

ITEM 3: PUBLIC REVIEW DRAFT SPECIFIC PLAN

The Task Force reviewed redlined revisions to the draft specific plan during its meetings in March through June, 2018. With assistance from the professional services team, staff has prepared a revised Draft Downtown Specific Plan for public review. This draft reflects the redline changes, and comments on the redlined changes to the 2002 specific plan as directed by the Task Force.

Principal changes to the 2002 specific plan include two new land use designations, creation of an active ground floor overlay, development of a concept plan for the civic center area, and a series of streetscape enhancements. These are described in further detail below.

- *New Mixed-Use Specific Plan Land Use Designations.* Two new land use districts have been created, the Mixed-Use Transitional (MU-T) and Mixed Use Downtown (MU-D). The MU-T District covers the area formerly designated “Office” (generally the north side of Old Bernal Avenue and east side of Peters Avenue), and integrates a broader range of commercial and residential land uses than the Office District, although at a lower scale and intensity than the Downtown Commercial specific plan land use designation and Central-Commercial District zoning, which applies to Main Street and adjacent commercial areas. The MU-D district encompasses the Civic Center and former San Francisco Public Utilities Commission (SFPUC) properties (approximately 4-acres adjacent to the ACE train station, and now owned by the City), and is intended to foster a dynamic mixed-use destination at the southern end of downtown, and supports uses including commercial, hotel, entertainment, office, food halls, live-work, and residential uses on upper floors only. (See *Land Use and Design Chapter, Pages 25-26*).
- *Active Ground Floor Overlay.* This overlay area applies to properties fronting Main Street, and requires, with certain exceptions, for these spaces to be occupied by “active” ground floor uses such as restaurants and retail shops. Additional policy guidance is provided for this area, including for exceptions that may be granted, for example when a building has an extended vacancy. (See *Land Use and Design Chapter, Page 27, and Policies LD-P.14, LD-P.15., and LD-P.16, on Page 47*).
- *Town Square District Concept Land Use Plan.* The draft land use concept for the existing civic center site includes a new approximately 0.75 acre public park, surrounded by mixed use commercial buildings with an active ground floor requirement on streets facing the Town Square and (potentially) housing above.

The concept includes a parking structure on the 4-acre City-owned property adjacent to the ACE train station, and potential sites for a downtown theater and boutique hotel. The existing library building will remain, but may be repurposed. It is recognized that the area would likely develop in two phases, and also that uses shown are conceptual, and could be modified and moved in location as the plan is refined. (See *Land Use and Design Chapter, Page 29-30, and various policies Pages 48-49*)

- **Streetscape:** The plan includes streetscape upgrades including:
 - **Main Street:** Modest enhancements including additional sidewalk furniture, paving enhancements, and, in the longer term, a phased effort to re-locate trees into the parking zone in bulb-outs, while minimizing loss of parking spaces (this was the “medium-degree change” option).
 - **Peters Avenue:** Substantial changes including a dedicated cycle track, narrowed vehicle lanes, street trees and new pavement treatments (this was the “high-degree change” option)
 - **First Street:** Includes adding street furnishings, additional lighting, preserves the roadway for vehicular use, and improves the Transportation Corridor to provide a bicycle and pedestrian route (this was the “medium-degree change” option).
 - **Division Street:** Substantial changes include new pavement treatment, trees, street furnishings, lighting, and outdoor dining. The changes prioritize pedestrian use and allows Division Street to be closed to vehicular traffic for special events/specific times but ensures vehicular access for emergency, maintenance, and loading/delivery (this was the “medium-degree change” option).

(See *Land Use and Design Chapter, Pages 32-41*)

Other key changes to the redlined specific plan as directed by the Task Force and included in the Public Review Draft Specific Plan include:

- **Historic Structures and Neighborhoods:** Text has been incorporated regarding: (1) historic structures to remain in the Mixed Use-Transitional District; (2) consideration to develop a program to commemorate known historic structures with plaques; (3) acknowledgment of the heritage neighborhoods with historic signs. Comments from representatives of the Museum on Main have also been integrated.
- **Residential Uses and Residential Entries:** Text clarifying that residential uses (including live-work units) are only permitted on upper floors was added, indicating ground floor residential uses not directly fronting the street in mixed-use projects was added. Additionally, in accordance with Task Force direction at the April 2018 meeting, text regarding street-fronting residential entries allowed in the Mixed Use-Transitional and Mixed Use-Downtown districts (but prohibited in the Downtown Commercial District) was added.

- Criteria for Exceptions to Active Ground Floor Uses: The policy regarding exceptions to active ground floor uses combines two criteria that were formerly distinct: the tenant space has been vacant for a period of at least six months and a non-active use does not exist on the same side of the street within the same block. The other exception is related to the configuration of the tenant space (if it has a storefront frontage of less than 10 feet). Language has also been added indicating that if a non-active use is approved for a certain location and it vacates, then the space must be returned to an active use (i.e., it cannot continue to be a non-active use by utilizing the non-conforming section of the code).
- Parking: At its May 22, 2018, meeting, the Task Force requested additional summary information to be added on the amount of existing parking, and parking that will be added in the short term, in addition to prioritizing parking supply and management strategies. This text has been added.
- Town Square District Concept: Language in the specific plan has been added to make it more explicit that there is flexibility for the uses shown on the Town Square diagram to be moved around. Additionally, as follow-up to Task Force direction at its June 2018 meeting, a revised concept diagram is included as Attachment 2 to this memo that modifies the location of the hotel and town square.
- Voter Approval Required for the Civic Center Relocation: In addition the text that was already in the redlined specific plan, additional “call-out boxes” were added to make clear that a vote of the people is required for the redevelopment of the civic center site. Further, language indicating the specific plan will be amended as it relates to the civic center if the vote is not affirmatively approved has also been added.
- Infrastructure: As follow-up to the existing conditions infrastructure analysis, language in the body of the specific plan and an implementation measure regarding requiring future development projects to construct improvements as needed to ensure adequate water and sewer distribution and conveyance infrastructure has been added.
- Combined chapters: the *Transportation* and *Parking* chapters from the 2002 plan have been combined to a single chapter called, *Mobility and Parking*, and the two separate chapters in the 2002 specific plan called *Design and Beautification* and *Land Use* have been combined into a single chapter called, *Land Use and Design*.
- Miscellaneous Formatting and Document Organization: a summary table with goals, policies, and implementation programs is included as Appendix A to the specific plan for easy reference, Roman number chapter headings have been replaced with Arabic numbers, and chapters are now consistent in terms of policies, goals, and implementation programs.

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- Land Use Discrepancies: the land use discrepancies maps and tables as they are currently drafted are included in Appendix B to the plan for easy future reference, and can be modified as directed by the Task Force prior to adoption.

Task Force Input

Staff is requesting initial input from the Task Force on the Public Review Draft of the Specific Plan, with the understanding that staff will be soliciting public feedback through various outreach events, and will be returning to the Task Force for comments (tentatively scheduled for a meeting in December) after it has had an opportunity to review its contents.

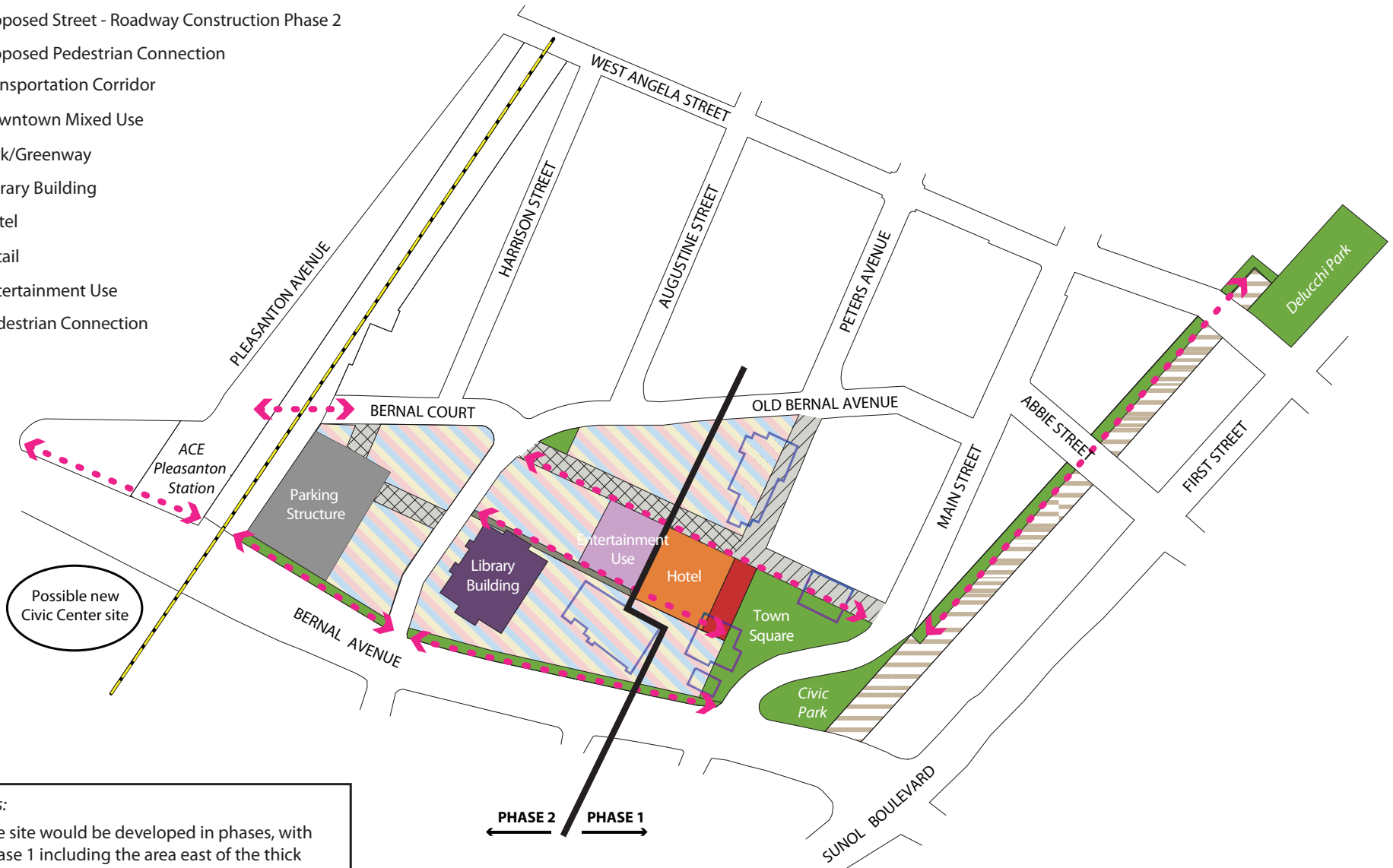
Attachments:

1. Public Review Draft Downtown Specific Plan, dated November 2018
2. Revised concept plan for civic center showing a revised location for the Town Square and boutique hotel

TOWN SQUARE DISTRICT CONCEPT DIAGRAM - ALTERNATIVE



Item 3 ATTACHMENT 2

-  Proposed Street - Roadway Construction Phase 1
-  Proposed Street - Roadway Construction Phase 2
-  Proposed Pedestrian Connection
-  Transportation Corridor
-  Downtown Mixed Use
-  Park/Greenway
-  Library Building
-  Hotel
-  Retail
-  Entertainment Use
-  Pedestrian Connection

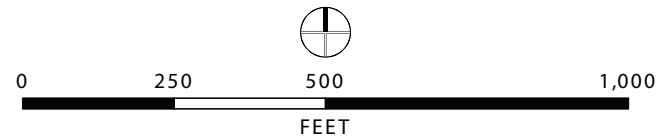


Notes:

- The site would be developed in phases, with Phase 1 including the area east of the thick black line. Phase 2 (area west of the thick black line) will follow Phase 1. The parking structure may be constructed in either phase.
- Locations of specific uses shown here are conceptual only and may be moved around within the Town Square District.

Distributed at the November 13, 2018 Task Force Meeting



PLEASANTON

DOWNTOWN SPECIFIC PLAN

PUBLIC REVIEW DRAFT, NOVEMBER 2018





DOWNTOWN SPECIFIC PLAN

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ACKNOWLEDGEMENTS

The City of Pleasanton is greatly appreciative of all who participated in the preparation of this Plan. The City would also like to acknowledge the following for their substantial time, effort and contribution to the Plan.

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DOWNTOWN SPECIFIC PLAN UPDATE

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1 Introduction

This Specific Plan is intended to serve as the primary regulatory guide for preserving and enhancing the 319-acre downtown area. It establishes the basic land use pattern, circulation network, infrastructure system, standards for development, environmental measures, and implementation requirements for the future. This Plan, adopted in [insert date] is the result of comprehensive updates to and expansion of the previous Specific Plan for downtown, first adopted in 1989 as the Downtown Pleasanton Specific Plan.

The environmental analysis for the Plan is contained in a separate document entitled “Environmental Impact Report for the Downtown Specific Plan.” The Environmental Impact Report (EIR) includes an assessment of the potentially significant environmental impacts, measures for mitigating the impacts, and analysis of project alternatives and options. The Specific Plan and EIR were prepared concurrently by City staff and a professional services team. This process provided the opportunity for the consultants to recommend mitigations for otherwise potentially significant environmental impacts which were then incorporated directly into the Specific Plan. The result is what is called a “self-mitigated plan,” or a specific plan which contains the environmental mitigations within its text.

1-1 STATUTORY AUTHORITY

Under California law, cities and counties may use the specific plan process to develop policies, programs, and regulations for implementing their general plans in site-specific areas. A specific plan frequently serves as the bridge between the general plan and site development plans in this regard. No rezoning, subdivision, use permit, development plan, or other entitlement for use, and no public improvement shall be authorized for construction within the planning area, unless it is in substantial conformance with the Specific Plan.

This Specific Plan was prepared consistent with the requirements of State planning and zoning law, and as such includes text and diagrams which specify the following:

- A. The distribution, location, and extent of land uses, including open space, within the planning area;
- B. The proposed distribution, location, extent, and intensity of the major components of public and private transportation, water, sewage, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the planning area and needed to support the land uses described in the Plan;
- C. Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources; and
- D. A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out the Plan.

1-2 SPECIFIC PLAN HISTORY

Pleasanton's first Downtown Specific Plan was adopted in 1989 and was comprehensively updated in 2002, with other more focused amendments in 2014 to address historic preservation. The 1989 Pleasanton Downtown Specific Plan and the 2002 update helped create an active commercial area along Main Street and aimed to preserve historic residential neighborhoods. Based on feedback from the community and elected officials, the



A community workshop, held at the Pleasanton Public Library, allowed community members to engage in dialogue about design options for the downtown.

City initiated an update to the Downtown Specific Plan in late 2016 in order to better respond to current market conditions, promote multi-modal mobility, and incorporate other planning efforts recently undertaken by the City.

In 2016, a Downtown Specific Plan Task Force was appointed by the City Council to provide guidance on an update to the 2002 Plan. The Task Force consisted of ten representatives comprising of two Council Members and one alternate, two Planning Commissioners and one alternate, two Pleasanton Downtown Association members and one alternate, one Economic Vitality Committee member and one alternate, and three at-large members.

The Task Force met a total of 14 times over an 18-month period, providing guidance on a vision statement; options and alternatives for key streets, the existing civic center site, and regulations for ground floor uses; a preferred land use plan and corresponding set of strategies; and draft plan policies. Based on feedback from the Task Force and guidance from the City Council, City staff and consultants prepared the Draft Specific Plan and environmental review documents.

1-3 VISION STATEMENT

An early step in the Specific Plan update process was the development of a vision for the future. The vision statement that follows is an aspirational description of what the community would like downtown Pleasanton to be like, looking forward to 2040. It represents a compilation of input from the community and the Task Force and underpins the goals and policies of this Plan.

VISION STATEMENT

Downtown Pleasanton is the heart of our city. Its charming town center, historic neighborhoods, welcoming public places, and thriving businesses are the pride of the community. Downtown Pleasanton’s traditional character and small-town ambiance will be preserved and strengthened. Through thoughtful public and private investment, Downtown Pleasanton will realize its full potential, offering a safe, livable, and vibrant experience for Pleasanton residents, businesses, and visitors of all ages and backgrounds.



Early in the planning process, a vision was established to preserve and strengthen the traditional character and small-town ambiance of Downtown Pleasanton.

1-4 SPECIFIC PLAN PROCESS

Adoption of this Specific Plan required the following review process and governmental actions:

Circulation of Project Documents. The Draft Specific Plan and a companion Draft Environmental Impact Report (DEIR), was circulated for review and written comments from public and governmental agencies for a period of at least 45 days.

Response to Comments. Following the close of the public review period, City staff and consultants prepared and circulated a written response to all relevant written and oral comments received on the DEIR. This response and the DEIR together comprise the Final Environmental Impact Report (FEIR).



The planning team engaged with individuals at community events.

Further Planning Commission Review. The Planning Commission then conducted additional public hearings to receive public comments on the Project and formulate recommendations to the City Council regarding the FEIR and Specific Plan.

City Council Review. The City Council concluded the project review process on [insert date] after conducting its own formal public hearing and certifying the EIR and adopting the Specific Plan.



Input from the public and government bodies informed the development of the Downtown Specific Plan.

1-5 PLAN ORGANIZATION

This Specific Plan is organized into the following chapters:

1. **Introduction.** This chapter provides an overview of the Plan, presents the State statutory authority for preparing a specific plan, summarizes the Specific Plan history, and outlines the Plan adoption process and the organizational format of the Plan.
2. **Executive Summary.** This chapter introduces the vision statement and summarizes the major components of the Specific Plan.
3. **Planning Area Context.** This chapter describes the regional and local setting, the planning area, parcelization and boundaries.
4. **Land Use and Design.** This chapter discusses current land use conditions and presents policies and programs for commercial, office, residential, mixed-use, public, parks, and open space uses. It also presents policies and guidelines for enhancing the quality of commercial and residential developments, streetscapes and public areas, gateways, business signage, landscaping, and public art.
5. **Mobility and Parking.** This chapter discusses the vehicular, transit, bicycle, and pedestrian circulation system, identifies transportation issues, and presents policies and programs which address future transportation needs. This chapter also describes current parking conditions and regulations and provides policies and programs for meeting the demand.
6. **Public Facilities and Services.** This chapter discusses public facility issues and conditions and presents the City’s water, sanitary sewer, storm water drainage, gas and electric, broadband internet, telephone, cable television, fire protection, and solid waste programs.
7. **Historic Preservation.** This chapter presents an overview of historic resources in downtown and provides policies and programs to preserve and protect these resources.
8. **Economic Vitality.** This chapter presents a summary of current downtown economic conditions and presents policies and programs for enhancing economic vitality.
9. **Implementation.** This chapter presents a summary of programs required to implement the Specific Plan.
10. **General Plan Relationship to Specific Plan.** This chapter discusses the pertinent General Plan policies and programs relevant to the Specific Plan.



2 Executive Summary

The Plan is intended to guide the preservation and development of land within downtown Pleasanton through the year 2040. The Plan's goals, articulated in each chapter, guide how the Plan provides for the location and distribution of land uses and public facilities, as well as policy and implementation measures pertaining to land use, transportation, parking, historic preservation, downtown design, infrastructure, and economic vitality. This chapter provides a general overview of the Plan followed by the complete list of Plan goals.

2-1 PLAN OVERVIEW

Downtown Pleasanton covers 60 city blocks and approximately 319 acres of land. As of 2018, there are about 850,800 square feet of commercial floor area in the planning area and about 1,270 homes. About 385,000 square feet of new commercial development, and 340 new residential units are expected to be added within the planning area over the next twenty years. Figures 3-1, 3-2, and 3-3 in the following chapter show the regional location, citywide context, and the planning area.

This Specific Plan was prepared under the direction of the Downtown Specific Plan Task Force, a group including representatives of City Council, and City Commissions, stakeholder groups, citizens at large, appointed by the City Council in late 2016. The Task Force worked intensively for over a year and a half to develop the policies and guidance contained in this Plan.

The overall goal of the Specific Plan is to improve upon the commercial and residential vitality of the downtown while preserving the traditions of its small-town character and scale. Primary provisions of the Plan include requiring active ground floor uses on select commercial streets; preserving historic resources; maintaining convenient vehicle, bicycle, and pedestrian circulation; providing a sufficient amount of parking spaces; planning for potential future use of the existing civic center and the adjacent vacant City-owned site;

ensuring sufficient provision of public facilities; ensuring that future development is attractive and compatible with existing uses; creating safe and attractive streetscapes; and promoting economic vitality.



Events like the Cattle Drive down Main Street enhance the vitality and character of downtown Pleasanton.

2-2 GOALS

LAND USE AND DESIGN

- LD-G.1** Preserve the character and development traditions of the downtown while improving upon its commercial and residential viability.
- LD-G.2** Retain the small-town scale and physical character of the downtown through the implementation of appropriate land use and development standards, including infill development that is sensitive to the context, scale and character of existing neighborhoods.
- LD-G.3** Encourage attractive building architecture that reinforces the traditional, pedestrian-oriented design character and scale of downtown.
- LD-G.4** If relocation of the existing Civic Center is approved by the voters, support a dynamic mixed-use Town Square district at the southern end of downtown, with a central public open space and a mix of retail, entertainment, visitor, residential, and employment uses.
- LD-G.5** Encourage and proactively coordinate the redevelopment of underutilized commercial properties, while preserving historic buildings and structures.
- LD-G.6** Design residential projects so that the scale, architecture, and massing enhance and preserve the character of existing residential neighborhoods.
- LD-G.7** Promote the provision of affordable, live-work, and special-needs housing.
- LD-G.8** Retain and encourage public uses that strengthen the sense of community and civic pride.
- LD-G.9** Encourage the creation of publicly accessible open spaces, plazas, public art, trails, bike routes, and parks throughout the planning area.
- LD-G.10** Encourage future land use development that enhances the Arroyo del Valle as a riparian habitat resource.
- LD-G.11** Provide streetscape enhancements and improvements that are compatible with downtown's buildings.
- LD-G.12** Continue to upgrade the Main Street streetscape and extend improvements to surrounding streets.
- LD-G.13** Improve the major gateways into downtown to create a sense of arrival and to enhance the aesthetics along these roadways.
- LD-G.14** Enrich the artistic, cultural, and historic aspects of downtown Pleasanton.
- LD-G.15** Encourage signs that are creative, artistically designed, and pedestrian in orientation and scale.

