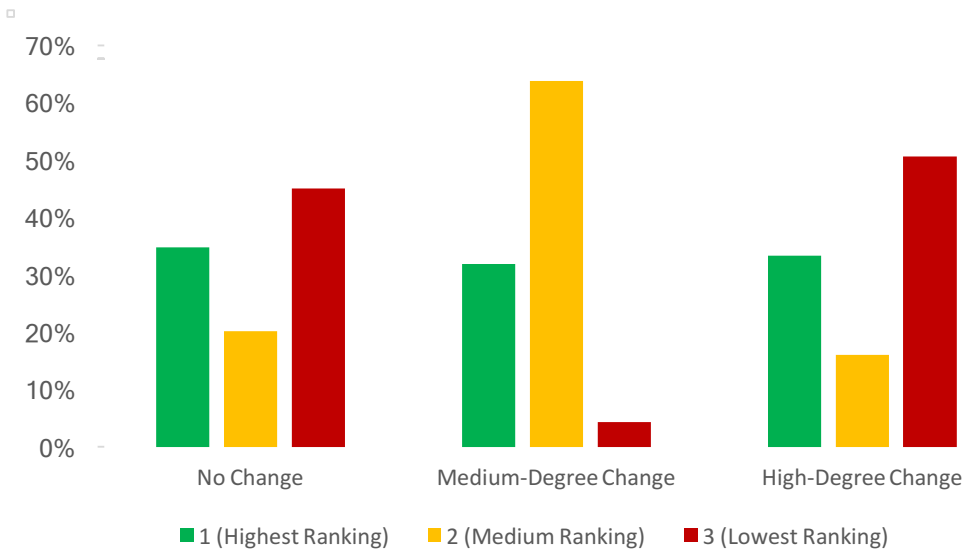
Survey question #3 asked respondents to rank the following options for Peters Avenue in order from #1 to #3: No Change, Medium-Degree Change, and High-Degree Change. The following was noted in the survey question: “Any parking removed would be replaced elsewhere in the Downtown area.” Each of the options were described and examples were visually depicted (see Appendix A). The options are summarized as follows:

- The No Change option refers to Peters Avenue remaining a bus route corridor with street parking and two travel lanes;
- the Medium-Degree Change option includes adding street trees, bike facilities, and lighting, as well as bike lanes and narrower vehicle travel lanes; and

- the High-Degree Change option includes pavers to match the aesthetic of Main Street, as well as “cycle tracks” (buffered bike lanes).

Figure 8 shows the results for the survey question #3, and the key findings are summarized below.

Figure 8: Question 3 - Comparison of Peters Avenue Options



- Each of the three options were relatively evenly ranked the highest: 35 percent of respondents ranked the No Change option first; 34 percent ranked the High-Degree Change option first; and 32 percent ranked the Medium-Degree Change option first.
- The No Change and High-Degree Change options were more frequently ranked the lowest: 51 percent of respondents ranked the High-Degree Change option third; 45 percent ranked the No Change option third; and four percent ranked the Medium-Degree Change option third.
- Very few respondents ranked the Medium-Degree Change option third.
- Responses to the No Change and High-Degree Change options were polarized—many respondents ranked each first, and many respondents ranked each third.

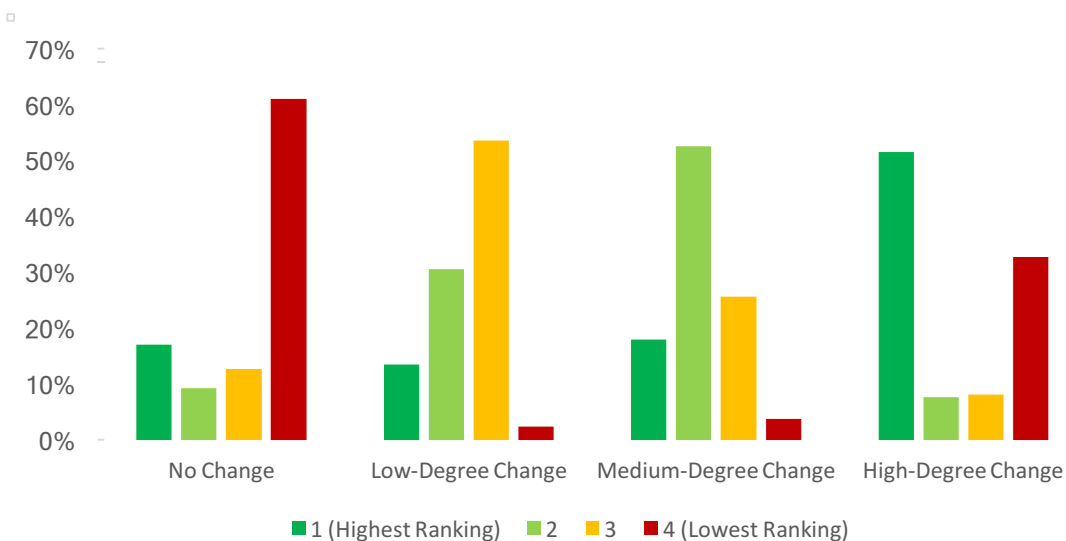
2.4 Division Street

Survey question #4 asked respondents to rank the following options for Division Street between Main Street and Railroad Avenue in order from #1 to #4: No Change, Low-Degree Change, Medium-Degree Change, and High-Degree Change. The following was noted in the survey question: “Any parking removed would be replaced elsewhere in the Downtown area.” Each of the options were described and examples were visually depicted (see Appendix A). The options are summarized as follows:

- The No Change option maintains a one-way vehicular roadway;
- the Low-Degree Change option maintains a one-way vehicular roadway with a widened pedestrian zone and the parking areas alternating between the north and south side of the curb to slow traffic;
- the Medium-Degree Change option allows Division Street to host community events and the street is curbsless to blend the pedestrian and vehicle realms; and
- the High-Degree Change option prioritizes the street for pedestrians, only allowing vehicle access for emergencies.

Figure 9 shows the results for the survey question #4, and the key findings are summarized below.

Figure 9: Question 4 - Comparison of Division Street Options



- The High-Degree Change option was most frequently ranked the highest by a substantial amount: 52 percent of respondents ranked the High-Degree Change option first; 18 percent ranked the Medium-Degree Change option first; 17 percent ranked the No Change option first; and 14 percent ranked the Low-Degree Change option first.
- The No Change option was most frequently ranked the lowest by a substantial amount: 61 percent of respondents ranked the No Change option lowest; 33 percent ranked the High-Degree Change option lowest; four percent ranked the Medium-Degree Change option lowest; and two percent ranked the Low-Degree change lowest.
- Very few respondents ranked the Low-Degree and Medium-Degree Change option lowest.
- Responses to the High-Degree Change option was polarized—although 52 percent of respondents ranked it first, and 32 percent ranked it last.

2.5 Building Heights and Community Benefits

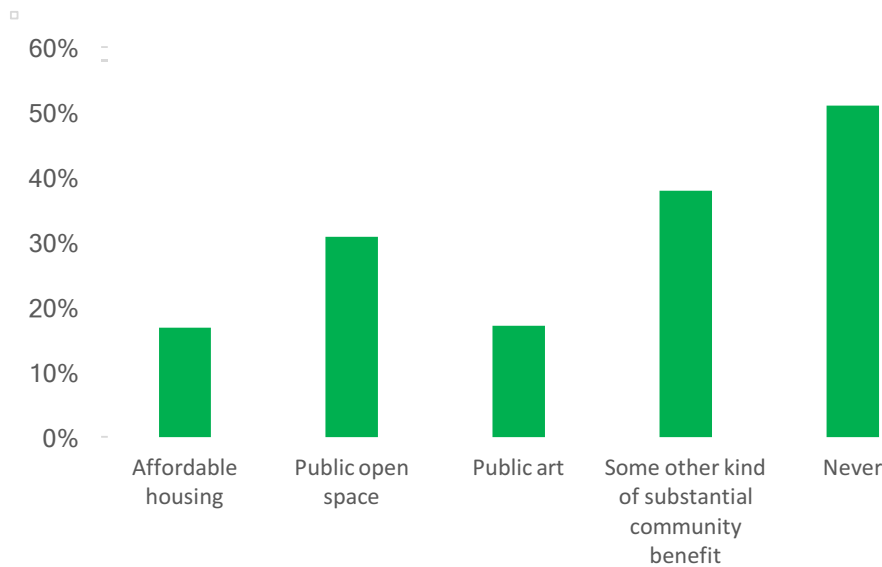
Survey question #5 asked respondents to weigh the benefits of different land uses and amenities against the potential for higher building heights. The question read:

Currently, buildings along Main Street and side streets within a block of Main Street are permitted to be 2 to 3 stories tall. Under what circumstances would it be acceptable for a building in this area to exceed the permitted height limit (by no more than one story)? Check all that apply:

- *If the project were to provide affordable housing*
- *If the project were to provide public open space*
- *If the project were to provide public art*
- *If the project were to provide some other kind of substantial community benefit*
- *Never. Buildings should never be allowed to exceed the permitted height. (If you select this option, please do not select any of the other boxes above).*

Figure 10 shows the results for the survey question #5, and the key findings are summarized below.

Figure 10: Question 5 – Building Heights and Community Benefits



- About half of participants responded that buildings should never be allowed to exceed the permitted height, and about half responded that some kind of use or amenity would make it acceptable for a building that to exceed the permitted height limit.

- 38 percent of respondents supported “some other kind of substantial community benefit”, other than affordable housing, public open space, and public art. While the question did not ask participants to specify what that “other” kind of community benefit be, participants had the opportunity to provide more information in the open-ended question at the end of the survey.
- Out of the three distinct benefits that would allow a building to exceed the height limit, public open space was the most common response.

2.6 Arts and Culture Town Square

With potential relocation of existing city buildings across Bernal Avenue near the Bernal Community Park, the Civic Center site presents an opportunity to expand downtown Pleasanton. Survey questions #6 and #7 asked respondents about the potential use of the Civic Center site as an “Arts and Culture Town Square” with up to 140 housing units, 190,000-210,000 square feet of non-residential space, and 700-725 parking spaces. Key attributes of the potential Arts and Culture Town Square option include entertainment uses such as a theatre and outdoor event spaces, residential units, a boutique hotel, and a parking garage with a façade that reflects the character of Main Street.

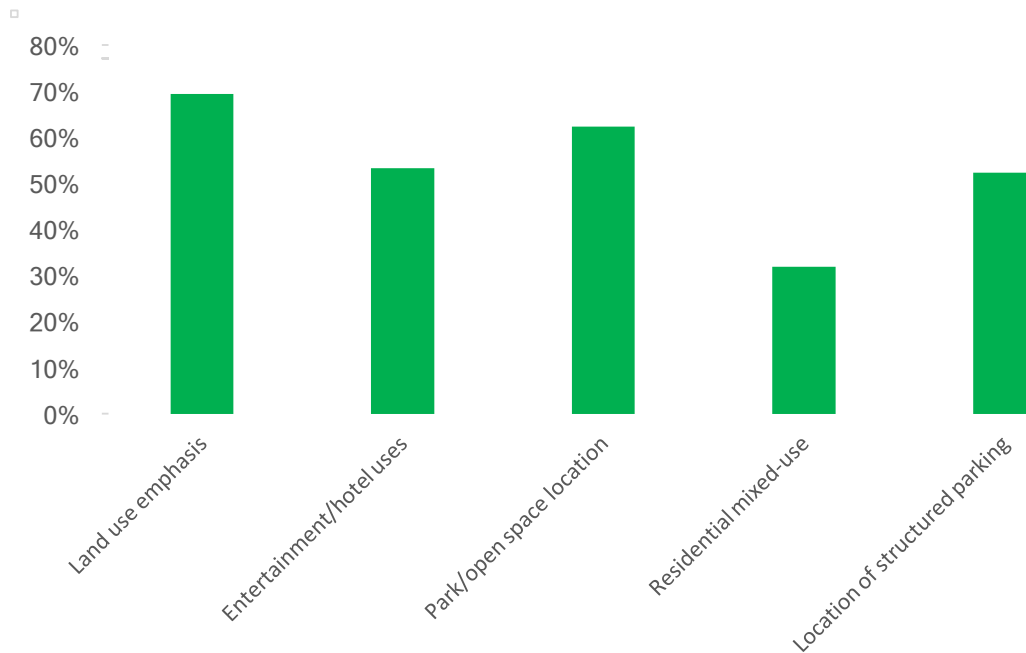
Question #6 reads:

What do you like about this option? Check all that apply:

- *Land use emphasis (Downtown as destination)*
- *Special element (theater and hotel)*
- *Park/open space location (park at the end of Peters Avenue)*
- *Residential (units on top of another type of use, such as office or retail)*
- *Location of structured parking (along Bernal Avenue)*

Figure 11 shows the results for the survey question #6, and the key findings are summarized below. Because participants could select more than one option, totals exceed 100 percent.

Figure 11: Question 6 – Arts and Culture Town Square



- The “land use emphasis (Downtown as destination)” was the most popular aspect of the Arts and Culture Town Square concept, with 69 percent of participants responding that it was something they liked about the concept.
- More than half of participants liked the Entertainment/hotel uses, the Park/open space location, and the location of structured parking (in addition to the land use with the Downtown as destination) aspects of the Arts and Culture Town Square concept.
- 32 percent of participants liked the residential mixed use aspect.

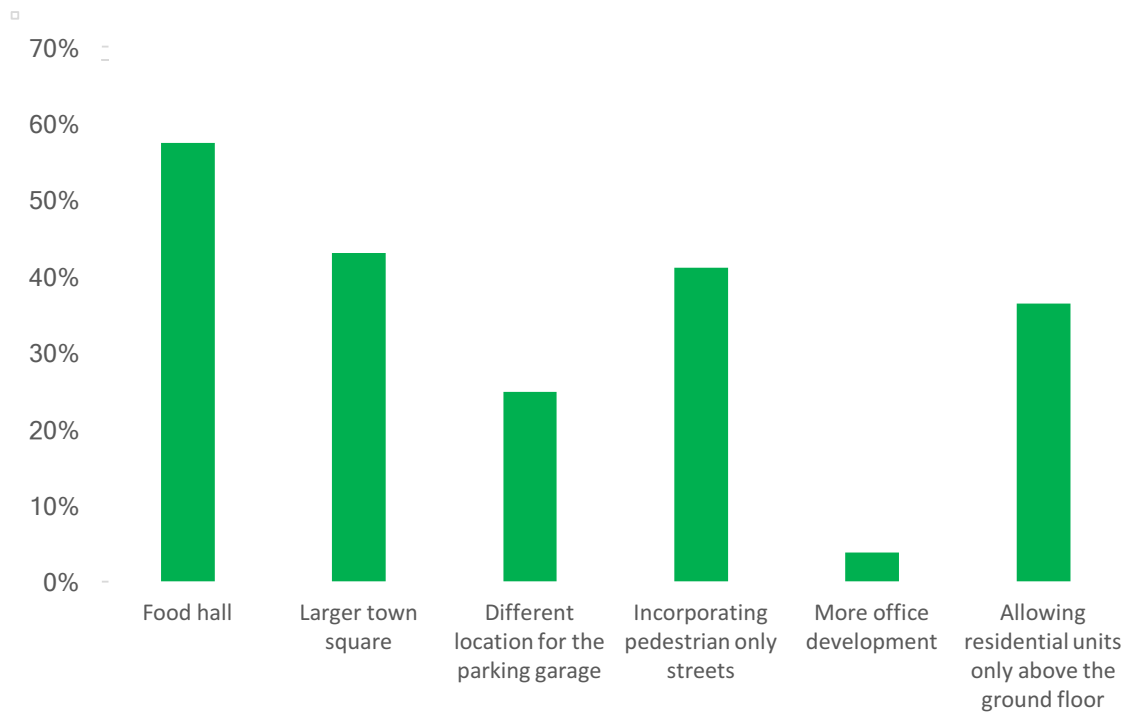
Question #7 read:

Are there concepts that should be incorporated into this option? Check all that apply:

- *Food hall (e.g., Ferry Building in San Francisco, Oxbow Market in Napa, or Mark Hall in Oakland’s Rockridge neighborhood)*
- *Larger town square that can accommodate activities such as bocce ball (the town square shown on the plan is about 0.4 acres, or about the size of Veterans Plaza Park)*
- *A different location for the parking garage*
- *Incorporating pedestrian only streets*
- *Employment centers (e.g., more office development)*
- *Allowing residential units only above the ground floor*

Figure 12 shows the results for the survey question #7, and the key findings are summarized below. Because participants could select more than one option, totals exceed 100 percent.

Figure 12: Question 7 – Additions to Art and Culture Town Square



- With support from 57 percent of participants, the most popular addition was a food hall.
- The least popular addition was more office development, with support from only four percent of participants.
- Between 25 and 43 percent of participants supported the addition of a larger town square, a different location for the parking garage, incorporating pedestrian-only streets, and allowing residential units only above the ground floor.

2.7 Additional Thoughts

Survey question #8 allowed respondents to add additional thoughts about the options presented in the survey. Main themes and example responses are provided below, and Appendix B includes all of the responses to the open-ended question.

Parking and Traffic

Many respondents expressed concern for the current lack of parking Downtown, and the need for more parking to serve the new development. In addition, many respondents described traffic getting increasingly congested.

- “A parking garage should have already been built. I go downtown less frequently than I used to because parking has become so bad.”
- “Parking and traffic are the two issues that have grown since I moved to Pleasanton in 1966.”

Housing

Many respondents expressed opposition to new housing. Some of the reasons given for this opposition included increased enrollment at overcrowded schools, increased demand on infrastructure, increased traffic, and change in character or “charm” of Downtown. At the same time, some respondents expressed the desire for more housing options Downtown to add vitality to the area.

- “I really do not want more housing. The schools are becoming overwhelmed and the traffic in town is considerably worse than when I moved here 5 years ago.”
- “I like increased housing density. Want more people downtown to feed restaurants and entertainment. Like going vertical, need more height, more units. People make the downtown vibrant.”

Pedestrian/Bicycle Mobility

Many respondents supported pedestrian and bicycle improvements, including making walking and biking safer, as well as closing streets to vehicle traffic at certain times.

- “Improving bike and pedestrian options to help people within a ~2 mile radius of downtown could help a lot with parking. We are a little over a mile from downtown and prefer to bike or walk in, but often don’t because we’re coming in from the South and Sunol is busy and not really conducive for young kids that are uneasy on bikes. So we often drive.”
- “Making Main Street pedestrian only on weekends would be great.”

Family-Oriented and Teen Oriented Uses

Respondents are interested in more family-friendly restaurants and activity centers, as well as restaurants and sites where teenagers can spend time.

- “I grew up in Pleasanton and currently live here with my husband and two young sons. Downtown Pleasanton is geared toward an older crowd and we often find ourselves venturing out to downtown Livermore where there is a better variety of family friendly restaurants. It would be great if Pleasanton would follow suit and be a place where we would enjoy spending some time on the weekends. I love the idea of a hall/square with a bunch of different restaurants. It’s time for some change but important to also keep the small town feel of downtown.”
- “Downtown needs more restaurants to cater to younger people. Currently, Livermore and Danville are the only options for teens/young adults to go to for dinner or to have fun because Pleasanton is so formal. Include less formal sit down restaurants like Livermore has so more of the younger general public can come downtown and enjoy it.”

Character of Downtown

Respondents commonly referred to the “charm” of Downtown and wanting to maintain the character.

- “Please do not spend limited funds on changing a viable and vibrant downtown area. Pleasanton feels like a historic downtown because of how it currently looks. We don’t need to imitate any other town’s or city’s downtown design. This is Pleasanton.”

Relocating Civic Center

Although some respondents were expressly supportive of moving the existing Civic Center and redeveloping the area, many respondents were opposed to the relocation of Civic Center.

- “I do not support the moving of the Civic Center/City offices from the existing site. I think that these offices should remain a part of downtown, and should not be moved to the Bernal park. Keeping the city offices where they are emphasized and integrates function of the city with downtown.”
- “I am thrilled with the idea of moving the Civic Buildings across the street and using this space to expand downtown. I would like to see better retail and restaurants, a theater and a food market in downtown Pleasanton. So excited by this prospect and hope the people of Pleasanton support the change.”

3 Next Steps

The City will present the findings of this online survey summary and the November 1, 2017 public workshop (which presented the same material and posed similar questions) to the Task Force. Task Force members and decision-makers will review these findings and provide direction for revising the Downtown Specific Plan. Staff and the professional services team will prepare a revised Downtown Specific Plan, and present it to the Task Force and subsequently at public hearings to various commissions and City Council.

Appendix A: Survey

Downtown Specific Plan Update

Welcome to the Pleasanton Downtown Specific Plan Options survey!

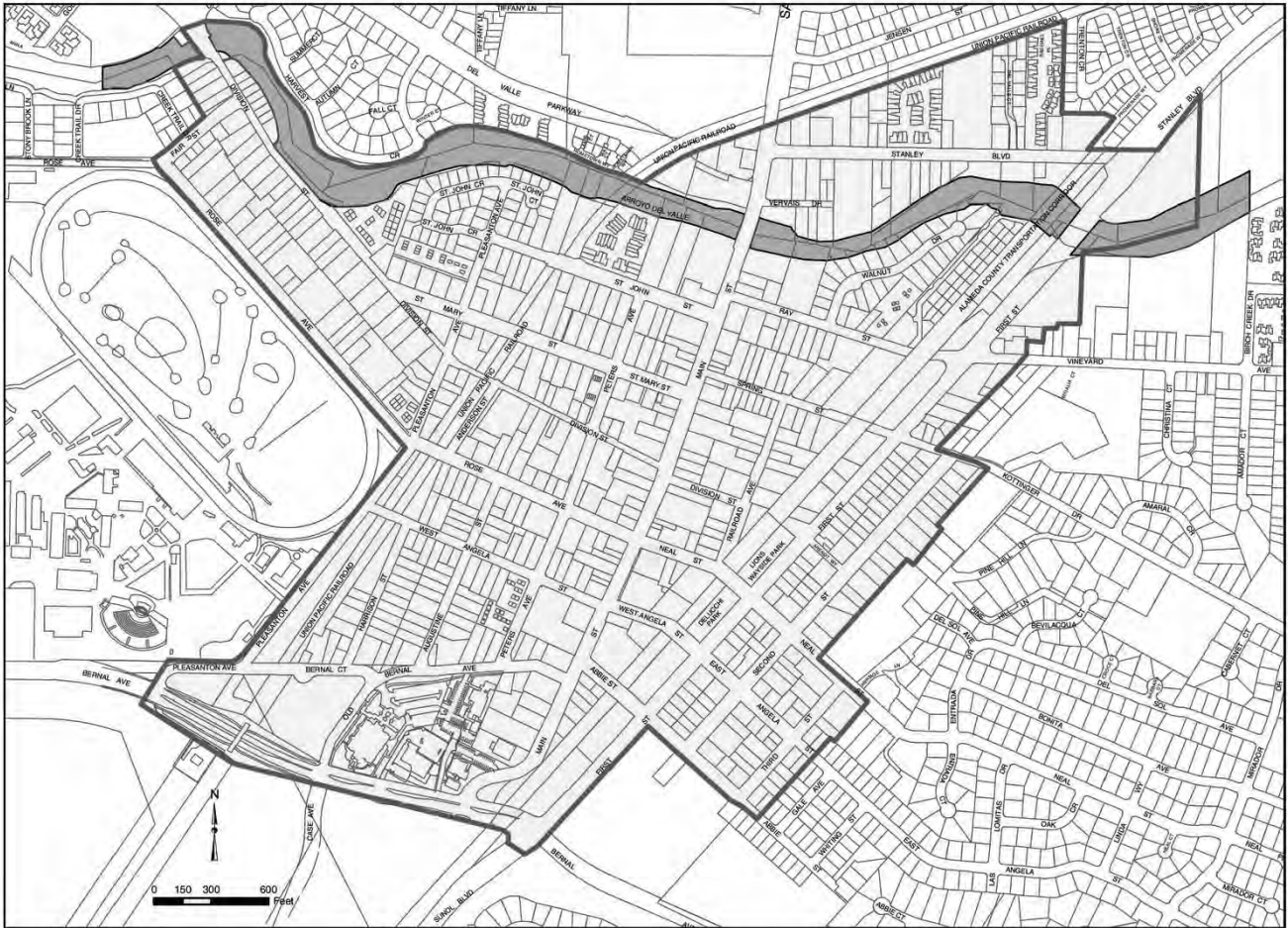
The City of Pleasanton is in the process of updating its 2002 Downtown Specific Plan, which is the blueprint that guides development and priorities for investment in Downtown Pleasanton. The area covered by the existing Downtown Specific Plan is shown in the image below.

This brief survey will ask you questions about land use and design options for First Street, Main Street, Peters Avenue, Division Street, and the Civic Center. These options were developed based on input from background studies, the Task Force dedicated to this effort, and the community. This survey will help the Task Force improve the updated Specific Plan. This survey will remain open until November 12th.

Please note that for any of these options, parking that is removed would be replaced elsewhere in the Downtown area. In addition, the Downtown Specific Plan is a long-term policy document that would be implemented over many years. Therefore, any option could be phased to allow for the installation of new infrastructure or street trees as budget allows, or when these elements are aging and require replacement.

This survey has 11 questions and will take approximately 10 minutes to complete.

Planning Area



Main Street

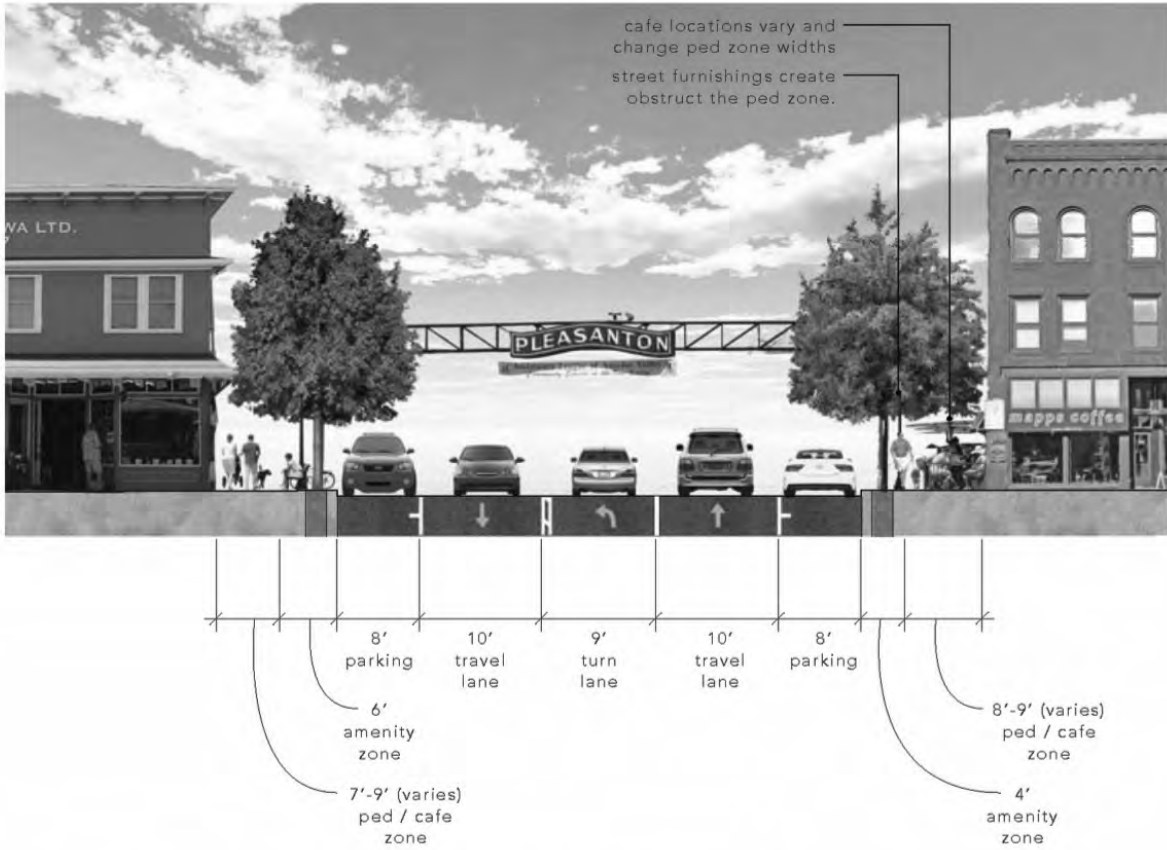
1. Please rank the following options for **Main Street**.