MOBILITY AND PARKING

- MP-G.1** Effectively manage vehicular access to and circulation within the downtown through traffic control measures and street improvements, while maintaining downtown’s character and economic vitality.
- MP-G.2** Expand, improve and connect the network of facilities that support walking, biking and transit use, including integration of “complete streets” throughout downtown, so that these modes are safe, convenient and comfortable for users of all ages and abilities.
- MP-G.3** Strengthen connections between the commercial district, Town Square District, residential neighborhoods, transit stops, ACE station, and the trail system to improve access to downtown destinations for all users.
- MP-G.4** Effectively manage existing parking spaces and construct new public parking spaces as feasible to maintain an appropriate balance between downtown parking supply and demand.
- MP-G.5** Ensure new development constructs sufficient parking to meet its needs.
- MP-G.6** Ensure parking standards are sufficiently flexible to respond to technological and other innovations that can reduce parking demand, and that these standards achieve efficiently used space necessary to accommodate parking.

PUBLIC FACILITIES AND SERVICES

- PF-G.1** Ensure that infrastructure and public facilities and services are adequate to support downtown development.

HISTORIC PRESERVATION

- HP-G.1** Protect and enhance the historic character of the downtown planning area.
- HP-G.2** Undertake measures to protect and preserve significant historic resources in the Downtown Specific Plan Area.
- HP-G.3** Prevent the demolition of appropriately-designated historic resources which can otherwise reasonably be preserved.
- HP-G.4** Ensure that the design of new buildings and modifications to existing heritage buildings and heritage neighborhoods are compatible with the downtown’s traditional design character and scale.

ECONOMIC VITALITY

- EV-G.1** Ensure a positive downtown business climate to support a thriving pedestrian-friendly commercial district that attracts residents and visitors alike and maintains the downtown as the “heart” of the community.
- EV-G.2** Strengthen the downtown’s diversified economic base with measures that increase business viability and that allow businesses to respond to market demands.
- EV-G.3** Retain existing businesses and attract new businesses through the development of programs and assets that add value to the downtown and the City.

- EV-G.4** Encourage special events that attract downtown visitors and provide opportunities for people to gather as a community while limiting the impacts of street closures, traffic congestion and other aspects of special events on local commerce.

IMPLEMENTATION

- I-G.1** To specify the actions necessary to implement the Specific Plan and to identify the likely financing mechanisms for implementing the required projects and programs.

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3 Planning Area Context

Pleasanton is located in Alameda County, one of nine Bay Area counties bordering the San Francisco Bay (Figure 3-1). The Bay Area is one of the largest and most diverse metropolitan regions in the United States. As an integral part of the Bay Area, Pleasanton is directly affected by regional economic and development trends. At the subregional level, Pleasanton is a part of the Tri-Valley area, along with unincorporated portions of Alameda and Contra Costa Counties, the Town of Danville, and the cities of Dublin, Livermore, and San Ramon.

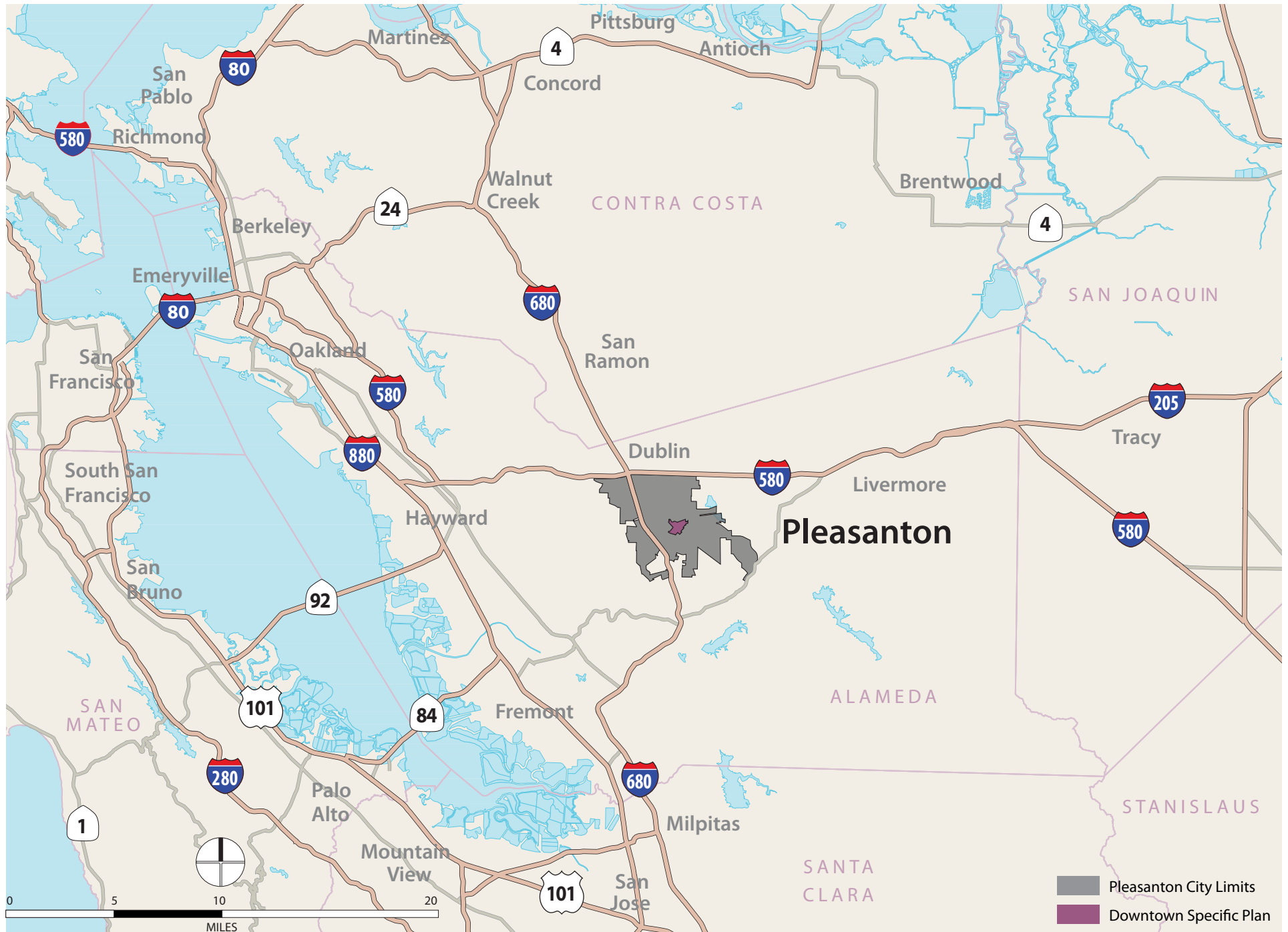
Downtown Pleasanton is generally situated in the central portion of the city (Figure 3-2). The planning area is roughly bounded by the Alameda County Fairgrounds to the west, the Arroyo del Valle and the shared Altamont Corridor Express (ACE) and Union Pacific Railroad tracks to the north, a generally straight-line projection of Second and Third Streets to the east, and Bernal Avenue to the south.

City of Pleasanton **Downtown Specific Plan**



The Altamont Corridor Express (ACE) tracks and Arroyo del Valle border the planning area. The planning area is located in the geographic center of Pleasanton and plays a crucial role in the city's civic life and economy.

Figure 3-1: Regional Location



Data Source: City of Pleasanton, 2016; Alameda County Open GIS, 2017.

3-1 PLANNING AREA CHARACTERISTICS

The 319-acre planning area is divided into 1,012 parcels, as shown in Figure 3-3. Parcels generally range in size from 0.1 acre to three acres. The civic center and the adjacent site recently acquired from the San Francisco Public Utilities Commission (SFPUC) are among the largest parcels in the planning area, together comprising about 13 acres.

Downtown is located at the “hub” of the city where many of the major streets originate (i.e., Hopyard Road, Santa Rita Road, Stanley Boulevard, Vineyard Avenue, and Sunol Boulevard). It is bisected in a north/south direction by Main Street. The Union Pacific Railroad line and “Transportation Corridor” (a former railroad right-of-way now planned for multi-use trail and vehicle parking) segment areas of the downtown to the west and east, respectively. The Arroyo del Valle and its protected open space riparian buffer averages approximately 200 feet in width and flows in a westerly direction along the northern portion of the planning area, eventually draining off-site into the Arroyo de la Laguna. Public facilities in the planning area include the Pleasanton Public Library, Firehouse Arts Center, Veterans Memorial Building, and 3.8 acres of parkland within five parks.

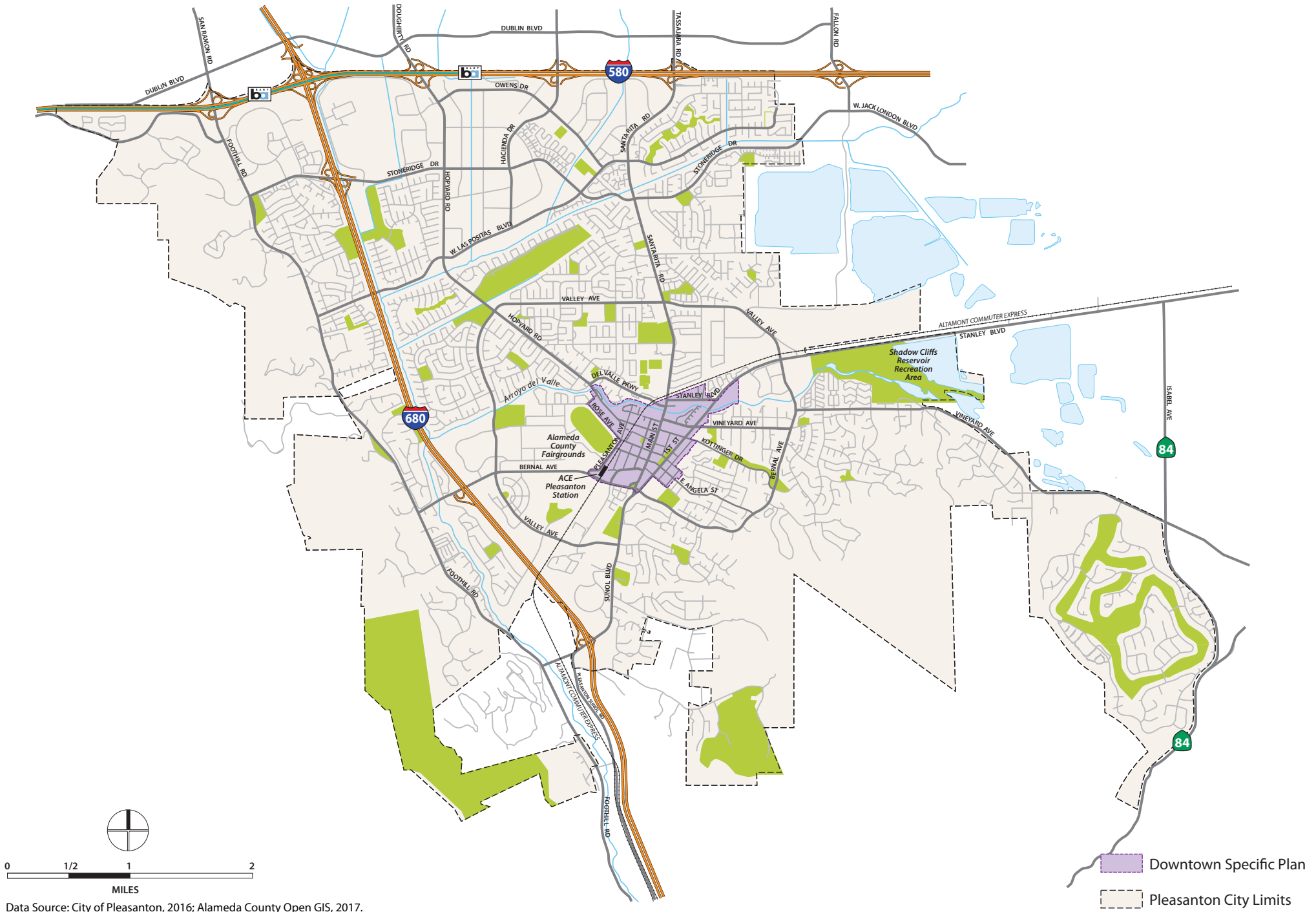
The terrain of the planning area is generally flat with a gradual upslope beginning east of Second Street. The only undeveloped natural area is the Arroyo del Valle and the former SFPUC site, adjacent to the civic center.

The key distinguishing characteristics of the downtown are its historic character and small-town scale. Turn-of-the-century to 1950’s single-family homes and commercial buildings dominate the landscape and create a sense of history and community that is treasured by the citizens of Pleasanton, valued by property and business owners, and admired by visitors.



The Firehouse Arts Center is one of the many public facilities located within the planning area.

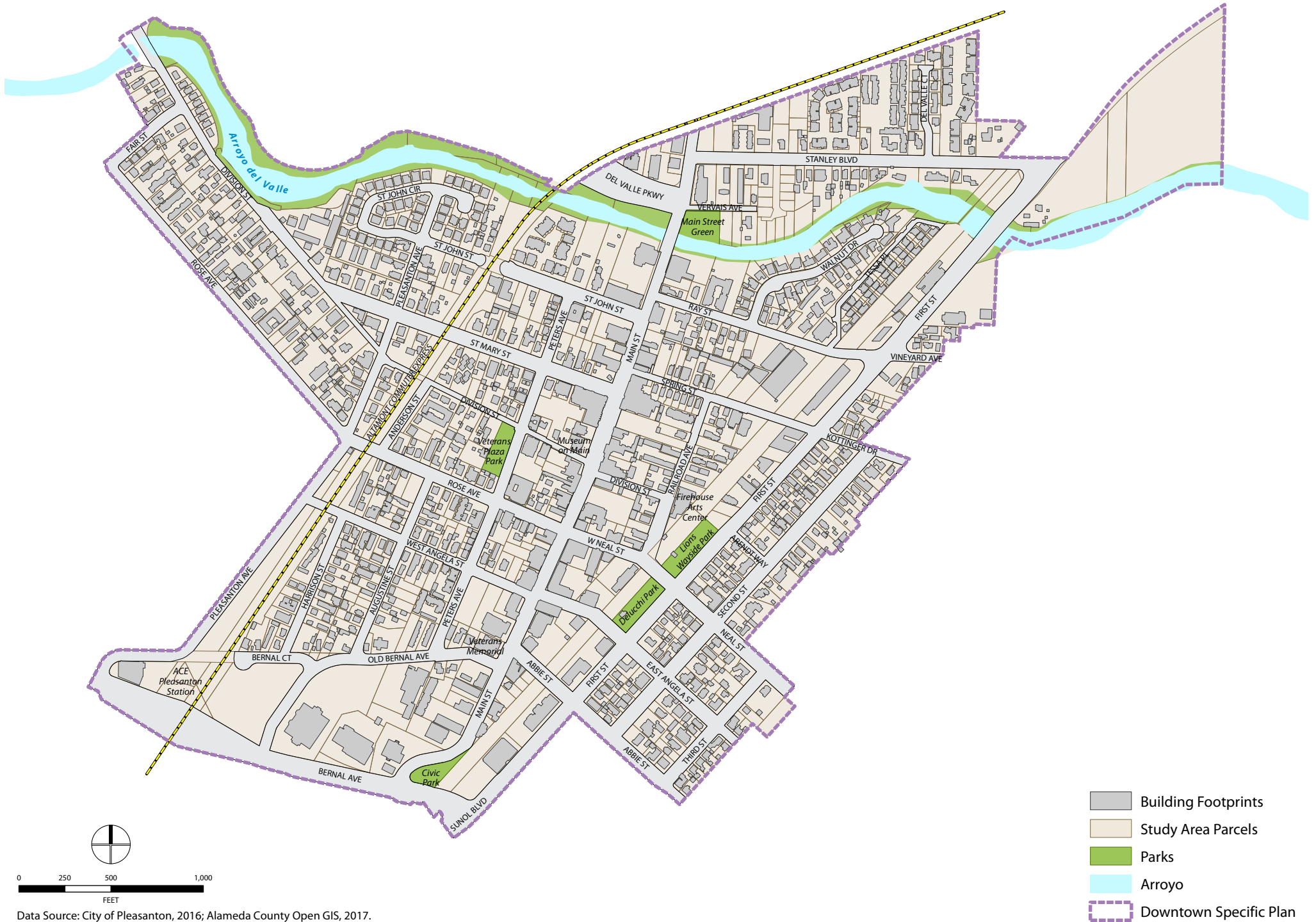
Figure 3-2: Citywide Context



Data Source: City of Pleasanton, 2016; Alameda County Open GIS, 2017.

- Downtown Specific Plan
- Pleasanton City Limits

Figure 3-3: Planning Area



Data Source: City of Pleasanton, 2016; Alameda County Open GIS, 2017.



4 Land Use and Design

Downtown Pleasanton is considered to be the heart of the city due to its central location, historic character, and attraction as a place for shopping, dining entertainment, and socializing. The downtown branches out from the Main Street commercial area in a typical grid street pattern encompassing office and service uses and residential neighborhoods. Its overall ambiance stems from its well-maintained historic buildings, inviting streetscapes, and pedestrian scale, reminiscent of the traditional American small town. Many of its newer buildings have been designed with care to fit into this established setting. Maintaining and enhancing the character of the downtown is a community priority and will strengthen its appeal and economic vitality.

The following chapter summarizes downtown land use and design conditions. It provides policy guidance by way of both text and figures for the location, amount, and intensity of commercial, office, residential, mixed use, public, and open space uses.

4-1 EXISTING CONDITIONS

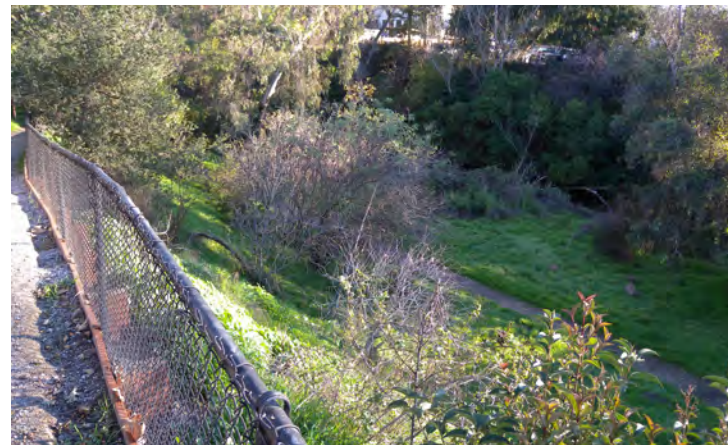
LAND USE

Downtown Pleasanton consists of 60 city blocks and features a mix of land uses. Retail, service, and office commercial buildings are situated along Main Street, First Street, and several side streets between Bernal Avenue and Stanley Boulevard. Office uses are found primarily along the east side of Peters Avenue, west side of First Street, and north side of Old Bernal Avenue. Housing is located mostly west of Peters Avenue, east of First Street, and north of Ray Street. The largest concentration of public land uses is located at the existing civic center site in the southern end of the downtown area along Old Bernal Avenue. The existing pattern of uses establishes a clear edge which separates commercial from residential use. However, there is a tradition of mixed use within the commercial area of the downtown.

The planning area also features a number of recreational, cultural, and educational uses. The Veterans Memorial Building was systemically retrofitted in 2007 and the Firehouse Arts Center was constructed in 2010. In addition, as of 2018, the City’s only public library is located in the planning area, as are the Museum on Main; Delucchi, Lions Wayside, Veterans Plaza, Rotary, and Civic parks; and a number of public art displays.

The single remaining natural open space area in the downtown is located along the Arroyo del Valle. This waterway connects

watershed areas in east Pleasanton and beyond to the Arroyo de la Laguna, which then flows into Alameda Creek and eventually to the San Francisco Bay. The Arroyo del Valle exists in a mostly undisturbed condition as it passes through the downtown and provides valuable seasonal riparian habitat for a variety of wildlife species. In addition, it serves as one of Pleasanton’s major storm water drainage courses and provides recreational and visual benefits.



The Arroyo del Valle is mostly undisturbed and provides seasonal riparian habitat for a variety of species.

As shown in Table 4-1, by acreage, residential uses account for the greatest proportion of the total land use in the Downtown Specific Plan area as of 2017, followed by commercial, public/institutional, parks/open space, and mixed use.

Table 4-1: Existing Land Use

<i>Land Use</i>	<i>Acres</i>	<i>Percent of Total</i>
Residential	120.5	37.8%
Single-Family Residential	77.6	24.4%
Duplex/Triplex	11.9	3.7%
Multi-Family Residential	31.0	9.7%
Mixed Use	7.5	2.3%
Commercial	42.9	13.5%
Commercial	21.9	6.9%
Office	20.2	6.3%
Other	0.8	0.2%
Public/Institutional	21.9	6.8%
Parks/Open Space	15.4	4.8%
Other	111.0	34.8%
Vacant	27.3	8.5%
Right-of-Way	83.7	26.2%
Grand Total	319.3	100%

Note: Numbers may not add due to rounding. Existing land use acreage totals are based on assessor's parcel data.

Sources: City of Pleasanton, 2017; Dyett & Bhatia, 2017; Alameda County, 2017

DESIGN

Downtown's visual image is a product of its private buildings and sites as well as its public areas. Buildings with architectural styles from several different eras of the last 100 plus years, such as Victorian, Mission Revival, and Classical Revival, co-exist in a mixture that is unique to Pleasanton. Several landmark commercial buildings are found downtown. There are also many fine older homes in the residential neighborhoods, some of which have been enlarged and rehabilitated over the years in ways which are compatible with other houses on the block. The degree of maintenance of existing buildings over time, and the architecture and manner of construction of new buildings, can either strengthen or detract from downtown's image.

Along Main Street, the pattern of buildings lining the sidewalk, mature street tree canopy, and clustering of retail and restaurant uses in a compact, walkable environment distinguishes the area from other retail centers. Sidewalk dining has become a popular activity which contributes to the vitality of the area. The historic Pleasanton Sign is a community landmark and focal element, and street furniture invites pedestrians to enjoy the public spaces. Occasional green spaces such as the front yard of the Museum on Main and the Veterans Memorial Building complement and add to the visual quality of the area.

While Main Street provides an example of effective pedestrian-scale design, few of the qualities of Main Street continue onto other streets in the commercial district, including Peters Avenue,

City of Pleasanton **Downtown Specific Plan**

First Street, and Old Bernal Avenue. These streets generally lack a continuous tree canopy, street furnishings, landscaping planters, and other special streetscape treatments.

In the surrounding residential neighborhoods, streetscapes are characterized by sidewalks with planter strips, street trees, landscaped yards, front porches, and other elements that contribute to a street presence. The proximity of the neighborhoods to the commercial district is an attraction which could encourage walking and bicycle riding.