Any parking removed would be replaced elsewhere in the Downtown area.

	<input type="radio"/>	No Change
	<input type="radio"/>	Medium-Degree Change
	<input type="radio"/>	High-Degree Change

No Change

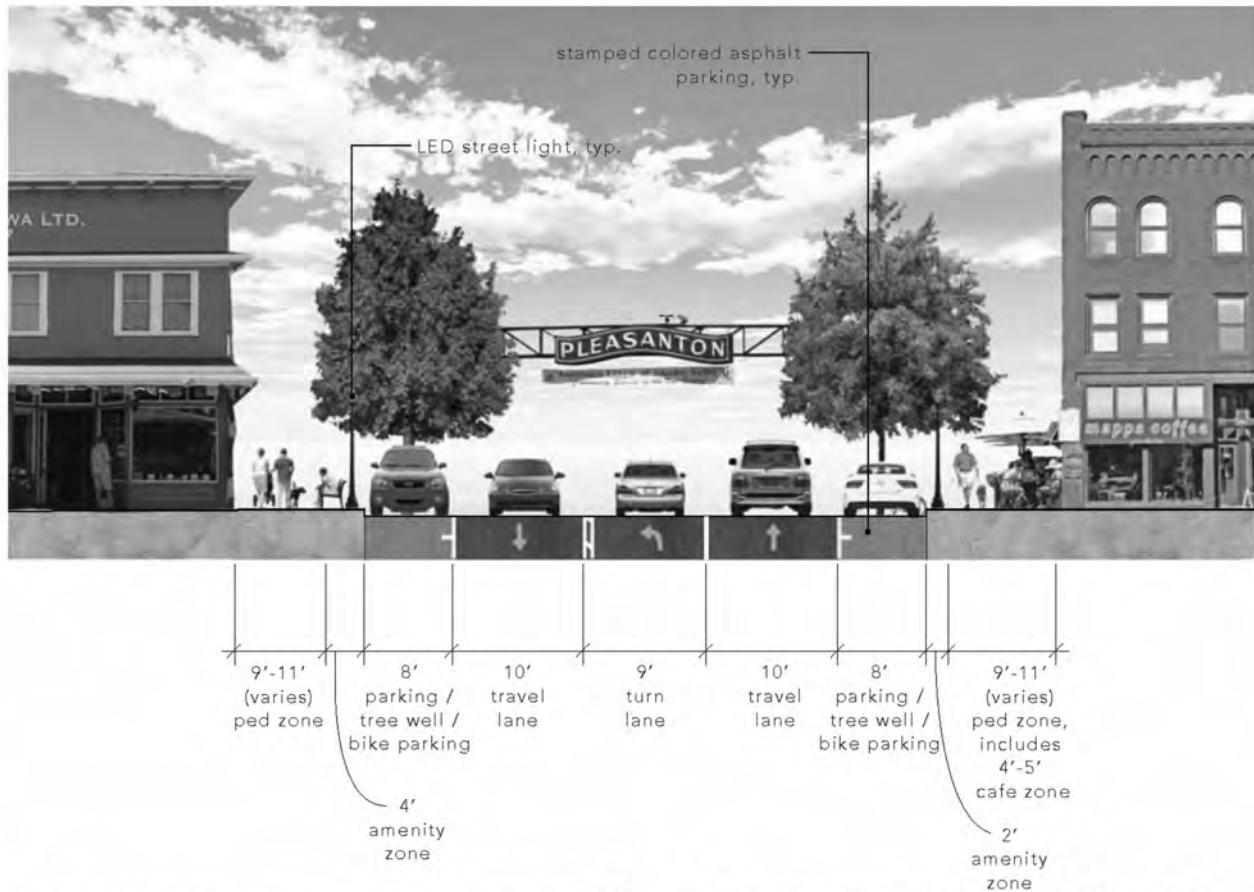
- Existing amenities include benches, shade trees, single-use bike racks, and other streetside furnishings, such as newspaper stands and planters.
- Lighting and shade trees are available along the entirety of the roadway and are spaced consistently.
- Tree grates and benches are also present, but do not have a cohesive design aesthetic and are infrequently placed.
- Main Street has an abundance of popular shops and restaurants, and many restaurants have outdoor dining. Due to the vast array of features and activity along Main Street, the pedestrian zone is occasionally impacted.



Medium-Degree Change

- This option retains many of the existing site furnishings and sidewalk pavement on Main Street.
- Proposed features include green metal benches and the use of a colored stamped asphalt for the parking zones.
- Shade trees are relocated to the parking zone to provide a canopy over the street and sidewalk areas and to dedicate more space to pedestrians.

- Additional features include visible parking signs (beyond those already installed), wayfinding signs, hanging flower baskets, replacement of corner/bulb-out paving with colored pavers, and addition of seating and shelter at bus stops.

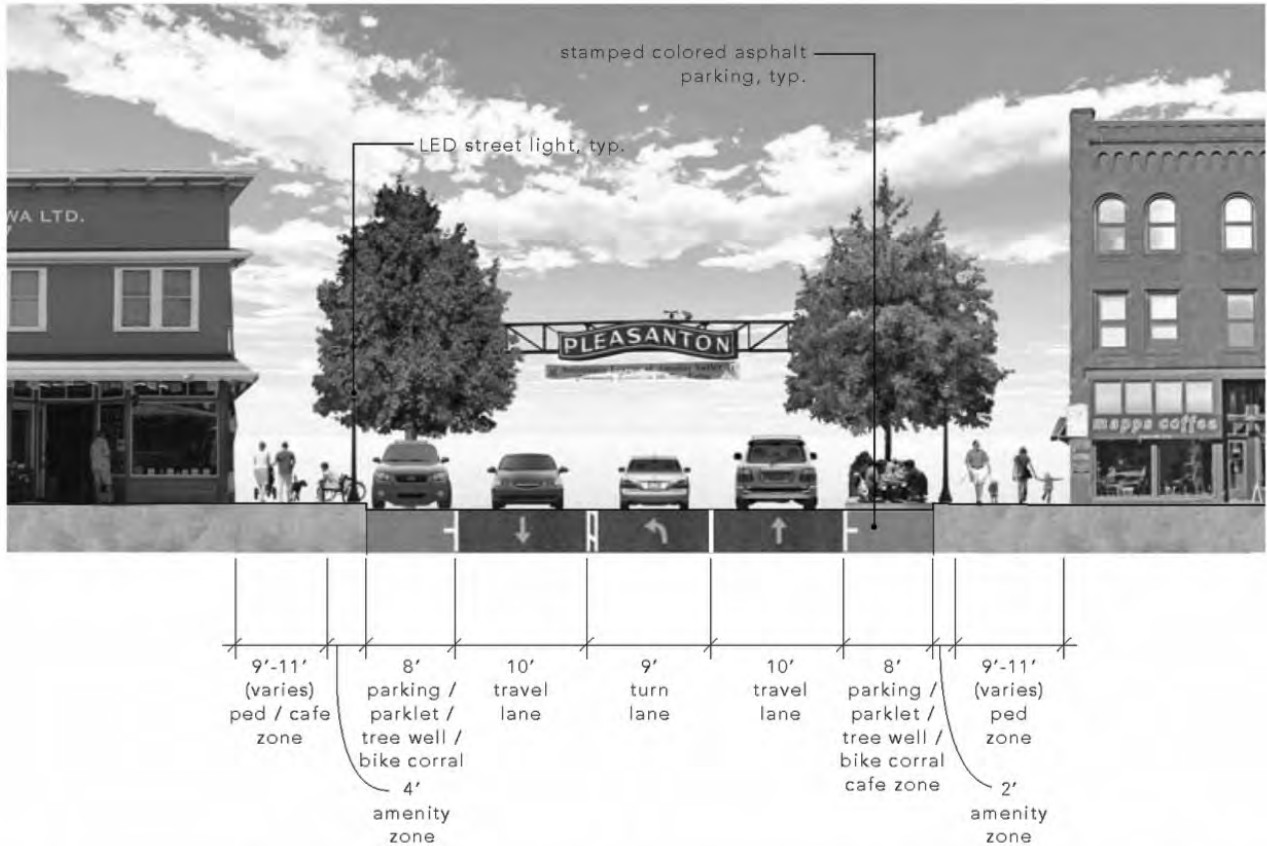


High-Degree Change

- Proposes green, thematic metal site furnishings and brick-like pavers on Main Street to enhance the

small-town aesthetic.

- All street furniture has a green color palette.
- Shade trees are moved to the parking zone.
- The parking zone is a shared use area with parklets for business use and bike corral parking.
- Where outdoor dining is desired, it would be accommodated primarily in a parklet in order to provide more space for pedestrians on the sidewalk.
- Other amenities and enhancements to the street are noted in the medium-degree changes.



First Street

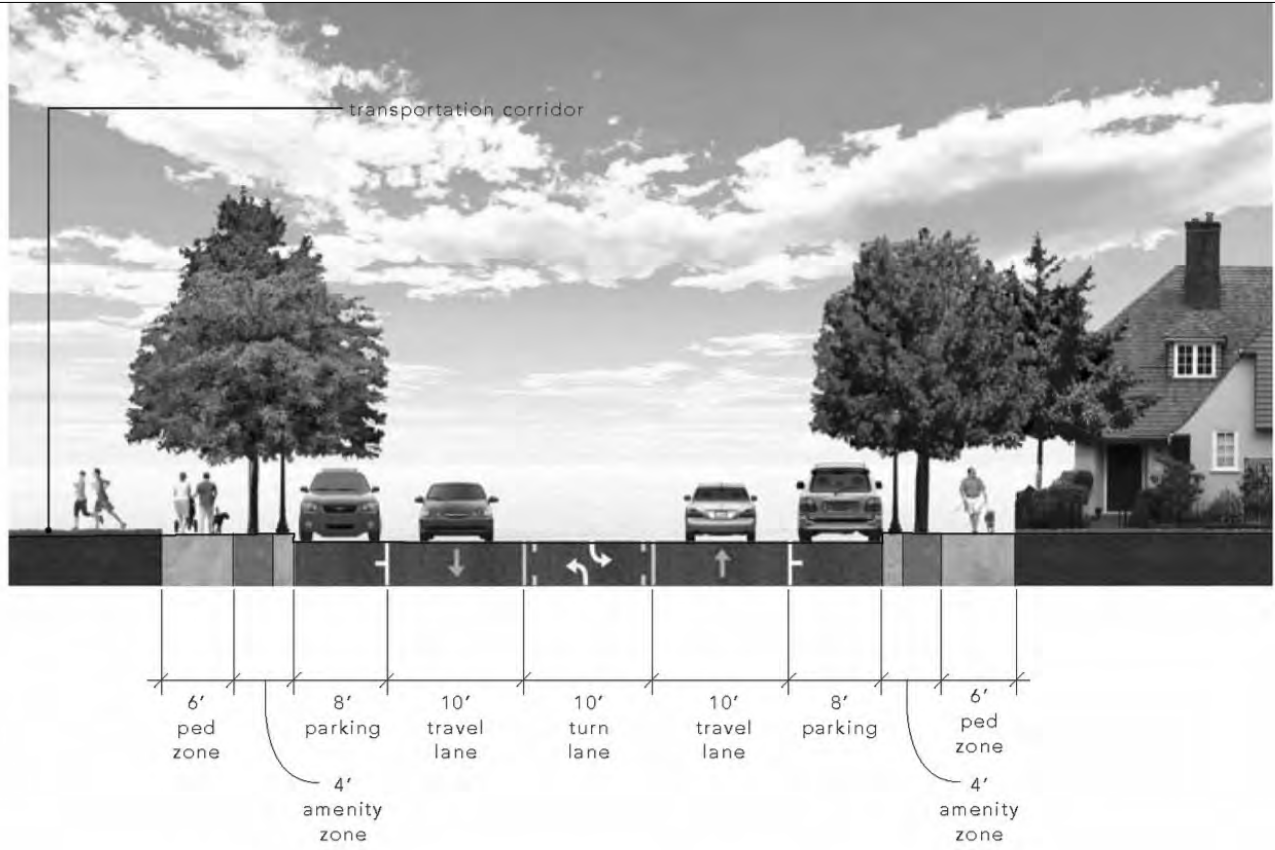
2. Please rank the following options for **First Street**.

Any parking removed would be replaced elsewhere in the Downtown area. Scroll down to see the options.

	<input type="radio"/>	No Change
	<input type="radio"/>	Medium-Degree Change
	<input type="radio"/>	High-Degree Change

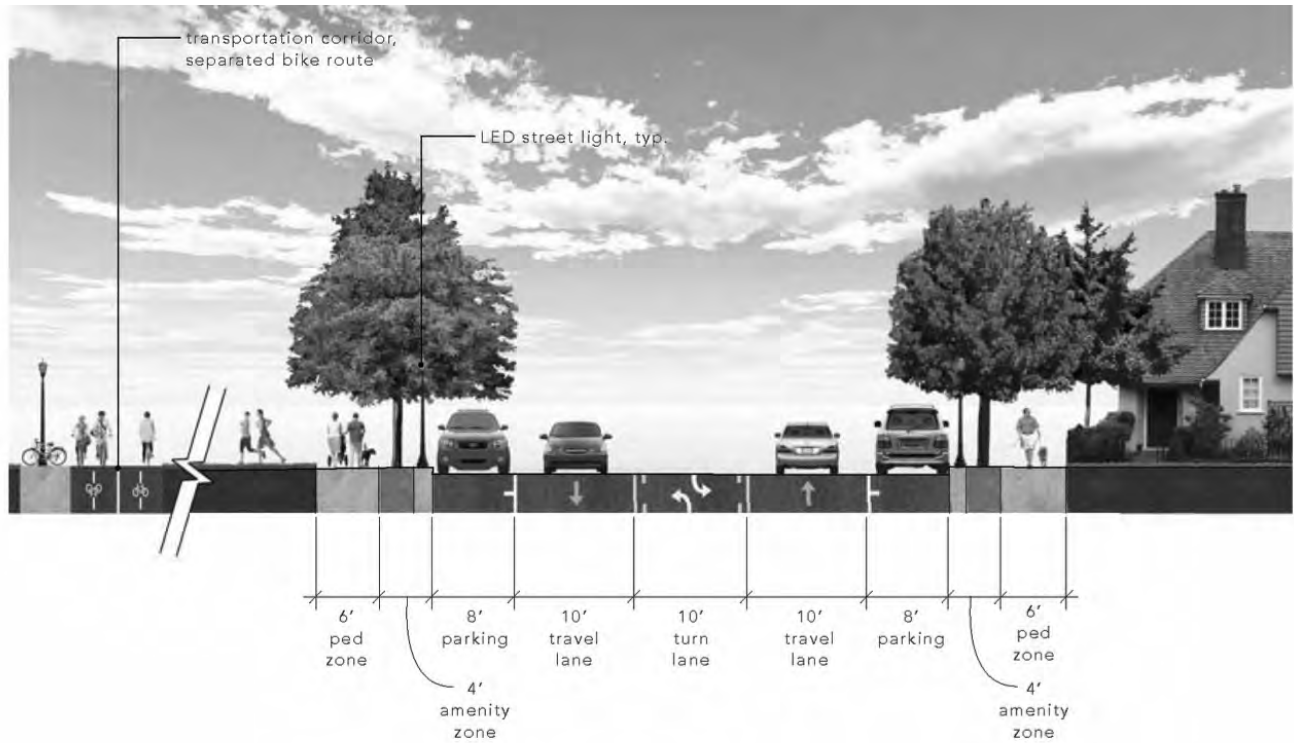
No Change

- Caters to vehicular traffic.
- Amenities (benches, seating, etc.) except for lighting are infrequent.



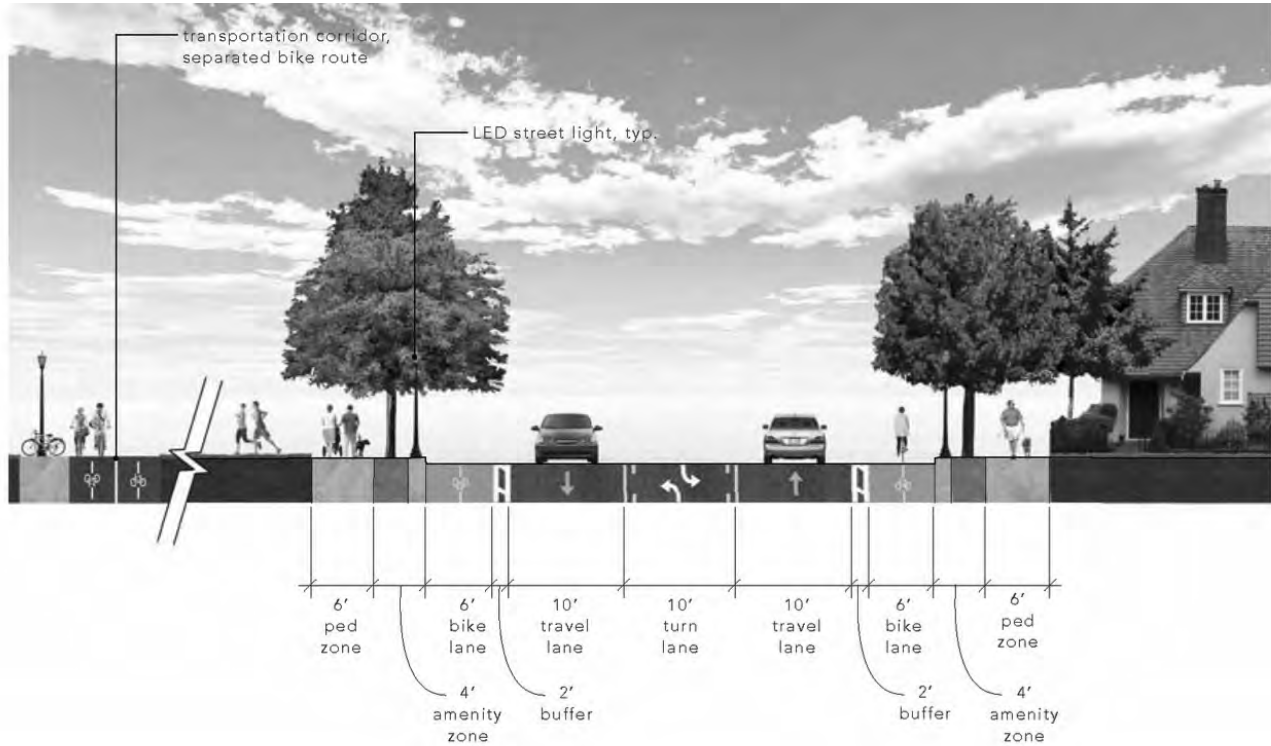
Medium-Degree Change

- Preserves roadway design for vehicular use, but connects to a planned bicycle and pedestrian route in the railroad corridor.
- Connects bicycle and pedestrian trail to existing facilities and leaves roadway unchanged.
- Street furnishings, such as bike racks and benches, are added, along with additional lighting along the existing sidewalk.



High-Degree Change

- Redesigns the roadway by removing parking and introducing green-backed bike lanes to the street.
- Bike lanes will replace parking areas.
- Other enhancements from the medium-change option are included and expanded upon to maximize pedestrian and bicycle opportunities.



Peters Avenue

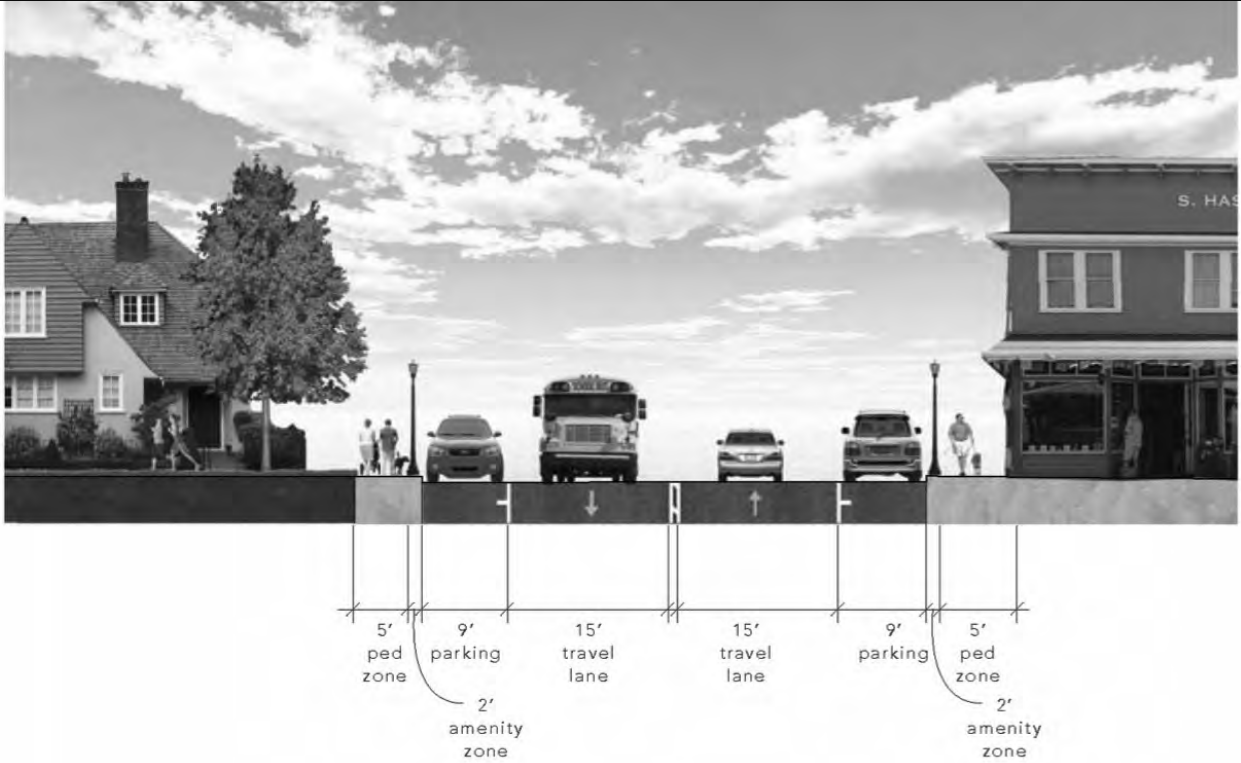
3. Please rank the following options for **Peters Avenue**.

Any parking removed would be replaced elsewhere in the Downtown area.

	<input type="radio"/>	No Change
	<input type="radio"/>	Medium-Degree Change
	<input type="radio"/>	High-Degree Change

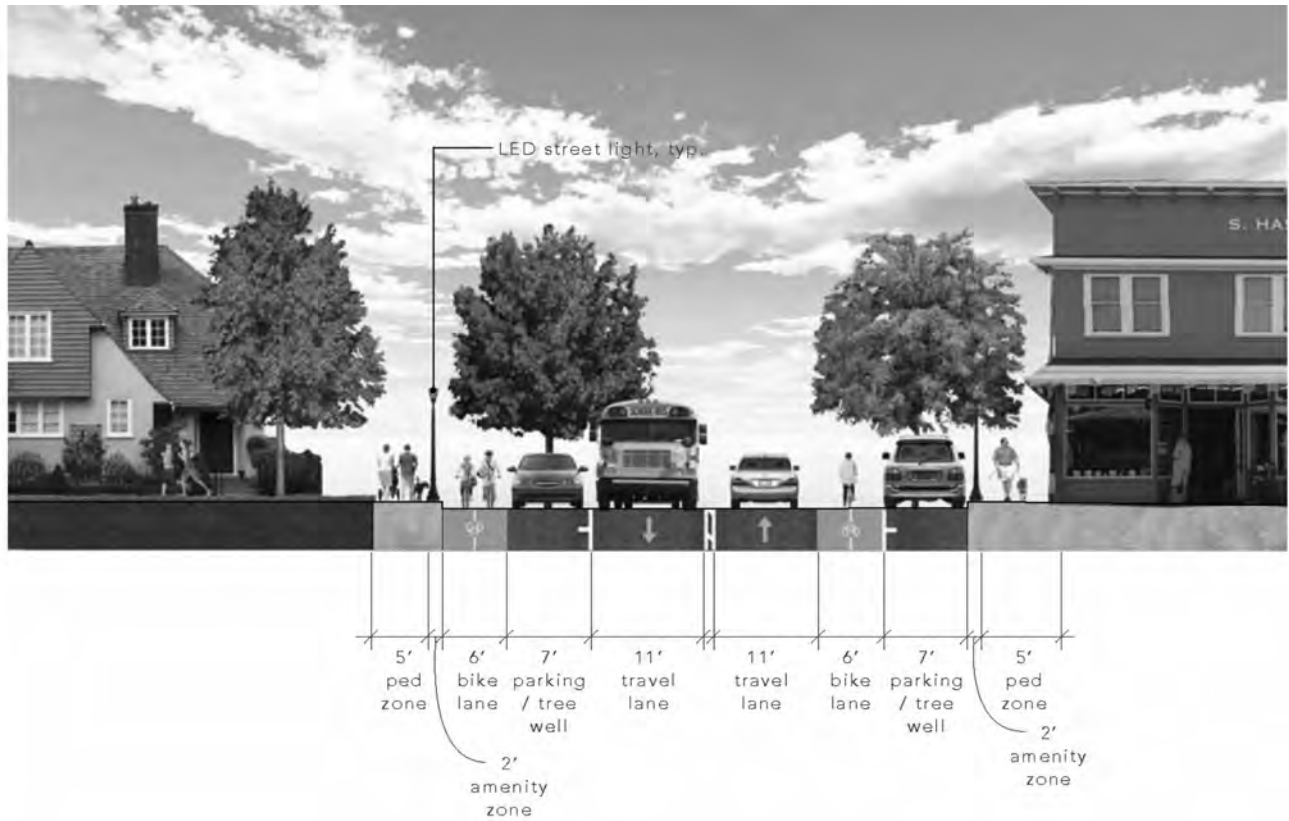
No Change

- Peters Avenue is a bus route corridor and includes street parking and two travel lanes.
- Does not have a tree canopy like Main Street and First Street.