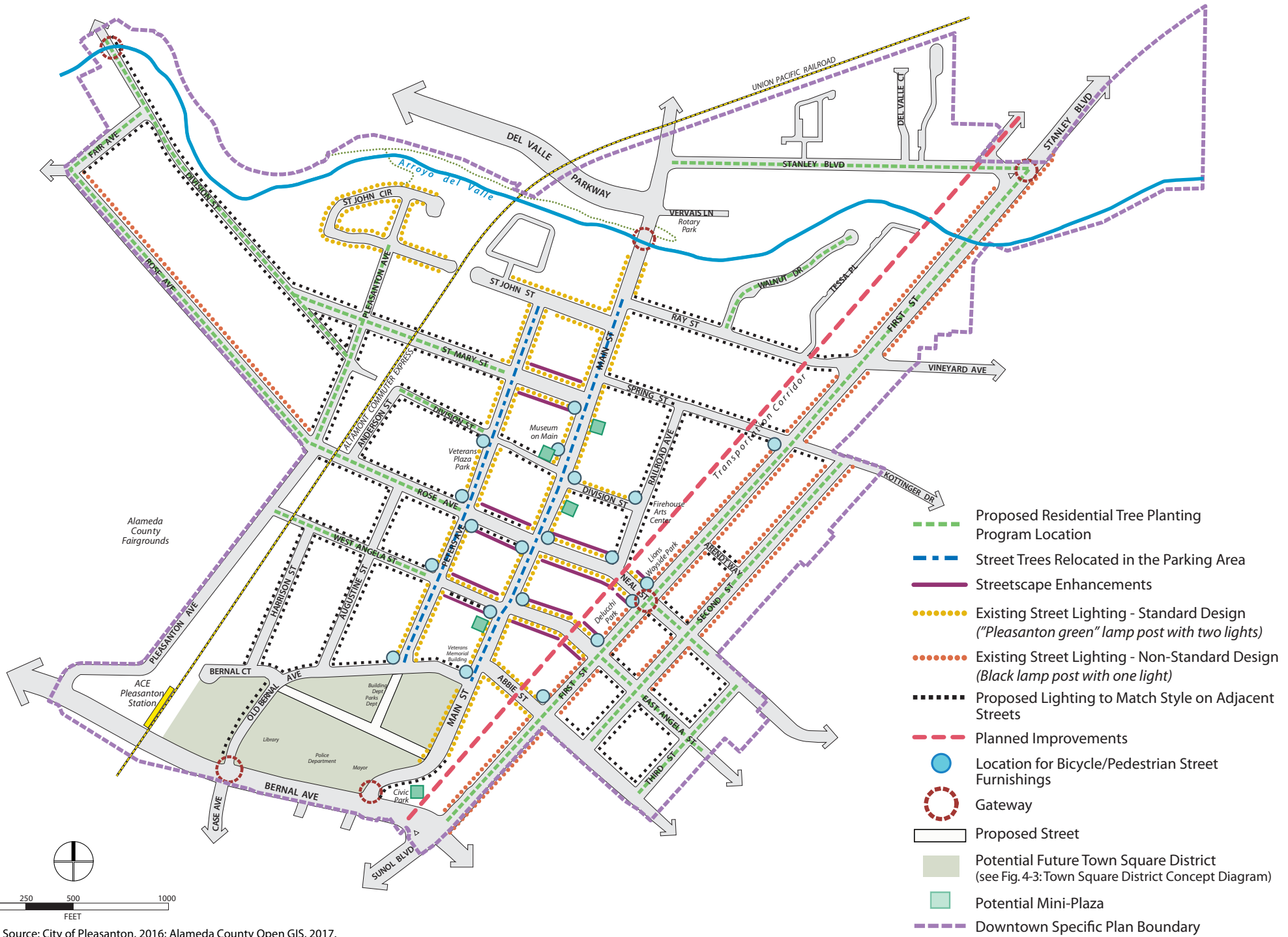
Changes to existing structures or sites and new private development proposals are subject to the City’s design review process. Design guidelines are in place to provide direction on such physical improvements, and the review process applies the City’s design policies and standards, including the Downtown Design Guidelines, on a case-by-case basis. Similarly, any modifications to the design of city streets, sidewalks, and parks require public input and review to ensure that they are attractive and compatible with the area.

As shown in Figure 4-1, existing and planned beautification projects within the planning area include new street lighting, tree planting, and additional streetscape enhancement projects along Rose Avenue/Neal Street and West Angela Street.



Many streets generally lack pedestrian lighting, a continuous tree canopy, and other special streetscape treatments.

Figure 4-1: Existing and Planned Downtown Design Projects



Data Source: City of Pleasanton, 2016; Alameda County Open GIS, 2017.

4-2 SPECIFIC LAND USE DESIGNATIONS

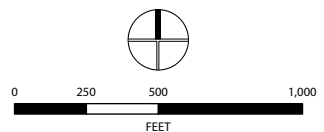
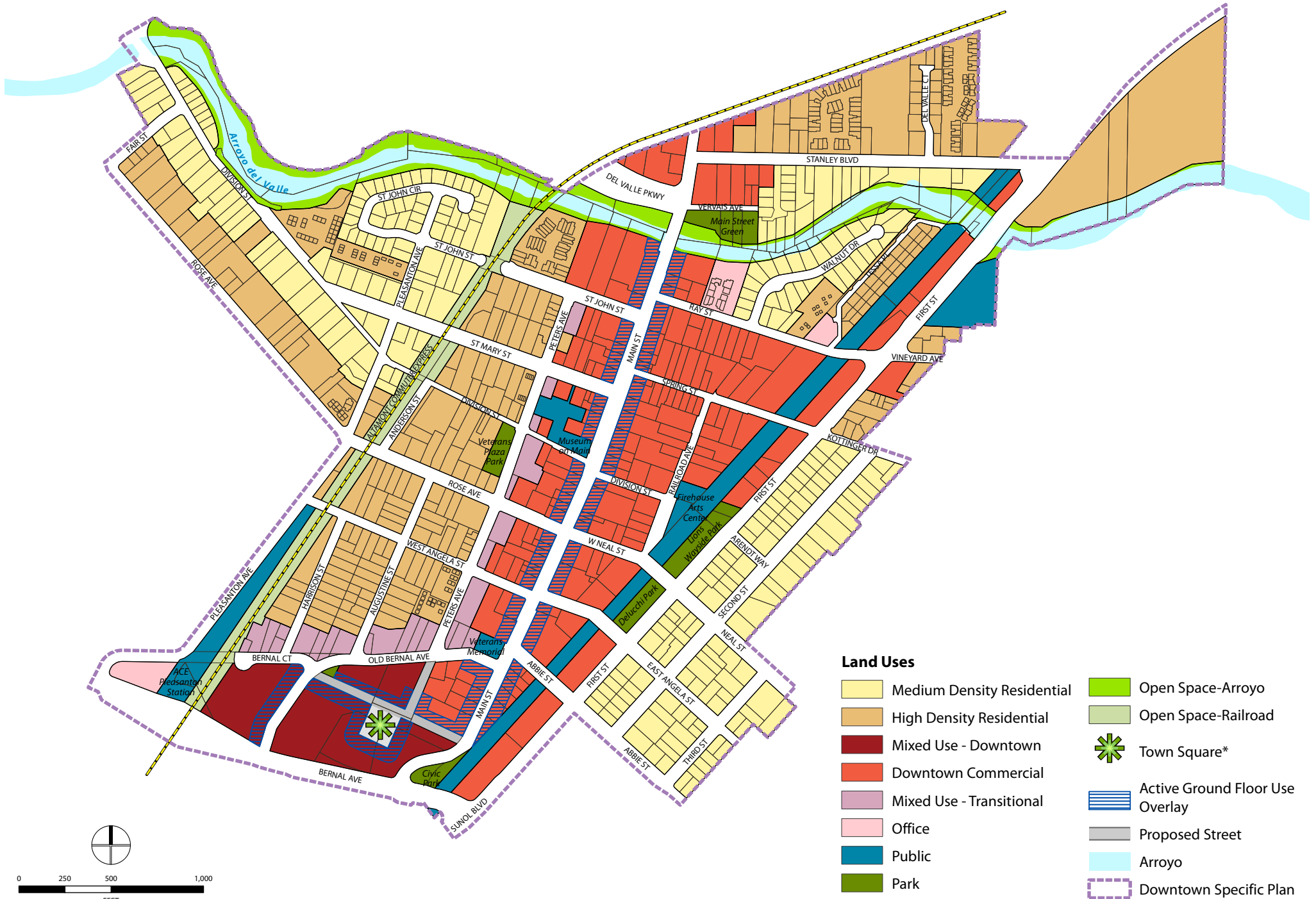
The Specific Plan establishes nine land use designations and an active use overlay for future development, applied to various areas of the Specific Plan as illustrated in Figure 4-2. These land use designations provide guidance on where particular land uses are allowed within the planning area.

The City’s Zoning Ordinance further defines land use types and densities, building height, parking, and other development requirements, summarized here. Where Floor Area Ratios (FARs) are specified, the figure accounts for all non-residential and residential floor area. Zoning designations also include a specific list of uses allowed within each particular district. These frequently include uses compatible with the primary use but different in type, such as religious facilities within residential zones. The intent of the Specific Plan is to incorporate the variety of compatible uses which are generally allowed by the zoning districts within each Specific Plan designation. Accordingly, “permitted and conditional” land uses allowed within the applicable City Zoning designations are considered to be consistent with the corresponding Specific Plan land use categories.



The Specific Plan establishes land designations and an active use overlay for future development.

Figure 4-2: Land Use Diagram



Data Source: City of Pleasanton, 2016; Alameda County Open GIS, 2017.

*The location of the Town Square is conceptual.

LAND USES

Below are the land use designations and general descriptions of the land uses allowed under the Specific Plan and the policies presented may further regulate land uses.

Downtown Commercial – Commercial uses on the ground floor with a range of uses allowed on upper floors. Development densities and intensities shall be consistent with those allowed in the Central Commercial District: i.e. a maximum height of 40 feet and a maximum FAR of 300 percent, which is inclusive of both residential and non-residential square footage. Permitted and conditionally-permitted uses shall also be consistent with those allowed in the Central Commercial Zoning District. Live/work units are not permitted on the ground floor in Downtown Commercial areas. Existing residential uses, including historic homes and single-family homes, may remain and may be remodeled or enlarged.

Mixed Use - Downtown – Intended to foster a dynamic mixed-use destination at the southern end of the Downtown. This designation supports a mix of uses including commercial, hotel, entertainment, office, food halls, live/work, and residential uses. Ground floor active uses are required fronting the street in the locations specified in Figure 4-2; a conceptual configuration of uses and phasing of the district’s build-out is illustrated in Figure 4-3. In areas without the active ground floor use overlay, office uses are allowed on all floors. In areas with the active ground floor uses overlay, office is allowed on all floors except the ground

floor. Ground floor residential uses are not permitted, including when located in the rear of a site. On upper floors, uses may include commercial uses such as retail, restaurant, and office; residential uses are also allowed. Maximum FAR in the Mixed Use - Downtown area is 150 percent, inclusive of both residential and non-residential square footage. Maximum building height is 40 feet. A maximum of 124 residential units are permitted in the district overall.

Mixed Use - Transitional – Accommodates a range of lower intensity commercial uses that are compatible with residential uses. Permitted and conditionally permitted commercial uses include retail, personal services, offices, financial institutions, and food-service establishments. On the ground floor, residential uses are not permitted. However, existing residential uses, including historic homes and single-family homes, may remain and may be remodeled or enlarged. Maximum building height is 36 feet. Maximum allowable FAR in the Mixed Use - Transitional designation is 125 percent, inclusive of both residential and non-residential square footage.

Office – Supports professional, administrative, and business office uses. Residential permitted above the ground floor only. Maximum allowable FAR in the Office designation is 125 percent. Existing residential uses, including historic homes and single-family homes, may remain and may be remodeled or enlarged.

Residential – Two residential density ranges are permitted within the planning area:

- **Medium Density Residential:** Density between two and eight dwelling units per gross developable acre, and
- **High Density Residential:** Density greater than eight dwelling units per gross developable acre.

Any housing type (including but not limited to detached and attached single-family homes, duplexes, townhouses, condominiums, and apartments) may be allowed under both of the above residential designations provided that all applicable requirements of the Zoning Ordinance are met. A maximum building height of 30 feet is allowed in all residential designations.

Public – Governmental and community uses such as a fire station, museum, library, memorial hall, community center, the Transportation Corridor, a parking lot, Firehouse Arts Center, religious facility, maintenance facility, and other related uses. Allowable FAR in the Public land use designation is a maximum of 60 percent.

Park – City-owned and maintained land utilized for outdoor recreation and events.

Open Space - Arroyo – Land set aside for the protection of the public health and safety adjacent to the Arroyo del Valle.

Open Space - Railroad – Land set aside for the protection of the public health and safety adjacent to the Union Pacific Railroad line.

OVERLAY

Active Ground Floor Use Overlay –The Active Ground Floor Use Overlay applies to tenant spaces with a storefront fronting Main Street, and, to the extent feasible, uses facing streets within the Mixed Use-Downtown District (see Figure 4-2). "Active ground floor use" means a use that promotes an active pedestrian environment on the ground floor of a commercial building, and includes retail establishments, restaurants, bars and brew pubs, art and craft studios, and other uses determined by the director of community development to be substantially similar to the foregoing, or to have unique characteristics such that the objectives of the overlay district would be met.

4-3 FUTURE DEVELOPMENT POTENTIAL

Reasonable full development under the Specific Plan is referred to as “buildout.” Although the Plan assumes a 20-year planning horizon, it does not specify or anticipate when buildout will actually occur. The timeline and buildout scenario will likely vary because actual development will be determined by a number of factors, including market conditions, site constraints, land availability, and property owner interest. Requirements of the Specific Plan and of applicable zoning (such as required setbacks or height limits) may also limit development below the stated maximum density or intensity allowable under the Specific Plan.

Table 4-2 shows a detailed breakdown of existing and potential residential units, non-residential commercial development, population, and jobs that could result from the buildout of the Plan. Growth and development in the planning area expressed in this section is provided for planning and analysis purposes and does not constitute a “cap” on development, a minimum threshold, or confer specific development rights. The allowable density, intensity, and other development standards articulated in this chapter, set parameters for what can occur on any given site in the planning area.

Table 4-2: Buildout of Planning Area

	<i>Existing (2018)</i>	<i>Net Increase</i>	<i>Projected (2040)</i>
Housing Units	1,270	370 ¹	1,640 ²
Households³	1,230	350	1,580
Population	3,500 ⁴	1,000	4,500 ⁵
Non-Residential Square Feet⁶	977,400	260,700	1,238,100
Jobs⁷	3,000	500	3,500

Notes:

1. A maximum of 124 units are anticipated within the Mixed Use-Downtown district.
2. Numbers may not add due to rounding.
3. Calculated by multiplying housing units by vacancy rate of 3.6% (California Department of Finance, 2017).
4. Estimate from the City of Pleasanton.
5. Based on assumption of 2.83 people per household (per Association of Bay Area Governments, 2013) and housing vacancy rate of 3.6% (California Department of Finance, 2017).
6. Non-residential square feet includes retail, office, public, and restaurant uses.
7. Based on assumption of 300 building square feet per office job, 510 square feet per retail job, 170 feet per restaurant job, and 750 feet per hotel job.

Sources: Dyett & Bhatia, 2018; City of Pleasanton, 2018; U.S. Census Bureau, 2016; California Department of Finance, 2017.

TOWN SQUARE DISTRICT

The Town Square District is the area of downtown with the greatest potential for change. Visualized in the conceptual diagram shown in Figure 4-3, the Town Square District is the name for the area comprising the existing civic center and adjacent City-owned property acquired in 2017 from the SFPUC (San Francisco Public Utilities Commission), totaling approximately 13 acres. The redevelopment of the Town Square District will only occur in the event the civic center relocates. This Plan assumes that the building currently housing the Pleasanton Public Library (as of 2018) will remain and that all other developable parcels in the Town Square District area will redevelop. There is potential for additional development on this site if the library building were to be redeveloped.

Because the Town Square District will have a new Mixed Use - Downtown land use designation, the area is assumed to develop with a combination of residential retail, office, live/work, and hotel uses. Up to 124 residential units will be permitted within the district. As illustrated in Figure 4-3, the mix of uses are envisioned to be centered around an approximately 0.75-acre new city park, known as the “Town Square”, which will provide passive outdoor recreation as well as a meeting place and a space for outdoor events. New entertainment and retail uses will face onto this key open space, and a boutique hotel will provide small conference rooms for community gatherings. Driveways and access roads to new buildings, which are not shown in Figure 4-

3, would be provided along Bernal Avenue, Old Bernal Avenue, and new roadways within the district.

TOWN SQUARE DISTRICT PHASING AND PARKING

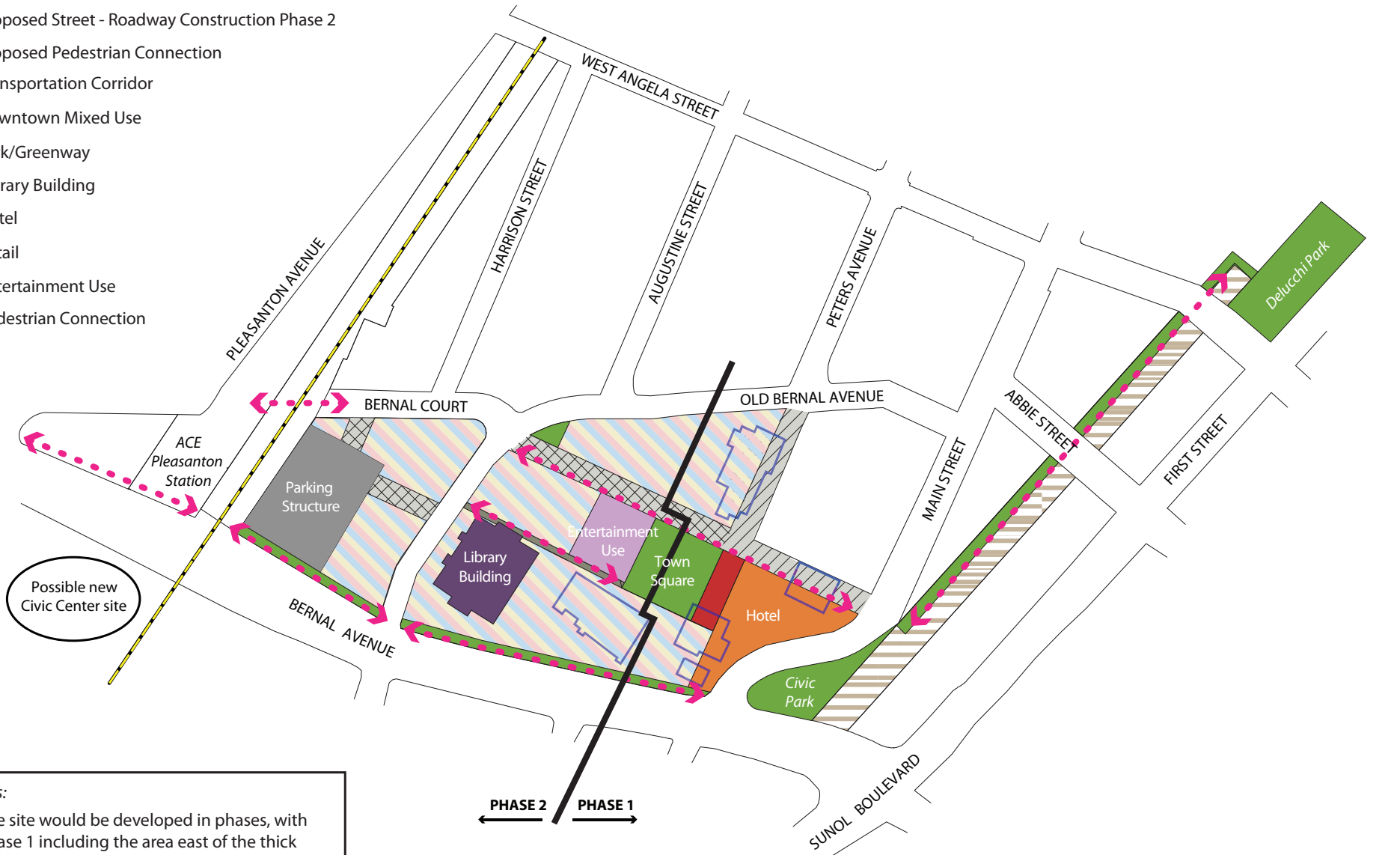
The Plan envisions Town Square District development occurring in two phases. As shown in Figure 4-3, about 2.25 acres on the east side of the district are anticipated to develop in Phase 1 of the district’s build-out. This includes the east half of the block bounded by Old Bernal Avenue, the extension of Peters Avenue to the south, and the new east-west right-of-way; the Town Square itself as shown in its conceptual location in Figure 4-3; and the area east and south of the Town Square. This would allow development of the area fronting Main Street and at the southern gateway to downtown, and reuse of the remaining buildings on the existing Civic Center site consistent with the Civic Center Master Plan. The remainder of the Town Square District, which is the area generally west of the conceptual location of the Town Square, is anticipated to achieve build-out in Phase 2.

A potential shared Town Square District parking facility adjacent to the ACE train station may be constructed in either Phase 1 or Phase 2. This shared facility would accommodate the majority of parking for the district’s non-residential uses, with additional off-street parking provided in conjunction with each development (underground, podium, or tucked-under) or within additional smaller parking decks. The parking garage will reflect the character currently found on Main Street. For residential uses, all required parking would be provided on-site

(underground, podium, or tucked-under). Off-street surface parking is not anticipated within the Town Square District. Refer to Chapter 5, Mobility and Parking, for additional information about parking.

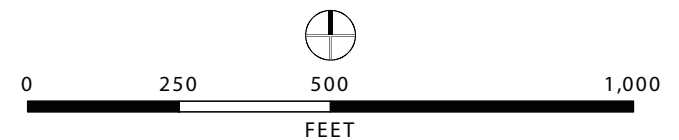
Figure 4-3: TOWN SQUARE DISTRICT CONCEPT DIAGRAM

-  Proposed Street - Roadway Construction Phase 1
-  Proposed Street - Roadway Construction Phase 2
-  Proposed Pedestrian Connection
-  Transportation Corridor
-  Downtown Mixed Use
-  Park/Greenway
-  Library Building
-  Hotel
-  Retail
-  Entertainment Use
-  Pedestrian Connection



Notes:

- The site would be developed in phases, with Phase 1 including the area east of the thick black line. Phase 2 (area west of the thick black line) will follow Phase 1. The parking structure may be constructed in either phase.
- Locations of specific uses shown here are conceptual only and may be moved around within the Town Square District.



4-4 FUTURE STREETScape IMPROVEMENTS

MAIN STREET

As described below and illustrated in figures 4-4a and 4-4b, streetscape improvements to Main Street will further enhance the street’s charming, walkable character. New metal benches in Pleasanton’s signature green color will provide additional seating opportunities. Decorative stamped asphalt in the parking zone and colored sidewalk pavers at corners and bulb-outs will add visual enhancement while more clearly defining these areas. Where there is available space and maintenance resources allow, the City will implement improvements such as seating and shelters to create a more comfortable experience for transit riders in any weather condition. This special character of Main Street should apply not only to the Main Street right-of-way, but also to portions of side streets near Main Street, such that side streets function as an extension of the downtown’s central active corridor.

In addition, as further described in Chapter 5, Mobility and Parking, providing unobstructed travel paths on sidewalks that are consistently wide enough for pairs of pedestrians, strollers, wheelchairs, and walkers to comfortably navigate is critical to maintaining Main Street’s walkable nature. In support of this, existing street trees along Main Street will be shifted to new tree wells located within on-street parking zones when it comes time for them to be replaced. This will ensure that the street’s healthy



Streetscape improvements to Main Street include street seating, outdoor dining areas and special paving.

tree canopy will remain while also allowing for a wider unobstructed travel path on sidewalks.

The use of public sidewalks on Main Street for restaurant dining areas is desirable in that it increases pedestrian activity and interest and contributes to the vitality of downtown. However,

sidewalk dining within the public right-of-way is a privilege, and restrictions are necessary to protect the public's right of access, to maintain the sidewalks in a safe and clean condition, to comply with state and federal law, and to meet downtown's aesthetic standards.

EXISTING

The existing character of Main Street has small-town charm and a pedestrian scale (see Figure 4-4a).

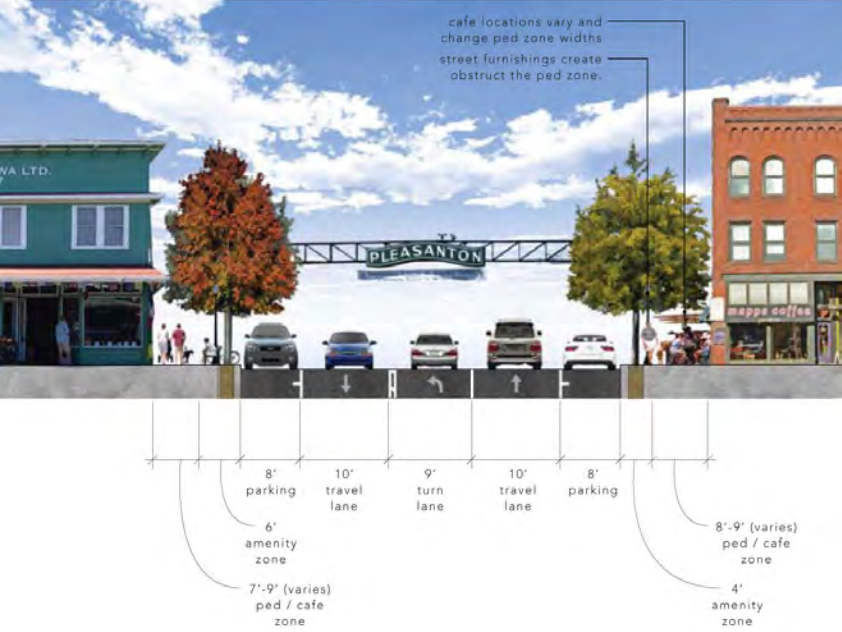
- Existing amenities include benches, shade trees, single-use bike racks, and other street-side furnishings, such as newspaper stands and planters.
- Lighting and shade trees along the entirety of the roadway are spaced consistently.
- Tree grates and benches are also available, but do not have a cohesive 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

Two options were considered for Main Street—a medium-degree change and a high-degree change—and the medium-degree change option was selected as the preferred design. Both options are illustrated in Appendix C. The medium-degree change, discussed below and illustrated in Figure 4-4b, retains many of the existing site furnishings and sidewalk pavement on Main Street.

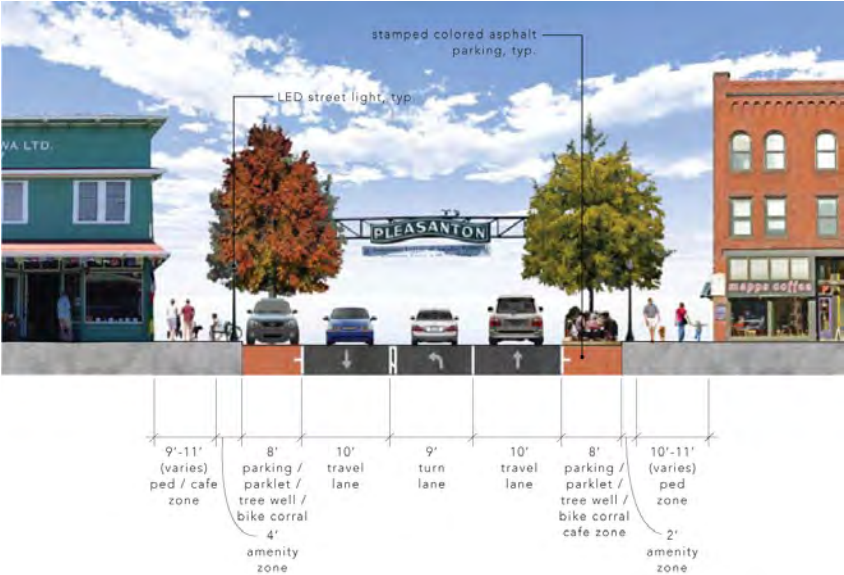
- Proposed features include Pleasanton green metal benches and the use of a colored stamped asphalt for the parking zones.
- The shade trees are relocated to the parking zone as a phased process and provide a canopy over the street and sidewalk areas.
- To maximize the pedestrian zone, outdoor dining 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 to complement those at the existing clock tower, and addition of bus stop seating and shelter.

Figure 4-4a: Main Street – Existing



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

Figure 4-4b: Main Street Improvements – Medium-Degree Change



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

PETERS AVENUE

Peters Avenue is an important transitional street, taking on some of the commercial and mixed-use characteristics of Main Street on the east side of the street, while maintaining a residential character on the west side of the street. Streetscape improvements to Peters Avenue are aimed at providing a more pleasant experience for pedestrians and bicyclists. Pavers will be added to the sidewalks to match the aesthetic of Main Street and additional pedestrian scaled lighting will add historic charm and improved visibility at night. Street trees will be introduced to create a shade canopy over the street and sidewalk areas. As with Main Street, these trees will be located in the on-street parking area so as not to impede pedestrian flow on the sidewalk. South of Old Bernal Avenue, the one-block extension of Peters Avenue will incorporate the aesthetic of the new Town Square District.

Streetscape improvements for Peters Avenue are described below and illustrated below in figures 4-5a and 4-5b, along with additional improvements to the transportation network, including a two-way cycle track on the west side of the street.

EXISTING

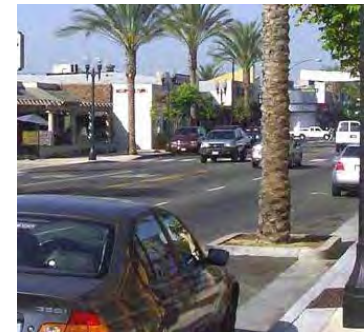
The typical existing Peters Avenue street section is illustrated in Figure 4-5a.

- Peters Avenue is a bus route corridor and includes street parking and two travel lanes, 15'-0" width each (see Figure4-5a).
- 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.

HIGH-DEGREE CHANGE

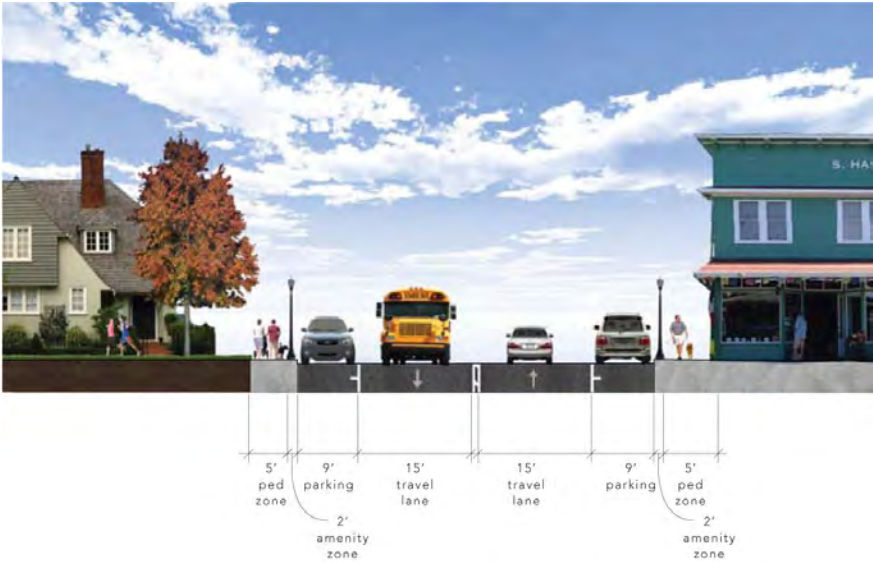
Two options were considered for Peters Avenue—a medium-degree change and a high-degree change—and the high-degree change was selected as the preferred design. Both options are illustrated in Appendix C. The high-degree change, discussed below and illustrated in Figure 4-5b, introduces street trees, bike facilities, and additional lighting, and is further supplemented by infrastructure changes. Features include:

- 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 bulb-outs 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.
- Pavers at sidewalk to match the aesthetic of Main Street.
- A raised contra-flow cycle track.



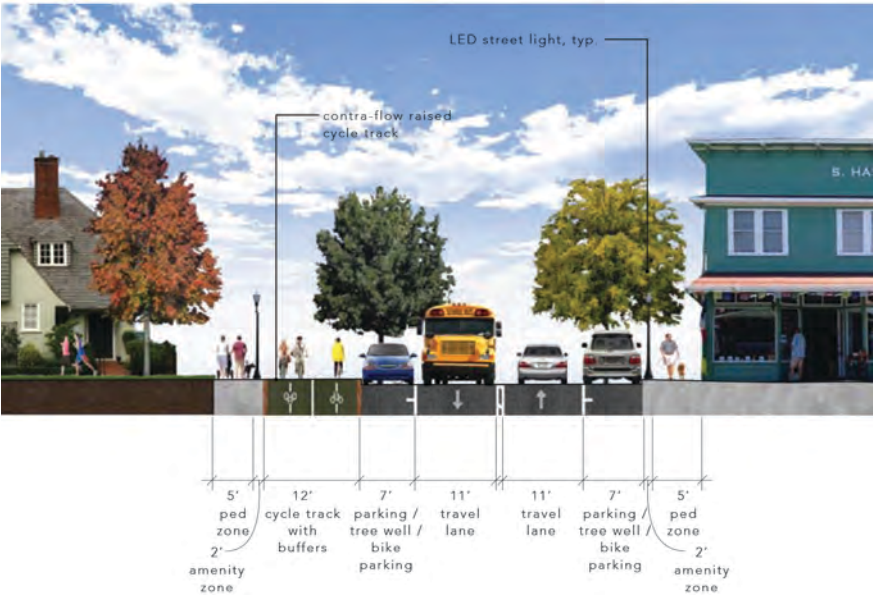
Streetscape improvements to Peters Avenue include street trees and additional improvements to the transportation network.

Figure 4-5a: Peters Avenue – Existing



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

Figure 4-5b: Peters Avenue Improvements – High-Degree Change



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

FIRST STREET

Like Peters Avenue, First Street also functions as a transitional street, buffering the residential neighborhoods to the east from the downtown commercial area. As described below and shown in figures 4-6a and 4-6b, streetscape improvements to First Street will include new street furnishings, such as bike racks, benches, and additional pedestrian scale lighting along the existing sidewalk and the proposed new pedestrian and bicycle route along the Transportation Corridor.

EXISTING

The typical existing First Street street section is illustrated in Figure 4-6a.

- 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 providing shade and a comfortable climate for pedestrians.

MEDIUM-DEGREE CHANGE

Two options were considered for First Street—a medium-degree change and a high-degree change—and the medium-degree change was selected as the preferred design. Both options are illustrated in Appendix C. The medium-degree change, illustrated in Figure 4-6b, preserves the roadway design for vehicular use and provides a bicycle and pedestrian route away

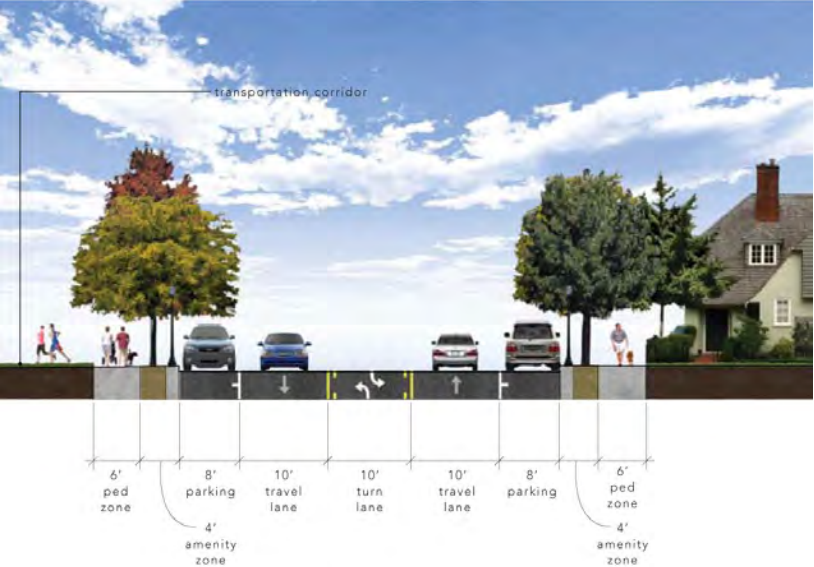
from the roadway by utilizing the future transportation corridor. In this option:

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



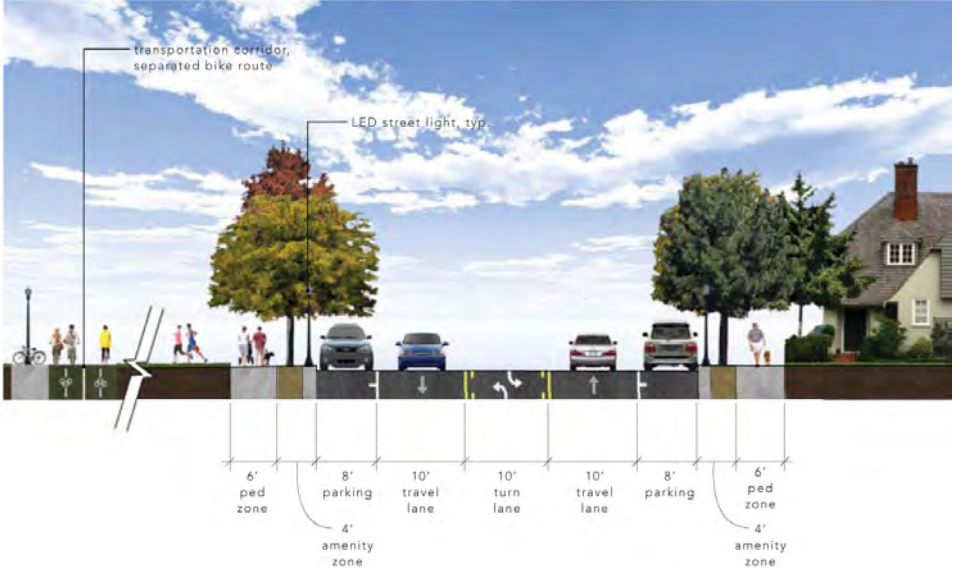
Streetscape improvements to First Street include street furnishings, additional lighting, and a new trail route.

Figure 4-6a: First Street – Existing



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

Figure 4-6b: First Street Improvements – Medium-Degree Change



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

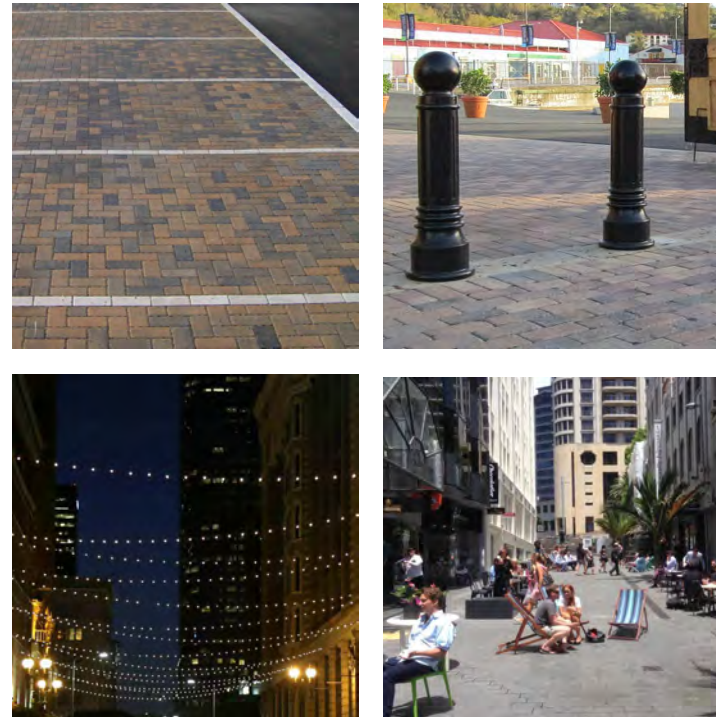
DIVISION STREET

Streetscape improvements to Division Street between Main Street and Railroad Avenue will create a pedestrian-friendly zone in the commercial area that connects the Firehouse Arts Center to Main Street. Three options were considered for this segment of Division Street—a low-degree change, a medium-degree change and a high-degree change—and the medium-degree change option was selected as the preferred design. All options are illustrated in Appendix C.

In the medium-degree change, Division Street between Main Street and Railroad Avenue could be closed to vehicular traffic for special events and/or during specified times, while ensuring that vehicular access for emergency and maintenance vehicles, loading and delivery, and local property access where no alternative is available, is maintained. As illustrated in Figure 4-7, sidewalks will be removed and colored pavers added to create a uniform, extended pedestrian space with trees, planters, benches, outdoor dining areas, pedestrian scaled lighting and/or “festoon” string lighting. Wall murals and hanging planters will add further charm and character.

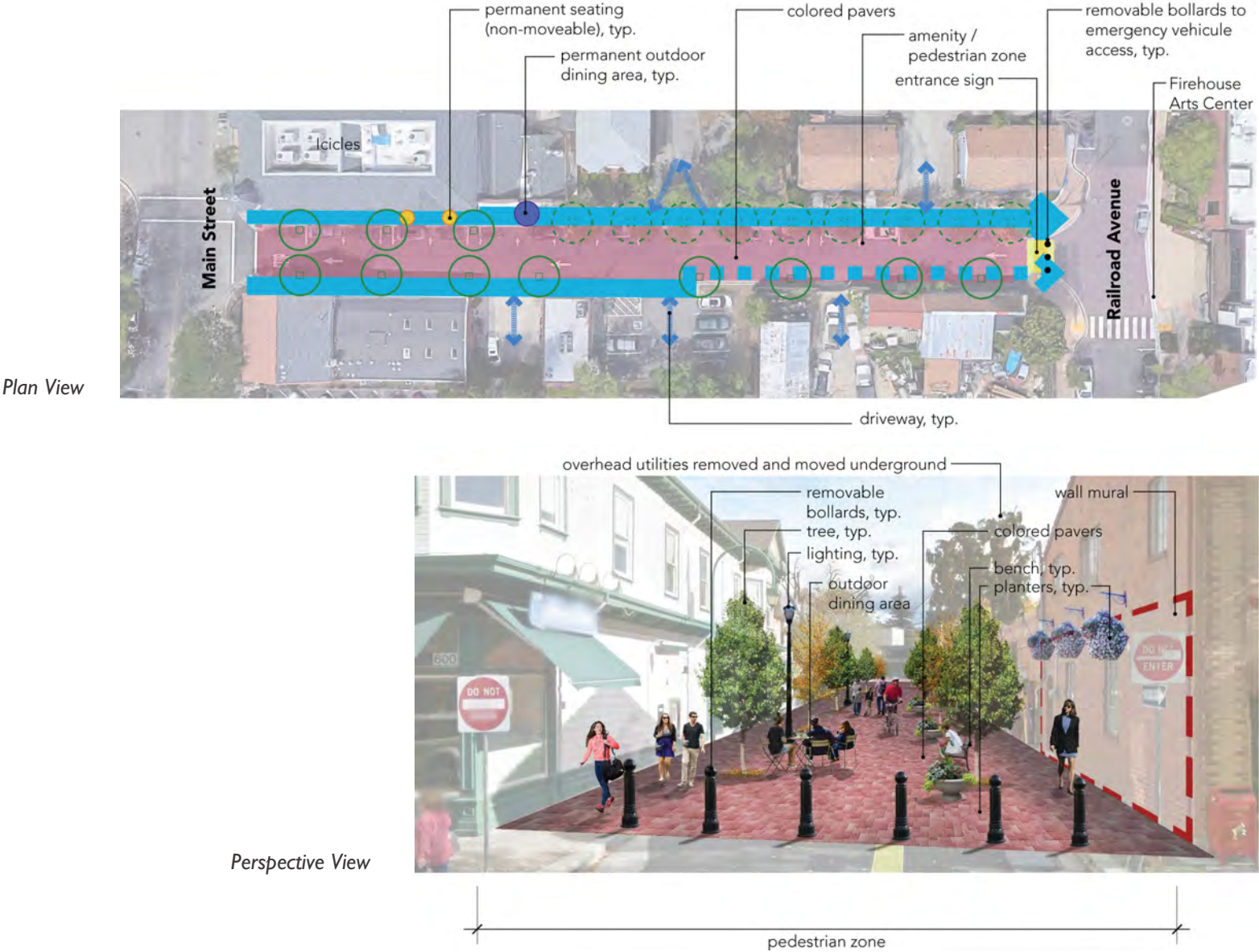
In this design, a shared street prioritizes pedestrian use, with vehicular access only for emergencies. Planters and bollards help identify the pedestrian corridor and prevent vehicular access. The street is curbsless to maximize the pedestrian zone and function as a downtown thoroughfare and a safe 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.