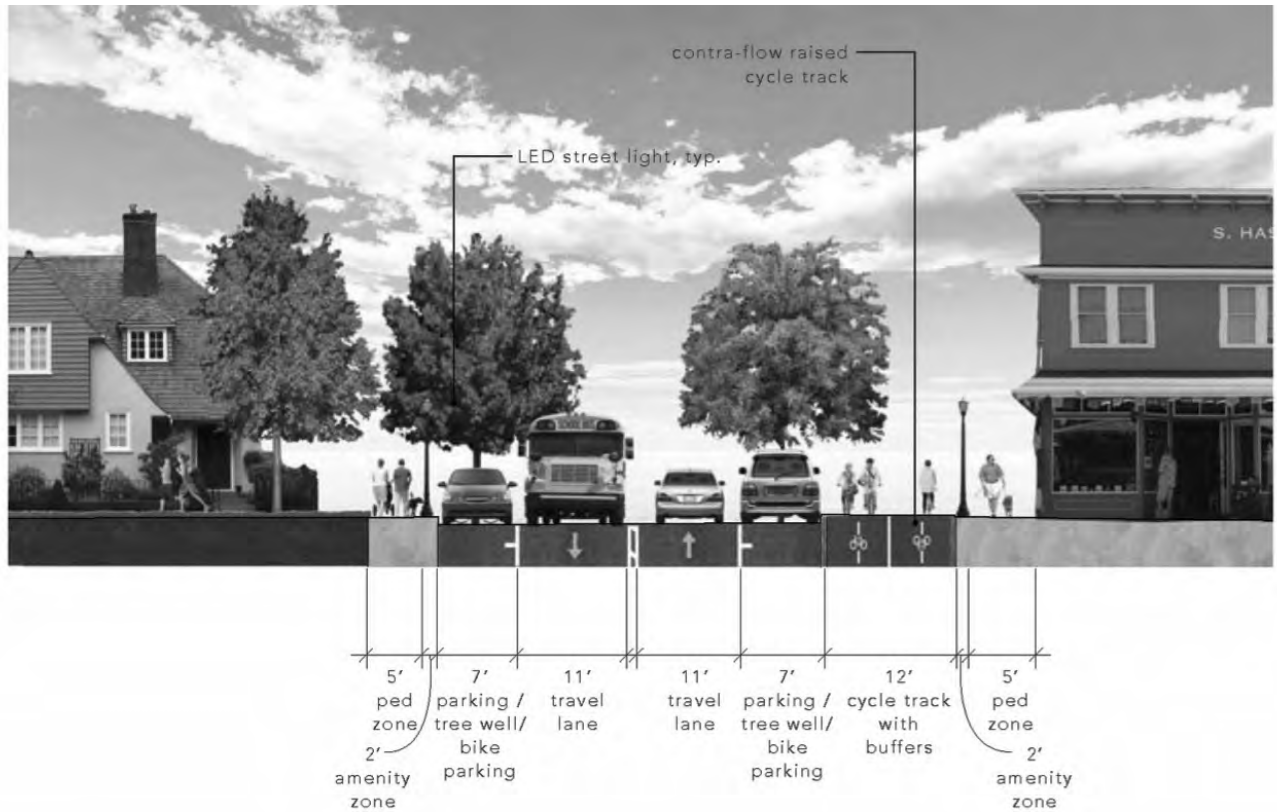
Medium-Degree Change

- This option introduces street trees, bike facilities, and lighting.
- Parking areas are narrowed to accommodate two bike lanes.
- Bulbouts shorten walking distances across the street.
- In parking areas, street trees are introduced to create a shade canopy.
- Travel lanes are narrowed to control travel speeds and provide a quieter and safer environment.



High-Degree Change

- This option carries forward the enhancements from the medium-degree change option.
- Pavers match the aesthetic of Main Street.
- “Cycle tracks” on the east side of the street accommodate bicycles traveling in the north and south direction. Cycle tracks are buffered with landscaping and elevated slightly above street level to protect bicycles from cars.



Division Street

4. Please rank the following options for **Division Street between Main Street and Railroad Avenue**, in proximity to the Firehouse Arts Center.

Any parking removed would be replaced elsewhere in the Downtown area.

<input type="checkbox"/>	<input type="text"/>	No Change
<input type="checkbox"/>	<input type="text"/>	Low-Degree Change
<input type="checkbox"/>	<input type="text"/>	Medium-Degree Change
<input type="checkbox"/>	<input type="text"/>	High-Degree Change

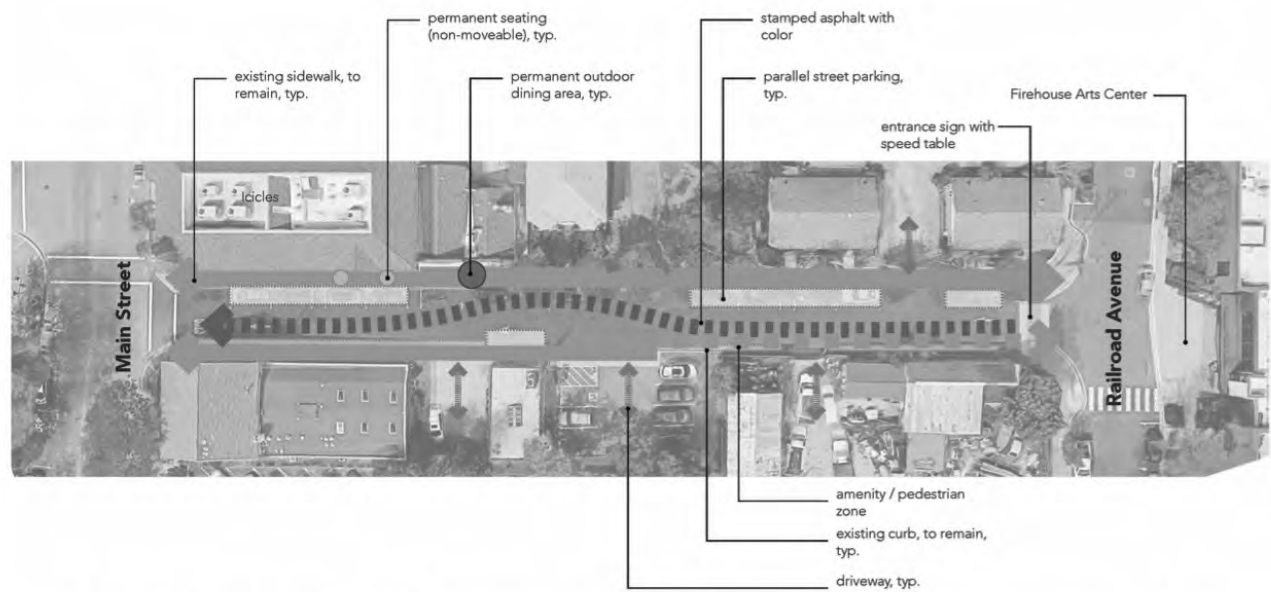
No Change

- **One-way vehicular roadway with parallel parking on the north side of the street.**



Low-Degree Change

- **Remains a one-way vehicular roadway.**
- Introduces pedestrian-scale street details, such as planters and more aesthetically pleasing stamped paving.
- Pedestrian zone is widened.
- Parallel parking areas will alternate between the north and south side of the curb to help slow traffic and create a pedestrian-friendly environment.
- The function of Division Street will see little change but will have a stronger pedestrian connection to Main Street.

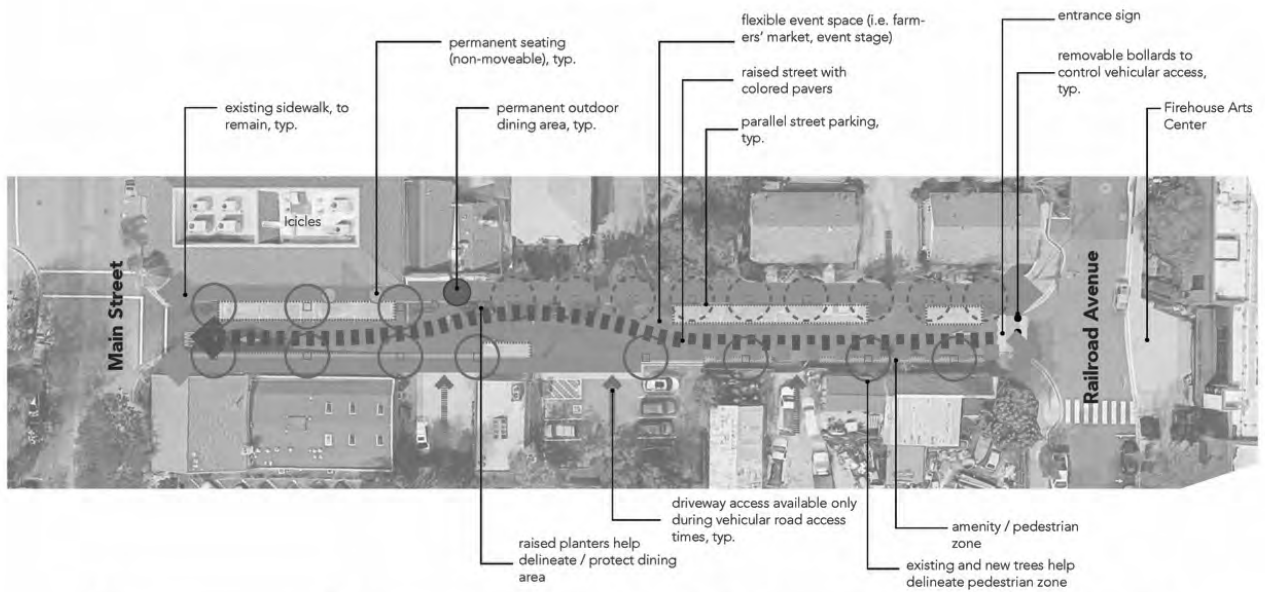
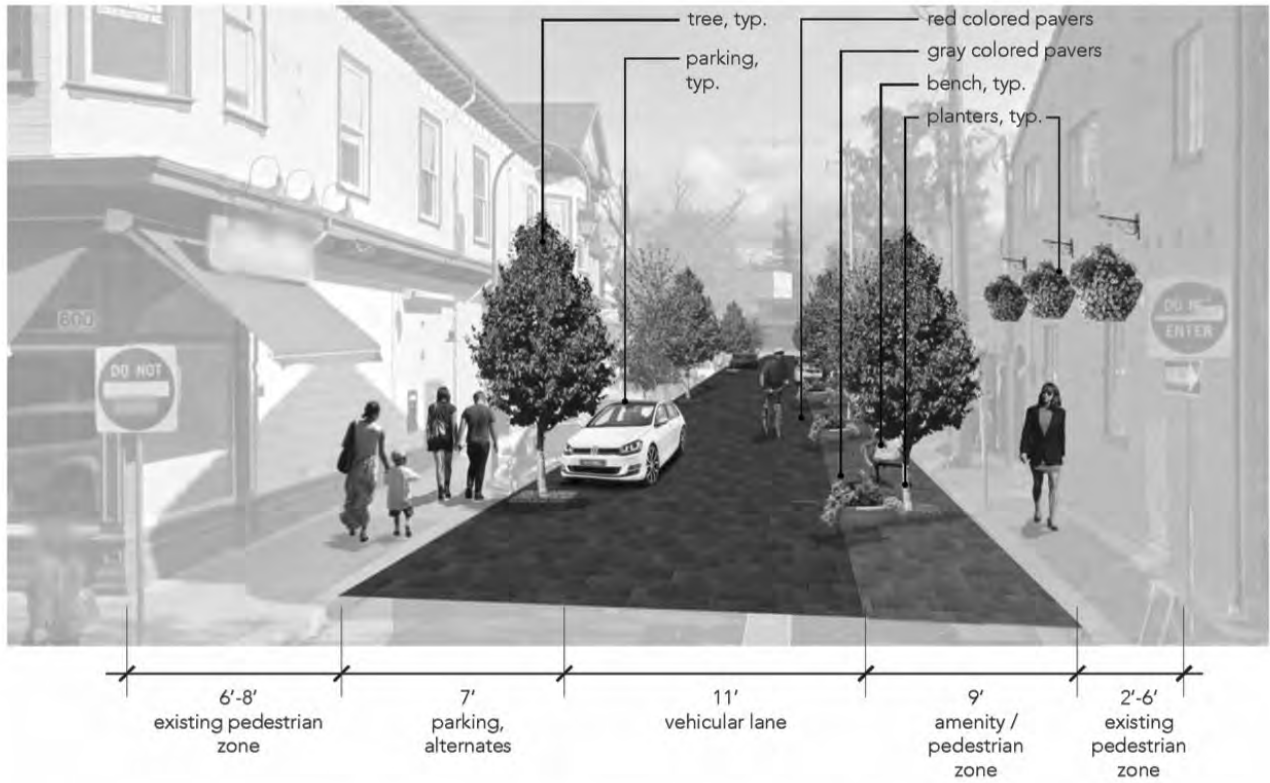


Medium-Degree Change

- Allows Division Street to host community events and limit motor vehicle use to non-event

times.

- Street is curbless to blend the pedestrian and vehicle realms (slowing traffic).
- Amenities, such as street trees, landscaping, shade, seating, and widened pedestrian zones, as well as changing the surfacing to stone pavers, help to create a more walkable and enjoyable environment.

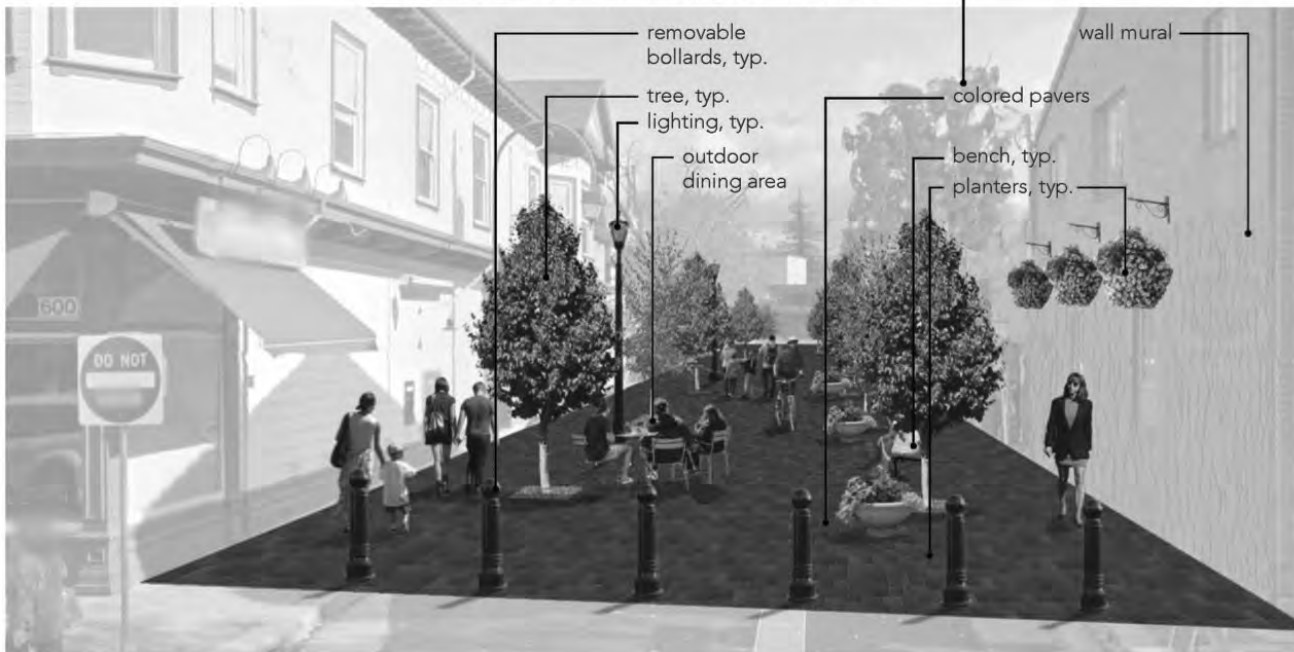


High-Degree Change

- **Prioritizes the street for pedestrian users, with vehicular access only for emergencies.**

- Street is curbless to blend the pedestrian and vehicle realms (slowing traffic).
- Planters and bollards help identify the pedestrian corridor and prohibit vehicular use.
- Design includes additional seating lighting, landscaped areas, festoon lighting, and trees for shade.
- With these changes, Division Street can become a downtown hub for community events and activities.

overhead utilities removed and moved underground



pedestrian zone



permanent seating (non-moveable), typ.

permanent outdoor dining area, typ.

colored pavers

amenity / pedestrian zone entrance sign

removable bollards to emergency vehicle access, typ.

Firehouse Arts Center

driveway, typ.



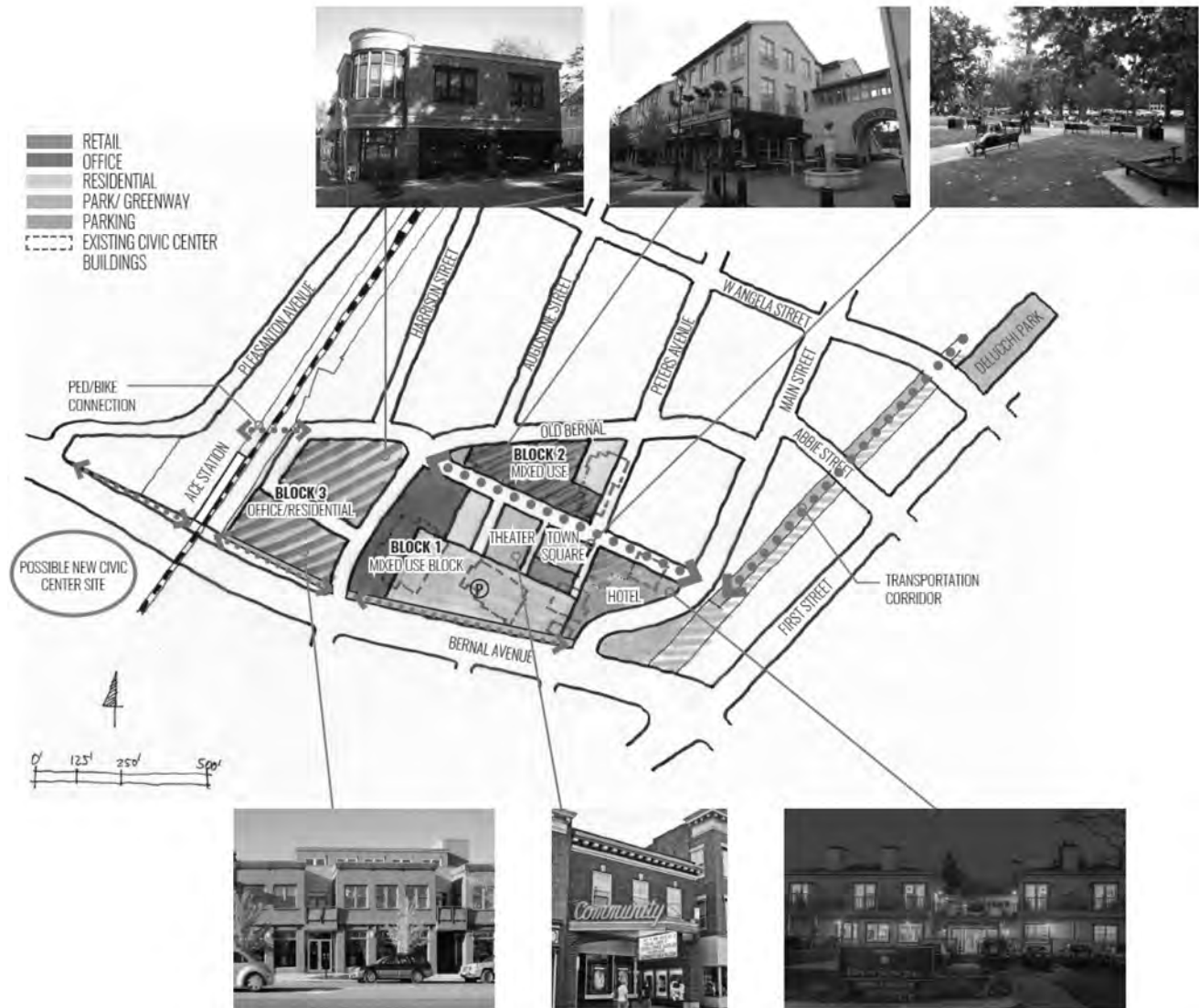
5. Currently, buildings along **Main Street and side streets within a block of Main Street** are permitted to be 2 to 3 stories tall. Under what circumstances would it be acceptable for a building in this area to **exceed the permitted height limit** (by no more than one story)? Check all that apply:

- If the project were to provide affordable housing
- If the project were to provide public open space
- If the project were to provide public art
- If the project were to provide some other kind of substantial community benefit
- Never. Buildings should never be allowed to exceed the permitted height. (If you select this option, please do not select any of the other boxes above).

Downtown Specific Plan Update

Arts and Culture Town Square

With potential relocation of existing city buildings across Bernal Avenue near the Bernal Community Park, the Civic Center site presents an opportunity to expand downtown Pleasanton. As part of the Downtown Specific Plan update process, a conceptual land use option has been developed for consideration. This "Arts and Culture Town Square" has been developed to inspire discussion and comparisons; many elements can be substituted or "mixed and matched."



TOTALS

Residential (Parking provided on site): Up to 140 units

Non-residential space: 190,000 - 210,000 square feet

Non-residential parking supplied: 700 - 725 spaces

KEY ATTRIBUTES

- Includes entertainment uses like a theater, outdoor event spaces, and restaurants.
- Majority of housing comprises live-work units that can be flexibly used by artists and small businesses.
- A boutique hotel with small conference rooms is placed centrally for community gatherings.
- Uses are served by a distinct parking garage along Bernal Avenue designed with a facade that reflects the character of Main Street.
- Block 1 can be developed in phases starting with the hotel, square, and theater, and the library and police building remaining in place. Parking can be accommodated in Block 1 and other blocks temporarily before the parking structure is built.

6. What do you like about this option? Check all that apply:

- Land use emphasis (Downtown as destination)
- Special element (theater and hotel)
- Park/open space location (park at the end of Peters Avenue)
- Residential (units on top of another type of use, such as office or retail)
- Location of structured parking (along Bernal Avenue)

7. Are there other concepts that should be incorporated into this option? Check all that apply:

- Food hall (e.g., Ferry Building in San Francisco, Oxbow Market in Napa, or Market Hall in Oakland's Rockridge neighborhood)
- Larger town square that can accommodate activities such as bocce ball (the town square shown on the plan is about 0.4 acre, or about the size of Veterans Plaza Park)
- A different location for the parking garage
- Incorporating pedestrian only streets
- Employment center (e.g., more office development)
- Allowing residential units only above the ground floor

Additional Thoughts

8. Do you have any additional thoughts about the options presented in this survey?

Demographic Information

9. What is your zip code?

94566

94588

Other

10. How old are you?

17 and under

18 to 34

35 to 50

51 to 69

70 and above

11. Are there children under the age of 18 in your household?

Yes

No

Downtown Specific Plan Update

Thank you!

Thank you for your input! Your feedback will help shape the future of Downtown Pleasanton. Click “done” below to record your responses.

Appendix B: Open-Ended Question Responses

Downtown Specific Plan Update

Q8 Do you have any additional thoughts about the options presented in this survey?

Answered: 369 Skipped: 626

#	RESPONSES	DATE
1	I would like to see no new housing downtown. There are plenty of other lots throughout our city that 140 units do not have to be developed in downtown. This will make Main street more crowded and less of a community feeling. Can additional parking be developed in lot across from the library? A parking structure on Bernal will take away the community/residential feel that we have on Bernal. I would like to see a movie theater, similar to The Vine in Livermore. We need more family oriented activities and event space downtown. Currently downtown is geared toward adults (wine bars, cafes, spas). What can families do downtown? Instead, my family travels to Livermore, Walnut Creek, San Jose, or San Francisco for events. We need a version of Children's discovery museums or wildlife museums. Maybe a Maker Space? San Jose State library has a good Maker Space. As well as the public library in Park City, UT. (With 3D printers, audio and video recording equipment, a sound studio, computers, etc.) Living in Silicon Valley, we should have state of the art equipment for our children. Our library lacks many of these high-tech opportunities. I would like to see more thought and planning into making downtown a family destination. More affordable and family friendly restaurants. We've lived here for 15 years, and the only time we go downtown is date night. Or for a specific event (1st Wednesdays, holiday parade). It would be nice to have more options to take my family downtown.	11/12/2017 11:16 PM
2	Livermore has far surpassed P in the last decade in downtown development. P needs more entertainment options (i.e. art house theater). Ensure downtown is better for biking and pedestrian.	11/12/2017 7:53 PM
3	Keep charm of downtown as is as much as possible.	11/12/2017 5:04 PM
4	1. Division St could have a pedestrian option only at certain hours. In europe its not uncommon for the poles that block traffic to be automatic up/down based on permits and time (for deliveries or handicap pickup/dropoff for example). 2. Town Square. Use the section across from CalTrain for parking. Include a walking bridge to access CalTrain for pedestrians. 3. Town Square area. The Library MUST stay as a cultural and community destination. Cultural is cultural, not more real estate office and banks enough of that already. This should not be "office" space or mixed use residential - a hotel, even a boutique hotel is NOT acceptable as a 'cultural / arts' building.	11/12/2017 12:18 PM
5	The library is a beautiful building and should be kept. No residential should be added downtown. Traffic congestion must be eliminated.	11/11/2017 6:34 PM
6	I like the options where bike path is separated from the roads with vehicles. It is a safer option and, as I've experienced in Boston area, creates a friendlier community.	11/11/2017 5:56 PM
7	I think trying to extend the downtown across Bernal should not happen right away, but do all the other options first. Not sure people would walk across Bernal toward Senior Center, it's a hard break visually and mentally.	11/11/2017 10:34 AM
8	Make downtown a destination with more parking than we have now, please!	11/11/2017 6:45 AM
9	I do not support the moving of the Civic Center/City offices from the existing site. I think that these offices should remain a part of DOWNTOWN, and should not be moved to the Bernal park. Keeping the city offices where they are emphasizes and integrates function of the city with downtown.	11/10/2017 9:46 PM
10	Buried power and utilities for some of the existing power and utility lines along Division and St. Mary Street	11/10/2017 9:01 PM
11	I believe that Pleasanton has a unique opportunity right now to; - Establish bicycle freeways to allow easy access to downtown restaurants etc - Creating a pedestrian friendly mixed use downtown that will be a destination as well as a living community These things will ensure that Pleasanton remains a charming town while ensuring it's viability in a growing Bay Area.	11/10/2017 6:17 PM
12	I agree with widening the pedestrian area on Main street, but I think it will be difficult to move street trees to the parking lane since we have so many mature trees in the sidewalk now. Mature trees should be preserved in place if they are healthy and viable.	11/10/2017 11:12 AM

Downtown Specific Plan Update

13	Make it a town square! No residential or offices or hotel! Public park, art center, outdoor cafes!!!!	11/10/2017 7:45 AM
14	I strongly support a pedestrian-friendly, town square area in the downtown area.	11/10/2017 7:15 AM
15	Before adding any new public buildings and/or venues, at least two downtown parking structures are needed (one near each end of main street) to just handle current visitor parking needs.	11/9/2017 7:45 PM
16	No new dense housing. Pleasanton is already getting way too crowded. The current administration has favored growth instead of preserving our small town feel.	11/9/2017 4:13 PM
17	Green benches really? keep existing stone. No to division change. we changed it last Revitalization Plan. put money to repair sidewalk on Neal and other side street sidewalks that people trip on every day. Walk down here and check it out. Bury power poles on Railroad and finally fix the blight. What happened to this? Keep city offices downtown there is plenty of room to design 3 story an parking there No new downtown on the south end or any end as far is that goes.	11/9/2017 1:18 PM
18	I don't see the library in the plan. I don't think we need a hotel downtown.	11/9/2017 1:12 PM
19	we need more/better restaurants and outdoor seating like Livermore	11/9/2017 12:00 PM
20	Keep the library where it is and expand it. Keep the small town historic feel and do not add more retail and hotels.	11/9/2017 9:13 AM
21	Overall, I would love to see some modernization and expansion of downtown Pleasanton. I think Livermore's main street is more appealing at the moment with the wider sidewalks, fountain and access to the theater, so we should step it up. My main practical concern relates to Peters Avenue. While I bike along there often, I would prefer the wide lanes be retained for those times I use it by car to bypass the Main Street traffic. There are no other good routes to get from East Pleasanton to that side of town. Also, I worry that so much focus is being placed on downtown development that other smaller projects which would have more day to day benefit are being ignored (for instance, expansion of the Martin Avenue running trail to go around the East Pleasanton Lake I). It would be great if both were pushed simultaneously.	11/9/2017 8:54 AM
22	You have removed the pizza and ice cream. You have eliminated any place our young people can hang out together. You only care about the high priced restaurants and shops.	11/9/2017 8:47 AM
23	No	11/9/2017 6:51 AM
24	Greater emphasis on pedestrian areas more encouragement for all ages to cycle - connected bike lanes between schools and downtown (PMS/Amador). Reduced speed of all vehicles around downtown.	11/8/2017 10:38 PM
25	Like the ideas for reducing Livermore commuter traffic by presenting the area as a downtown community. Instead of faster route/shortcut to 680.	11/8/2017 10:28 PM
26	Keep the buildings on and around Main Street max of 2 stories. Second 2 story parking structure located behind Coles for top end of Main Street/Firehouse/concerns in park.	11/8/2017 10:12 PM
27	Moving towards a walkable/bikeable downtown that's more of a grid than a single street is the right move. Thanks for allowing us to voice our preferences!	11/8/2017 9:21 PM
28	More dining options with varying price ranges. For example Livermore currently has more choice in terms of both price range and variety of dining options. There also seems to be a large number of banks downtown taking up space when the trend seems to be fewer people go into physical banks now a days. Banks could be moved out of downtown and replaced with more destination retail like shops and restaurants making downtown more of a destination to hang out in.	11/8/2017 9:12 PM
29	"Town square " concept is good, but needs to be closer to the arch. Private/public funds should be used to purchase nondescript office/retail building across from museum to create a more usable , central town square . (Historic mural is movable.)	11/8/2017 8:01 PM
30	We would prefer no more residential units. The town feels over crowded as it is.	11/8/2017 7:43 PM
31	Get us a parking garage... free...no charge... just like Livermore	11/8/2017 7:35 PM
32	stop building housing! We don't want it and our town can not accommodate the extra people at schools and on roads.	11/8/2017 7:24 PM
33	Let's be careful not to become Dublin like with apartments everywhere. We have already added so many Residential u it's. How will our schools and streets absorb more. We are not just a biking community but a walking community and many of the options give little consideration to walkers. Open spaces are important to our town. Let's keep in mind we live here because of the small town feel. Not just to attract Silicon Valley millionaires.	11/8/2017 7:19 PM

Downtown Specific Plan Update

34	Pleasanton is being left behind by more progressive communities including Danville, Livermore and even San Ramon.	11/8/2017 6:56 PM
35	Parking for the train should be similar to Bart, people seem to park in the neighborhood, if you put housing so close to the train, their should be equal parking for commuters. The ideas you have presented are well thought out and a beautiful addition to Pleasanton. We should also allow older buildings such as First Republic to remodel their store fronts. It looks tired and boring on the outside. Pleasanton has a rule about Historic buildings not changing the outside, but we will be making huge changes with the proposed improvements. We also will need to remove old tired trees that have reached their peak, and are in a state of decline, and out of scale, such as by Nonis. Sometimes we will need to take out the old to revitalize our downtown. The older areas of Livermore close to downtown look like they did in the 60's, I'm hoping we don't follow.	11/8/2017 6:51 PM
36	All of this effort will largely be for weekends-only activity, unless the commute thru traffic can be decreased and/or rerouted. I avoid First Street and Main Street completely during a.m & p.m. commute times.	11/8/2017 6:15 PM
37	very disappointed with plans to replace police station with apartments and offices and huge parking garage	11/8/2017 5:57 PM
38	the more bike and pedestrian friendly the better	11/8/2017 5:48 PM
39	Concerned about the impact more housing will have with increased traffic and cars. Particularly concerned about the impact to local schools.	11/8/2017 5:02 PM
40	I would love to see Main Street shut down to vehicle traffic for several blocks to create a more pedestrian and bike friendly environment. Traffic can be shifted to Peters and First street with improvements to make it safe. Parking structures at each end of town to discourage cut through traffic. Less professional business and more retail and dining.	11/8/2017 4:50 PM
41	All pedestrian/cycling areas should have physical barriers to cars and trucks (concrete planters etc.) for safety. I prefer no residential downtown.	11/8/2017 4:16 PM
42	Reducing Traffic needs to be a priority for Pleasanton	11/8/2017 4:13 PM
43	Just make sure there is adequate parking!!!	11/8/2017 4:05 PM
44	Keep downtown simple. Add a few more mid range restaurants.	11/8/2017 3:47 PM
45	Love the idea about bigger walkways, more open space (closed off streets) and movie theater. More restaurants/bars.	11/8/2017 3:41 PM
46	Make sure there is enough parking! Livermore has a huge garage yet still can't get a spot on busy weekends. Don't make this a city. We don't want to be touristy like SF, but we could use updated food destinations that reflect the people that are here. Tired of traveling to Oakland/Berkeley etc for organic or interesting restaurants and food vendors. A rotating food truck area might be nice.	11/8/2017 3:31 PM
47	I'm not sure we need yet more residential units in Pleasanton. There has been a significant amount of multi-unit building in the past couple years with the end result of overcrowded streets and nowhere to park downtown. Seems like we're letting multi-housing units to be built on any open space so the city can get more money.	11/8/2017 3:30 PM
48	Parking does need to be an important consideration in any/all plans. Right now limitations on parking prevent optimal use of downtown. My # 1 parking irritation is the claiming by BofA of the whole lot both behind the bank and behind the Peet's plaza. There could NEVER be that many bank customers. It's a real 'dog in the manger' scenario.	11/8/2017 3:24 PM
49	I would suggest the vacated city/police buildings be a park to host Friday night concerts.	11/8/2017 3:22 PM
50	I feel like the area of Pleasanton, Dublin, Livermore are all being over developed. I am for improving existing structures, but am totally against swallowing up more open spaces and fields for more development. Seems like everywhere there is an open space, it is developed. We need to respect the 'usefulness' Of open spaces!	11/8/2017 3:19 PM
51	None	11/8/2017 3:17 PM
52	You have destroyed the small charming downtown area of Pleasanton. This is what made this town unique. Look at Livermore's downtown.	11/8/2017 3:14 PM
53	I like many of the ideas. The city of Mountain View did the bump outs, brick, etc. and it brought a lot of life to the city. Like the idea for P-Town. Just think we need to preserve the historical feel of the downtown area in buildings.	11/8/2017 3:03 PM

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54	Go for it in phases so the community can be involved each step of the way. The southern part of Main Street needs to look and feel like a beautiful gateway to Pleasanton. Right now it looks like a hodgepodge and doesn't reflect our beautiful town. We need signage--welcome to downtown Pleasanton. Go look at Campbell. They've done a nice job on the south end of town marking the start of downtown that's beautiful but not flashy. I love the new Pleasanton signage on Bernal and 680. Keep that sort of design. Would love to have a theater and places to go like bocce downtown. Would be fun for teens as well. Somewhere for them to go on a Friday or Saturday night. Also love the civic center design. I'm a 26 year resident of Pleasanton and cannot wait for these long talked about changes/improvements!	11/8/2017 2:59 PM
55	no	11/8/2017 2:57 PM
56	thanks for all the hard work!	11/8/2017 2:54 PM
57	Thank you for asking our opinions, I think Pleasanton is becoming a little over crowded for our current roads and parking. If you decide to build more residential units please please please adjust parking and Bernal Ave.	11/8/2017 2:53 PM
58	Keep it clean and simple.	11/8/2017 2:48 PM
59	Please, please do not make our wonderful hometown another Santana Row Dublin, Do NOT MOVE THE CIVIC CENTER, NO MORE CONDOS, APTS, HOUSING, ENOUGH IS ENOUGH THE TRAFFIC IS HORRIBLE!!! STOP THE DESTRUCTION OF PLEASANTON WITH OVER BUILDING!! Do not use the bait and switch like the Sunflower Hill housing....we are onto you!	11/8/2017 11:02 AM
60	reduce/ divert traffic on main street. enlarge sidewalks on main street, Make Ped friendly	11/8/2017 7:53 AM
61	Veterans park does not have parking spaces available as office spaces takes them. There should be a limit on time to park there. Our parks need bathrooms and so the entire downtown area. Huge grown on Stanley, why not make grabble area on First, between Ray and the river a develop area, a plaza. Now lots of teens hang there and lots of glass and garbage. Ray St is very congestive and plans for it to become one way should be in coderation. The light at intersection of Ray and First is extremely busy. Traffic getting to the highways, specially First to 680 can take 15 -20 minutes from intersection in the mornings.	11/8/2017 12:23 AM
62	Parking garage in Block 2 of Downtown Center would allow better access to downtown shops/ restaurants. More parking is needed in the north end of the downtown. I'd like to see the Yoga Studio on Division between. Railroad Ave. & Main St. be able to stay where it is and keep its parking area. Limit buildings to two stories. Three story buildings look out of scale, especially when close to the street, eg. the ones on Peters Street. Require that the style of buildings reflects historic Pleasanton. Bank of America, US Bank and even The Rose Hotel are not in keeping with historic styles seen in the downtown commercial area.	11/7/2017 10:47 PM
63	I'm concerned about parklet dining next to noisy, smelly, cars that could provide a hazard. On First St we need street parking, but most importantly we need speed and traffic control! In the Civic Center Alternative, the parking structure should be in block 2 (closer to Main St. businesses). The town square should be much larger. We don't need residential there, maybe a food court as in a smaller version of the Ferry Bldg in SF. A small movie theater would be nice. Don't see a demand for a hotel on that site. Limit bldg height to two stories.	11/7/2017 10:37 PM
64	We don't need a theater or another hotel. A parking structure would be ugly and out of place any where downtown.	11/7/2017 7:40 AM
65	Stop the building!	11/6/2017 7:58 PM
66	Parking is desperately needed downtown. Please no more chains like Starbucks, or Pastime plaza's that take up parking spaces without providing alternatives.	11/6/2017 4:33 PM
67	We hope you bring more family friendly restaurants to downtown Pleasanton. We moved here from Danville and miss the choices choices in food.We also enjoy the atmosphere downtown Livermore offers, the wide sidewalks and outdoor seating feel wonderful.	11/6/2017 1:34 PM
68	Downtown needs more restaurants to cater to younger people. Currently, Livermore and Danville are the only options for teens/young adults to go to for dinner or to have fun because Pleasanton is so formal. Include less formal sit down restaurants like Livermore has so more of the younger general public can come downtown and enjoy it.	11/6/2017 10:40 AM
69	A theater would have a huge effect on how the downtown is perceived and how it will be used. A major problem with downtown right now is a lack of nightlife which a theater with late showtimes would help remedy. It would bring people out at night and help businesses get over the biggest hurdle to growth, people being there.	11/6/2017 10:37 AM

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70	I believe Pleasanton is a nice cozy town and is ancient and has history. I would not change a thing about Pleasanton downtown. If any changes are necessary then you should for it, but try not to change it too much. I have memories at downtown.	11/6/2017 10:30 AM
71	I love the new downtown/civic center idea. We really need something like this in Pleasanton. Another hotel downtown is a great idea. I also love the idea of a theater. And, I really like the idea of a food hall. These are great ideas, which I truly hope come to fruition. Regarding parking, that is greatly needed in downtown. On any given Friday, at lunch time, parking is impossible. This deters many would-be customers from visiting downtown. A parking garage is GREATLY needed! I also love the idea of beautifying downtown, by adding pavers and hanging plants. You are on the right track! Let's make this happen!	11/6/2017 9:46 AM
72	I hope our downtown can be a destination for our youth too, they fled outside to Dublin or San Ramon saying there's nothing to do at home (especially if they are not involved in school excul.)	11/6/2017 9:24 AM
73	I do not want tall buildings in downtown Pleasanton.	11/6/2017 8:18 AM
74	Do not do anything!Our town has been destroyed enough.	11/5/2017 11:51 PM
75	my number one priority for this plan would be the elimination of all vehicular traffic in the downtown area - most specifically main street.	11/5/2017 6:43 PM
76	Thank you for this endeavour. Please develop further public transportation, like in Europe.	11/5/2017 12:50 PM
77	No housing in the civic center area, bigger open and gathering space in civic center area, put parking garage by ace train/open field by library, activities to bring more people downtown....survey limits options and includes housing which most residents don't want because that will bring more cars even though it is close to Ace trains folks still need cars and often change jobs so when they purchase a downtown residence in the future may not use the Ace train. Include lots of trees in the Civic Center area - I envision cafes looking out on the village green.	11/5/2017 11:20 AM
78	Bernal/ First down towards Case and beyond is already jam packed with traffic : commuters to 680, traffic for PMS, Hearst and Foothill. adding 140 residential properties there is crazy. what benefit does a hotel offer to Pleasanton residents? where are the facilities other cities offer residents like a movie theater (like the Vine), a multi use indoor gym? why do we need to spend money on moving trees and adding pavers? is that supposed to compensate for all the traffic your plans will bring? is there really a need for 700 parking garage?? This is all about pleasing developers not residents.	11/5/2017 8:13 AM
79	NO MORE RESIDENTIAL, COMMERCIAL OR OFFICE SPACE ANYWHERE IN PLEASANTON. TRAFFIC IS 10X WORSE THAN IT WAS WHEN I MOVED HERE IN 1998. THERE IS NO NEED TO MAKE DOWNTOWN A DESTINATION FOR NON PLEASANTON RESIDENTS.	11/4/2017 8:59 PM
80	These changes are suggested are too environmentally geared. The downtown although it should be eco friendly should be for people not plants.	11/4/2017 8:49 PM
81	Do not let the old people keep messing up our town. We need more locations that will attract younger crowds. You need to include trendy food halls that have affordable healthy meals such as San Predo Square Market in San Jose. Include shops such as Urban Outfitters and Brandy Melville. Include a water feature to one of the Lion Wayside parks (small pond) where people can sit around or nearby to enjoy hearing the soothing sound of water and add a couple of restaruants with outdoor seating (similar to The Americana in Glendale). Make Pleasanton a town people want to continue visiting.	11/4/2017 4:36 PM
82	Why is the new library being 'held hostage' by linking it to a new police station (not needed) and/or city offices? Could someone address just rebuilding the library? Why are the city offices even being considered to be moved to the Bernal property? I do not understand the reasons, and I believe other Pleasanton residents do not understand either.	11/4/2017 2:13 PM
83	Bring the Stockton ports (baseball team) to Pleasanton	11/4/2017 1:20 PM
84	No more residential in downtown	11/4/2017 10:50 AM
85	Why do we need to move the library or police station? Save the trees. No residential. Move the hotel. Youth gathering place. More Town Square and resident amenities.	11/3/2017 7:01 PM
86	Existing cross walks on Mainstreet should be clearly identified with lines on the pavement to indicate that people have the right of way and can sagely cross the street. The existing ones are not sufficient enough, because cars do not really stop, even when you are standing and waiting to cross.	11/3/2017 4:27 PM

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87	I think we should have a movie theater and a three level free parking garage like they do in Livermore in the Bernal area. I was unclear what kind of theater was being referenced in the survey. I live downtown and there isn't enough places for cars to park now. With the new plan please make sure there are places for parking.	11/3/2017 11:09 AM
88	It would be great to make Main Street a pedestrian mall from Division to Angela.	11/3/2017 8:13 AM
89	No Residential! No Hotel! More youth and citizen amenities.	11/2/2017 10:48 AM
90	Expanding the downtown core will be extremely important for Pleasanton. We need to make it more 'urban' while also trying to cater to higher end retail options (similar to downtown Walnut Creek) while retaining the 'small town' feel (similar to downtown Livermore). Perhaps the structured parking garage can go closer to the Ace Train station. Why not capture some of the Ace Train/Fair grounds parking to build a parking structure that can be used for downtown activities in addition to Ace Train travelers and Fairground activities. Seems like having multiple groups able to utilize the City parking is more beneficial.	11/1/2017 7:23 PM
91	Please do not take away parking or traffic lanes from downtown. It is difficult enough to get through the area as it is. It is difficult to find parking. If you take the traffic flow and parking away, people who do not live within walking distance of downtown will be negatively impacted.	11/1/2017 6:33 PM
92	Downtown needs an update, Livermore has passed us up	11/1/2017 5:49 PM
93	Please do not move the library, add parking for ACE and downtown, but do not add housing near downtown. Fewer changes are better, divert the savings to funding pension and other obligations from past decisions. Taxes received from existing Pleasanton businesses may be less in the future so be more conservative or these new costs will pass to the aging community.	11/1/2017 4:16 PM
94	I LOVE the idea of making Division pedestrian-only! Please make that happen! All of the brick/paver accents on the curb edges seems a little excessive from both a cost and aesthetic perspective.	11/1/2017 4:12 PM
95	More restaurants and bars. Loosen up the permits.	11/1/2017 2:52 PM
96	Just to confirm "one" was marked as highest ranked/most important. Hoping to drive better restaurant options for families into Pleasanton!	11/1/2017 2:44 PM
97	I am thrilled with the idea of moving the Civic Buildings across the street and using this space expand downtown. I would like to see better retail and restaurants, a theater and a food market in downtown Pleasanton. So excited by this prospect and hope the people of Pleasanton support the change.	11/1/2017 2:32 PM
98	I didn't vote for changes to Main St for two reasons: 1) I love the trees and it sounds like the current ones will be ripped out (killed?) and new ones (babies?) planted which will take years to become effective shade trees. 2) Many restaurants have already ruined the pedestrian walkway by putting fencing & tables into the walkway and any further encouragement with this plan will make it even harder for us pedestrians to pass by these areas, esp when the walkways are crowded. I already don't like having to walk in the street or sidle around lamp posts due to restaurants taking up the walkways. If the redevelopment will permit bicycles and pedestrians to pass freely without encountering fences & café tables, and if the tree movement can be done without killing the current trees with new little ones planted further over (which is what it sounds like would happen) then my vote for the Main Street Plan can be changed to promoting redevelopment.	11/1/2017 8:54 AM
99	You need to simultaneously drive traffic and place traffic, but don't prioritize placing traffic over the latter. No one will show up for a parking space alone.	10/31/2017 8:10 PM
100	The parklets in place now are poorly located. I tried to make a right turn to turn from Main in order to access the parking lot behind restaurants on Main, and found the side street so severely restricted by the parklet too far into the street and the bike park across from it causing serious constriction of the intersection. Careful location of parklets will be crucial to any use of them, and this one is poorly thought out.	10/31/2017 6:48 PM
101	I don't feel it is a good idea to remove any parking spots downtown. Parking is limited as it is especially during lunch, dinner & farmer's market times. We need an adequate parking garage and/or other designated parking areas in the downtown area to help alleviate the current parking shortage.	10/31/2017 6:25 PM

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102	I think upgrading our downtown is very important. Adding more residential there space is not what we need. Enough new housing is/has been built. Making downtown a place to gather, eat, shop and enjoy the arts is what we makes Pleasanton special and keeps it buzzing. I love the idea of structural parking, bike friendly roads, attractive places to walk and beautification of our streets (tile, flowers etc). This will keep downtown a destination spot!	10/31/2017 3:36 PM
103	they don't seem financially viable	10/31/2017 2:35 PM
104	no	10/31/2017 10:19 AM
105	I don't believe we need any more residential units. Our infrastructure (schools, water supply, etc.) cannot handle any more people.	10/31/2017 9:45 AM
106	The development of the existing civic center is needed to draw more people to our downtown. The widening of pedestrian ways on main st and providing for bicycle access and creation of more outdoor dining space with parklets seems like a great way to liven up the existing space with minimal costs/disruption.we need to do a better job at making our downtown a destination for residents and visitors from neighboring cities. Letting some businesses/restaurants stay open later and have more entertainment/music may also help, it is working for livermore.	10/30/2017 9:39 PM
107	Make it easier to catch the bus. Housing is best in a downtown location, so let's see more of it here.	10/30/2017 5:52 PM
108	I really don't care for the design. We're slowly but surely losing our small downtown feel and growing to be just like Walnut Creek which I no longer care for....	10/30/2017 3:34 PM
109	Parking and traffic are the two issues that have grown since I moved to Pleasanton in 1966	10/30/2017 1:27 PM
110	Please no more high density housing downtown.	10/30/2017 12:57 PM
111	I like increased housing density. Want more people downtown to feed restaurants and entertainment. Like going vertical, need more height, more units. People make the downtown more vibrant.	10/30/2017 12:43 PM
112	The downtown should be preserved as a destination with housing only above businesses. I does need to be more friendly for walkers and bikers. A parking structure is a must.	10/30/2017 12:21 PM
113	Focus on Downtown parking and accessibility. Recent growth of Pleasanton has expanded pressure on Downtown and surrounding streets. Focus upon vehicles getting THROUGH or AROUND Pleasanton - it's a bottleneck for traffic.	10/30/2017 12:03 PM
114	Other then moving the library to Patco community park, all other civic buildings should be incorporated into the existing area and if any land is available for any of the other ideas (garage) that is fine. Keep the civic buildings out of the new park area! It should remain a park not a community civic center the present area (Main to Ace train) should allow enough room for the civic center buildings plus retail ox bow style and garage if made a pedestrian only area.	10/30/2017 12:00 PM
115	The iron horse trail should to be developed from Stanley Blvd. to Valley Ave. to accommodate pedestrians. Turning Division Street into an Italian style Piazza is a great idea. Additional a Ferry Building style food court is another great idea. Pleasanton need to accentuate our public gathering areas and promote more walkability downtown. Prime locations on Main Street that are currently occupied by Banks, Title Companies, Real Estate Offices, etc. need to be relocated off of Main Street. Those locations should be reserved for restaurants & shops increasing downtowns vitality.	10/30/2017 11:20 AM
116	bulb out curbs on streets are a dangerous idea. keep P-town quaint.	10/30/2017 11:08 AM
117	I am very supportive of efforts to make downtown more pedestrian and bicycle friendly. It should remain a vibrant destination with a variety of businesses and room to hold regular events.	10/30/2017 9:49 AM
118	Is there a specific budget set from the city for the "parklets"? Will the city be paying for these? What is the city willing to offer in replacement to those businesses DT that do not need a parcel?	10/30/2017 9:43 AM
119	No more residential downtown business areas. Do not move city buildings to park land except for those planned in in the voter approved plan. City needs to keep public funds for when the city is built out to maintain services, pension funds, and unexpected emergencies that will come to be. Plan wisely and stop trying to build grandiose, overbuilt city facilities.	10/30/2017 9:23 AM

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120	Too many cars on First St to even consider a bike lane. Make Main St a no car zone. Like idea of more bike lanes, but too many cars on the road that compromise safety. How can artists afford to live in proposed area that now house city buildings? Really like the design and placement of cement benches and planters on Main, do not change. Need a place just to hang out, similar to the corner where Tully's was located. Please consider the residents needs rather than solely the out of town visitors. Downtown looks pretty good as it is. We have bigger issues to put funds to use, particularly too much traffic now just getting around town. Fighting traffic is starting to diminish the quality of life in Pleasanton. Expand the number of vendors at the Farmer's Market on Saturdays, it's a gem and one of the best in the area. Allow them to serve prepared foods made with their products, for example, grilled cheese sandwiches made by the vendor who produces cheese, using bread and tomatoes from the vendors who sell these products. Chef demonstrations would also be an enhancement to the market that could develop recipes using vendors' products and demonstrate how to make them. Recipes for kids too. A win for all!	10/30/2017 9:16 AM
121	Parking still needs to be accessible. If parking is too hard to find, or too far away, this could be a big deterrent for people to come downtown	10/30/2017 9:13 AM
122	Discourage the approval of any more banks or financial institutions downtown. While vital businesses, they don't attract people to the downtown. Also, there is an overabundance of coffee shops downtown now. A concentration of the same type of business in a fairly small geographic area is never good, IMO, either for attracting visitors/patrons, or for the business owners themselves, who all have to compete for the same business/customers.	10/30/2017 8:55 AM
123	I'd like to ride my bike downtown for the Farmer's Market and other activities. Bumpouts are dangerous as they require bikes to enter traffic lanes and cars don't realize this.	10/29/2017 6:22 PM
124	More Residential in Town square area	10/29/2017 1:32 PM
125	Survey style was not well described/introduced. It was not intuitive. Images needed to be larger	10/29/2017 12:41 PM
126	Very exciting stuff! Would love for Pleasanton to make plans towards being an urban/hip town such as some of the other local Bay Area towns versus more housing or offices. Thanks for all of your work!!!	10/29/2017 6:32 AM
127	You can't say any parking eliminated will be supplied elsewhere unless you tell us where. Is it this parking garage?	10/28/2017 11:38 PM
128	These options are ill conceived, not well thought out... asinine at best. If you're hellbent on stripping the charm away from a very desirable unique Bay Area town, please proceed. #idiocy	10/28/2017 9:40 PM
129	Save the money. Update the current buildings.	10/28/2017 9:09 PM
130	Dense up downtown. With ride sharing and autonomous cars parking is going to matter less over the next 5+ years. Make Pleasanton for people not cars and more housing	10/28/2017 8:57 PM
131	Parking structure should be closer to Main St.	10/28/2017 8:06 PM
132	It seems doubtful a second hotel is needed on Main Street. A food hall or gourmet market place would provide lack of a grocery store down town. Land use should be an asset to existing local businesses rather than a threat. In addition, the number of empty for lease store fronts on main are a concern with plans to add even more. Property managers need to be incentivized to not allow vacancy on Main Street.	10/28/2017 6:10 PM
133	It's amazing that we can think about making all of these expensive changes when the schools are a bloody disaster, traffic lights routine break, and it's impossible to have new traffic signs installed in dangerous locations because the "cost is too high". SHAME ON ALL OF YOU. NO change.	10/28/2017 5:17 PM
134	Main st. Should be closed to Bernal and made into a square with some sort of fountain function like in Europe	10/28/2017 2:49 PM
135	Limit the amount of housing	10/28/2017 2:38 PM
136	Make the parking structure as large as possible, we needed it 20 yrs ago.	10/28/2017 1:06 PM
137	Please do not add anything to First St. The City never seems to take into consideration that we are a residential community and do not need anything more in our front yards. We do not need anymore traffic or parking problems.	10/28/2017 12:12 PM
138	Would love to see more variety of fun places to eat and spend time as a family. Bocce ball, more affordable eateries (sandwich shop, ice cream). Love the idea of more outdoor eating space.	10/28/2017 11:38 AM