Streetscape improvements to Division Street include colored pavers, string lighting, and outdoor dining areas.

Figure 4-7: Division Street Improvements – Medium-Degree



TOWN SQUARE DISTRICT

While Figure 4-3 provides a conceptual land use and circulation framework for the existing civic center area, it is expected that a subsequent, more detailed site planning and design effort, either by the City or a private developer will consider the layout and design of future facilities for the site. This could include possible new entertainment uses, a hotel, development that supports live/work spaces, and well-connected paths between building entries, parking, sidewalks, and the Town Square. Since the Town Square District is within the Downtown Specific Plan Area, its uses and design should be closely related to the surrounding area, and planning of this area presents an opportunity to enhance the southern portion of the downtown.

GATEWAYS

Gateway features on the roadways leading into downtown will create a sense of arrival and distinguish the area from other parts of the city. Therefore, policies in this specific plan identify appropriate gateway treatments that are encouraged at the major entranceways into downtown, including the following locations:

- Wixom Bridge at Hopyard Road/Division Street;
- Main Street at the Arroyo/near Stanley Blvd;
- Main Street at Bernal Avenue;
- Neal Street at First Street;
- First Street Bridge at Stanley Boulevard; and
- Old Bernal Avenue at Bernal Avenue.

PUBLIC SPACES, ART, AND PLACEMAKING

Public parks and plazas enhance downtown’s sense of place and serve both residents and visitors of downtown Pleasanton. Large public spaces—including parks, the new pedestrian-focused segment of Division Street between Railroad Avenue and Main Street, and the Town Square—can be designed to accommodate larger public gatherings and activities. Smaller public spaces, such as mini plazas and parklets, will enhance the pedestrian environment and provide a visual break along the streetscape. With the use of high-quality landscaping and materials, public spaces will be assets and focal points of downtown Pleasanton.

It is recognized by many visitors that downtown Pleasanton is unique among the historic central business districts located throughout the Bay Area. Further expanding the cultural identity of downtown Pleasanton provides the opportunity to capitalize on its district’s shopping, dining, history, and pedestrian-friendly ambiance. The 2007 Pleasanton Downtown Public Art Master Plan provides goals and objectives specific to public art in the Downtown and should continue to guide the development of new projects. Whether it involves after-hours programming, public art installations, or special events, continued efforts can continue to enhance Main Street and its environs as a “cultural district”. The result will foster an expanded sense of community among residents as well as visitors and will connect with the city’s rich heritage, cultural, and art resources.

SIGNAGE AND LIGHTING

Signage is a factor in the overall aesthetic of downtown's commercial district, and attractive signs can reinforce downtown's pedestrian scale and traditional design. Additionally, sufficient and attractive street lighting is important for safety and to encourage enjoyment of public streets and places. The comfort and safety of some areas of downtown, such as St. Mary's Street, would be greatly improved by enhanced lighting. Policies in this Specific Plan reflect and strengthen direction established in the Downtown Design Guidelines on these topics.



Lighting along Main Street contributes to creating a comfortable and walkable nighttime environment.

4-5 LAND USE AND DESIGN GOALS

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| <p>LD-G.1 Preserve the character and development traditions of the downtown while improving upon its commercial and residential viability.</p> <p>LD-G.2 Retain the small-town scale and physical character of the downtown through the implementation of appropriate land use and development standards, including infill development that is sensitive to the context, scale and character of existing neighborhoods.</p> <p>LD-G.3 Encourage attractive building architecture that reinforces the traditional, pedestrian-oriented design character and scale of downtown.</p> <p>LD-G.4 If relocation of the existing Civic Center is approved by the voters, support a dynamic mixed-use Town Square district at the southern end of downtown, with a central public open space and a mix of retail, entertainment, visitor, residential, and employment uses.</p> <p>LD-G.5 Encourage and proactively coordinate the redevelopment of underutilized commercial properties, while preserving historic buildings and structures.</p> | <p><i>Refer to Chapter 7 for further goals, policies, and implementation programs regarding historic preservation.</i></p> | <p>LD-G.6 Design residential projects so that the scale, architecture and massing enhance and preserve the character of existing residential neighborhoods.</p> <p>LD-G.7 Promote the provision of affordable, live-work, and special-needs housing.</p> <p>LD-G.8 Retain and encourage public uses that strengthen the sense of community and civic pride.</p> <p>LD-G.9 Encourage the creation of publicly accessible open spaces, plazas, public art, trails, bike routes, and parks throughout the planning area.</p> <p>LD-G.10 Encourage future land use development that enhances the Arroyo del Valle as a riparian habitat resource.</p> <p>LD-G.11 Provide streetscape enhancements and improvements that are compatible with downtown’s buildings.</p> <p>LD-G.12 Continue to upgrade the Main Street streetscape and extend improvements to surrounding streets.</p> <p>LD-G.13 Improve the major gateways into downtown to create a sense of arrival and to enhance the aesthetics along these roadways.</p> <p>LD-G.14 Enrich the artistic, cultural, and historic aspects of downtown Pleasanton.</p> <p>LD-G.15 Encourage signs that are creative, artistically designed, and pedestrian in orientation and scale.</p> |
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4-6 LAND USE AND DESIGN POLICIES

LD-P.1 Land Use Designations. Enact the land use designations as shown in Figure 4-2 and detailed in this chapter for the purposes of this Specific Plan.

LD-P.2 Downtown Character and Height. In order to preserve the historic character of the Downtown, new or remodeled buildings, whether commercial or residential in nature, shall meet the maximum prescribed height prescribed for the district in which they are located. Buildings must be pedestrian in scale, as determined through the design review process. Commercial buildings should include design features such as first-story storefront windows, recessed entries, building details, and awnings. For all buildings, techniques such as dormer windows, stepping back upper floors, and modifying design features between building levels should be used to assist in maintaining an overall horizontal design character. Height standards should allow for and encourage varied roof forms, articulation across rooflines, and architectural features and projections such as cupolas, gables, and towers at corners.

COMMERCIAL USE

LD-P.3 Commercial Revitalization. The Downtown contains several multi-parcel areas that are underutilized from the standpoint of supporting pedestrian-oriented commercial businesses because they are either: (1) partially vacant; (2)

contain large parking lots which front on Main Street; and/or (3) are in poor physical condition. The City should work with property owners to proactively plan for the rebuilding of these areas, while preserving historic buildings and structures, so that the design and layout of future development are coordinated in advance of market pressure for construction. Such sites include:

- Northern Gateway, including the five lots located east of 900 Main Street building between Stanley Boulevard and Vervais Street; and Del Valle Plaza located at the northwest corner of Del Valle Parkway and Main Street.
- Southern Main Street Properties, including the 100 and 200 blocks of Main Street.
- Main Street Properties in the commercial area, including the properties at 652 Main Street; 530 Main Street; and 337 Main Street.
- First Street Properties in the commercial area, including Pleasant Plaza located at the southwest corner of Ray Street and First Street; and the six contiguous lots located along the west side of First Street immediately south of Spring Street.

LD-P.4 Commercial Frontage. Require new development in the Downtown Commercial, Mixed Use – Transitional, and Mixed Use – Downtown Districts to include ground floor commercial uses

fronting the street. Residential uses fronting the street are permitted on upper floors only.

- LD-P.5 Pedestrian-Friendly Design.** Protect and enhance the pedestrian-friendly quality of the Downtown Commercial area by locating building facades at the sidewalk’s edge to maintain a defined streetwall and ensuring that building entrances and display windows are frequent and oriented to the street. Incorporate outdoor spaces such as outdoor dining areas and plazas into building design along street fronts outside of the public right-of-way, and for dining, on upper floors as feasible.
- LD-P.6 Original Architectural Elements.** Maintain the existing architectural character of downtown by encouraging that original facade materials and storefront elements, such as transom windows, are uncovered, rehabilitated, and maintained, where appropriate.
- LD-P.7 Sidewalk Arcades.** Enhance Pleasanton’s unique series of sidewalk arcades by encouraging existing and new arcades to be open, attractively-detailed, landscaped, and appropriately-scaled to both pedestrians and the building facade.
- LD-P.8 Materials.** Maintain downtown’s variety of stucco, brick, and wood facades with high quality materials in new construction appropriate to the architectural style of the building. Simulated materials may be used for resource conservation, if determined to have an authentic appearance.
- LD-P.9 Diversity of Architectural Styles.** Encourage a diversity of architectural styles in new construction

that employ varied rooflines, upper facades, and storefronts.

- LD-P.10 Design of Chain Businesses and Corporate Offices.** Discourage use of generic or corporate architecture in chain businesses and corporate offices and instead require building design to be unique, fit with the aesthetic of existing buildings downtown and incorporate high quality design, materials and construction.
- LD-P.11 Storefronts.** Use consistent storefront elements in buildings with multiple storefronts, including recessed entries, display and transom windows, and bulkheads. Materials may be varied for buildings with several storefronts.
- LD-P.12 Public Realm.** Maintain sidewalks, facades, windows, awnings, signs, and other elements of the public realm to be clean and in good repair.
- LD-P.13 Landscaping in Building Design.** Encourage the use of landscaping in building design, such as flowering vines on trellises or arcades, ivy over blank side walls, and flower pots and window boxes

MIXED USE

LD-P.14 Active Ground Floor Use Requirements for Multi-Tenant Buildings. For buildings that have multiple tenant spaces, apply the requirements of the Active Ground Floor Use Overlay to tenant spaces with frontage on Main Street, and certain streets within portions of the Mixed Use-Downtown District “designated active streets”. Exceptions to this requirement may be granted in accordance with LD-P.16.

LD-P.15 Active Ground Floor Use Requirements for Multi-Use Spaces. For tenant spaces accommodating multiple uses, a minimum of the first 25 percent of the depth of tenant space (measured perpendicular to the façade fronting a designated active street) must be occupied with an active use. Exceptions to this requirement may be granted, in accordance with LD-P.16.

LD-P.16 Exceptions to Active Ground Floor Use Requirement: The director of community development may grant an exception to the requirements of the Active Ground Floor Use Overlay district for uses meeting either of the following criteria:

- The tenant space has been vacant for a period of at least 6 months and a non-active use does not exist on the same side of the street within the same block of a designated active street as defined by address (e.g. 100 block, 200 block etc.). Evidence of attempts to lease space shall be provided to the director of community development upon request.

- The configuration of the tenant space is such that it would have a storefront frontage of less than 10 feet (as determined by the director of community development) on a designated active street.

In cases when an exception to the active ground floor use requirement is granted, the provisions of Chapter 18.120 of the Pleasanton Municipal Code (PMC) with respect to non-conforming uses shall not apply, and a new tenant shall be required to conform to the Active Ground Floor Use Overlay, unless another exception is granted by the director of community development based on the above criteria.

LD-P.17 Ground Floor Residential Use. Residential uses fronting the street are only permitted on the upper floors of commercial buildings. Ground floor residential is not permitted, including in the rear portion of and/or behind an existing or proposed non-residential building.

LD-P.18 Entrances. Design entrances to be visible and accessible.

- **Residential entrances:** In mixed-use projects with a residential component, design residential entrances to be separate and clearly distinguishable from commercial entrances or office lobbies. Street fronting residential entrances are allowed in areas designated as Mixed Use-Downtown and Mixed Use-Transitional, but not within areas designated as Downtown Commercial.

- **Commercial entrances:** In commercial projects, emphasize building entrances with architectural details and/or enhanced transparency.
- **Primary and secondary entrances:** Locate main entrances to face onto public streets or the Town Square. Secondary building entrances are encouraged to access pedestrian connections and side streets.

LD-P.19 Flexible Ground Floor Space. Design ground floor spaces to accommodate a variety of uses, by providing spaces of sufficient size and equipped with necessary building infrastructure (gas lines, ventilation, water, etc.) for food service establishments.

TOWN SQUARE DISTRICT

- LD-P.20 Parking.** In the Town Square District, allow for on-site underground, podium, or tucked-under parking, or within additional smaller (1-2 story) parking decks.
- LD-P.21 Phasing.** Encourage sites shown as Phase 1 in Figure 4-2 to develop prior to those shown as Phase 2.
- LD-P.22 Retail Uses.** Allow retail uses in the Town Square District on the ground floor and upper floors.
- LD-P.23 Office Uses.** In areas without the Active Ground Floor Use Overlay, allow office on all floors. In areas with the active ground floor use overlay, allow office on all floors except the ground floor.

LD-P.24 Residential Uses in Town Square District. Allow residential only on upper floors in the Town Square District.

LD-P.25 Live-Work. Allow housing units on top of commercial uses to be used as live-work units. Live-work units are not permitted on the ground floor.

LD-P.26 Community Destination. Encourage land uses that will make the Town Square District a community destination, including entertainment uses, hotel, meeting spaces, and food halls.

LD-P.27 Existing Library Building. Retain the existing Pleasanton Public Library building with the objective of repurposing the building for a commercial or public use.

LD-P.28 Driveways and Access. Allow driveways and access roads in the Town Square District to connect to Bernal Avenue, Old Bernal Avenue, Main Street, and new roads in the Town Square District.

LD-P.29 Downtown Compatibility. Ensure that development within the Town Square District reflects one or more of the styles of traditional architecture found in the downtown as well as the high-quality design and construction standards of the Downtown Design Guidelines. The perceived size and scale of new buildings should be in keeping with that of existing buildings located elsewhere within the downtown.

LD-P.30 Pedestrian Pathways. Establish pedestrian pathways throughout the district that provide

direct and comfortable access between district parking, sidewalks, and the Town Square and to the rest of the downtown, the ACE station, and the Fairgrounds.

- LD-P.31 Town Square.** Establish a public open space area in the new Town Square District.

Town Square District policies would go into effect only if voters approve the relocation of the existing civic center.

The open space must be at least 0.7 contiguous acres in size, with a minimum side dimension of 100 feet. Design of the Town Square could provide fountains or interactive water features, an open turf area, paved gathering spaces, and a perimeter path along adjacent active uses. This policy does not preclude establishment of additional, smaller public open spaces such as pedestrian plazas or pocket parks in the District.

- LD-P.32 District Focal Point.** For buildings abutting and across from the Town Square, incorporate signature architectural features into the building design, particularly at building corners and where streets terminate, to draw activity and attention to this focal point of the district.
- LD-P.33 Public Spaces and Art.** Ensure public spaces and public art are integrated into redevelopment of the existing civic center area, including smaller “pocket parks” and plazas as part of private development projects.
- LD-P.34 Parking Structure.** Ensure that any new district-serving parking structure in the Town Square

District provides an attractive design, with particular emphasis along street fronting facades. Consider allowing the garage to exceed 40 feet in height if the design includes pedestrian-scale and architectural features that fit in with the overall character of the district.

- LD-P.35 Location of Concept Uses.** Specific uses shown in Figure 4-3: Town Square District Concept Diagram (entertainment uses, hotel, Town Square) may be moved around within the Mixed Use-Downtown district, subject to City Council review.

OUTDOOR DINING

- LD-P.36 Adequate Public Access.** Encourage outdoor dining that adds to the active and pedestrian-oriented streetscape and contributes to the economic and social vitality of Main Street and properties in the Mixed Use – Transitional and Mixed-Use Downtown designations, while ensuring that adequate sidewalk access is maintained.
- LD-P.37 Rooftop and Upper Floor Dining.** Where feasible, encourage rooftop and upper floor dining to retain outdoor dining as a downtown amenity while preserving sidewalks for pedestrian use.
- LD-P.38 Drive-Through Establishments.** Discourage drive-through establishments in the planning area.

RESIDENTIAL USE

- LD-P.39 Existing Residential Uses.** Existing residential uses, including historic homes, in non-residential or mixed-use districts may remain and may be

- remodeled or enlarged in accordance with applicable development standards.
- Existing residential uses may remain and may be remodeled or enlarged.*
- LD-P.40 Affordability.** Encourage the inclusion of affordable housing in all future multi-family residential projects beyond what it already required by the PMC and State law, through measures such as financial assistance programs, expedited permit processing, fee waivers, assistance in providing public improvements, reduced parking requirements, etc.
- LD-P.41 Density.** Encourage development at densities that generally exceed the General Plan range midpoints in order to enhance the opportunities for affordable housing, unique housing types, and economic growth in the downtown.
- LD-P.42 Range of Housing Types.** Promote a diverse range of housing types to accommodate a variety of household sizes, including smaller units that are “affordable by design.”
- LD-P.43 Special-Needs Housing.** Develop special-needs housing through the following efforts:
- Encourage and support housing in the downtown for large families, single-parent households, the homeless, the elderly, and the disabled through city participation in joint partnership projects, implementation of the “First-Time Homebuyer Program,” the grant of housing-density bonuses, and other means.
- Encourage and support housing for the disabled through city participation in joint housing projects with organizations such as Bay Area Community Services, HOUSE, Inc., Regional Center of the East Bay, etc.
 - Encourage the distribution of special-needs housing throughout the Downtown.
- LD-P.44 Rehabilitation.** Encourage the use of the City’s Housing Rehabilitation Program by low-income homeowners by promoting the program on the city website and in mailed material.
- LD-P.45 Referral Program.** Develop a program of referring needy homeowners requiring housing rehabilitation in the downtown to local volunteer organizations that provide home repair services.
- LD-P.46 Residential Height Limits.** In the interest of ensuring infill development is sensitive to the character and context of existing development, limit residential building heights to no more than 30 feet in all residential districts.
- LD-P.47 Residential Character.** Preserve and enhance the character of downtown residential neighborhoods by avoiding inappropriately-scaled new construction, additions, and excessive lot coverage, and by encouraging architectural elements and details, such as porches, picket fences, flower boxes, and street-facing entrances and windows.
- LD-P.48 Additions and Second Units.** Encourage additions and second units to be located in the rear of existing homes and designed to maintain the

original character of the homes and the visual scale of the neighborhood.

LD-P.49 Enhancement of Existing Residential Properties. Require upgrade of existing buildings and landscaping on the same property as part of new residential infill projects.

LD-P.50 Design Compatibility. Foster harmonious visual transitions between apartment buildings and single family homes with the stepping down of forms, spacing, and landscaping. Avoid placement of new buildings more than 15 feet taller than an existing adjacent primary structure as measured in accordance with the PMC.

LD-P.51 Transitional Streets. Maintain the mixed residential/commercial character of side streets at the edges of the commercial area to serve as a buffer to adjacent residential neighborhoods.

LD-P.52 Detached Garages. Require detached garages to be located to the rear of the site, when possible. Exceptions can be granted due to a physical constraint that prevents compliance such as an existing heritage-sized tree or inadequate lot width or depth. Minimize visibility of rear parking for multi-family units as viewed from the public right-of-way.

PUBLIC USE

LD-P.53 Open Space System. Locate, size, and design a variety of open spaces to create a system of publicly-accessible and usable public spaces throughout the downtown.

LD-P.54 Parklets and Pedestrian Activity. Encourage the creation of temporary or permanent parklets (extensions of the sidewalk, usually over an on-street parking space that serves as a small public park, bicycle parking, or space for outdoor dining) and mini plazas along Main Street and side streets with the purpose of linking the Main Street commercial blocks and promoting pedestrian activity.

LD-P.55 Mini Plaza Design, Programming, and Maintenance. Create a system of mini plazas along Main Street and on other commercial streets where appropriate. Design, program and maintain these mini plazas based on the following criteria:

- Mini-plazas should be attractively designed and used for small public gatherings, such as musical, dance, or dramatic performances; art displays; and special events.
- They should enhance and be compatible with the design elements found in adjacent structures and public streetscape improvements, whenever feasible.
- They should typically be lighted.
- They should feature decorative paving and benches or other form of seating.
- Wherever possible, raised planters with landscaping, vertical accent features such as arbors or kiosks, and public art should be incorporated within the plaza.

- Mini-plazas should be designed so as not to interfere with the use and visibility of nearby tenant spaces.
- Mini-plazas should be accessible and functionally relate to the public sidewalk.
- Provisions for the on-going maintenance of the mini-plazas should be made prior to construction.

LD-P.56 Division Street as a Public Space. Prioritize programming of events, festivals, and activities on Division Street between Main Street and Railroad Avenue.

LD-P.57 Firehouse Arts Center and Veterans Memorial Building. Retain, preserve and enhance the Firehouse Arts Center and Veterans Memorial Building as venues for arts, cultural and civic events.

LD-P.58 Large Parks. Large public spaces downtown, including Delucchi Park, Lions Wayside Park, and the new Town Square should be programmed with public festivals, events, and activities that will draw people downtown. Facilities and programming for the Lion Wayside and Delucci Parks should implement the requirements of the applicable Master Plan.

LD-P.59 Public Restrooms. When planning and designing public spaces and facilities, consider locations for construction of public restrooms.

LD-P.60 Connectivity and Accessibility. Ensure parks, plazas, and open spaces are connected via

greenbelts, and uninterrupted sidewalks, pathways, and bike routes. Ensure open spaces are accessible to seniors and people with disabilities via multiple entry points.

ARROYO DEL VALLE

LD-P.61 Design within the Arroyo del Valle. Enhance use of, access to, and appreciation of the Arroyo del Valle through the following strategies:

- Construct boardwalks and multiple-use paths at the top of the bank along the Arroyo, where feasible.
- Encourage provision of additional public access point and overlooks to the Arroyo.
- Work with Zone 7 to maintain existing water levels in the Arroyo and to maintain the Arroyo in a clean condition.
- Install signage directing people from Main Street to Arroyo trails. Install educational signage and plaques along Arroyo trails.

LD-P.62 Conservation of the Arroyo del Valle. Require developers of future projects involving land within and adjacent to the Arroyo del Valle to implement the following measures to minimize potentially negative impacts to the Arroyo:

- Coordinate with the appropriate environmental regulatory agencies and secure all required construction and grading permits.

- Conduct an assessment of existing conditions, including topography, waterline location, trees, and other major natural site features.
- Identify the existing plant and wildlife communities and species.
- Prepare detailed channel/habitat restoration and enhancement plans for project impact areas that retain or enhance existing channel hydraulic capacity.
- Prepare wildlife and habitat monitoring programs to ensure the long-term success of channel/habitat restoration and enhancement plans.

LD-P.63 Best Management Practices. Require developers and business owners to operate projects to minimize impacts to the Arroyo.

- Require the owners of new businesses that locate adjacent to the Arroyo to implement strategies to avoid trash and other waste from entering the Arroyo, including, covering trash cans so that wildlife cannot access them; properly disposing of food waste; and prohibiting dumping.
- Require new outdoor lighting to be subtle, low, and directed toward the building and away from the channel bed.

STREETSCAPE ENHANCEMENT

LD-P.64 Streetscape as Part of Transportation Improvements. Streetscape improvements should be implemented concurrently and designed as an

integral part of all transportation related improvements within the downtown. (Proposed improvements are described in Chapter 5, Mobility and Parking.)