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139	we need more parking, less traffic congestion especially on weekends, pedestrian friendly environment, cleaner sidewalks, better lighting in evenings for pedestrian sighting	10/28/2017 9:32 AM
140	Division street doesn't seem to have a lot to offer consumers so don't understand the focus on making it more of a pedestrian area. Seems like a waste of money just to connect First and Main.	10/28/2017 7:50 AM
141	Consider explicitly stating that 1 is "most desirable" and 3 "least desirable", to prevent misinterpretations.	10/28/2017 6:46 AM
142	I like the idea of pedestrian only streets when feasible. I like the idea of another theatre but NOT a movie theatre. No hotel! All that stuff can be on the outskirts of town. We don't need a lot more residential downtown already too much traffic! Why don't we wait to see how all the building on Stanley impacts the downtown. Got apartments still being built and a whole neighborhood coming! Like residential units over business model, but only 2 story. No high rises. Like community square idea and parks. Casual food hall could be fun.	10/27/2017 8:25 PM
143	I am reluctant to see the trees on main street replaced it would take a long time to mature new trees	10/27/2017 3:24 PM
144	I notice that the map goes unto second and third street in some cases. I don't see anything written about this... Is there a plan to change zoning from Residential to commercial here. I would be opposed to that.	10/27/2017 3:24 PM
145	STOP CHANGING. KEEP IT LIKE IT IS!!!!	10/27/2017 3:22 PM
146	Regarding Division Street options... strongly encourage reaching out directly to businesses on Division to gather input on options and solutions to provide reasonable access. Limited or no access could be detrimental to their business.	10/27/2017 2:22 PM
147	Does the Bernal curved plan fit Pleasanton's long term needs better than this plan?	10/27/2017 2:16 PM
148	I think the space behind Cole's Market should be used for public parking, as it is behind Specialty's Cars.	10/27/2017 1:56 PM
149	Please include a movie theater like the Vine.	10/27/2017 1:18 PM
150	I think a community garden would be very beneficial to have downtown. It promotes community and is a great way for people of all ages to get involved and work outside.	10/27/2017 12:33 PM
151	Additional parking is a must!	10/27/2017 11:19 AM
152	Be sure to incorporate enough parking!!! Patelco Park has nowhere near enough parking - total fail. The new CVS center at Bernal and Stanley seems like it will also not have enough parking when fully occupied. Parking is ugly but necessary. Dual parking/grass areas can be designed for overflow parking but be grass when not in use and have a stable foundation to support cars when areas is open to overflow parking. Patelco should have that for busy weekends.	10/27/2017 10:41 AM
153	With proximity to schools (elementary- high school) information re: pedestrian crossing safety improvements & increased foot/bike police presence is a MUST as low income housing likely to add more kids both crossing streets and loitering in this area and increase risk for drug trafficking (sellers seeking buyers, buyers drawing sellers), and anticipating this vs. reacting to it after the fact will be the factor that makes these changes seen as positive or negative by residents of Pleasanton and may even change the demographics of this community permanently... ie- residents may flee. Also how will residential trash pick up and mail delivery impact traffic and aesthetics? Also how will residential aesthetics be managed (ie- keeping people from hanging laundry from balconies or windows) to avoid a big city-like slum effect? Always consider classic American expectation vs. modern America expectation differences. Specifically, are we trying to create a "small town feel & appeal" but actually opening a can of worms re: overpopulation & human congestion as seen in Asia/India and parts of Europe which will drive the future demographics? Remember this...humans are self-centered and social skills are fading with the digital age, be careful what you wish for.	10/27/2017 10:28 AM
154	Please limit the growth -- especially residential. Traffic and downtown parking is already a nightmare. You are destroying the quaintness of our town.	10/27/2017 9:38 AM
155	I'm really not sure about the ideas for development on Bernal Ave. I don't see downtown as heavily utilized -- the most successful businesses seem to be salons. I don't think we need more retail or restaurant space near downtown.	10/27/2017 9:35 AM
156	Need to make sure there is parking	10/27/2017 9:30 AM

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157	Appreciate the vision to expand and make our downtown a "destination" as we've been heading to Livermore more often! The aesthetics are important too, hoping the "green" consistent look/feel is inviting and enjoyable to the eye. I wish we could also make our park a bit more attractive for our concerts in the park, like Bend Oregon's - it's beautiful. Thank you for the effort to make our quaint town beautiful.	10/27/2017 8:39 AM
158	Don't bring tall buildings into downtown! Keep is small and quaint! And don't bring more chains in! Starbucks ruined downtown!	10/27/2017 8:24 AM
159	Not evident are changes needed for our downtown to be sufficiently attractive to attract higher end restaurants and other retail to "promote" Pleasanton as a destination.	10/27/2017 8:12 AM
160	If I were staying at that hotel I might have a parking garage view which would be terrible. Parking garage needs to be moved. Also if the building facades can mimick the firehouse that would make downtown look awesome. Think buildings that are Leed certified etc	10/27/2017 7:55 AM
161	Please respect the wishes of the voters and stop constructing residential and commercial buildings that make Pleasanton even more congested.	10/27/2017 6:41 AM
162	2 hr parking limit on ALL downtown area streets before 5pm and unlimited time after 5pm.	10/27/2017 5:28 AM
163	I like the idea of expanding downtown across Bernal, but the road will be a big barrier to pedestrian traffic. A footbridge might be an option to bring people to the new civic center.	10/27/2017 3:59 AM
164	not at this time	10/26/2017 9:58 PM
165	The city definitely needs a big makeover to attract more options in the downtown area. Go for it. All the ideas were great. Really like the pedestrian only area / streets.	10/26/2017 9:50 PM
166	Connect to Niles Canyon Railway Increase 1st Street Traffic Flow bottleneck by eliminating parking from Kottinger East to Stanley Blvd	10/26/2017 9:17 PM
167	Make sure that there will be sufficient parking spaces to a accommodate potential increase in downtown visitors.	10/26/2017 8:31 PM
168	No new houses	10/26/2017 8:20 PM
169	Concnrs about aesthetic design of buildings.The new apartment building on Stanley and other locations are ugly. Definitely not well designed. not enough green space. Look cheap (they're not). disappointing for Pleasanton.	10/26/2017 8:12 PM
170	I do not agree with the current building plan for buildings that are 2-3 stories high. I do no agree with the multi unit housing that is currently being built on Spring Street and St. Mary. I really hate the 3 story housing on the SF Water Property, I think is called Township. This type of housing belongs in Dublin or Livermore. These types of 2-3 story buildings do not reflect the small town feeling that residents of Pleasanton moved here for.	10/26/2017 8:09 PM
171	We have enough restaurants downtown, we need other retail also.	10/26/2017 7:56 PM
172	I don't like any of the options presented for the civic center area. We don't need a new or larger library. The internet has overtaken the need for libraries actually, but this library, located where it is, provides a refuge for the kids from PMS. The kids from PMS should not be exposed to anything presented in this plan and should not have to walk further than they now do to reach the library. Any added retail here would only encourage the kids from PMS to hang out rather than go to the library, which, in my mind, is a preferred venue for them after school. Any merchant activity here is going to only encourage the merchants to prey upon the whims of young tweens and teens. It is just another way for merchants and the city to derive more revenue at the expense of children. And I like having the police station near the school. If Pleasanton needs larger offices, fine. These can be moved anywhere and the site can be turned into additional space for PMS to use for after school programs. I get that the city is trying to increase its tax revenue through this scheme. The city has built sufficient new housing to do that and added many businesses who have occupied existing space and are even building new office space. Do not let greed drive this program.	10/26/2017 7:12 PM
173	I like what I see!	10/26/2017 5:54 PM
174	Don't keep the status quo.	10/26/2017 5:35 PM
175	Just don't ruin the small town feeling and don't make it impossible to drive downtown. I like the ideas. Not sure I want a huge parking garage in the civic center.	10/26/2017 5:33 PM
176	NEED PARKING!!!!	10/26/2017 5:32 PM
177	Need more info.....to make a better decisions	10/26/2017 5:23 PM

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178	outdoor music venue would be great with adequate seating as apposed to (or in addition to) the current tiny park. Possible rolling grandstand seating could be brought in to allow for different use of the same space. Outdoor game tables such as chess would be great for community bridging young and old residents	10/26/2017 5:17 PM
179	How will noise be controlled? Natural disaster preparedness? Emergency services accessibility? Reducing/deterring through-way commuter traffic?	10/26/2017 4:57 PM
180	Implement more opportunities for outdoor dining and/or gathering spots. Also, implement some sort of elements on the Peters to slow down the speed of motorists. Provide a parking garage for ACE train commuters near train tracks	10/26/2017 4:47 PM
181	I really like the idea of having a plaza and open seating area where the library is if it is moved. Also, pedestrian streets I think are very good	10/26/2017 4:07 PM
182	Additional arking must remain a priority.	10/26/2017 3:58 PM
183	America's best downtowns (Saint Augustine, Charleston, etc.) are so popular for tourists and residents alike for two reasons - commercial, such as restaurants and cafes - and their encouragement for pedestrians. Main Street has plenty of good commercial space, but is not that pedestrian-friendly. The benches and other structures, if it where not for the trees and buildings, would turn pedestrians from the street completely. A pedestrian-only corridor could not only serve as a farmer's market, but also as a good general gathering place for people to meet up and relax. Peters Avenue is currently an odd jumble of things. It has certainly been improved with some apartment in-fillings, but more restaurant-like commercial space and a more pedestrian-friendly structure would encourage growth to the downtown area. First Street is decent on the southern side - the northern side, however, is not so good. Once again, a more pedestrian-friendly structure may help, although high automobile traffic in the area discourages improvement along the street. I still think that an official bypass route for traffic going across Pleasanton (that avoided downtown) would make downtown more pedestrian-friendly and more pleasant in general. For example, many commuters getting from I-580 to I-680 take Stanley Boulevard, First Street, and then Sunol Boulevard - which, of course, causes bad traffic in downtown. These commuters could be directed to a different route to help the downtown's pedestrian-friendly goal. Pleasanton continues to push cycling in downtown Pleasanton. But trying to get cyclists to cycle in downtown is hopeless - cyclists don't want to constantly be stopping for pedestrians, cars, or anything. Cyclists like to go miles into the countryside and cycle long distances - in other words, something absolutely inappropriate for downtown Pleasanton. So far, the efforts to create a Pleasanton cycling effort have been unsuccessful compared to Livermore because the trails run parallel with unattractive canals and freeways, not country vineyards and hills. If Pleasanton wants to encourage cycling, the City should encourage this activity in the parks outside of the town region. As mentioned above, people go to downtown districts to walk around, look at buildings, and talk to others. This is only possible if there are not cyclists. Downtown can only take two of three - the three are driving, walking, and cycling. If Pleasanton downtown becomes all three, there will be chaos and everyone will avoid the area. Even just driving and walking is a struggle, so I support more pedestrian encouragement and limited vehicular encouragement.	10/26/2017 3:19 PM
184	When you say theater it's not clear of the type. We don't need another arts theater (we already have firehouse and amador theater) but maybe a movie theater (like the vine in livermore). I did not see a parking garage location on the final question and was curious. Inklings takes up way too many parking spaces. A lot of people do not like that.	10/26/2017 2:58 PM
185	Some pedestrian-only streets are good in tandem with careful planning for moving traffic along the adjacent streets. Definitely a parking garage needs to be built, maybe two, not too tall though as it will change the character of the downtown. Residential (with at least two parking spaces PER UNIT, not work/loft type units) should be built which will increase use of the downtown area. A theater is a good idea, but there is already a beautiful hotel in the downtown area - The Rose - and I don't think another one is needed. The Civic Center redo needs to be include a much larger library space with rooms for community use (the hotels never let community groups use facilities unless we pay through the nose for them) and reorganize all the civic buildings. Nicer-looking government offices should be built which will blend in better with a pretty downtown. Walkability is important but parking is crucial and some people don't want to have to walk far to their destination, and of course, some people simply can't. There is not enough handicapped parking along Main Street as it is.	10/26/2017 2:14 PM
186	Choice are too limited. Ie.... extend the height of building on main st..... should have the choice....Just because the owner wants to !	10/26/2017 2:12 PM

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187	I am glad the City is looking at making changes. Pleasanton is FAR behind the wonderful feeling of downtown Livermore. We would like to see our City catch up and be a player. We don't need our downtown to be a 'banking' district. More restaurants, more street activity, more open space, more more more!	10/26/2017 2:09 PM
188	With the high density of bicycle and pedestrian traffic in the downtown, provide isolation of these uses from vehicular roadway and parking WITHOUT HAMPERING VEHICULAR ACCESS AND PARKING. If you make it difficult to access downtown with vehicles, restaurants and other businesses will ultimately suffer the loss of local patrons. Tourists from urban areas may not mind since they are used to such inconveniences.	10/26/2017 2:06 PM
189	No new development/construction is necessary. Emphasis should be on PRESERVATION versus more and more and more building!	10/26/2017 2:01 PM
190	I really hope there is a better way to manage parking than a structure. A structure along Bernal would be an eyesore and mar the efforts of the town square and other improvements. Downtown Pleasanton could be modernized, and I see a lot of this inspiraiton coming from Livermore, but Pleasanton's downtown is nowhere near as busy and the parking strcture in Livermore is very unattractive and will become another zone police have to monitor.	10/26/2017 1:37 PM
191	Let's get a movie theater. But small, like the Vine instead of Regal cinemas.	10/26/2017 1:32 PM
192	I would like City Hall and the Library to remain downtown. I think apartments in place of those buildings would spoil our downtown area.	10/26/2017 1:04 PM
193	Excited to see downtown grow, but with an eye to retaining character and emphasizing non-vehicular traffic. Let's keep it charming & safe!	10/26/2017 12:56 PM
194	good luck	10/26/2017 12:49 PM
195	Downtown businesses should be limited to retail and services (recreation, shopping (high variety including homewares not only clothing), cafes, art (no more than 1), limited services (manicure, hair salon). No bans, real estate, title services unless they are located on floor above street level.	10/26/2017 12:46 PM
196	My main thought is that the concept of residential over commercial has been overdone in most of the area, leaving empty and unsightly store fronts because the market is flooded. Serious research should be done before this "fad" option is considered. I REALLY REALLY don't want Pleasanton to become another Dublin!!	10/26/2017 12:43 PM
197	Current height restrictions mus be changed. Of course, there would be an uproar by those who still think this is a sleepy cow-town. This is a city---building heights should rise and architecture should be dramatic.	10/26/2017 12:30 PM
198	Page 7 is very confusing - I could not make heads or tails of it.	10/26/2017 12:27 PM
199	Pleasanton is overcrowded already, our schools are maxed out, our natural resources are maxed out, our roads are packed with cars....why keep adding more homes/apartments etc that we can't support....this is lunacy...	10/26/2017 12:25 PM
200	This survey is a joke and is incredibly slanted in favor of new development. You've designed this survey to be so convoluted and sneaky, that I'm certain folks will answer the questions or rank their preference incorrectly. Shame on the City of Pleasanton. I've lived in this town since I was 2 yrs old and I'm now raising my family here and this town is be destroyed by greed. What used to be a beautiful quaint town, has now become over ridden w/high apartment buildings, crammed housing developments and shopping centers. It's no surprise so many long-time residents are leaving.	10/26/2017 12:06 PM
201	Please install more handicapped parking spaces. Move motorcycle parking off of Main Street. It is too noisy and incompatible with outside dining. Also too loud when you enjoy a stroll, sit to do work, or simply chat with friends. If you are healthy enough to handle a motorcycle, you are healthy enough to walk a block or so to Main Street. I love the idea of more flower baskets!	10/26/2017 12:01 PM

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202	No Change. Some years ago when the chocolate candy factory was across from the Pleasant Hotel, the city, at taxpayer expense, changed the entire downtown to make it more strolling friendly, more business friendly, more aesthetically friendly, just as you are doing now. The city already took our money and accomplished their goal for downtown, including closing businesses due to no traffic, therefore no sales, during construction. The pie is already baked and is being eaten with pleasure, enjoyment and tastiness. Why throw out the delicious pie created from taxpayer funds, and still being eaten by voraciously taxpayers? If you want to spend money, spend it on sustainable recharging the groundwater system, stemming the subsidence of community homes, and reimbursing the homeowners who had to stabilize their sinking homes due to subsidence. The City already has a non-competitive sweetheart deal with Costco, the 2nd largest retail store in the U. S. worth Billions of dollars, that will cost the taxpayers to repay loans from Costco and infrastructure changes that Costco should pay for entirely. For Costco to pay for the entire cost would be like taking one grain of sand from the beach.	10/26/2017 11:58 AM
203	Don't tear down the current library. It's such a beautiful building.	10/26/2017 11:56 AM
204	Make Downtown more modern, lively and family friendly will further enrich our great town!!	10/26/2017 11:44 AM
205	I like the following, in general: less use of curbs more parklets more bike amenities but still allowing cars, just discouraging through traffic	10/26/2017 11:39 AM
206	Please STOP the over building. TOO MANY people, TOO MANY cars, not enough open space. It is getting so ridiculously overcrowded here. STOP!	10/26/2017 11:38 AM
207	How about underground parking? I don't want any more sports center or sports fields.	10/26/2017 11:35 AM
208	Connectivity and improving ease of access to downtown from surrounding neighborhoods also should be considered.	10/26/2017 11:21 AM
209	Copy Livermore's main street design. It works!	10/26/2017 11:20 AM
210	I really do not want more housing. The schools are becoming overwhelmed and the traffic in town is considerably worse than when I moved here 5 years ago.	10/26/2017 11:19 AM
211	The face of pleasanton needs to remain as the history of the town. No modern buildings. Keep town historic.	10/26/2017 11:01 AM
212	NO housing! No hotel. Resident amenities only.	10/26/2017 11:00 AM
213	Not supportive of moving the civic center to the Bernal property away from downtown - makes civic center disconnected.	10/26/2017 10:50 AM
214	No more coffee shops, but have more affordable restaurants. i.e. "\$" on Yelp.	10/26/2017 10:28 AM
215	Do not believe structures should exceed 2 stories in height. No housing should be allowed on this site. Would like to see more options targeted for the younger populations (16-35). Pub type eateries, Sports Bars, movies, and/or billiards establishment like the former Pastime Pool. Think it would be fine to leave the police station in its present location.	10/26/2017 10:19 AM
216	Improving bike and pedestrian options to help people within a ~2mi radius of downtown could help a lot with parking. We are a little over a mile from downtown and prefer to bike or walk in, but often don't because we're coming in from the South and Sunol is busy and not really conducive for young kids that are uneasy on bikes. So we often drive.	10/26/2017 10:08 AM
217	There are several parades held downtown and any changes to Main street should not interfere with the ability for marching bands and floats to progress down the street. Seating at Bus Route stops would be greatly appreciated.	10/26/2017 9:49 AM
218	I am against removing 25 year trees on Main St. and relocating smaller new plantings... We would have to wait another 25 years for a nice shade canopy.	10/26/2017 9:44 AM
219	No	10/26/2017 9:43 AM
220	Consider making Main street one-way using the extra space as a pedestrian walkway, diagonal parking and restaurant seating. Keep the Civic Center in its current location, just rebuild and expand on existing footprint.	10/26/2017 9:37 AM

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221	The design of this survey shows a bias toward making changes THAT ARE NOT NEEDED AND NOT WANTED BY MANY. Downtown is lovely the way it is. We do not need growth in the form of more traffic and congestion. The parking situation is terrible now and THE SUGGESTED CHANGES WILL ONLY INCREASE THE PROBLEM. Housing does not belong down town. Parking and a movie theater should be in a much less populated area. If you want retail go to the mall and leave downtown cute and quaint.	10/26/2017 9:27 AM
222	The shopping downtown is boring and outdated. We need a Paper Source, a nice specialty food shop and other draws to downtown.	10/26/2017 9:23 AM
223	Not at this time	10/26/2017 9:22 AM
224	This is a very poor way to survey residents opinions and it is slanted in favor of development. We should be asked if we want changes or not. The last few questions do not give you a option to choose NO CHANGE. Leave our city the way it is and FUND the City Pension Plan....	10/26/2017 9:06 AM
225	Don't see a compelling need to squeeze the library into the downtown plans. It could be anywhere in the City - there is little synergy between the library and the other downtown amenities, and it might mitigate some traffic issues if it was elsewhere.	10/26/2017 9:00 AM
226	Less businesses downtown and more shops and restaurants that are open later in the evening.	10/26/2017 8:56 AM
227	It's on the right track. We have a lovely downtown and improvements are always welcome. Pedestrian friendly and park space are key. Keeping business low key and oriented to small business - no chains - is also important and no need for building mini mansion housing or more softball fields.	10/26/2017 8:54 AM
228	Pleasanton is becoming way to congested and the streets are overloaded with cars. And no parking downtown	10/26/2017 8:52 AM
229	None at this time - maybe in the future as additional information is provided	10/26/2017 8:52 AM
230	I would love to have a splash pad incorporated into a park similar to the lizzie fountain in livermore.	10/26/2017 8:50 AM
231	When the time comes for more restaurants to fill these new spaces, a BBQ place would be great. A MacN Cheese place like Homeroom would be cool. Thanks for doing all this.	10/26/2017 8:50 AM
232	I love the new street designs for downtown! They are amazing with all of the new pedestrian and bike-friendly options!	10/26/2017 8:40 AM
233	Moving the civic center to the Bernal property takes valuable space away from the park. The park would end up being nothing but buildings, ballfields, and weeds. Not what we voted for! Buy the SF property near the library, eliminate Old Bernal, and rebuild the civic center where it is including the extra land.	10/26/2017 8:39 AM
234	I think what people really enjoy about Pleasanton is the nice small town feel, try not to change that. It's becoming overcrowded and over populated and that takes away from the community.	10/26/2017 8:38 AM
235	Please do not move trees into the parking lane. Makes parking more difficult and leads to more wasted space. Look at downtown Livermore and note how much more congested it feels with concrete planters all the way up to driving lanes. Also, no need or stamped concrete or pavers in the parking spaces. Looks more dated and lacks uniformity with the rest of the roadway.	10/26/2017 8:30 AM
236	Love the quaint small community feel of downtown. But we need more variety of restaurants and shops... similar to danville (even though I prefer our atmosphere better)	10/26/2017 8:19 AM
237	Love to see considerations of turning Pleasanton downtown into a more pedestrian friendly space!	10/26/2017 8:13 AM
238	Too many restaurants. More interesting shops	10/26/2017 8:12 AM
239	Do not close off any streets to traffic. Towns all over America are reversing that disastrous trend....Why are we spending money on expensive pavers? Feed the homeless instead...Too much color planned for streets to designate lanes, etc. It becomes visual overload...Don't build a Taj Mahal Civic Center in its new location...Economic activity is key to downtown. Just coming to a pleasant place without spending money does nothing for the merchants, business owners and city coffers. With all your visual planning, ensure that there is excellent access AND that there is an economic reason to come downtown,not just a pretty one....Thank you to the team working on this.	10/26/2017 8:03 AM

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240	I grew up in Pleasanton and currently live here with my husband and two young sons. Downtown Pleasanton is geared toward an older crowd and we often find ourselves venturing out to downtown Livermore where there is a better variety of family friendly restaurants. It would be great if Pleasanton would follow suit and be a place where we would enjoy spending some time on the weekends. I love the idea of a hall/square with a bunch of different restaurants. It's time for some change but important to also keep the small town feel of downtown.	10/26/2017 8:01 AM
241	Thanks for gathering input. Would love to see our downtown be more contemporary & pedestrian friendly like Livermore and Walnut Creek!	10/26/2017 7:59 AM
242	Would like to see more emphasis placed on enabling non-vehicular traffic and parking (i.e., more bike lanes and corrals). This would reduce the need for parking and allow more people to visit downtown in a quieter, safer, environmentally friendly manner.	10/26/2017 7:56 AM
243	Glad the city is entertaining improvement to the city. Much needed	10/26/2017 7:55 AM
244	Pleasanton can use a movie theater downtown. Livermore's First street is a better place to go than downtown Pleasanton, where you can only go out to eat or see a bar band (on Friday & Saturday). It would be nice to have somewhere to play pool or darts as well.	10/26/2017 7:54 AM
245	Not at this time- no	10/26/2017 7:53 AM
246	Yes - I will submit my full comments to Shweta Bonn. This is Jim Coughlin, Co-Owner of Downtown Yoga at 220-B Division STreet at the Corner of Division and Main.	10/26/2017 7:45 AM
247	Please do not spend limited funds on changing a viable and vibrant downtown area. Pleasanton feel like a historic downtown because of how it currently looks. We don't need to imitate any other town's or city's downtown design. This is Pleasanton.	10/26/2017 7:42 AM
248	slow down on the growth - Pleasanton is becoming to congested.	10/26/2017 7:38 AM
249	I would strongly advocate for pedestrianizing all of main street and maybe some of the surrounding streets	10/26/2017 7:38 AM
250	Interesting ideas, I'm glad to see downtown Pleasanton kicking it up a notch. I would also like to see more options for late dining and live music.	10/26/2017 7:36 AM
251	Excited to see what this brings!	10/26/2017 7:25 AM
252	no	10/26/2017 7:24 AM
253	no	10/26/2017 7:22 AM
254	The most important factor in all these plans is increasing the safety of pedestrians and bikers! That should be first priority, with concerns about parking and redevelopment much lower priorities.	10/26/2017 7:20 AM
255	I believe the parklet tables next to Cafe Main where people are practically sitting in the street are dangerous.	10/26/2017 5:29 AM
256	Love that Pleasanton is finally revamping the downtown plan. I've lived here for 5 years, have designed a few downtown businesses, and hope to design more in the future. My only comment is - and I know this is an incredibly difficult discussion and would be hard to execute - but is there any discussion on making it harder for businesses such as banks and finance institutions to be located on Main Street? I would love to see more retail and unique restaurants/bars on Main Street. Livermore is a great example, since their revamp over the last 15 years, foot traffic on first street has dramatically increased. I believe the appeal of that downtown area is the many restaurants and bars, and movie theater. Pleasanton would be hugely improved if we could move towards this model.	10/26/2017 5:24 AM
257	We avoid downtown as it is because there is little to no parking available, especially on the weekends. Unless you address this FIRST, I don't see the point of adding more amenities to draw people downtown. Use Livermore as an example: Easy parking & restaurants/bars/shopping within a short walk. A Bernal parking structure is too far away to walk for some elderly. Holding more events downtown, which shut down Main St. eliminates too many spaces as it is.	10/26/2017 5:18 AM
258	I strongly dislike the push for all these bike lanes and taking away street parking downtown. Not everyone rides a bike it is dangerous to mix and encourage bikes and cars! Especially when the cars have to cross a bike lane to turn. If you want people to go downtown and spend \$\$ and eat out they need to be able to drive there and park. Just look how much of a nightmare it is to park when we have Friday music in the park..	10/26/2017 12:04 AM
259	Like the new ideas	10/25/2017 11:08 PM

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260	The city needs to create a position on staff for a person or team specifically dedicated to Downtown Improvement and vitality. They need to be in charge of fast tracking any projects or applications that improve the greater good for the whole community such as attracting and assisting companies/ developers and tenants interested and willing to invest in the Downtown retail and restaurant vision along with supporting micro studio/ small affordable and walkable mixed use infill residential units. The Office uses in the Downtown are an asset but are the biggest abusers of taking parking spaces. Because of limited or no enforcement, employees of retail and downtown offices effectively “camp” in their spots and the spaces don’t turn over. We always need parking but turnover of the spaces is the bigger problem. The city taking a pro- active tenant recruitment approach and alerting the general public that Pleasanton is motivated and open for change would be welcomed by people considering investing in our Downtown.	10/25/2017 11:05 PM
261	1. No residential on first floor and active use retail only. We need a vibrant active use commercial center in core area. Should not have banks and service businesses using prime retail space as dampens vitality. Should not have residential on first floor on primarily retail streets like Main and Peters and key side streets. 2. Love idea of food hall, like at Rockridge. A farmers market every day. We lost our meat and seafood market and need more.	10/25/2017 10:38 PM
262	Please leave downtown Pleasanton with its quaintness. Livermore has lost that with its transformation (too commercial and crowded).	10/25/2017 9:31 PM
263	It was difficult to answer some of the questions without big-picture context. For example - am I voting for an attribute that would move car traffic to the outer perimeter and promote more activities and vendor interaction inside the downtown area?	10/25/2017 9:26 PM
264	After living in Europe for two years we must make pedestrian/bike friendly areas with less cars. I love the ideas presented here. Also look into “super blocks” in Barcelona. They are remodeling parts of the city to reduce cars and increase pedestrians. It would also help if downtown could stay open later in the evening. Thanks!	10/25/2017 9:05 PM
265	Making Main Street pedestrian only on weekends would be great	10/25/2017 8:33 PM
266	(1) adding foot trail to either end of Main street with warm lighting (2) adding more trees to Sunol Blvd which leading to downtown; (3) improve asphalt road on Sunol Blvd and Santa Rita which make impression in/out downtown; (4) less office/bank, more unique stores in downtown; (5) financial support to small biz opening in downtown;	10/25/2017 8:25 PM
267	I like the options. By the way, 1 is the highest priority in my selection, there was no legend explaining that. Overall I'd love Pleasanton to become more pedestrian friendly, so people can spend time outside and walk without the danger of cars around. Think pedestrian malls. thanks and good work!	10/25/2017 8:19 PM
268	Parking garage and entertainment (theatre) would be awesome, especially MORE PARKING.	10/25/2017 7:40 PM
269	Pleasanton is not a destination anymore. People are going to Livermore, Danville and Walnut Creek for more exciting restaurants, wine bars and entertainment.	10/25/2017 6:54 PM
270	Water fountain features located in gathering places. LED lights in trees year round along Main Street and pedestrian only areas. "Duck pond" in an area to promote family gatherings and a place to sit, relax and enjoy nature.	10/25/2017 6:52 PM
271	Where will our library go? I would love for that to remain part of downtown. Literacy is essential; we should show how much we value it by keeping it in an area we all love and already frequent!	10/25/2017 6:38 PM
272	Taking away parking and replacing it at Bernal will kill the existing downtown. People do not want to walk. Even driverless cars need to go somewhere where not in use as does Uber and Lift.	10/25/2017 6:28 PM
273	need public bathrooms at parks	10/25/2017 5:49 PM
274	I love some of these designs for downtown; would really love to see a movie theatre like the vine. Somewhere to go in the evening other than out for dinner would be good.	10/25/2017 5:48 PM
275	I would like to see more bike racks closer to restaurants downtown.	10/25/2017 5:45 PM
276	Do not relocate city hall.	10/25/2017 5:33 PM
277	I would prefer to focus on one street north / south and one east/ west that provides priority to bikes over cars or even better disallow cars completely.	10/25/2017 5:22 PM
278	No	10/25/2017 5:14 PM

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279	The current parklett is ugly and poorly situated, almost but not quite, making Rose a one way street. Please do not use bare galvanized structures of any kind.	10/25/2017 5:07 PM
280	Needs to solve First Street traffic and accidents before adding more traffic.	10/25/2017 4:26 PM
281	test	10/25/2017 4:15 PM
282	Why so much about bikes?	10/25/2017 3:46 PM
283	NO residential! I do not like a hotel, this should be amenities for Pleasanton residents. Plaza with music.	10/25/2017 3:43 PM
284	love the ideas!	10/25/2017 3:33 PM
285	The questions drive you toward an answer, usually the middle answer. The building height question did not have an option to just increase building height, or where to.	10/25/2017 3:32 PM
286	Consider underground parking like the park across from Transamerica building in SF. Also remember that there are more people in Pleasanton than just those near downtown and these citizens deserve similar amenities within walking distance too.	10/25/2017 3:22 PM
287	Do not remove any trees. They are important to maintaining the home town feel of Pleasanton. Many people like the old style community feeling of downtown and do not want a more modern atmosphere. The new towering apartment buildings in Dublin are hideous. Please do not build high rise structures.	10/25/2017 1:56 PM
288	Main Street in our downtown is not a good location for safe bicycle usage. The streets are narrow and the amount of vehicle activities should be directed to use roads like Peters. If we loose the 10 coffee drinking bicyclists from sitting on Main Street in their stretch shorts, I am okay with that.	10/25/2017 1:26 PM
289	Do IT!!!	10/25/2017 12:47 PM
290	Will the structured parking be available to ACE riders? to those in the residential units? to visitors of the retail shops or theater? How will the parking be allocated? If a fee is charged for parking, how will spill-over parking in other parts of the downtown be prevented from those avoiding the fee?	10/25/2017 11:55 AM
291	Allow only retail on first floor (street level) and non retail needs to move upstairs, this helps to make downtown more shopping friendly	10/25/2017 11:06 AM
292	No whistle zones for trains	10/25/2017 6:58 AM
293	No more residential housing	10/25/2017 6:21 AM
294	The new Bernal Sports park was built and is being used, but the parking there is completely inadequate. It is a source of frustration every day for parents of athletes and people attending events. This is especially disappointing given that it was built from the ground up, and the planners knew how many cars would likely need to be acommodated given the number of fields and players, and the fact that multiple fields are used at the same time, etc. Please make sure that this same problem does not happen when this next project is undertaken downtown.	10/25/2017 6:12 AM
295	Housing and multi-story (3 or more) should not be allowed. Several cities in the peninsula have implemented this and lost all the character and charm the downtown Pleasanton area retains, not too mention all the increased vehicular traffic clogging the streets. Any additions or changes to the area should ensure its, smaller, traditional feel. Upgrades can be done but changes and additions should be limited in the downtown area. It's feel and ambiance are what makes Pleasanton downtown what it is and why people enjoy it, do not lose sight of that aspect.	10/25/2017 6:00 AM
296	Would like to see more outdoor seating options at cafes and more family friendly/affordable restaurants that aren't pizza. Definitely would like to see less auto traffic through downtown area and more pedestrian/bike friendly. Need a parking garage	10/25/2017 5:50 AM
297	I think that the Arts and Culture Town Square's location isn't very prime for gathering visitors. Something very dominant and extravagant will have to be placed there to attract more people I believe.	10/24/2017 9:55 PM
298	No	10/24/2017 7:47 PM
299	I don't think that the city should remove the existing trees on Main St.	10/24/2017 12:10 PM

Downtown Specific Plan Update

300	I'm not a fan of the configuration of types of uses in the option presented. I believe a lot of this will be decided by the market and the types of developers that want to occupy that space. I don't think housing is appropriate as an option on the existing civic center site. I would like to see a future parking structure somewhere, either near 157 Main or on the old SF Water Property (for ACE utilization also). In general, I am highly in favor of moving the Library and City Hall/Admin Offices to Bernal Park and would like to see the existing site redeveloped into a nice gateway attraction to downtown Ptown.	10/24/2017 11:31 AM
301	Keep some open space	10/24/2017 9:19 AM
302	I'm wondering why we need to give our entire downtown a "facelift." – Seems like surrounding towns and other towns without as much character as ours add a lot of visual amenities so that it has the look and feel and charm of ours. Are we trying to now replicate these "nouveau" main streets? Why? There are certain things that need to be addressed, such as parking, that are functional and impacts the user experience in the downtown. However the look and feel of ours is what others are trying to replicate – when they hang plants from arbors (maintenance!) and build generic (faux historic) buildings – so let's not throw the baby out with the bathwater!	10/24/2017 8:30 AM
303	Love the idea of making Downtown a more family friendly, enjoyable area. Right now it is not a destination like Downtown Livermore has become. We need to focus on bringing our community together and the high level changes would go far in accomplishing that goal. We still need an ice rink--incredible community opportunity! We have very few options for kids and teens in Pleasanton.	10/24/2017 7:33 AM
304	Slow down. Spend money wisely. All of this feels like a solution in search of a problem.	10/24/2017 7:24 AM
305	Pavers are a bad idea...slippery, hard to walk on. Close main street to large trucks, panel trucks. Need some large parking lots within walking distance of Main Street, or more signage	10/24/2017 5:56 AM
306	I wish the city would consult the residents when planning the economic stability of downtown.	10/23/2017 8:23 PM
307	Some of the survey forces the respondent to make choices on only the options presented. I would have preferred to look over the whole survey and before selecting choices. . Also, it would have been good to explain what a bump out thing is and indicate if 1 is the preferred choice in the directions. While I like the plans to increase bike use, the ped only streets option in the Civic center area doesn't allow for or mention bikes. If folks ride downtown with their family on their bikes, they should be able to get to the new park/open space area and gathering space on their bikes (with bike parking area). On Main Street (etc.) I am concerned about moving trees to widen the area for restaurants and for pedestrians. There are some very large trees, are you really suggesting we take all of them out? Or, are you going to pick and choose those trees which restaurant owners want out? I would rather just reduce the parking on Main and allow a safer route on Main for bikers. Couldn't the walkway be widened on the other side of the trees? Couldn't parking be eliminated on one side of Main Street so that the sidewalks could be widened? I do not support pop-out parks (eating areas on the street like the one by Cafe Main, Angela street) That street is too narrow as it is. Taking out parking spots will make the current eating experience more pleasurable. I support a parking garage nearer to the ACE train and in the lot just purchased by Pleasanton on Old Bernal across from the library not in the Civic Center area. We want to do everything we can to attract more retail/restaurants and gathering areas for events that will bring folks to our downtown. Do not increase the heights of buildings and make sure that we do put in trees between the buildings and the street – I dislike the look of those apartment/condos right on top of Peters or that huge 4,000 sq. foot house on St. Mary's. Keep it charming and reduce the congestion. More open space and no more housing. Housing doesn't bring residents downtown.	10/23/2017 8:18 PM
308	Please make changes!	10/23/2017 7:55 PM
309	Hopefully the plan will include a second left hand turn lane from bernal west to Sunol south...	10/23/2017 7:31 PM
310	I'm concerned that Pleasanton is becoming an "aesthetically pleasing" Instagram town. We are in need of a second Animal Control Officer and potentially more police officers and we turn a blind eye on our animals and police non emergency response times and spend loads of money on planters, bike racks, etc. Dont forget your roots, Pleasanton!	10/23/2017 7:19 PM
311	Peters should connect to Bernal	10/23/2017 7:03 PM
312	more retail; no new restaurants, downtown should be a destination and stay open past 7pm	10/23/2017 6:48 PM
313	I like the forward-directed thinking, overall. I would like to see more pedestrian-only (with bikes allowed, and reasonable delivery and disabled exemptions) zones/blocks/streets implemented.	10/23/2017 5:30 PM
314	Downtown needs BETTER FOOD to draw more people. The idea of a food market (like Oxbow) should really be explored. Would be a great place to showcase local wineries too.	10/23/2017 4:36 PM

Downtown Specific Plan Update

315	Consider parking structure on the lots across from the library that are proximate the train, the fairgrounds, etc. instead of across the street from the school as they appear to be planned.	10/23/2017 4:09 PM
316	Please do not place any more residential buildings. thank you	10/23/2017 2:44 PM
317	Huge supporter of projects that increase community use space. We desperately need a teen center (perhaps in the new library).	10/23/2017 1:43 PM
318	Some of the survey forces the respondent to make choices on only the options presented. I would have preferred to look over the whole survey and before selecting choices and would have preferred the option to go back and make changes. For example, what I selected for Division Street could have changed after the option for open space on the Civic Center was presented. Also, it would have been good to explain what a bump out thing is and indicate if 1 is the preferred choice in the directions. Not sure what "land use emphasis" means. While I like the plans to increase bike use, the ped only streets option in the Civic center area doesn't allow for or mention bikes. If folks ride downtown with their family on their bikes, they should be able to get to the new park/open space area and gathering space on their bikes. On Main Street (etc.) I am concerned about moving trees to widen the area for restaurants and for pedestrians. There are some very large trees on Main, are you really suggesting we take all of them out? Or, are you going to pick and choose those trees which restaurant owners want out? I would rather just reduce the parking on Main and allow a safer route on Main for bikers. Couldn't the walkway be widened on the other side of the trees? Couldn't parking be eliminated on one side of Main Street so that the sidewalks could be widened? I do not support pop-out parks (eating areas on the street like the one by Cafe Main, Angela street) That street is too narrow as it is. Taking out parking spots will make the current eating experience more pleasurable. I support a parking garage nearer to the ACE train and in the lot just purchased by Pleasanton on Old Bernal across from the library not in the Civic Center area. We want to do everything we can to attract more retail/restaurants and gathering areas for events that will bring folks to our downtown. Do not increase the heights of buildings and make sure that we do put in trees between the buildings and the street – I dislike the look of those newer apartment/condos right on top of Peters or that huge 4,000 sq. foot house on St. Mary's. Keep it charming and reduce the congestion. More open space and no more housing. Housing doesn't bring residents downtown.	10/23/2017 12:35 PM
319	A hall for meetings or events would be great, but if the fees are like all other buildings of this type, most local groups will not be able to afford using it.	10/23/2017 11:57 AM
320	Continue to explore options and present them to the community. More detail concept beyond bubble land plan diagram.	10/23/2017 10:54 AM
321	I would much prefer Pleasanton to retain her quality as a small but cozy suburban town, with strong community. I definitely would not like to see her evolve to be an urban or even city!	10/23/2017 9:38 AM
322	I really do not want our city library to move away from downtown. I use it all the time & I like that I can incorporate my visit there with a trip to the city, my office downtown, lunch or shopping downtown. Honestly, if it moves to the Bernal park/near the Bernal/680 freeway I will be much less likely to use it, stop by it for a quick visit. I don't mind as much the city offices & police moving as I don't go there often. But the library moving will be a huge disappointment for me. My preference would be to keep it all where it is. I think it's nice to have our city offices & police & library downtown.	10/22/2017 11:10 PM
323	Rezone the schools. Just digusted i have to drive 5 miles to high school instead of letting my kids ride their bike 1.8 miles. Are you building new schools or just hoping for the best with our impacted schools.	10/22/2017 4:44 PM
324	Tree lined street a must throughout. Parking without massive structure if possible. Plan should support and be supported by the small business that are in the area.	10/22/2017 4:04 PM
325	I have been trying to relocate my office to downtown Pleasanton for 2 years without success do to lack of options and medical zoning.	10/22/2017 10:55 AM
326	I think that the ideas in questions 6 and 7 would help us come together as a community	10/22/2017 10:16 AM
327	So excited for changes - downtown is very sad right now!	10/22/2017 9:57 AM
328	Parking is a major problem if residential units are added to downtown area as this reduces street parking for patrons.	10/22/2017 9:29 AM
329	More parking is essential to a vibrant downtown. I have tried to go downtown, but left due to inadequate parking. How many others have done the same.	10/21/2017 9:29 PM

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330	I would like more explicit non-auto transportation prioritization. Livermore surpassed downtown Pleasanton by focusing more on taking the traffic out. There's no other viable and healthy way.	10/21/2017 8:44 PM
331	Residents for service personnel. Please, fire, educators. Support work line environment	10/21/2017 10:03 AM
332	A parking garage should have already been built. I go downtown less frequently than I used to because parking has become so bad. I support making downtown more aesthetically pleasing but I do not support ANY reductions in street parking until a parking garage is built first. You take the money for parking impact fees but then you don't use it as intended. Also, reducing traffic flow will simply exacerbate traffic congestion until a plan is developed to deal with cut-through traffic. Finnnaly, I strongly oppose high density housing downtown. Enough already. Our infrastructure cannot support existing residents with the same high quality of life that we previously enjoyed. I support sustainable growth (infrastructure can handle the growth with no affect on schools, traffic, water use, crime, etc). Poor planning has significantly reduced the quality of life in Pleasanton.	10/21/2017 9:29 AM
333	1) Bike lanes on 1st and the transit corridor are both important to access shops and take turns on 1st. Also parking protected lanes take much less time to build than the Railroad bikeway. 2) Protected cycletracks are better than nothing but require very cautious engineering as cars do not expect "wrong way" travel. I prefer just protected bike lanes.	10/21/2017 9:10 AM
334	Thank you so much for reaching out to us. I do love the charm of our downtown. I feel that the sign above the main street little shops and the museum really make this place special. What I do miss is a variety of restaurants. Seems you can get Italian at every corner, but I often find myself not always going downtown if I have my family with me. More of a family friendly place would be great. For example the location of Blue Agave is wonderful it has seating outside for a great social atmosphere and inside and the back of the restaurant, yet it's not very affordable or welcoming for kids. I'd love a place that offered more of a casual social atmosphere for our families. I love the little stores that are owned by our community, yet sad to see larger stores come like the kids furniture store. We also need another place to hang out late. I find that Pleasanton goes dark after 10:00 and besides the Beer baron there should be another place for folks to go. This town has great industry that's attracting millennials yet our downtown isn't that appealing to that generation. I feel we all benefit form our town being attractive to all generations and local industry can employee our community. Just my 2 cents.	10/21/2017 8:11 AM
335	Fix or get rid of the eyesore building on Angela that is already 1/2 destroyed. Used to be joy restaraut.	10/21/2017 8:01 AM
336	Keep up the great work.	10/20/2017 7:23 PM
337	There should not be another hotel in downtown or residences on main street.	10/20/2017 2:18 PM
338	Right now Pleasanton might as well open a funeral Parlor down town as the "FUN" has been voted out of down town...rolling up the sidewalks. people need to be entertained and given a reason to enjoy the down town, and willing to tolerate these activities if you live there	10/20/2017 1:47 PM
339	This was supposed to be a specific plan 'update' but looks more like a complete downtown makeover for which all the detail about sidewalks, street trees, and furniture are a distraction from the key elements for which the update was originally intended. What elements of the 2002 plan remain relevant, which are outdated? What are obstacles and opportunities for a more vibrant retail, restaurant and entertainment oriented downtown? What policies and actions could be taken to help business succeed, to attract even more private sector investment? Our downtown's design guidelines and entire pedestrian oriented streetscape makeover of the 80's resulted in renewed investment by the private sector over many years and remains, in large part, why downtown Pleasanton is the envy of many cities and a magnet to residents and visitors alike. Surveys of this nature are fine and the input of consultants is helpful but in order to attract more private sector investment you have to involve and engage the private sector - the folks who take the risks. thanks	10/20/2017 1:07 PM
340	More young family options. Downtown has several coffee shops, banks, Italian, & Indian restaurants. This is the main difference between Livermore & Pleasanton.	10/20/2017 12:32 PM
341	Keep City center in its present location	10/20/2017 12:30 PM
342	More parking in the downtown area is definitely needed. As a resident of the Pleasanton Heights neighborhood (east of First Street), our street is frequently filled with parked cars while people are downtown, making parking for guests to our home hard to come by.	10/20/2017 12:18 PM
343	Need more night life, Livermore has trumped downtown Pleasanton as a nighttime destination.	10/20/2017 10:39 AM
344	I would like to see the City optimize the value of the Civic Center site even if that means adding housing units or reducing the amount of free parking.	10/20/2017 9:26 AM

Downtown Specific Plan Update

345	for #6 - include option that expresses displeasure in the proposals for Bernal and Main. In particular, don't want a theater! They never work	10/20/2017 8:57 AM
346	No more residential building or apartment complexes... PLEASE!!!	10/20/2017 7:31 AM
347	We need a parking garage within 1 block of Main Street. On Main Street, we need to preserve outdoor restaurant seating, while also widening the sidewalks for ease of walking. None of the options address both of these issues fully. The Division Street changes - to block off from cars - sound great - but are there enough other traffic avenues to get from Railroad to Main (without going through the hardware store parking lot)?	10/19/2017 8:57 PM
348	Please no more banks. Please get rid of the old tired out "businesses" that have past their time. Add places where people can come out to and mingle. Give us better ways to get downtown than our cars (trolleys for example)	10/19/2017 7:05 PM
349	I love the movement to smart cities ... making our areas more walkable. It is complex and worth the effort. Good ideas here.	10/19/2017 2:49 PM
350	We have to make sure pedestrians and bikers are well protected in the Downtown District.	10/19/2017 1:23 PM
351	Before offering my opinion on the location of the parking garage, I'd like to better understand traffic impacts and mitigation plans for the surrounding area. In example, will another stop light be added, Is there a benefit of this being located on the Bernal Property site instead, etc. Otherwise, the suggestion inferred in this survey are heading in the right direction.	10/19/2017 12:58 PM
352	Bicycle traffic should be prohibited on First Street. It is too dangerous. There is a lot of traffic, and no bike lane. I have witnessed a car/bike collision, with head injury. Bike lanes all over the city should be separated from cars by more than a painted line. There should be a curb or elevation change. Bikes and cars cannot share the same lanes safely, due to the vast difference in size and speed. Bicyclists routinely run red lights. There should be tickets issued for this, using cameras and license plates on bikes. If they are going to ride in car lanes, they need to obey car rules.	10/19/2017 9:17 AM
353	Diagonal parking on Main Street (see City of Montrose, CA (Near Pasadena). Need parking garage on site next to ACE station within Downtown (not at potential civic center site). Eliminate Main Street between Bernal and Case Avenue to increase park or intro a two story parking garage and eliminate left turn safety hazards into Main from Bernal. Avtheatre and mire retail require more parking. Proposed parking is not enough. Get cigarette shop property via eminent domain next to Firehouse along First Street to expand park.	10/19/2017 9:13 AM
354	Please do not build any residential units or houses!!!! Our little city is too crowded!!!! Class sizes in school are ridiculous for my 4th grader... 30 kids!! And one teacher!! If more people moved in to our city we need to address over crowding and traffic on 1st street as well as Sunol road in the morning... the line to get on 680s is at least 20 mins long!!!!!!!!!!!! PLEASE no more housing units or houses in Pleasanton!!!!!!!!!!!!!!!!!!!!	10/19/2017 8:19 AM
355	Just excited about the prospect of a facelift for our beloved Downtown!	10/19/2017 8:18 AM
356	I don't want to see housing downtown and do not approve of the restructuring of the civic buildings in the last question.	10/19/2017 5:59 AM
357	Nice job skewing the answers.	10/19/2017 3:52 AM
358	Yes. Please build a large parking structure in the Bank of America parking lot which is the only feasible area to do so. Also have the police enforce the 3 hour time limit for parking on Main Street because now all the employees downtown or parking there and leaving their vehicles there all day long which now means customers cannot park anywhere near the businesses they patronize.	10/18/2017 8:53 PM
359	Please take into serious consideration the remove of any parking spaces on Main Street. Being handicap, it is already tough to find parking and enjoy downtown without traveling a longer distance. Now all I have to do is wait till there's an open space. Thank You	10/18/2017 8:28 PM
360	- Consider providing some parking closer to the ACE train station - Consider creating blocks with residential use and blocks with office use - What about the arroyo at the other end of Main Street/Downtown? - When will we talk about land uses on Peters Avenue and Old Bernal?	10/18/2017 8:26 PM
361	There seems to be considerable emphasis on bike access. No t opposed to some access, but the suggestions make believe the emphasis is far too great..bikers have organized and impacted.	10/18/2017 7:37 PM
362	Downtown Pleasanton needs redevelopment now! PDA is useless and dated.	10/18/2017 7:29 PM

Downtown Specific Plan Update

363	There are many forced choices that I do not agree with when ranking the options for change on the surveyor the downtown streets.. I liked the options allowed on the Civic Center/Town Square questions that allowed for selection of changes rather than a defined 'package' of no changes to a high degree of changes. Thanks.	10/18/2017 7:02 PM
364	Pleasw keep the small town feel of Pleasanton, that's why we moved here 5 years ago. Eliminate urban dense housing plans throughout the city ad instead provide low cost housing options that have a spacious, suburban feel. We don't want to be like Dublin or San Francisco.	10/18/2017 6:53 PM
365	Your first question and set of options that include replacing current benches and street trees is a colossal waste of taxpayer money. The green furniture is almost cliché with Central valley downtowns. Our current benches are at least unique to the area. Taking out existing maturing street trees to move closer to canopy Main Street is also just plain dumb, a waste of money...and already been done in Livermore. The "plan" for the existing City Hall site does not have graphic representation of uses that matches the legend, so is a little worthless.	10/18/2017 4:35 PM
366	Please leave things the way they mostly are, as downtown Pleasanton should attract local residents only and not mimic Livermore's downtown.	10/18/2017 4:28 PM
367	We need a bigger playground downtown!	10/18/2017 3:27 PM
368	Please be sure to meet all the ADA guidelines for sidewalk width and elevator access in new construction. Street dining is great but those segments of the sidewalk should be bulbed out with trees/plantings and no parking at that point.	10/18/2017 3:19 PM
369	Quit trying to make out great downtown into Santana Row	10/18/2017 3:11 PM

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DOWNTOWN SPECIFIC PLAN UPDATE



COMMUNITY WORKSHOP REPORT

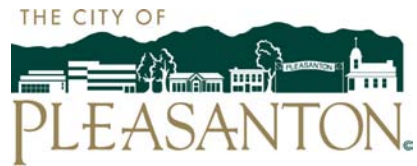


NOVEMBER 2017

Prepared by

DYETT & BHATIA
Urban and Regional Planners





DOWNTOWN SPECIFIC PLAN UPDATE

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I Workshop Overview

The City of Pleasanton has initiated a planning process to update its 2002 Specific Plan for the approximately 300-acre Downtown area. The Downtown Specific Plan is the City's guide for land use, housing, circulation, environmental, and economic development policies for Downtown Pleasanton. The Plan update will allow the community to assess its goals for development, investment in public goods such as sidewalks and bicycle lanes, and preservation that will positively impact residents and businesses alike. Though many of policies from the 2002 Plan remain relevant, revising the existing policies and drafting new policies is necessary in order to reflect the community's aspirations for the future. To that end, public outreach is a key component of the Downtown Specific Plan Update.

A variety of outreach methods have been employed in this process to-date, and include "pop-up" meetings at places like the Farmers' Market and First Wednesday Street Parties, in addition to online engagement, including a project website (<https://ptowndtown.org/>), social media, presentations to stakeholders and specific population groups such as youth and seniors, an email distribution list, and online surveys.

On November 1, 2017, the City held a community-wide workshop at the Pleasanton Public Library on preliminary options and strategies for Downtown Pleasanton originally presented to the Task Force in October. The objective of the workshop was to engage participants in a dialogue about design, streetscape, land use, and community benefits options for the planning area. The workshop was designed to help the City and the professional services team understand the community's preferences. Together with input from an online survey, the feedback from this workshop will help the Task Force and decision-makers recommend revisions to the City and professional services team to inform the development of the Downtown Specific Plan Update.