LD-P.65 Main Street. Enhance the streetscape design of Main Street to include “Pleasanton green” metal benches, colored stamped asphalt in on-street parking zones, colored pavers at corners/bulb-outs, bus stop improvements where feasible, seating and shelter at bus stops where feasible, planters and flower baskets, as illustrated in Figure 4-4b. When replacement of existing trees is required to provide a wider unobstructed pedestrian path on the sidewalk, shift street trees to new wells within the parking zone, in a manner that retains as many of the on-street parking spaces as possible.

LD-P.66 Peters Avenue. Enhance the streetscape design of Peters Avenue to include street trees within the on-street parking zones and pavers on the sidewalk to match the aesthetic of Main Street, as illustrated in Figure 4-5b.

LD-P.67 First Street. Enhance the streetscape design of First Street to include new street furnishings such as bike racks, benches, and pedestrian-scaled lighting along the existing sidewalk and proposed bike and pedestrian path along the Transportation Corridor, as illustrated in Figure 4-6b.

LD-P.68 Division Street. Enhance the streetscape design of the one block segment of Division Street between Main Street and Railroad Avenue to create a pedestrian-friendly zone that could be closed to vehicular traffic for special events and/or during

specified times. In coordination with local property owners, limited vehicular access for emergency and maintenance vehicles, loading and delivery, and local property access where no alternative is available would be allowed at all times. As illustrated in Figure 4-7, make the following streetscape improvements:

- Remove the existing sidewalks and install colored pavers across the entire space.
- Furnish with seating, outdoor dining areas, pedestrian scaled and/or festoon lighting, and trees and landscaping planters.
- Remove overhead utilities and relocate underground.

LD-P.69 Secondary Streets. Enhance the streetscapes of secondary streets, including Neal Street, Rose Avenue, West Angela Street, and St. Mary Street. Prioritize improving sections of these streets immediately adjacent to Main Street so that they serve as an extension of this corridor. While the details for these streetscape projects will be developed during a later stage, design enhancements should generally include, but are not limited to, the following:

- Install new concrete sidewalks, curb, and gutter using the standard “downtown” sidewalk treatment of 24-inch uncolored concrete square pavers with a stacked bond pattern.
- Pave bare planter strips with concrete to widen new sidewalks and/or install new tree wells.

- Remove and replace street trees that are in poor condition and add new trees and grate in places that do not have street trees.
- Provide planters and benches where appropriate, including bus stops where feasible, plazas, parks, and in places where there is no seating. Use planter and bench designs which complement or match those on Main Street.
- Construct appropriately-sized bulb-outs at the corner of Neal Street and Railroad Avenue, and at other applicable side street intersections, in order to accommodate street furniture and decrease walking distances across streets.
- Provide enhanced treatments for crosswalks, such as special paving, flashing beacons, lighted crosswalks.
- Add crosswalks at the intersection of Neal Street and Railroad Avenue to increase pedestrian safety.

LD-P.70 Trash Receptacles. Ensure that sufficient trash receptacles and trash pick-up on Main Street and adjacent streets with commercial uses, including requirements for businesses to provide outdoor trash receptacles, particularly food service businesses and financial institutions.

LD-P.71 Undergrounding Electrical Lines. Continue to require private development projects to underground electrical lines downtown or pay a pro-rata share of the future undergrounding.

Allocate funding for undergrounding along public streets as it is available.

- LD-P.72 Visible Utility Equipment.** Design and locate visible utility equipment such as utility boxes, manholes, and grates to maintain a cohesive streetscape design, permit regular spacing of plantings and lighting, and minimize streetscape clutter. Coordinate with appropriate agencies on the design of visible utility equipment located in the public realm (see “Public Art and Placemaking”).
- LD-P.73 Street Tree and Sidewalk Consistency.** Require planting of street trees and uninterrupted sidewalks in residential neighborhoods. Street trees should be planted with consistent spacing and use a consistent palette of species to establish a regular streetscape pattern.
- LD-P.74 Mature and Heritage Trees.** Preserve mature and heritage trees.
- LD-P.75 Tree Survey.** Conduct a street tree survey of the existing species and condition of trees in residential neighborhoods and determine which trees are doing well and are preferred by residents. Use this as the basis of a street tree master plan which specifies new tree species, tree spacing and location, and criteria for tree removal. Include tree monitoring and maintenance as part of the plan.
- LD-P.76 Tree Grates.** Use ADA compatible tree grates for street trees throughout the Downtown Specific Plan area, where appropriate. Where tree grates cannot be used, fill in tree wells should be stabilized to maintain an accessible path of travel.

DOWNTOWN GATEWAYS

- LD-P.77 Gateways.** Improve major gateways into the Downtown as identified in Figure 4-1 to create a sense of arrival and to enhance the aesthetics along these roadways. Gateway design elements should include landscaping, public art, decorative paving, new decorative fencing, lighting, and downtown entrance signs that complement the design of nearby architectural features and bridges. Coordinate with appropriate agencies and departments to develop a thematic design for downtown gateways.
- LD-P.78 Priority Gateway Improvements.** Prioritize design and implementation of gateway improvements at the Wixom Bridge on the southwest side of Hopyard Road at the Arroyo del Valle trail staging area and at the Main Street Bridge.
- LD-P.79 Main Street Bridge.** Enhance the Main Street Bridge with the following improvements:
- Upgraded metal rails
 - New decorative street lights
 - Decorative concrete elements
 - Sculpture and/or planter pots
 - Widened sidewalk
 - Decorative paving
 - Gateway element or arch feature that does not compete with the Pleasanton Sign

PUBLIC ART AND PLACEMAKING

- LD-P.80 Public Art.** Enhance the presence of public art in the planning area for the enjoyment of businesses and residents, in accordance with the Downtown Public Art Master Plan.
- LD-P.81 Public Art in Parks and Open Spaces.** Install public art in the Downtown parks and within the Transportation Corridor in accordance with the Master Plan for Lions Wayside and Delucci Parks, the Master Plan for the Downtown Parks and Trails System, and the Downtown Public Art Master Plan.
- LD-P.82 Public Art in Mini Plazas.** Promote public art as part of the mini-plaza concept and at the northern and southern entryways to Main Street.
- LD-P.83 Murals.** Encourage property owners to paint murals on blank building walls subject to high quality design standards and using high quality materials, where appropriate.
- LD-P.84 Temporary Public Art.** Encourage property owners of sites with vacant tenant spaces or where construction fencing is utilized, to install or display temporary public art within the vacant storefront or on the fencing, so as to beautify these locations.
- LD-P.85 Informational Kiosks.** Work with the Pleasanton Downtown Association (PDA) and other stakeholders to install informational kiosks in strategic Downtown locations.
- LD-P.86 Evening Programming.** Identify opportunities to expand evening-hour cultural programming in

Downtown Pleasanton (e.g., monthly gallery walks, evening concerts, etc.).

SIGNS

- LD-P.87 Pedestrian-Oriented Signage.** Require signage within downtown to be pedestrian-scaled and oriented, and to include high quality materials and design detail.
- LD-P.88 Sign Lighting.** Prohibit internally-illuminated signs such as cabinet signs, raceway signs, and digital and LED displays. Halo-illuminated, externally illuminated and neon signs are permitted.

LIGHTING

- LD-P.89 Street Lighting.** Provide pedestrian-oriented street lighting along all residential, commercial, and mixed-use streets. Ornamental double-head or “high-low” pedestrian- and roadway-oriented lighting is recommended to ensure proper illumination for vehicles, pedestrians, and cyclists.
- LD-P.90 Standard Lighting.** Replace the existing street lights located on telephone poles and on metal light standards with more decorative street lights. This should take place concurrently with the undergrounding of electrical utility lines.
- LD-P.91 Building Lighting Design.** Require new building lighting to be shielded and down-directed to minimize off-site glare; use appropriate decorative fixture styles that complement the building’s architecture, and to be thoughtfully placed to

accentuate building entries, signage and architectural elements, and maintain public safety.

pedestrian-scale fixtures that illuminate the dining area while minimizing off site glare.

LD-P.92 **Lighting for Outdoor Dining.** Ensure that outdoor dining areas are adequately lit by

4-7 LAND USE AND DESIGN IMPLEMENTATION PROGRAMS

LD-I.1 Request voter approval to amend the Bernal Property Phase II Specific Plan and approval of a financing plan for the potential relocation of the existing civic center. Ensure that the Library and Community Center are included as part of Phase 1 of the new Civic Center. Implementation of the Downtown Specific Plan components related to the new Civic Center shall not occur unless voters approve the Bernal Property Phase II Specific Plan amendment affirmatively. If the vote is not affirmatively approved, amend the Downtown Specific Plan as it relates to the existing civic center site.

LD-I.2 Initiate Land Use Amendments to modify land use designations for various properties to address inconsistencies between the General Plan, Specific Plan, and zoning designations. Table B-1 in Appendix B, includes a list of properties preliminarily identified as having such inconsistencies. The final list of properties and their preferred land use designations will be determined as part of the land use amendment process.

LD-I.3 Amend the PMC to allow existing single-family residential units as permitted uses in the

Downtown Commercial and Mixed Use - Transitional districts, allow for additions or enlargements to these structures, and establish applicable development standards.

LD-I.4 Initiate an amendment to the PMC to: limit building height in all residential zoning districts in the downtown (including future Planned Unit Development Districts) to not more than 30 feet; clarify that height is measured should be measured from the lower of natural or finished grade and that the highest point includes parapets; and clarify height measurement of architectural building elements and free-standing appurtenant structures.

LD-I.5 Amend the PMC to limit the hours of operation for uses in the Mixed Use-Transitional District to remain open no later than 11:00 p.m.

LD-I.6 Develop a maintenance program to keep sidewalks, facades, windows, awnings, signs, and other elements of the public realm clean and in good repair.

LD-I.7 Modify the Sidewalk Dining and Decorative Display Ordinance to separate the sidewalk dining requirements from sidewalk decorative display

requirements in the Ordinance, and to reflect the following standards and guidelines:

- Barriers for sidewalk dining areas may be attached to the sidewalk.
- Barriers for sidewalk dining areas may not exceed three feet in height.
- Plant materials in planters or flower pots within sidewalk dining areas may not exceed a total height of four feet from the sidewalk.
- Umbrellas used in sidewalk dining areas must maintain a minimum clearance of seven feet between the sidewalk and the bottom of the umbrella cover.
- Sidewalk dining areas should remain visually open and unobtrusive.
- Tree grates should be used in lieu of decomposed granite around trees adjacent to a sidewalk dining area.

LD-I.8 Sidewalks within dining areas should be regularly steam cleaned by the business owner.

LD-I.9 Adopt and regularly update a Master Plan for the Downtown Parks and Trails System to include parks, open spaces, plazas, public art and pedestrian enhancements along the Arroyo del Valle to assist with further enhancing the community.

LD-I.10 Devise a streetscape improvement schedule with the goal of improving two streets each year.

LD-I.11 Add trash receptacles to the side streets and parallel streets in the commercial portion of the Downtown. Locations should be determined based upon the concentration of business establishments, amount of foot traffic, and presence of bus stops. The trash receptacles should match the metal receptacles used on Main Street.

LD-I.12 Develop and refine a street tree planting program for streets identified in Figure 4-1: Existing and Planned Downtown Design Projects.

LD-I.13 Prioritize design and install gateway elements as follows:

a. First Priority

- Wixom Bridge at Hopyard Road/Division Street
- Main Street at the Arroyo/near Stanley Blvd
- Main Street at Bernal Avenue

b. Second Priority

- Neal Street at First Street
- First Street Bridge at Stanley Boulevard
- Old Bernal Avenue at Bernal Avenue

LD-I.14 Work with private property owners and appropriate entities (e.g., Civic Arts Commission, Planning Commission, Pleasanton Downtown Association, Pleasanton Cultural Arts Council, Pleasanton Art League, and Pleasanton Unified School District) to implement the projects

identified in the Downtown Public Art Master Plan and to identify potential additional locations for temporary or permanent public art installations (including sidewalk tile art, painted utility boxes, sculptures, murals, etc.).

LD-I.15

Initiate amendments to the Sign Ordinance to address the following:

- Delete the section of the Sign Ordinance which precludes the use of projecting signs over an awning or similar shading device.
- Identify functional signs, (lights, clocks, temperature indicators), and communicate with property owners to ensure functional signs are compliant and in working condition.
- Allow the use of two sign types in addition to window signs.
- Waive design review approval for window signs that meet the criteria of the Sign Ordinance and the Design Guidelines.
- Along the Main Street corridor, permit banners on the outside of a building for live performances, street festivals, and entertainment in order to promote such events which bring activity to the Downtown. Banners may be a maximum of 24 square feet, and use shall be limited to the day of the event, with removal required at the end of the day. Grand opening banners are also permitted in accordance with the requirements of the PMC.
- Develop standards to regulate the size of campaign related signage.

- Develop sign standards for the Mixed Use – Transitional designation.
- Amend existing regulations for freestanding sidewalk signs and menu displays such that the regulations are specifically tailored to apply to side streets, to ensure that adequate pedestrian passageways on sidewalks are maintained.

LD-I.16

Install standard design street lighting along St. Mary Street to the west of Peters Avenue, as indicated on Figure 4-1.

LD-I.17

Implement other all existing plans and policy documents applicable to the downtown. These include:

- Master Plan for the Downtown Parks and Trails System
- Pleasanton Downtown Public Art Master Plan
- Master Plan for Lions Wayside and Delucchi Parks
- Downtown Design Guidelines
- Civic Center Master Plan
- Pedestrian and Bicycle Master Plan
- Pleasanton Trails Master Plan
- Downtown Parking Strategy
- Pleasanton Downtown Historic Context Statement
- Downtown Hospitality Guidelines

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- LD-I.18** Revise, refine, and clarify context sensitive infill guidelines as needed.
- LD-I.19** Amend the PMC definition of “mixed use” such that residential uses are not a required component of a mixed-use project, and such that it excludes industrial uses.

- LD-I.20** Amend the PMC to include a definition for live-work units.
- LD-I.21** Modify the definition of floor area such that it is clear that floor area includes both residential and non-residential uses in a building.
- LD-I.22** Amend the PMC to include a chapter for the Mixed-Use Transitional District.



5 Mobility and Parking

Mobility and parking are two essential issues that the Plan aims to manage and improve in order for downtown to offer the optimal experience for residents, tourists and businesses. The Plan's objective is to provide sufficient parking for the downtown which is growing in size and vitality, while simultaneously supporting the integration of a more multimodal transportation system.

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Mobility generally refers to the movement of people and goods through one or more types of transportation modes, such as driving, transit riding, bicycling, or walking. The ease of access to and mix of various types of transportation modes can help to define the character of the area. The downtown environment with its shaded sidewalks and activity encourages foot traffic, yet private motor vehicles have been the predominant means of bringing people into and through the downtown. Public transit also serves the area and can provide further opportunities for reducing traffic congestion; new technologies will continue to change the way transportation systems are managed and operated.

Parking within the commercial district has been identified as one of the most important issues for downtown Pleasanton, since sufficient parking in convenient locations is critical for the success of downtown’s businesses. The importance of parking will continue to increase as downtown grows and intensifies. Should the existing civic center relocate, it is important that sufficient parking is also provided for new residents, visitors, and employees in the Town Square District. While parking demand can be accommodated both through City-owned and private parking lots, public parking in particular is needed for maximum parking efficiency. Adequate

parking generally exists for the residential areas but sufficient parking for the commercial portion of downtown is needed to avoid spillover parking into the residential neighborhoods. This chapter is informed and guided by the Downtown Parking Strategy and Implementation Plan (“Parking Strategy”), which was adopted in 2017. The objective of this chapter is to examine mobility issues facing the downtown and present strategies for addressing them, while strategically increasing the supply of parking to support the economic growth of businesses, all in ways which would maintain the downtown’s attractiveness and vitality.



The need to create available parking spaces will increase as downtown grows and intensifies.

5-1 EXISTING CONDITIONS

Downtown Pleasanton is composed of a mix of residential streets, arterial roadways, and a walkable downtown commercial district, focused primarily along Main Street. The transportation network for downtown follows a fairly traditional grid road system that historically has been focused on efficient vehicular use. It provides varying degrees of mobility and access to non-vehicular modes of travel (i.e., bicycling and walking). There is a desire from the community to rebalance transportation options to better accommodate non-vehicular modes by making improvements to downtown's streetscapes and the transportation network as a whole.

Prior to the rise in popularity of the automobile and Pleasanton's rapid development that took place beginning in the 1960s, Main Street developed as a walkable, pedestrian-scale corridor that experienced relatively little vehicular traffic. However, reliance on the automobile has increased substantially since that time. While Main Street has preserved its small-town feel through its pedestrian-scaled streetscape and multi-modal amenities, the rest of downtown developed with a primary focus on vehicular infrastructure to support these changes while the provision of facilities for non-vehicular mode types developed secondarily. It is the roadways surrounding Main Street on which this chapter primarily focuses, and which afford the most opportunities for improvements.

STREET NETWORK

Main Street is the main activity corridor in downtown and runs approximately north-south through the plan area. In the downtown

commercial area, it is primarily a two-lane road with periodic left turn pockets and on-street parking provided on both sides. Main Street widens to become a four-lane road (two in each direction) without on-street parking north of Vineyard Avenue, and connects the downtown to neighborhoods to the north and south. Main Street has pedestrian-scale features like buildings built to the sidewalk and amenities such as benches, bike racks, and shade trees. There are crosswalks at intersections. These crossings, along with curb extensions that extend the sidewalk at street corners, help to narrow the roadway, calm traffic, and shorten crossing distances for pedestrians.

Peters Avenue is located west of and roughly parallel to Main Street. It is a two lane roadway with on-street parking provided on both sides that provides a partial by-pass of Main Street, but its lack of a through connection beyond the downtown limits its usefulness as an alternative to Main Street or First Street.

First Street runs east of and at an angle to Main Street. This roadway is very different from Main Street. The roadway provides two lanes of traffic separated by a center turn lane along most of its length. North of Ray Street, it transitions to a four lane roadway separated by a center turn lane with a higher speed limit. Traffic congestion is experienced primarily during the peak periods. First Street serves residents living in or near the downtown and the eastern Pleasanton neighborhoods such as Vintage Hills and Ruby Hill. Additionally, a portion of First Street peak hour traffic consists of cut-through traffic to the other employment centers in the Bay Area or cut-

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through traffic to Livermore as an alternate to I-680 that provides a more direct route through town.

Division Street is an east-west, two lane roadway located towards the center of the plan area. The eastern end of Division Street is a narrow one-way (westbound) roadway that connects Main Street to Railroad Avenue. Division Street has several commercial businesses with storefronts facing the roadway, but outdoor retail and dining space is limited. The Firehouse Arts Center, a recently-developed art and community gathering space, is on Railroad Avenue at the eastern terminus of Division Street. Despite its connection to Main Street, pedestrian access along Division Street is poor, with narrow sidewalks on both sides of the street, except on the south side of the street between Railroad Avenue and 220 Division Street, which lacks a sidewalk. There is an opportunity to improve pedestrian and bicycle access to the Firehouse Arts Center and connect more effectively to the adjacent Transportation Corridor, which is envisioned as a key trail and bikeway route.

PUBLIC TRANSIT NETWORK

Bus service to and within downtown is provided by Wheels, which is operated by the Livermore Amador Valley Transit Authority (LAVTA). As of 2018, the Number 8 and 10R bus routes serve the downtown, running primarily along Peters Avenue and the northern portion of Main Street, where they continue beyond the downtown area. Transit amenities, such as bus shelters, benches, and schedules, are generally lacking at the bus stops. Wheels also provides a door-to-door shared ride transportation service to eligible people with disabilities through the Dial-A-Ride paratransit program.

Downtown is also served by passenger rail service. The Altamont Corridor Express (ACE) train provides commuter rail connection between Stockton and San Jose. The ACE rail station is located on Pleasanton Avenue at the Alameda County Fairgrounds and allows commuters to connect to the East Bay, San Francisco, and the Peninsula via the Bay Area Rapid Transit (BART) urban rail system. An extensive network of buses and private shuttles transport riders from the ACE station to BART stations, local business parks, and employment centers throughout the Bay Area.



An extensive network of buses and shuttles operate through the downtown area.

TRANSPORTATION CORRIDOR

The former Southern Pacific Railroad right-of-way, now the Transportation Corridor, extends through the downtown commercial district just west of and parallel to First Street. The railroad right-of-way was vacated in the mid-1980s when the Southern Pacific Railroad consolidated its rail operations with the Union Pacific Railroad. It now presents valuable opportunities for

use in a way which could complement and support the adjacent downtown area. Various suggestions for its use have been proposed over the years, including as an extension of the Niles Canyon Railway, a heritage railway for recreational purposes. After careful consideration of the various alternative proposals, the City developed a statement specifying that it does not support the Historic Niles Canyon Railway coming into the Downtown Specific Plan Area on the Transportation Corridor. The City does, however, support the railway coming in south of the Specific Plan Area, subject to the resolution of significant environmental impacts.

A majority of the Transportation Corridor is planned to be a bicycle and pedestrian trail system, which would be consistent with its Transportation Corridor designation and would preserve future transportation development options. The Transportation Corridor as a multi-use trail provides an off-street transportation connection for the movement of people to and within the downtown area by use of active transportation modes. The corridor would strengthen the community's connection to the downtown's commercial district, as well as other downtown destinations such as Delucchi and Lions Wayside Park, the Firehouse Arts Center and the Veterans Memorial Building. The Transportation Corridor also has the potential to connect to the Arroyo del Valle Trail.

SIDEWALK NETWORK

Main Street, with its pedestrian scaled street design, site furnishings that invite conversation and social activity, and wide, shaded sidewalks, is often described as the precedent for how the community envisions the greater downtown area. However, pedestrian mobility challenges remain. Utilities and seating located

in the sidewalk often reduce the available pedestrian zone, or the clear sidewalk area in which pedestrians walk, to widths that make it difficult for pedestrians to walk. The City has encouraged outdoor dining and allows for café tables and chairs to be located on the sidewalk, but those furnishings sometimes encroach into the pedestrian zone and enforcement is a challenge.

The sidewalks on Peters Avenue are generally between four to seven-foot wide. Though this is adequate for walking, combined with the lack of street trees and site furnishings, generally results in a less comfortable pedestrian environment than Main and First Streets. The width precludes the addition of trees in the sidewalk.