The workshop was structured to gain feedback from each individual participant as well as encourage participants to deliberate with one another to discuss options. A total of 20 community members attended the workshop. Members of the Task Force, City Council, Planning Commission, and staff attended the workshop to observe and facilitate, but not participate in the activities.

The workshop began with a presentation about the project. Following the presentation, attendees participated in three activities. At the beginning of each activity, City staff or a representative from professional services firm Dyett & Bhatia gave a brief overview of the options to be discussed. The workshop was structured around three main topics: the Civic Center site, community benefits, and streetscapes. The Civic Center and streetscape activities were focused around small group discussions. At the end of the discussions, one member of the public from each group reported findings to the rest of room. For the community benefits activity, attendees individually

Community Workshop Summary

placed dots on a board next to preferred benefits. Staff reported results from this activity to the rest of the room. Key findings from the workshop's three activities are summarized on the following pages.

2 Key Findings

2.1 Civic Center Site

The first part of the workshop was dedicated to discussing the Civic Center site. Attendees divided themselves into four tables. Each table had a map of the Arts and Culture Town Square concept for the Civic Center site, as well as summary data including proposed residential units, non-residential square footage, and parking spaces at the site. Participants were asked to discuss what they liked about the concept and whether there were elements (such as a food hall and pedestrian-only streets) that should be incorporated or considered. The Civic Center concept presented at the workshop is included as Appendix A. Flipchart notes from this activity are in Appendix C.

Below are key findings from this activity:

- Attendees liked the idea of a big, centrally-focused **town square**. Many thought the town square in the site plan was too small, and could benefit from being larger.
- Some attendees were supportive of **residential development**, but some had concerns.
 - Some attendees thought the residential uses proposed in the concept for the site were well-scaled to Downtown and made sense on this site given its proximity to the ACE Station. Most attendees in favor of residential development opined that it should fit in with the design character of Downtown. Preferred residential product types for this site included townhomes and mixed use (with an active use on the ground floor).
 - Others felt residential uses would be out of scale and character with the existing Downtown.
- Attendees generally liked the **theater** concept. Some tables liked it as a theater for movies, while others thought it should be used for live productions. Many thought that a theater would be a great place for young people to congregate. However, some attendees raised concerns about the economic viability of a theater on this site, given the close proximity of the Firehouse Arts Center nearby and the Vine Theater in Livermore.
- Many thought the site plan needed better **pedestrian connections to Main Street**. Some expressed concern that the new development would draw activity away from Main Street.
- Some thought the **existing Civic Center and/or library** should not move. Some participants also thought that the library should stay in its current location or close by

on the site, but that it should be expanded. (In other words, the library as a use was more important than the current library building per se.)

- Many attendees thought the **parking structure** should move to the lot next to the ACE Station so that it could be shared by new development and ACE train users. Many small-group tables did not like the location of the parking structure on Bernal Avenue. Some thought this concept did not have enough street parking.
- Attendees thought the new development should match the **character of Main Street**. Many did not like the idea of buildings taller than existing structures on Main Street on the Civic Center site.
- Ensuring convenient **east-west bicycle and pedestrian connections** from Main Street to the ACE Train was important to many attendees. Some thought there should be a pedestrian-only east-west street.

2.2 Community Benefits

In this activity, workshop attendees were asked to consider which community benefits (if any) would justify allowing an additional building height of up to one story within the Planning Area (focusing on the commercially zoned uses, rather than existing residential uses). On a large board, attendees placed up to one dot next to each benefit they were in favor of, including affordable housing, public open space, and none. Attendees were also given the option to write other ideas on a post-it note and place it on the board under “other.” Results from this activity are transcribed in Appendix C. A photograph of the board is in Appendix D.

Below are key findings from this activity:

- **Affordable housing** had 7 dots.
- **Public open space** had 12 dots.
- **Public art** had 10 dots.
- **None** had 5 dots.
- **Other** ideas suggested included youth centers/services, childcare, bicycle infrastructure, affordable housing (prioritized for those who live and/or work in Pleasanton), public parking, trees, dog-friendly places, pedestrian infrastructure, parklets, and skating parks.

2.3 Streetscape Options

In this final activity, workshop attendees reconvened with their tables from the first activity. Each table had a printed renderings of streetscape options for Main Street, Peters Avenue, First Street, and Division Street. Attendees were asked to discuss what they liked and disliked about the options, and how they would mix and match design elements. Participants could also suggest different ideas for the various streets. The attendees closed the discussion by ranking design

options. The streetscape options considered at the workshop are included in Appendix B. Flipchart notes from this activity are in Appendix C.

Below are key findings from this activity. Final voting results are included in a table after the key findings:

- **Main Street:**
 - Many were concerned about removing and replanting existing trees.
 - Some tables liked decorative pavers, while others were concerned about mobility issues that could result from uneven surfaces.
 - One table advocated converting Main Street into a one-way street (with Peters Avenue providing the “couplet” in the other direction).
 - Main Street needs to be safe for pedestrians and bicyclists. Wider sidewalks are needed on Main Street.
 - On-street parking is important.
 - Consider removing the center turn lane.
- **Peters Avenue**
 - Two tables liked the cycle track. Some worried bicyclists on a two-lane cycle track would not stay in their lanes and would ride too fast (defeating the purpose of enjoying Downtown on a bike).
 - If Peters Avenue undergoes the changes in the medium- or high-degree options, the City must make sure the street is safe for bicyclists and pedestrians.
 - The parking and bicycle lane shown on the east side of Peters Avenue in the medium-degree change option should be interchanged such that the parking is in between the bike lane and the vehicle travel lane (as is shown on the west side to provide a buffer to cyclists).
 - Bicyclists should have a say as to whether they prefer lanes or a cycle track on Peters.
- **First Street**
 - Street parking needs to stay.
 - Because First Street is a busy corridor, many attendees thought bicycle lanes do not belong on the street. Many liked the concept of separated bicycle lanes on the nearby Transportation Corridor in the medium-degree option.
- **Division Street**
 - Most liked the idea of closing Division Street to cars, though some were concerned about the effects of doing so would have on businesses along Division Street.
 - If Division Street is not closed to cars at all times, it could be closed for events or in the evening.

Table 1: Voting Results from Streetscape Options Activity

<i>Street</i>	<i>Table 1</i>	<i>Table 2</i>	<i>Table 3</i>	<i>Table 4</i>
Main Street	Existing/Medium	High	High	Medium
Peters Avenue	Medium/High	Medium	High	No consensus
First Street	No consensus	Medium	Medium	High
Division Street	High	High	Medium/High	Medium

Note: Table shows the options with the most votes per table. Two options are listed in instances of ties.

3 Next Steps

The City will present the findings of this workshop and the online survey (which presented the same material and posed similar questions) to the Task Force. Task Force members and decision-makers will review these findings and provide direction for revising the Downtown Specific Plan. Staff and the professional services team will prepare a revised Downtown Specific Plan present it to the Task Force, and subsequently at public hearings to various commissions and City Council.

Appendix A: Civic Center Concept

PLEASANTON CIVIC CENTER ALTERNATIVE ARTS & CULTURE TOWN SQUARE

This alternative aims to make the end of Main Street a new destination. It builds on the arts and culture already present in downtown Pleasanton.

- It includes entertainment uses like a theater, outdoor event spaces, and restaurants.
- The majority of housing comprises of live-work units that can be flexibly-used by artists and small businesses
- A boutique hotel with small conference rooms is placed centrally for community gatherings
- All uses are served by a district parking garage along Bernal Avenue designed with a facade that reflects the character of Main Street
- Block 1 can be developed in phases starting with the hotel, square, and theater, and the library and police department building remaining in place. Parking can be accommodated in Block 1 and other blocks temporarily before the parking structure is built.

TOTALS

RESIDENTIAL (PARKING PROVIDED ON SITE)	UP TO 140 UNITS
NON-RESIDENTIAL SPACE	190,000-210,000 SF
NON-RESIDENTIAL PARKING SUPPLIED	700-725 SPACES

Block 1 - On Bernal between Old Bernal and Main Street

Office (2-3 stories)	94,000 sf
Residential (apartments)	30 units
Theater	450 seats
Town Square	0.4 acres
Retail (Restaurants on Town Square)	15,000 sf
Hotel	60 rooms
Parking Structure (2 levels)	480 spaces
Building Heights (2-3 stories)	30-40 feet

Block 2 - Old Bernal and Peters

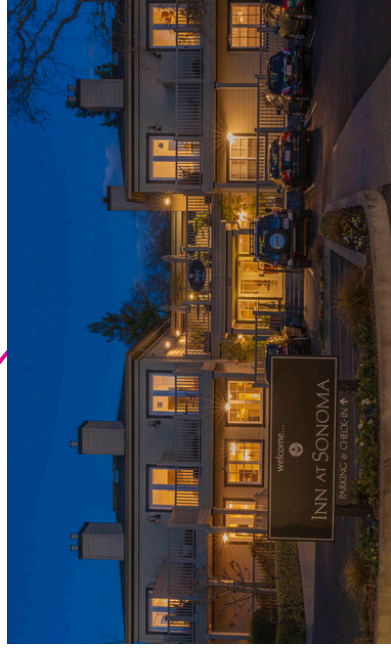
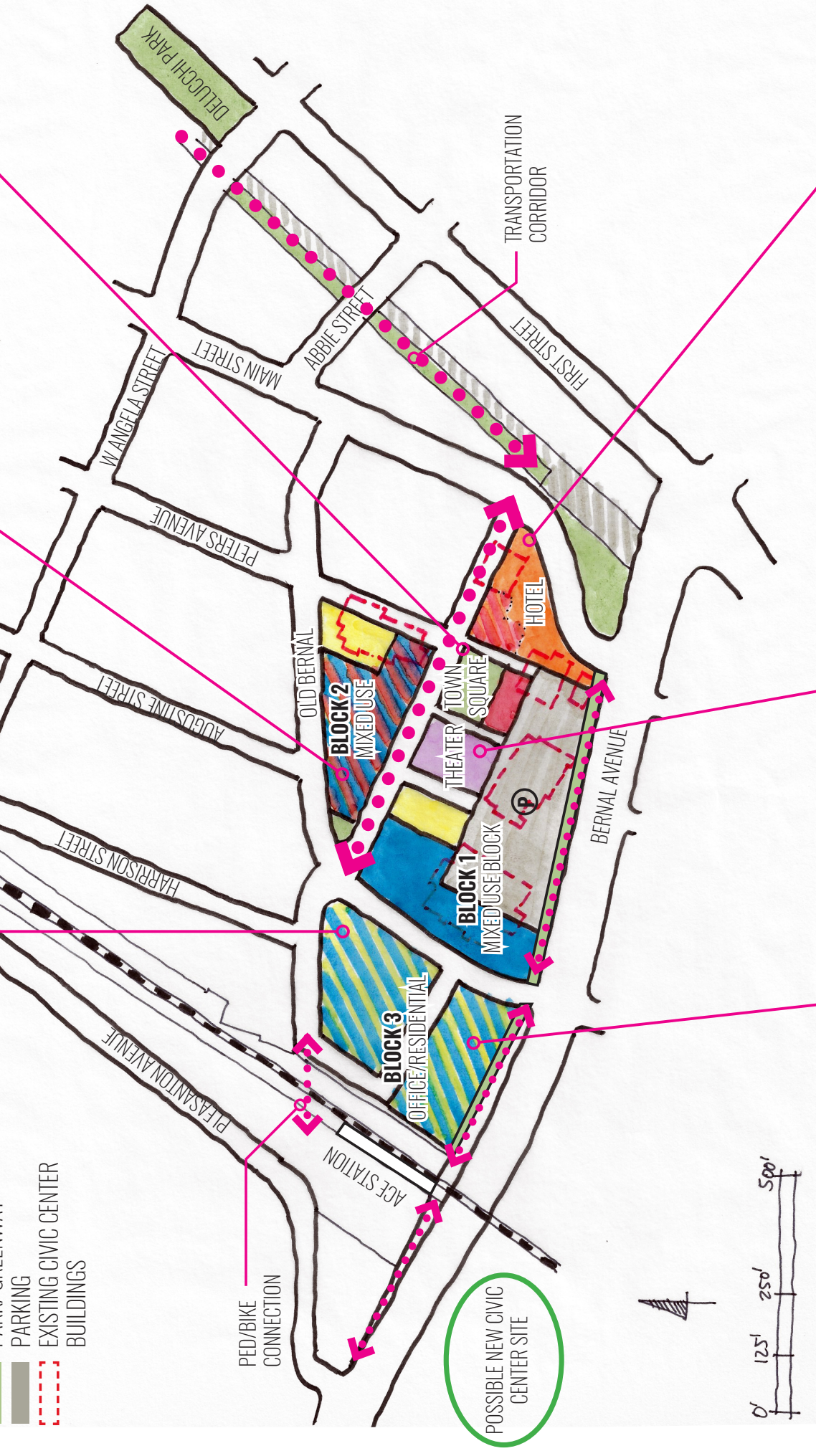
Retail (at the ground floor, restaurants)	13,000 sf
Office (2-3 stories)	35,000 sf
Residential	30 units
Building Heights (2-3 stories)	30-40 feet

Block 3 - By ACE Train

Office	46,000 sf
Residential	80 units
Building Heights (2-4 stories)	20-40 feet



- RETAIL
- OFFICE
- RESIDENTIAL
- PARK/ GREENWAY
- PARKING
- EXISTING CIVIC CENTER BUILDINGS



Appendix B: Streetscape Concepts

Summary of Streetscape Options

Street Name	Medium-Degree Change	High-Degree Change
Main Street	<ul style="list-style-type: none"> • Move trees for wider sidewalks • Enhanced materials 	<ul style="list-style-type: none"> • Move trees and café dining for wider sidewalks and parklets • Enhanced materials
Peters Avenue	<ul style="list-style-type: none"> • Provide green-backed bike lanes by narrowing lanes • Provide trees in parking area • Provide bulb-outs 	<ul style="list-style-type: none"> • Provide cycle track by narrowing lanes, • Provide trees in parking area • Provide bulb-outs
First Street	<ul style="list-style-type: none"> • Use proposed corridor for bike path. Provide left turn pockets 	<ul style="list-style-type: none"> • Provide green-backed bike lanes by removing parking

Street Name	Low-Degree Change	Medium-Degree Change	High-Degree Change
Division Street	<ul style="list-style-type: none"> • Open to motor vehicles • Planters define widened ped zone 	<ul style="list-style-type: none"> • Semi-open to motor vehicles • Curbless, paver paving, trees 	<ul style="list-style-type: none"> • Closed to motor vehicles • Curbless, paver paving, trees, art

MAIN STREET

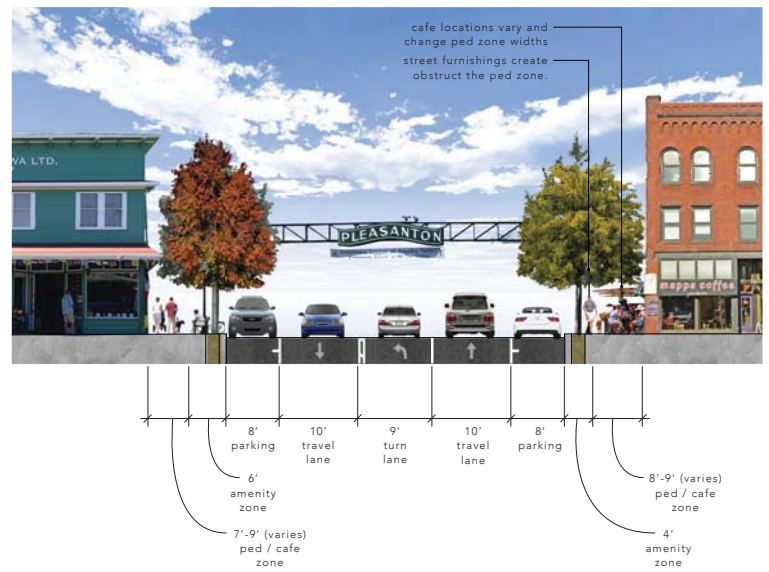
Note: Typical section, does not represent all cases or dimensions

Prepared for the October 10, 2017 Task Force Meeting

Existing

The existing character of Main Street has small-town charm and a pedestrian scale.

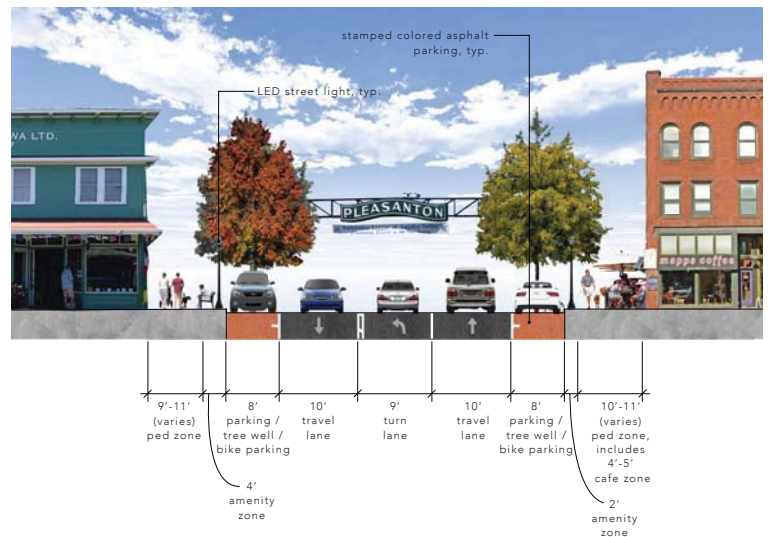
- Existing amenities include benches, shade trees, single-use bike racks, and other street-side furnishings, such as newspaper stands and planters.
- Lighting and shade trees are available along the entirety of the roadway and are spaced consistently.
- Tree grates and benches are also available, but do not have a cohesive design aesthetic and are infrequently placed.
- Main Street has an abundance of popular shops and restaurants, and many restaurants have outdoor dining. Due to the vast array of features and activity along Main Street, the pedestrian zone is occasionally impacted.



Medium-Degree Change

This option retains many of the existing site furnishings and sidewalk pavement on Main Street.

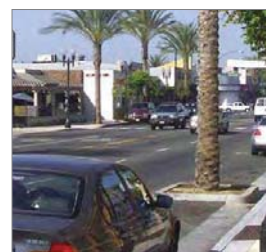
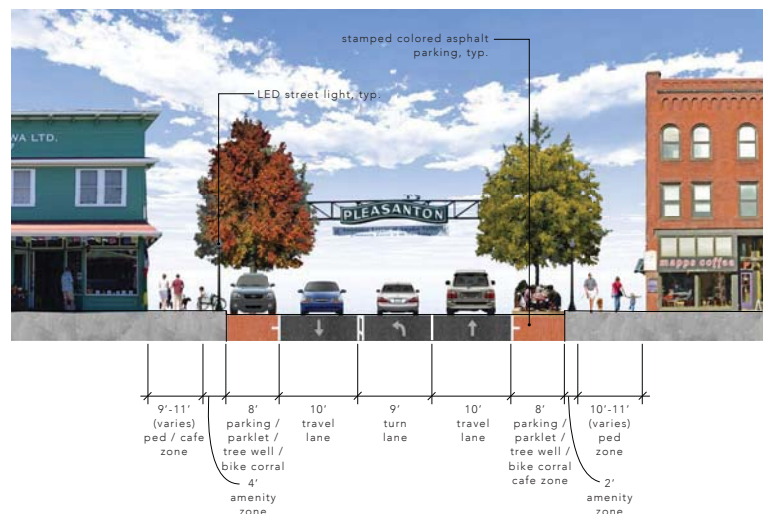
- Proposed features include Pleasanton green metal benches and the use of a colored stamped asphalt for the parking zones.
- The shade trees are relocated to the parking zone as a phased process and provide a canopy over the street and sidewalk areas.
- To maximize the pedestrian zone, outdoor dining is reduced, unless the pedestrian sidewalk area can be kept at 6'-0" minimum.
- Additional features include visible parking signs, wayfinding signs, hanging flower baskets, replacement of corner/bulb-out paving with colored pavers, and addition of seating and shelter at bus stops.



High-Degree Change

This option proposes Pleasanton green, thematic metal site furnishings in addition to benches, such as bike racks and trash bins, and brick-like paver pavements on Main Street to enhance the small-town aesthetic.

- Shade trees are moved to the parking zone as a phased process.
- The parking zone is a shared use area with parklets for business use and bike corral parking.
- Where outdoor dining is desired, it would be accommodated through a parklet, which would replace parking and extend the pedestrian zone.
- Other amenities and enhancements to the street are as noted in the medium-degree changes.

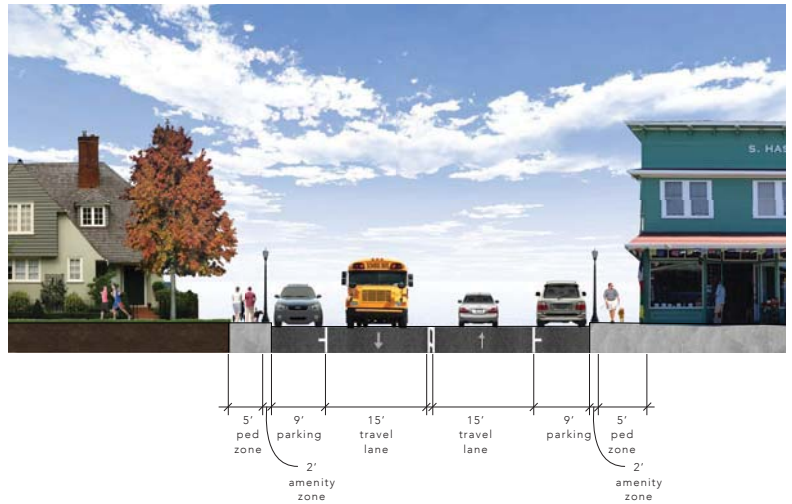


PETERS AVENUE

Note: Typical section, does not represent all cases or dimensions
 Prepared for the October 10, 2017 Task Force Meeting

Existing

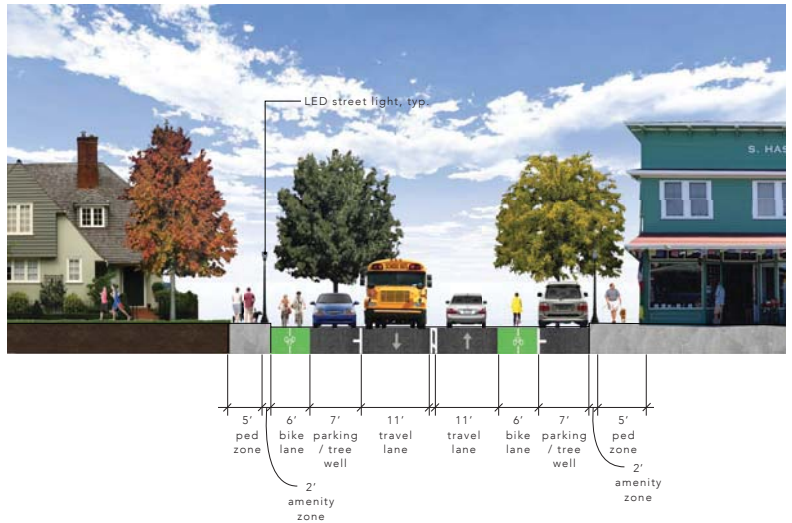
- Peters Avenue is a bus route corridor and includes street parking and two travel lanes, 15'-0" width each.
- Peters Avenue does not have a tree canopy like Main Street or First Street.
- Street lights run the length of the street and match those found on Main Street.



Medium-Degree Change

This option introduces street trees, bike facilities, and additional lighting.

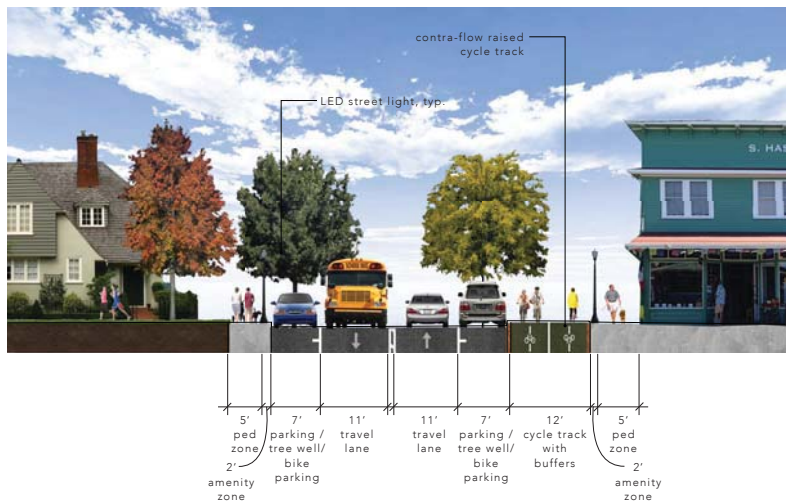
- Parking areas and travel lanes are narrowed to accommodate two bike lanes.
- Parking is used as a buffer for the bike lane on the west side.
- Parking on the east side is on the curb to provide bulbouts and shorten walking distances.
- In both parking areas, street trees are introduced to create a shade canopy over the street and sidewalk areas.
- Travel lanes are narrowed to 11'-0" to control travel speeds and provide a quieter and safer environment for pedestrian and bicycle users and match the feel of Main Street.



High-Degree Change

This option carries forward the enhancements from the medium-degree change option, and is supplemented by infrastructure changes including:

- Pavers at sidewalk to match the aesthetic of Main Street.
- Providing a raised contra-flow cycle track.



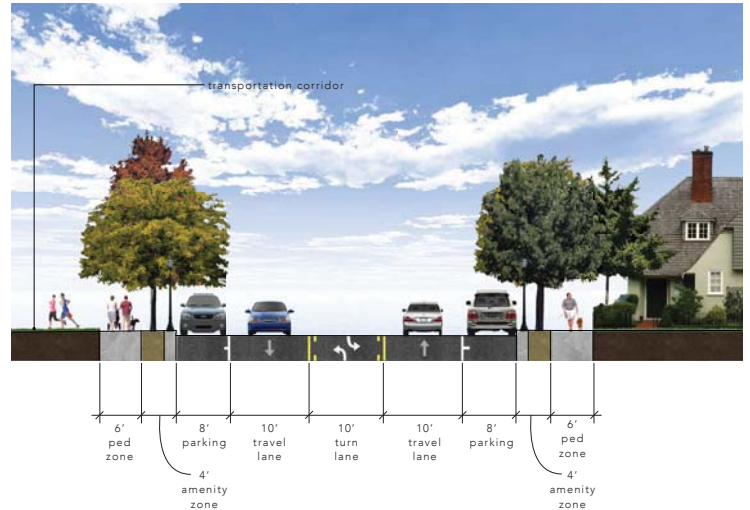
FIRST STREET

Note: Typical section, does not represent all cases or dimensions

Prepared for the October 10, 2017 Task Force Meeting

Existing

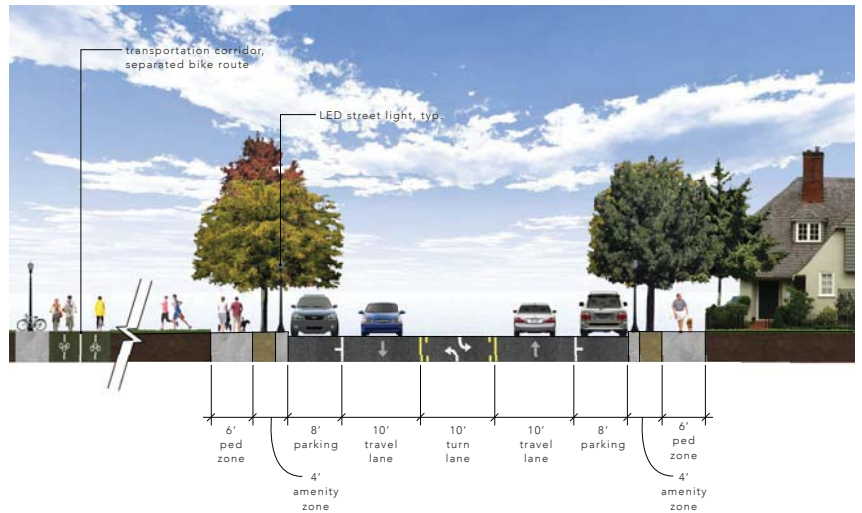
- First Street is a major thoroughfare in the City and caters itself to vehicular traffic.
- Amenities are infrequent along First Street, except for lighting, which is a black metal post style.
- A mature tree canopy lines the roadway and provides shade and a comfortable climate for pedestrians.



Medium-Degree Change

This option preserves the roadway design for vehicular use and provides a bicycle and pedestrian route away from the roadway by utilizing the future transportation corridor.

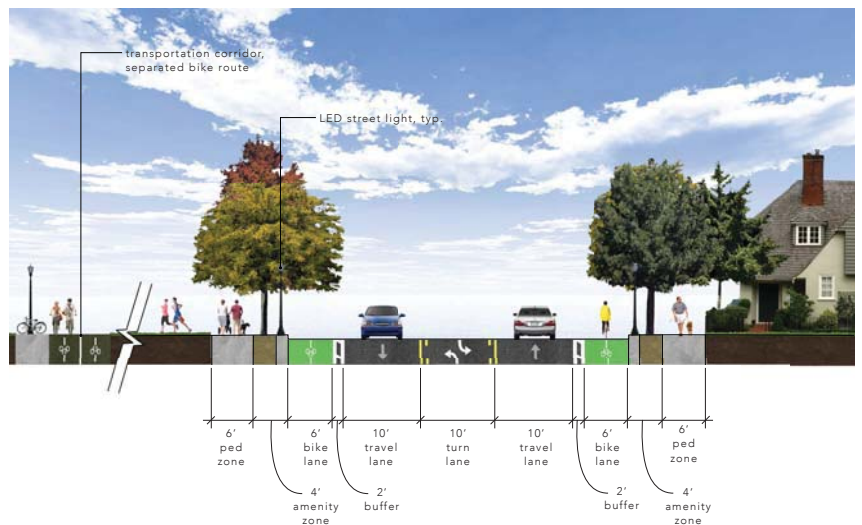
- This option connects the bicycle and pedestrian trail to existing facilities and leaves the roadway unchanged.
- Street furnishings, such as bike racks and benches, are added, along with additional lighting along the existing sidewalk and proposed trail route.

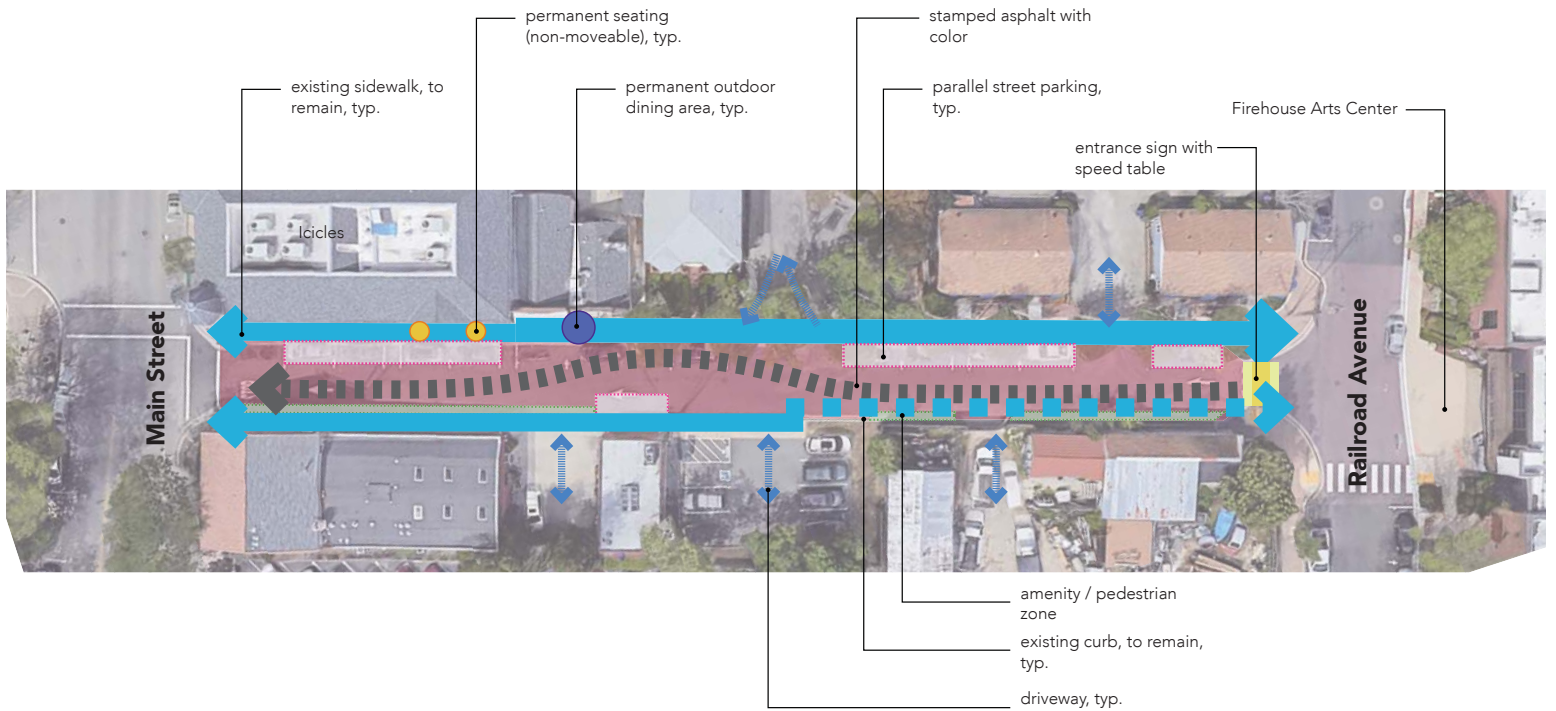


High-Degree Change

This option redesigns the roadway by introducing green-backed bike lanes to the street.

- The bike lanes will replace the parking area and include buffers.
- Bulb-out crosswalks will be included to reduce the pedestrian walking distance.
- Adding bike lanes to the street transforms First Street into a multi-modal transportation corridor.
- Other enhancements from the medium-change option are included and expanded upon to maximize the pedestrian and bicycle opportunities.

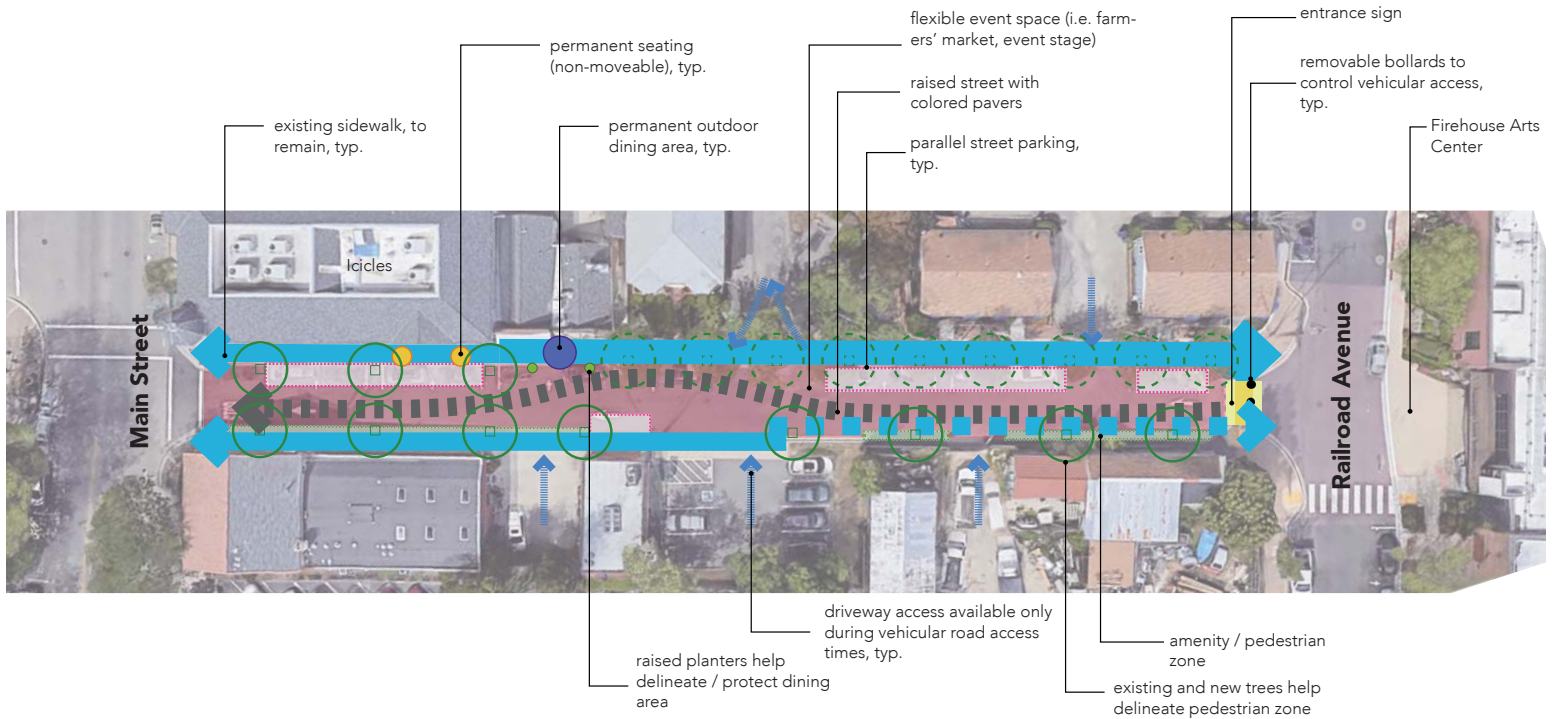
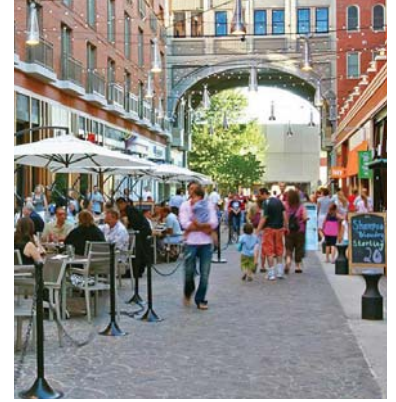




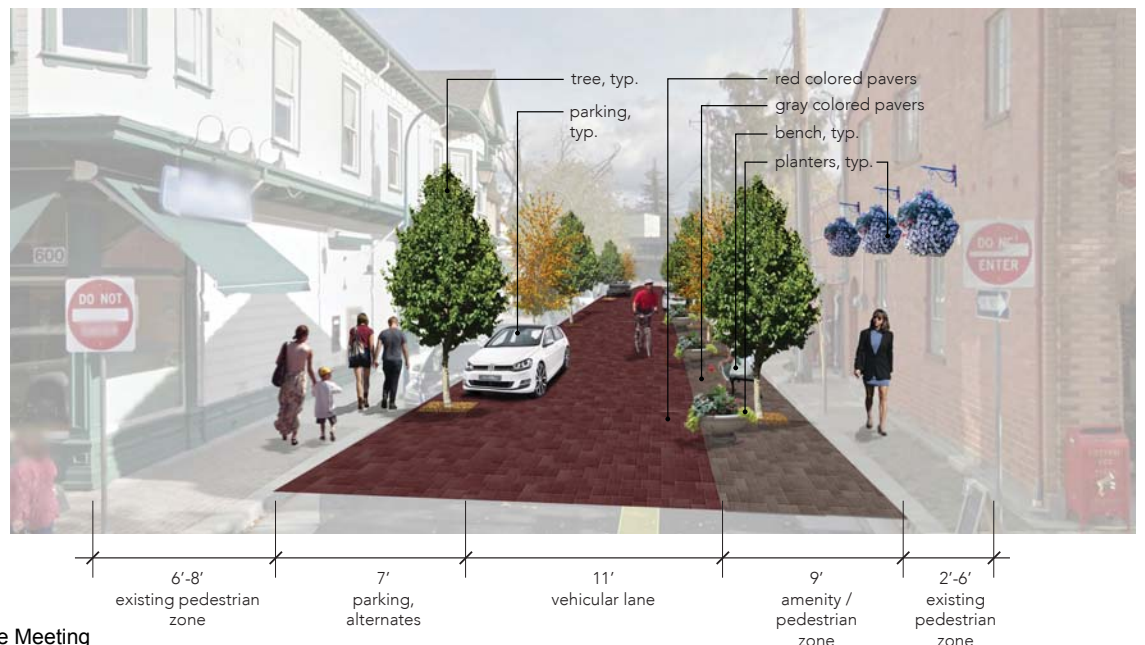
The shared street with low-degree changes remains a one-way vehicular roadway and introduces more pedestrian-scale street details, such as planters and more aesthetically pleasing stamped paving. Parallel parking areas will alternate between the north and south side of the curb to help slow down motorists. The function of Division Street will see little change but the pedestrian connection to Main Street will be improved.

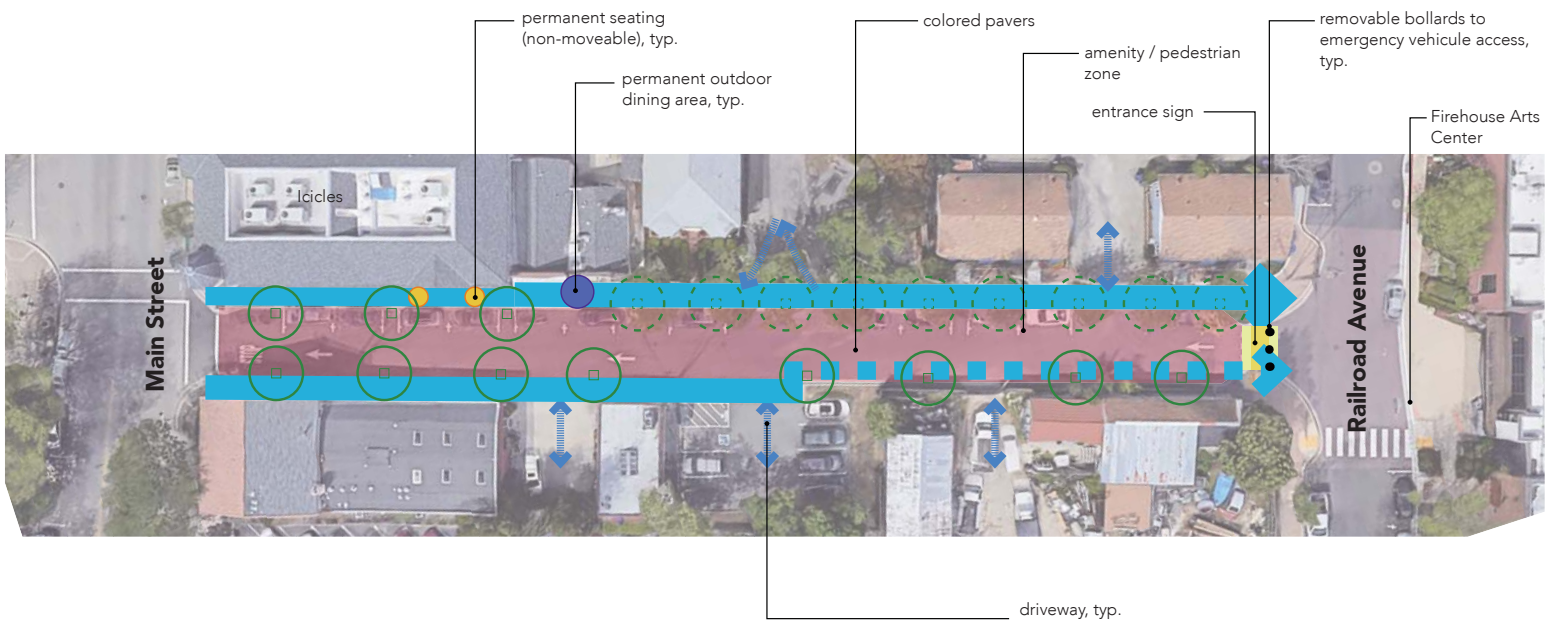
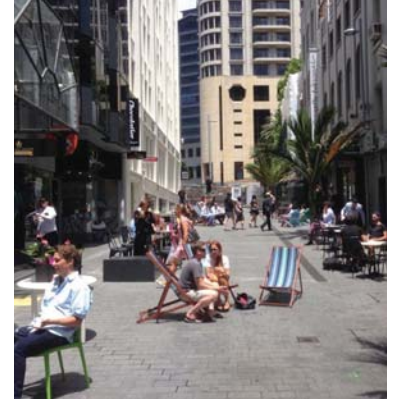


Prepared for October 10, 2017 Task Force Meeting



The shared street with medium-degree changes allows Division St. to host community events and limit motor vehicle use to non-event times. Amenities, such as street trees, shade, landscaping, seating, and widened pedestrian zones, as well as changing the surfacing to a stone paver, help to create a more walkable and enjoyable environment.





The shared street with high-degree changes prioritizes the street for pedestrian users, with vehicular access only for emergencies. Planters and bollards help identify the pedestrian corridor and prohibits vehicular use. The curbs have been removed to maximize the pedestrian zone and function as a downtown thoroughfare and a safe connection between the Firehouse Arts Center and Main Street. This design also includes additional seating, lighting, landscaped areas, festoon lighting, and trees for shade. With these changes, Division Street can become a downtown hub for community events and activities.



Appendix C: Flipchart and Board Notes

ACTIVITY 1: CIVIC CENTER CONCEPTS

- Table 1
 - Likes
 - Town square – (could be bigger)
 - Boutique hotel
 - 2-story scale
 - Theater (for movies)
 - Parking garage (for ACE users)
 - Things to consider
 - Connections to Main Street
 - Possibly re-locate hotel adjacent to Bernal
 - Relocate parking garage closer to ACE station
 - Wider connections to Main Street
 - Larger town square
 - Dislikes/Concerns
 - May take away from Main Street
 - Location of parking adjacent to Bernal Avenue
 - Amenities are squeezed in
 - Economic justification for Civic Center
- Table 2
 - What is option if Civic Center doesn't move?
 - What do we like?
 - Likes residential
 - Living Downtown will reduce parking and traffic impacts and make it easy to walk Downtown.
 - Well-scaled to downtown
 - Walking Downtown would be good
 - What would residential look like?
 - Can Downtown be “transferred” to new area? Small businesses contribute to Downtown.
 - No mega box stores
 - Maintain character of Downtown while keeping uniqueness
 - What about parking for vehicles? Parking important!
 - Parklets are not good
 - Housing needs to be well-scaled to Downtown
 - Love town square
 - What changes should be made?
 - Streets pattern is ok, depending on the area
 - Like smaller streets
 - Would like east-west street to be pedestrian only
 - Make sure there is parking
 - What other elements should be implemented?
 - Would like live music around town square
 - Sonoma Town square is a good example to follow

- East/west street should be pedestrian only
 - Townhouses would be ok?
- Table 3
 - Like idea of pedestrian-only/car free street
 - But, how do you get to the parking?
 - Moving parking closer to ACE station would open up Bernal Avenue frontage
 - Like concept of connecting ACE better to Downtown
 - More bikeable
 - “Gateway” uses could go near the station – like Fruitvale or Pleasant Hill BART
 - Mix in the parking and ground floor retail
 - Parking can serve station and rest of Downtown
 - Theater: great idea, but would it work economically?
 - Maybe make it multi-use for plays, and community productions, like Firehouse Arts Center
 - Library currently serves kids and youth. The rest of Downtown is not so friendly to kids
 - Could there be a teen center?
 - Theater could be a youth anchor or a maker space?
 - Library – would it be bigger on SFPUC site? It would be close to schools.
 - Housing
 - Would give people more housing options
 - Single-family not suitable for Downtown
 - Could live close to train
 - In favor of housing Downtown, especially near ACE station
 - Like mixed use
 - Makes Downtown a livable place
 - What is missing from Downtown now?
 - BBQ , beer garden
 - Crepe shop
 - Parking!
 - Bike hardware store
 - Grocery store near homes
 - Quick service restaurant e.g. chipotle
 - Height?
 - Next to ACE would be ok for taller buildings, but would the noise be too loud for residents?
 - 2-4 stories
 - Keep it at a “human scale”
 - No “canyon;” no Walnut Creek
 - Circulation
 - Don’t want parking garage entrance/exit on Bernal Avenue
 - Interested in pedestrian-only streets
 - Like Main Street concept
 - Open space – there should be a dog park separate from town square, especially if there is a lot of housing

- 3 main takeaways:
 - 1. Civic Center needs to be pedestrian and bike friendly, while still having good parking options
 - Provide connections to ACE station and rest of Downtown
 - 2. Housing is a positive
 - 3. Theater and space for youth/teens
- Table 4
 - Like:
 - Green space. Would like more on block 3.
 - Vine-style theatre
 - Changes:
 - Should be one-story only. No 3-story buildings
 - Higher story buildings may be ok to allow more pedestrian and green space
 - There should be bicycle and pedestrian-only parts of Main Street and Downtown
 - ACE parking should be near SFPUC site
 - New parking should not face existing housing
 - Improve biking
 - Move parking off Bernal
 - Keep library on existing site, but expand facility
 - Library can have a theater
 - Parking can go under library
 - Concerns:
 - Noise
 - Small theaters can't compete, have closed historically
 - Safe streets (i.e. kids biking)
 - Too much development has changed rural character
 - A lot of store turnover on Main Street
 - Too many massage services and salons

ACTIVITY 2: COMMUNITY BENEFITS

Which community benefits, if any, would justify allowing additional height of up to one story?

- Affordable housing: 7
- Public Open Space: 12
- Public Art: 10
- None: 5
- Other
 - Youth center or youth services
 - Low buildings like Carmel/Sanibel Island. Have a great feel
 - Childcare, bike lanes, bike racks
 - Affordable housing to be prioritized to those who live and/or work in Pleasanton
 - Bike lanes
 - Larger setbacks above standard height limit
 - No housing downtown, Parking by ACE to help the neighborhoods that are impacted with cars, town center so you can sit and eat and look at something beautiful and not cars
 - Trees
 - Dog-friendly places
 - Improved connections to adjacent areas (e.g. pedestrian bridges?)
 - Up to 3 stories for housing and commercial is ok
 - Bike racks
 - Eliminate auto traffic to connect public areas
 - Fun things for kids to do, trees
 - Parklet
 - Skating park
 - Park space
 - Try to incorporate some historical elements into the town square, open up the old railroad (ACE Transportation Corridor) as a path (get rid of the gravel)

ACTIVITY 3: STREETScape CONCEPTS

- Table 1
 - Main Street
 - Need special parking markings for street parking
 - Concern: removing trees. It is impractical to relocate trees
 - Like pavers
 - Peters Avenue
 - Like cycle track
 - 1 bike lane per arterial is sufficient
 - Concerned about 2-way cycle track
 - City needs to get feedback from bike/trails committee before selecting an option
 - First Street
 - There should be no bikes on First Street. Bikers should use Peters Avenue
 - Cannot eliminate bikes from this thoroughfare
 - Need some accommodation for bikes
 - Division Street
 - Should be closed off to cars
 - Options would increase pedestrian activity
 - Like pavers
 - Concerned about existing businesses if no cars allowed
- Table 2
 - Streetscapes
 - Main Street
 - Consider one-way option between Main Street and Peters Avenue
 - Not in favor of decorative paving due to uneven surfaces (might be dangerous for people with mobility issues)
 - Do we really need turn lanes on Main St?
 - Bikes/biking not safe on Main Street
 - Not safe for pedestrians because of cars
 - Add traffic calming measures
 - Peters Avenue
 - Many cyclists may not stay in lane on cycle track
 - Bikes should go slow too
 - Preference for medium-degree change
 - Swap parking and bike lane on east side of Peters Avenue in medium-degree change.
 - First Street
 - Residents use parking along First Street. Cannot remove.

- Width of First Street makes it difficult for pedestrians to cross. City needs to slow traffic
 - Consider expanding sidewalk and leaving travel lanes as is
 - Leaning towards medium-change option
 - Leave vehicle access to Livermore
 - Division Street
 - Enforcement problems possible with medium-option. Must be either pedestrian-only or cars-only.
 - All except one person supports high-degree option
- Table 3
 - Main Street
 - Availability of parking behind buildings on-street is important
 - Wide sidewalks are good
 - Parking garages may help relieve parking
 - Consider making Main Street one lanes in both directions and maybe remove center lane
 - The tradeoff between parking vs wider sidewalk can potentially happen on a block-by-block basis
 - Voted for high-degree change
 - Peters Avenue
 - Cycle track is a good change
 - High change could attract more activity and businesses
 - Voted for high-degree change
 - First Street
 - Medium-degree change with bike corridor is good
 - First Street is a primary transportation corridor during commute
 - On-street parking is important for residents
 - Voted for medium-degree change
 - Division Street
 - Should be pedestrian-only, except for emergency cars
 - Implementation could be phased for businesses
 - Could potentially close at night only
 - Like special paving
 - Makes great gateway to Firehouse Arts Center
 - Voted split between medium- and high-degree changes
- Table 4:
 - Main Street
 - Remove dedicated turn lane
 - This may reduce cars
 - Having a turn lane could cause more traffic
 - Need wider sidewalks
 - Only move trees when life of tree ends
 - Votes:
 - High-degree change: 1

- Medium-degree change: 2
 - Existing: 0
- Peters Avenue
 - Bike lanes should be on main streets, not side streets (like Peters Avenue). It is nice to see destination at night from bike lane.
 - Also concerned Main Street isn't safe for bikers
 - Votes:
 - Existing: 1,
 - Medium-degree change: 1
 - High-degree change: 1
- First Street
 - Street works as is, leave it as is
 - Needs to be quieted it down, make people use freeway
 - Too much commuter and cut-through traffic
 - Votes
 - Existing: 0
 - Medium-degree change: 1
 - High-degree change: 2
- Division Street
 - Close sometimes for events
 - Would compete with Civic Center town square if closed
 - Worry about cut through traffic if closed. Where would it go?
 - Would want traffic redesigned to accommodate additional cut-through opportunities
 - Like being able to cut through on this street.
 - Worry about existing business if closed to cars.
 - Votes:
 - Low-degree change: 0
 - Medium-degree change: 2
 - High-degree change: 1

Appendix D: Community Benefits Board

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