First Street's six-foot wide sidewalks are generally a sufficient width given the lower level of pedestrian traffic that it receives. Mature shade trees on the west side, coupled with landscaped parkway strips on the east side, provide some buffer against the vehicular traffic that utilizes the corridor. Block lengths along First Street are generally long, with few opportunities for pedestrians to cross, which contribute to a less convenient pedestrian experience in comparison to Main Street.

Elsewhere in downtown, sidewalks are generally of adequate width, except on Harrison Street, Augustine Street, and short segments of Division Street and Neal Street, where sidewalks are missing or are narrower than four feet. East of First Street in the residential area, sidewalks are lacking completely along the east side of Second Street between Abbie and Neal Streets, and on the west side of Third Street between East Angela and Neal Streets.

BICYCLE AND TRAIL NETWORK

Bicycle facilities can generally be found near the periphery of downtown and are generally lacking in the commercial area by Main Street. Bike lanes can be found on First Street along the segment located north of Vineyard Avenue, connecting to neighborhoods north of downtown. Bike lanes are also provided on Stanley Boulevard, an east-west roadway located on the northern edge of the plan area, on Main Street north of the Arroyo del Valle, and on Bernal Avenue between Old Bernal Avenue and First Street. The bike lanes on Bernal Avenue transition to Class I bike paths west of Old Bernal Avenue, and back again to bike lanes west of Pleasanton Avenue.

The Arroyo del Valle Trail is an unpaved path from the Arroyo de la Laguna to Division Street/Hopyard Road. East of Hopyard Road the path becomes a paved path, then descends as an unpaved path from street level to run parallel to the creek, making it subject to flooding and weather-permitted use. The trail can be accessed from several locations within the plan area, including Division Street/Hopyard Road at the west end, Harvest Circle, St. John Circle, and a point just east of the Main Street bridge.

CIVIC CENTER

The civic center is located on the southern edge of downtown, fronted by Old Bernal Avenue to the north and west, Bernal Avenue to the south, and Main Street to the east. Vehicular access to the civic center is provided via driveways located off these roadways to various surface parking lots. Wide sidewalks along the roadways provide pedestrian access to the site, but sidewalks are more limited

EXISTING PARKING SUPPLY & CONDITIONS

- *There are approximately 3,320 parking spaces in downtown, including both on-street and off-street public and private parking supplies.*
- *On-street spaces account for 13 percent of all parking spaces in Downtown Pleasanton.*
- *There is approximately one parking space per each 250 square feet of development.*
- *Most of the on-street parking spaces are designated for a three-hour maximum time limit between 9AM and 6PM on weekdays and Saturdays.*

within the site and located primarily to provide pedestrian access between the parking lot and building.

TRANSPORTATION DEMAND MANAGEMENT

Transportation demand management involves strategies for maximizing the efficient use of existing transportation resources and infrastructure. This generally involves tools for reducing the total volume of traffic through mode shift, from vehicular-based travel to non-vehicular-based alternatives such as walking, bicycling, carpooling, and use of public transportation. The ACE train station, Wheels transit stops and routes, and Arroyo del Valle Trail are just a few existing elements in downtown that support this mode shift. In addition, the City employs synchronization of traffic

signals and computerized traffic monitoring to manage traffic both inside and outside of downtown.

EXISTING PARKING AND PROGRAMS

PARKING SUPPLY AND DEMAND

Based on numbers in the 2002 Downtown Specific Plan, there were approximately 3,320 parking spaces in the Parking Strategy study area. This includes public and private parking, and both on-street and off-street spaces, but excludes parking spaces on the Transportation Corridor (91 paved spaces adjacent to the Firehouse Arts Center, 92 paved spaces between Neal St. and Abbie St. and additional unpaved spaces) or off-street parking associated with residential development. On-street spaces account for about 13 percent of all parking spaces (460 spaces) in the study area.

The Parking Strategy analyzed data from 2013 to 2015 to assess the levels at which different parking areas downtown are utilized. The Parking Strategy had the following key observations and findings about parking demand:

- On-street parking demand is at- or over-capacity on most blocks within the Main Street commercial area during peak times, although the total number of public and private spaces within downtown is adequate to meet overall parking demand.
- Demand for off-street public parking was found to have increased between 2013 and 2015, with noon-time parking demand increasing by five percent; and evening parking demand increasing by 30 percent.

- While some private lots also experience high levels of mid-day and evening demand, many are underutilized.

PARKING REQUIREMENTS AND ECONOMIC DEVELOPMENT INCENTIVES

The City regulates parking in the Pleasanton Municipal Code (PMC), with new development generally required to provide parking for all of its proposed uses on-site. However, in recognition of the fact that downtown sites are often physically constrained, and to encourage economic development, the Zoning Ordinance includes some additional flexibility for parking within downtown. This includes reduced parking ratios for projects zoned Central Commercial (C-C) and Multi-Family Residential (RM) within certain areas of the downtown; within the “Downtown Revitalization District” there are exemptions from the typical requirement to provide additional parking for some building additions and when intensifying use.

The Zoning Code also allows for off-street parking requirements to be met by requesting to pay an in-lieu parking fee. In-lieu parking fees collected are to be used for construction of parking facilities anywhere within the Downtown Revitalization District. The fee is based on the value of the deficient number of parking spaces, including land and construction costs. In-lieu parking is subject to approval of an agreement between the property owner and City on a case-by-case basis.

The Zoning Ordinance provides economic development incentives in the Downtown which allow flexibility to parking requirements. These include:

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- Allowing building additions of up to 10 percent of the existing building floor area without requiring parking or payment of in-lieu fees
- Granting parking waivers to property owners that allow their private parking lots to be used by the general public and also devise or participate in a City program to encourage employee parking in outlying areas of downtown
- Providing parking credits for existing floor area of a building which is approved to be demolished and rebuilt as long as the replacement building is the same or better design than the original building.

DOWNTOWN PARKING STRATEGY AND IMPLEMENTATION PLAN KEY FINDINGS AND RECOMMENDATIONS

In addition to the key findings described in the “Parking Supply and Demand” section, the Parking Strategy identified the following key observations about parking conditions in the study area:

- It is often difficult for visitors to distinguish where they are allowed to park (in public or private lots) due to varying time limits, inconsistent signage, and/or identification of lots.
- Issues with the condition and breadth of pedestrian and bicycle networks tend to discourage people from walking or riding a bicycle downtown, rather than driving, thus increasing demand for parking.

- Demand for parking near the ACE train station sometimes leads to parking overflow into residential neighborhoods, particularly during peak parking periods.

The Parking Strategy includes a number of recommendations to manage existing parking demand and increase parking supply. A list of “top ten strategies” are identified as priorities for implementation, including executing plans for the Transportation Corridor that would provide additional parking in this area; refining time limit restrictions to more effectively manage parking utilization; improving access to parking with wayfinding and pedestrian and bike connectivity; making better shared use of private parking lots; and identifying sites for additional surface parking. The full “top ten” list is provided under Policy 1 and additional information about the top ten strategies, existing parking conditions, future demand scenarios, and implementation is provided in the Downtown Parking Strategy and Implementation Plan.



The Downtown Parking Strategy includes recommendations for existing parking demand and increasing supply.

5-2 FUTURE IMPROVEMENTS

The greatest change to the downtown will be the redevelopment of the existing civic center into a Town Square District, should voters approve the ballot measure to relocate the existing civic center to the Bernal Property. The Town Square District provides opportunities for implementation of complete streets that are unconstrained by existing right-of-way width and uses. Roadway extensions from the existing grid system into the Town Square District will enhance connectivity to the surrounding downtown and within the District itself. Changes to Peters Avenue through the incorporation of a two-way protected cycle track and addition of street trees to the parking lane to provide shade are also significant.

A number of intersections, referred to in the General Plan as exempted Gateway and Downtown intersections, may be allowed to degrade below the level-of-service D standard if no reasonable mitigation exists or if the necessary mitigation is contrary to other goals and policies of the City. For example, physical improvements at Downtown intersections to provide additional capacity for vehicles could degrade the pedestrian realm. For Gateway intersections, additional vehicle capacity could encourage additional vehicle traffic that should remain on the regional transportation system and could also degrade the pedestrian experience and visual character of the intersection. It is in recognition of this that the Pleasanton General Plan exempts the downtown from its policy that major intersections not exceed Level of Service (LOS) D. By making it easier and more comfortable for people to utilize alternative, non-vehicular modes such as walking

and bicycling to travel to and through downtown, these improvements can help mitigate some of the downtown congestion.

Future improvements to the roadway system in downtown will focus on improving access and comfort for non-vehicular users. Streets of primary focus include Main Street, Peters Avenue, First Street, and Division Street between Main Street and Railroad Avenue. These roadways are heavily utilized and provide the greatest potential for improving connectivity for non-vehicular modes of travel while maintaining the existing character of Main Street and extending that character to side streets. Refer to Chapter 4, Land Use and Design, for additional information about urban design and streetscape improvements.

TOWN SQUARE DISTRICT

As part of the potential future Town Square District a new right-of-way connection would be developed between Old Bernal Avenue and Main Street. This area would be accessible by all modes, including bicycles, cars, and pedestrian paths. The construction of new streets would continue the grid system into this extension of downtown and provide additional bicycle and pedestrian facilities, such as sidewalks and bike routes, to improve multi-modal circulation. A network of pedestrian paths would connect visitors to amenities in the potential Town Square District, as well as between adjacent downtown destinations, the Alameda County Fairgrounds, and the ACE Station. Pedestrian paths would connect to a new

parking structure, which would incentivize visitors to utilize the parking structure and walk to their destinations.

TOWN SQUARE DISTRICT PARKING

Although the Parking Strategy discusses a breadth of topics related to downtown parking, it does not assess parking strategies for the

Table 5-1: Town Square District Parking Requirements

Land use	Parking Requirement	
Residential¹	Studio and one-bedroom units	1 space per dwelling unit
	Two-bedroom units	1.5 spaces per dwelling unit
	Three or more bedrooms	2 spaces per dwelling unit
	Visitor parking	1 space per 7 units
Commercial²	1 space for each 300 square feet of gross floor area or 1 space for each 250 square feet of gross floor area for office uses on the ground floor of new buildings ³	
Entertainment Use	Requirement to be evaluated on a case-by-case basis.	
Hotel	1 space per room plus 1 space per employee on max shift	

Notes:

- 1. Residential parking ratios apply to for-sale and rental projects with more than 10 units.
- 2. Commercial includes all retail, office, and restaurant uses.
- 3. Project applicants may utilize the flexibility prescribed in the Code (e.g., shared parking, joint use parking, etc.) to achieve a lower ratio.

Source: Dyett & Bhatia, 2018

existing civic center or its redevelopment in the event the civic center relocates. Table 5-1 lists parking requirements for new residents, employees, and visitors in the Town Square District.

This Specific Plan establishes parking requirements and parking management strategies for the Town Square District, aiming to incorporate sufficient parking to support businesses. However, it also recognizes that an overabundance of parking can encourage vehicle trips when other means of transportation—including walking and bicycling—may be available. Parking demand strategies for the Town Square District are reflective of many of the concepts articulated in the Parking Strategy, including joint use parking agreements, shared public parking facilities (potentially funded through in-lieu parking fees, and parking management to maximize efficient use of available spaces.

MAIN STREET

Moderate changes are proposed for Main Street and are focused on improving pedestrian circulation. The allowed outdoor dining area on the sidewalk will be reduced unless existing sidewalk widths provide for an adequate pedestrian zone. The pedestrian zone would be maximized by allowing and encouraging the creation of parklets in on-street parking stalls. Parklets serve as extensions of the sidewalk by repurposing and re-allocating vehicular space for pedestrian use.

The pedestrian zone would also be maximized through the “relocation” of street trees from the sidewalk to the parking lane. Using a phased approach, street trees would be relocated in the parking lane between parking stalls to maximize the pedestrian zone available on the sidewalk. Additionally, the on-street parking spaces and crosswalks would be resurfaced to have a different appearance than that of the roadway, utilizing a surface treatment such as colored stamped asphalt, to visually narrow the street to calm traffic and improve the pedestrian environment, as shown in Figure 4-4b. Strategies should be employed to improve traffic flow on Main Street, including prohibiting new driveway openings on Main Street and eliminating existing driveway wherever possible.

PETERS AVENUE

Peters Avenue will continue to serve as a parallel transportation corridor and bypass to Main Street for all forms of transportation but will be redesigned as a bicycle-focused roadway. A two-way protected bike lane, or “cycle track,” will be provided on the west side of the street, as shown in Figure 4-5b. This protected bike lane



Improvements to Division Street will focus pedestrians and cyclists and will create opportunities for special events and activities.

will be physically separated from the roadway and will allow bicycle movement in both directions. Parking and sidewalks on both sides of the street will be retained, though street trees will be provided between the parking stalls to provide shade and improve the pedestrian environment. The existing travel lane widths will be narrowed to help calm traffic, and, combined with curb extensions on the east side of the street, shorten pedestrian crossing distances. The curb extensions will be designed to accommodate fire truck access and final details are subject to fire department review and approval.

FIRST STREET

While bicycle connections and pedestrian-crossing improvements will be provided on First Street with the objective of minimizing this roadway as a barrier to connecting to the downtown commercial area, the roadway will remain virtually unchanged and continue to be a vehicular-focused roadway, as shown in Figure 4-6b. The provision of a Class 1 multi-use bicycle and pedestrian trail on the nearby Transportation Corridor builds upon the vision described in the 2012 Pedestrian and Bicycle Master Plan. The downtown segment of the Transportation Corridor is the focus of the Master Plan for the Downtown Parks and Trails System, which recommends developing the corridor to accommodate users on separate paths. A paved path would provide access for bicycle, pedestrian, skater, and other non-motorized wheeled use. An unpaved path would provide access for joggers. In addition, curb extensions at existing crosswalk locations where on-street parking is provided would shorten pedestrian crossing distances, minimize exposure to vehicles, and improve pedestrian comfort when crossing First Street.

DIVISION STREET

Division Street is infrequently used by all travel modes and lends itself to being retrofitted as a shared street for pedestrians and bicyclists, with vehicular use prohibited (except for emergency vehicle access), making it one of the most significant changes proposed for a downtown street. Improvements for Division Street are shown in Figure 4-7. Redesigning it with a focus on pedestrians and bicyclists, and closing it off to thru traffic during events, provides opportunities for better supporting retailers and businesses

that front the street and creating an additional public plaza-type space where special events and activities can be held. The synergy between this new space and the Firehouse Art Center can help to activate and draw additional visitors to the Center, and downtown overall.

Bollards would be located at both ends of the street to preclude non-emergency vehicular access and colored pavers will provide visual cues as to the pedestrian (and not vehicular) focus of the space. Planters, benches, and other site furnishings would be strategically located to create a pedestrian environment without precluding emergency vehicle access. The design of the shared street would be subject to fire department review and approval.

OTHER IMPROVEMENTS

Mobility improvements to the other streets within downtown will focus on enhancing the pedestrian experience. While sidewalks along almost all the downtown streets are sufficiently wide, the addition of curb extensions and ADA-accessible curb ramps will help make those streets more walkable. Enhanced crosswalk pavement such as the use of colored stamped asphalt pavement at connector streets to Main will help to visually connect side streets to Main Street and allow for an expansion of commercial area activities and visitation beyond Main Street. Allowing and encouraging the creation of parklets in on-street parking stalls on side streets can help activate the street and support adjacent businesses.

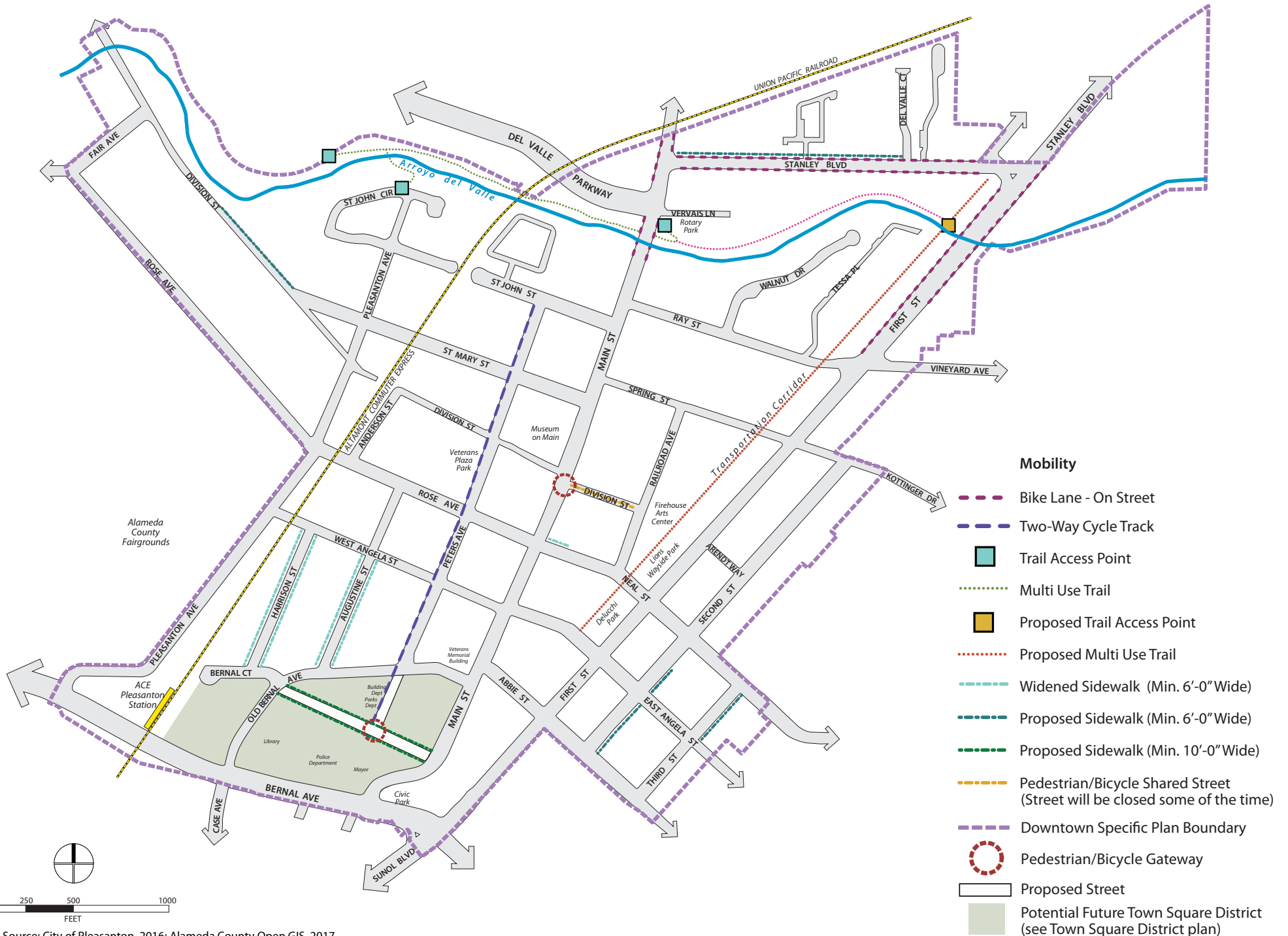
On streets that have narrow sidewalks or are missing sidewalks, such as Harrison Street, Augustine Street, and parts of Division and Neal Streets, opportunities to provide a six-foot wide minimum sidewalk by reducing or eliminating existing parkway strips should be evaluated. Widening and installing sidewalks along these streets would improve access for residents traveling to the commercial district and would improve the safety of pedestrians.

Adding signage to remind drivers to share the roadway with bicyclists can help enhance cycling. Refer to Chapter 4, Land Use and Design, for policies related to signage. Proposed sidewalk improvements, bicycle facility improvements, and gateway locations are shown in Figure 5-1.



Widening and installing sidewalks will improve access for pedestrians and overall safety.

Figure 5-1: Downtown Mobility Improvements



Data Source: City of Pleasanton, 2016; Alameda County Open GIS, 2017.

Mobility & Parking Goals

- MP-G.1** Effectively manage vehicular access to and circulation within the downtown through traffic control measures and street improvements, while maintaining downtown’s character and economic vitality.
- MP-G.2** Expand, improve and connect the network of facilities that support walking, biking and transit use, including integration of “complete streets” throughout downtown, so that these modes are safe, convenient and comfortable for users of all ages and abilities.
- MP-G.3** Strengthen connections between the commercial district, Town Square District, residential neighborhoods, transit stops, ACE station, and the trail system to improve access to downtown destinations for all users.
- MP-G.4** Effectively manage existing parking spaces and construct new public parking spaces as feasible to maintain an appropriate balance between downtown parking supply and demand.
- MP-G.5** Ensure new development constructs sufficient parking to meet its needs.
- MP-G.6** Ensure parking standards are sufficiently flexible to respond to technological and other innovations that can reduce parking demand, and that these standards achieve efficiently used space necessary to accommodate parking.

5-3 MOBILITY & PARKING POLICIES

DOWNTOWN ACCESS AND CIRCULATION

TOWN SQUARE DISTRICT

- MP-P.1 Sidewalk Width.** Implement minimum ten-foot wide sidewalks to provide sufficient room for a six-foot wide pedestrian zone and four-foot wide tree wells. Locate street furnishings to maintain the minimum recommended pedestrian zone.
- MP-P.2 Roadway Grid System.** Continue the roadway grid system into the Town Square District, as shown in Figure 4-3. Keep the travel lanes to twelve-foot maximum width and parking lanes to eight-foot maximum width.
- MP-P.3 Peters Avenue Extension.** Design the Peters Avenue extension into this Town Square District to extend the two-way protected bicycle lane on the west side of the roadway. Provide curb extensions, curb ramps, and high-visibility crosswalks at intersections.

MAIN STREET

- MP-P.4 Driveways.** Eliminate or narrow existing driveway openings onto Main Street whenever possible and prohibit new driveways onto Main Street.
- MP-P.5 Roadway Treatment.** Add an enhanced paving treatment (such as colored and stamped asphalt pavement, or other approved option) to parking lanes along Main Street, to add character to the roadway, visually narrow the road to help calm

traffic, and differentiate the travel way from the parking and pedestrian zone.

- MP-P.6 Crosswalks.** Enhance crosswalks utilizing a paving treatment (such as colored and stamped asphalt pavement, or other approved option) on Main Street to improve their visibility and the pedestrian experience.
 - MP-P.7 Street Furniture.** Evaluate installation locations and move or modify to remain outside of the pedestrian zone, to improve sight distance, and allow for improved circulation for pedestrians.
 - MP-P.8 Pedestrian Zone.** Maximize the sidewalk pedestrian zone, or the area allocated to pedestrian circulation. This includes reducing the allowable outdoor dining area as needed to maintain an adequate pedestrian zone, providing a visual delineation of the allowed outdoor dining area edge (such as through painting, sawcutting, or other surface treatment of the concrete surface), enforcing the outdoor dining area limits, and consolidating and moving street furniture as noted in MP-P.7.
- #### PETERS AVENUE
- MP-P.9 Protected Bicycle Lane.** Install a two-way protected bicycle lane ('cycle track') along Peters Avenue to physically separate bicyclists and motorists and improve cyclist comfort.

- MP-P.10** **Curb Extensions.** Provide curb extensions, or ‘bulb-outs,’ at intersections to serve as a traffic calming measure and shorten pedestrian crossing distances.
- MP-P.11** **Crosswalks.** Enhance crosswalks with special pavement treatments to improve their visibility and the pedestrian experience and provide a visual connection to Main Street.

FIRST STREET

- MP-P.12** **Narrow Residential Streets.** Support the concept of visually or physically narrowing residential streets where desired by residents in order to slow traffic, enhance aesthetics, increase property values, and reinforce traditional neighborhood character. Reallocate the vehicular space to pedestrian and bicyclists where possible through the addition of bicycle facilities and/or wider sidewalks.
- MP-P.13** **High-Visibility Crosswalks.** Make pedestrian crossings on First Street signalized or pedestrian-activated.
- MP-P.14** **Curb Extensions.** Provide curb extensions, or ‘bulb-outs,’ at intersections to serve as a traffic calming measure and shorten pedestrian crossing distances.
- MP-P.15** **Event Based Bicycle Parking.** Consider additional bicycle parking spaces for downtown special events.

DIVISION STREET

- MP-P.16** **Shared Use.** Make Division Street between Main Street and Railroad Avenue a pedestrian-friendly zone that could be closed to vehicular traffic for special events and/or during specified times. At times when the street is closed to vehicular traffic, limited vehicle access for emergency access, access to private properties where no alternative access is available, deliveries, maintenance and special events would be allowed.
- MP-P.17** **Paving Treatment.** Make Division Street curbless with interlocking paver surfacing to help redefine the space.

COMPLETE STREETS AND NON-VEHICULAR USES

- MP-P.18** **Reallocate Roadway Space.** Maximize traffic safety for all modes of travel by reallocating roadway space on all roadways from wide vehicular travel lanes to other bicycle and pedestrian uses. Maximum travel lane width to be twelve-foot. Remaining space should be dedicated to pedestrians through provision of curb extensions, or to bicyclists through the provision of a protected two-way bicycle lane on Peters Avenue.
- MP-P.19** **Additional Pedestrian Space.** Maximize the pedestrian zone through the “relocation” of street trees from the sidewalk to the parking lane on Main Street. Using a phased approach, street trees would be relocated in the parking lane between parking stalls to maximize the pedestrian zone available on the sidewalk. Install street trees in the

parking lane on Peters Avenue. Widen sidewalks to six-foot minimum widths and complete gaps in sidewalks where needed. Ensure that other Downtown streets and sidewalks are also designed to allow adequate space for street trees without hindering pedestrian flow.

- MP-P.20 Bicycle Parking.** Provide bicycle parking near commercial activity areas and transit stops with high boardings to support a multi-modal commute pattern and allow for “last mile” connectivity between transit stops and residences; locate bicycle parking in close proximity to building entries and in locations with good public visibility.
- MP-P.21 Bicycle and Pedestrian Street Furnishings.** Introduce bicycle and pedestrian furnishings to improve visibility of alternative mode types, especially at curb extension areas where there is opportunity for social activity and adequate space for seating, bike racks, and planters pots without encroaching into the pedestrian zone.
- MP-P.22 Transit Connections.** Work with the Pleasanton Downtown Association (PDA) and LAVTA to promote and market public transportation options for the downtown area, including within the Town Square District, and linkages between the downtown and other transit systems such as BART and the ACE train.
- MP-P.23 Transportation Demand Management (TDM) Programming.** Amend the Transportation Demand Management Ordinance, as described in the Downtown Parking Strategy and Implementation Plan, to enable the PDA to

function as a “large employer” and, therefore, to establish and promote a TDM program for the downtown businesses and employees. Investigate and pursue funding options which will encourage and enable the PDA to actively promote such a program, using incentives to reduce vehicular commuting into the downtown.

- MP-P.24 School Traffic Calming Program.** Continue and expand the School Traffic Calming Program to encourage trip reduction and the use of public transportation to schools near the downtown in order to reduce traffic congestion impacts on the downtown.
- MP-P.25 ACE Station Amenities.** Continue partnering with local transit agencies and employers to promote public transit commute options and encourage greater use by providing comfortable boarding and deboarding spaces for rail, bus, and shuttle transfer riders, such as shelters, seating, security lighting, and wayfinding signage.
- MP-P.26 Bicycle Facility and Trail Development.** Promote bicycle facility and trail development to access the downtown, as described in the Pedestrian and Bicycle Master Plan and Pleasanton Trails Master Plan, including striping travel lanes to accommodate Class II bike lanes and Class III bike routes along with sharrows and wayfindings signs, development of the Transportation Corridor, and pavement improvements to the Arroyo del Valle Trail.

STRENGTHEN CONNECTIONS TO DOWNTOWN DESTINATIONS

- MP-P.27 Transportation Corridor.** Designate the Transportation Corridor for public uses, which would allow for installation of bicycle and pedestrian trails and parking as shown in the Master Plan for the Downtown Parks and Trails System and the Downtown Parking Strategy and Implementation Plan.
- MP-P.28 Arroyo del Valle Trail Accessibility.** Upgrade the Arroyo del Valle trail to an all-weather surface to allow for seasonal use of the trail as a recreation and transportation corridor and improve accessibility.
- MP-P.29 Pedestrian and Bicycle Gateway.** Designate Division Street as the pedestrian and bicycle gateway to the Firehouse Arts Center from Main Street and Peters Avenue as the pedestrian and bicycle gateway to the downtown commercial area.
- MP-P.30 Downtown Neighborhood Connections.** Provide pedestrian and bicycle facilities such as wider sidewalks, curb extensions, curb ramps, wayfinding signage and bike lanes that lead into the downtown area from the downtown neighborhoods to encourage residents to walk or bike to reach events and destinations downtown, including the ACE station.
- MP-P.31 Fairgrounds Connections.** Provide safe and efficient pedestrian routes with wayfinding signage that connect the Alameda County Fairgrounds and the downtown area to encourage pedestrian

circulation between the two destinations during events.

- MP-P.32 Pedestrian Network.** Develop a pedestrian-friendly network of passages that encourage alternate modes of transportation into and through public parks, buildings, and trails.

DOWNTOWN PARKING

- MP-P.33 Parking Strategy and Implementation Plan.** Implement the strategies identified in the Parking Strategy and Implementation Plan, with particular attention on the following “top ten” strategies for managing existing parking supply, increasing parking supply, and implementing zoning and administrative updates in the parking study area.
- Complete Parking Strategy for Transportation Corridor (Strategy 1.5.10)
 - Enhanced Time Restrictions (1.4.1)
 - Wayfinding (Strategy 1.4.2)
 - Designated Employee Lots or Permits (Strategy 1.3.1)
 - Bicycle Access and Trail Connectivity Improvements (Strategy 1.2.1)
 - Private Lot Utilization for Weekends and Evenings (Strategy 1.5.3)
 - Identify Opportunity Sites for Surface Parking (Strategy 1.5.11)
 - Establish Transportation Demand Management Association (Strategy 1.1.3)
 - Short Term Bicycle Parking (Strategy 1.2.2)

- Loading Zone Time of Day Restrictions (Strategy 1.5.5)

MP-P.34 Monitoring of Parking Demand. Monitor existing parking demand and demand from new development and consider implementing emerging technologies such as automated driving/parking or automated parking monitors to ensure continued balance.

MP-P.35 Unbundled Parking. Encourage “unbundled parking” within residential development projects, including in the Town Square District. Unbundled parking separates the cost of parking from housing, meaning that residents with no vehicles would realize a cost savings by not leasing or owning a parking space.

MP-P.36 Parking Structures. Support the concept of parking structures in the Downtown as long as they are designed with great care to be consistent with the scale and character of the Downtown. Parking structures fronting on Main Street should incorporate retail storefronts along the entire street frontage on the ground floor, and those fronting side or parallel streets should incorporate commercial storefronts to the greatest extent possible.

MP-P.37 Reverse Angle Parking. Study and consider reverse angle parking on one side of commercial side streets having adequate street width. Parking on the opposite side of those streets should remain as parallel parking. Primary candidates for diagonal parking include Abbie Street between Main Street and First Street, West Angela Street

between Main Street and First Street, St. John Street between Main Street and Peters Avenue, and St. Mary Street between Main Street and Peters Avenue.

MP-P.38 Parking In-Lieu Fee. Update the parking in-lieu fee annually to reflect the actual costs of land acquisition and parking lot construction.

TOWN SQUARE DISTRICT PARKING

PUBLIC PARKING

MP-P.39 Parking Structure. Build a public parking structure on the 4-acre City-owned site adjacent to the ACE train station to provide public parking for the Town Square District. If determined in coordination with ACE and Alameda County that the parking needs of ACE commuters would be best served by additional parking in this public parking structure, incorporate additional parking spaces into the structure to accommodate ACE parking.

MP-P.40 Parking Structure Wayfinding. Install wayfinding signage directing drivers to public parking in the Town Square District in order to minimize overflow parking in residential areas.

MP-P.41 Automated Parking. Study the feasibility of developing an automated parking system in the Town Square District. Automated parking systems, which involve a mechanical system to automatically transport and vertically stack cars, maximize the number of parking spaces on small sites.

- MP-P.42 Convertible Parking Structure in Town Square District.** Encourage design of new parking structures in the Town Square District to be convertible to other uses, such as residences, retail, and office uses, should changes in driving and parking technology change parking demand.
- MP-P.43 Bicycles.** Wherever appropriate provide the necessary spaces and amenities for bicycle parking.
- MP-P.44 On-Site Parking Requirements.** Require on-site parking in accordance with established standards, while allowing flexibility for appropriate reductions in parking requirements where essential to address factors such as lot size and shape, site location, building placement, availability of existing off-street parking, and building design.

PARKING SUPPLY AND REQUIREMENTS

- MP-P.45 Town Square District Parking Requirements.** Should the civic center relocate, require developers of new structures in the Town Square District to adhere to off-street parking space requirements listed in the PMC.
- MP-P.46 Landscaping.** Require landscaping of parking facilities (including surface lots and structures), with the objectives of screening vehicles from the public right-of-way, providing adequate shading, and allowing adequate area to be dedicated for stormwater treatment.
- MP-P.47 Town Square District Phasing and Parking.** Ensure developers provide required parking or provide in-lieu parking fees in the Town Square District as new development occurs.

- MP-P.48 Structured, Underground, and Tuck-Under Parking.** Encourage structured, underground, or tuck-under parking in the Town Square District to reduce the amount of surface parking and space dedicated to parking at the ground level.
- MP-P.49 Discrete Use Parking Reductions.** Encourage developers of buildings at the Town Square District to take advantage of parking reductions for discrete uses.



Surface lots will be required to provide adequate shading and have areas dedicated to stormwater treatment.

PARKING MANAGEMENT

- MP-P.50 Town Square District Parking Management.** Should the civic center relocate, manage parking demand in the Town Square District by complying with applicable parking management strategies identified in the Downtown Pleasanton Parking Strategy and Implementation Plan. Key measures for the Town Square District facilitate the construction and management of district and shared parking, and include the following, subject to appropriate determination of their feasibility:
- 1.5.1: Shared Parking Agreements between businesses in Off-Street Lots
 - 1.5.2: Coordination with ACE
 - 1.5.6: Construct a Parking Structure
 - 1.5.8: Establish a Parking Benefit District
- MP-P.51 Passenger Loading and Drop-off.** Design passenger loading and drop-off zones for carpool, ridesharing vehicles, and vanpools near the entrance of the ACE train station and in other areas of downtown, with Transportation Network Company (TNCs such as Uber or Lyft) and autonomous vehicles in mind.

- MP-P.52 Parking Reservation.** Discourage the reservation of parking spaces on private lots for specific businesses and impose conditions of approval to new commercial development projects prohibiting this practice.
- MP-P.53 Residential Permit Parking.** Apply residential permit parking on a case-by-case basis as provided for in the PMC for specific residential neighborhoods impacted by commercial or special event parking.
- MP-P.54 Parking Meters.** Prohibit the use of parking meters on the Downtown streets.
- MP-P.55 Parking Assessment Districts.** Encourage the use of parking assessment districts to create common public parking lots.
- MP-P.56 Unfulfilled Parking Requirements.** Prohibit businesses which have not yet fulfilled their parking requirements, whether on site or through payment of in-lieu fees, from restricting use of their parking lots by the general public.

5-4 MOBILITY & PARKING IMPLEMENTATION PROGRAMS

- MP-I.1** Amend the Transportation Demand Management Ordinance, as described in the Downtown Parking Strategy and Implementation Plan, to enable the PDA to function as a “large employer” and, therefore, to establish and promote a TDM program for the downtown businesses and employees.
- Investigate and pursue funding options which will encourage and enable the PDA to actively promote such a program, using incentives to reduce vehicular commuting into the downtown.
- MP-I.2** Consult the Alameda County Transportation Commission and other pertinent alternative transportation agencies before implementing alternative transportation measures or programs.
- MP-I.3** Continue evaluating new technologies including bike-share, e-bikes, autonomous vehicles, private ridesharing, and others to help manage transportation demand and promote non-vehicular travel modes.
- MP-I.4** Develop the Transportation Corridor into separate paved and unpaved trails to accommodate various user groups and to connect to the Arroyo del Valle at First Street, consistent with the Master Plan for the Downtown Parks and Trails System. Transportation Corridor development should be prioritized because of its value to downtown as a primary transportation corridor for non-vehicular use. The corridor should also accommodate vehicular parking to support downtown businesses.
- MP-I.5** Implement a phased effort to pave existing unpaved segments of the Arroyo del Valle trail to begin at the Main Street Bridge and be a part of the downtown gateway design. Providing an all-weather and accessible pavement for the existing trail along Arroyo del Valle will strengthen the east-west off-street connection to downtown.
- MP-I.6** Amend the Pedestrian and Bicycle Master Plan to include a new bicycle corridor along Peters Avenue and begin design of a two-way cycle track on the new corridor.
- MP-I.7** Develop long-term bicycle parking spaces in public parking lots, including a minimum of four long-term bicycle parking lockers. Once the bike lockers and bike racks are installed, monitor the need to increase capacity. Consider incentivizing private parking lot owners to convert parking stalls for long-term or short-term bicycle parking use.
- MP-I.8** Conduct a study of pedestrian activity along First Street and the need for a pedestrian-activated mid-block crossing between Arendt Way and Kottinger Drive. A mid-block crossing at this location would shorten the walking distance for pedestrians to reach a signalized crossing and would increase the number of pedestrian routes into downtown.
- MP-I.9** Improve visibility of crosswalks by utilizing surface treatments such as colored and stamped asphalt pavement at signalized intersections along Main Street, or high-visibility striping such as ladder style striping at unsignalized intersections.

City of Pleasanton **Downtown Specific Plan**

- MP-I.10** Provide sidewalks of a minimum of 6'-0" on both sides of the street for all streets in the downtown area and implement a routine maintenance program. Sidewalks adjacent to businesses should be monitored for vertical and horizontal clearances, including required minimum clearances.
- MP-I.11** Implement curb extensions (bulb-outs) along Peters Avenue and First Street, where feasible, to tighten corner radii, slow turning vehicular traffic, and shorten pedestrian crossing distances. Bulb-outs should be designed to avoid interfering with bicycles.
- MP-I.12** Transit stops with high passenger boarding numbers should include a shelter with seating and short-term bike parking for a minimum of three bicycles wherever feasible.
- MP-I.13** Amend boundaries of the Downtown Revitalization District (PMC Section 18.74) to include the City-owned 4-acre site adjacent to the ACE train station.
- MP-I.14** Conduct an initial pilot study of designated passenger loading and drop-off zones downtown.
- MP-I.15** Coordinate with ACE/ the San Joaquin Regional Rail Commission and Alameda County to provide additional parking for ACE train commuters.
- MP-I.16** Amend PMC Section 18.88 to allow joint-use parking agreements, subject to appropriate parameters and limitations to be developed as part of PMC amendments, in any zoning districts applicable to the Town Square District, and to allow parking reductions for discrete uses sharing the same site or on adjoining sites in those districts.
- MP-I.17** Amend PMC Section 18.84.230 to require landscaping of parking facilities in any zoning districts applicable to the Town Square District.
- MP-I.18** Amend PMC Section 18.56 to allow surface parking on the Transportation Corridor.
- MP-I.19** Initiate an amendment to the PMC to incorporate a parking ratio for properties in the Mixed-Use Transitional district, taking into consideration existing parameters in the PMC for "major alterations" for properties within the Downtown Revitalization District.



6 Public Facilities and Services

A primary need of downtown residents and businesses is an adequate system of public facilities and a reliable level of public services. Adequate provision of utilities, including water, sanitary sewer, storm drainage, gas, electric, internet, telephone, and cable, as well as public services, such as fire protection and solid waste disposal are essential to residents and businesses. The following Chapter outlines the City's plan for providing these services within the planning area. Each is presented in terms of existing conditions and planned improvements necessary to support projected development, consistent with the Land Use and Design chapter.

Because downtown is the oldest developed area within Pleasanton, much of the public utility infrastructure within the planning area is also old, with many pipes ranging in age from 50 to 100 years. Through the years, water, sewer, and storm drain mains have been replaced and upsized by the City as needed to maintain the system or as part of planned Capital Improvement Programs (CIPs). With new commercial and residential development potentially occurring on the existing civic center site and throughout the rest of the planning area, it is necessary for the City to ensure it can sufficiently provide water, sanitary sewer, storm water drainage, fire protection, and other utility systems and services to accommodate future growth.

6-1 WATER

EXISTING CONDITIONS

Zone 7 of the Alameda County Flood Control and Water Conservation District (Zone 7) provides wholesale water to the Tri-Valley area and also regulates withdrawal and recharge of the underlying groundwater basin. The City of Pleasanton, as a water retailer, operates and maintains the public pumping, distribution, and storage system to deliver this water to homes and businesses within the city, and to some service areas outside city limits. In a typical year, Zone 7 provides Pleasanton with approximately 75 to 80 percent of its water.¹ The remainder is pumped through City-owned wells. The City's water distribution system consists of 18 pressure zones with 15 pump stations and 21 reservoirs. The water infrastructure within the planning area is comprised of ductile iron pipe, steel pipe, ACP, and PVC. The planning area is located in the Lower Pressure Zone, with static pressures averaging around 60 to 70 PSI.

CURRENT DEFICIENCIES AND PROPOSED IMPROVEMENTS

As of 2018, there are no reported deficiencies or operational issues within the planning area. Should the existing civic center relocate,

proposed redevelopment of the existing civic center site would require the relocation of the existing 18 inch water main out of the proposed development footprint if in conflict with proposed improvements. The main runs between Old Bernal Avenue and Bernal Avenue within the civic center parking lot and between the Pleasanton Public Library and the Pleasanton Police Station.

A Water Supply Assessment (WSA) prepared by the City, determined that there is adequate water supply for build-out of the Specific Plan. Local distribution infrastructure modifications or improvements may be needed to ensure adequate flow and pressure to accommodate new development and redevelopment, including required fire supply. Future development projects will need to verify that required demands can be met by the available infrastructure. If local distribution infrastructure improvements are required, the City may condition the project upon construction of required improvements. New fire hydrants may also be required on a project specific basis. In the unlikely event that adequate flow cannot be achieved by the addition of new hydrants, upsizing public water mains serving the project may be required by the City.

¹ General Plan 2005-2025, City of Pleasanton, July 2009.

6-2 SANITARY SEWER

EXISTING CONDITIONS

The City of Pleasanton owns and maintains the public sanitary sewer collection system within the planning area. The sewer mains are mostly comprised of vitrified clay pipe, with some more recent replacements using fusible PVC pipe material. Sanitary sewer laterals serving private property within the city (from the public right-of-way to the point of connection at the building) do not belong to the City and are the responsibility of the land owner to maintain and repair as needed. Wastewater collected by the public sanitary sewer system is conveyed by gravity mains and/or a series of sewer pump stations to the Dublin San Ramon Services District (DSRSD) Wastewater Treatment Facility located on Johnson Drive in Pleasanton. Pump Station S-7, located just outside the planning area, is responsible for conveying a majority of the sewer flows generated within the planning area. The remaining wastewater within the planning area, collected on the north side of Arroyo del Valle, flows to the sewer shed to the north of the planning area. Treated effluent is exported from the DSRSD Wastewater Treatment Facility through a system owned and managed by Livermore Amador Valley Water Management Agency.

The latest DSRSD Wastewater Treatment Plant capacity evaluation was conducted in 2017 as part of the Wastewater Treatment and Biosolids Facilities Master Plan. This showed that the DSRSD

² Fact Sheet, Dublin San Ramon Services District, January 2018.

Wastewater Treatment Plant has spare capacity. According to the DSRSD, as of January 2018, the treatment facility handles an average of 10.7 million gallons per day and has a capacity of 17.1 million gallons per day.² Recent recycled water projects and conservation efforts for re-use of wastewater within the Tri-Valley service area have helped reduce impacts to treatment capacity.

CURRENT DEFICIENCIES AND PROPOSED IMPROVEMENTS

There are a several known deficiencies (as of 2018) within the sanitary sewer system in need of improvement.³ These improvements are most likely to be undertaken as CIP projects or as part of future development within the planning area. Areas and/or facilities with known deficiencies are as follows:

- **Pump station S-7 (located south of Bernal, just west of railroad tracks).** Based on City operation and maintenance requirements, the pump station will need to be converted from a dry well to a full submersible pump station in order to continue to operate at current capacity or any increased capacity within the planning area.

³ Interview of City of Pleasanton Engineering and Utilities Operation staff, conducted by BKF, March 2018.

- **First Street.** The sanitary sewer system in First Street within the planning area requires system improvements to provide some flow consolidation and diversion to improve the capacity serving the area east of the planning area.
- **Angela Street.** A segment of sanitary sewer main in Angela Street in the block between Main Street and Peters Avenue requires recurring maintenance operations. As of 2018, this line serves a large number of older restaurant uses and should be reviewed for possible improvements or replacement.
- **Existing civic center site.** A 15-inch sanitary sewer main cuts through the existing civic center, running under the current Pleasanton Police Station. In the event the existing civic center relocates, this main will need to be relocated out of the future development footprint to accommodate redevelopment of this site. The proposed alignment of this

relocation will depend on the improvements made to address the sewer deficiencies within First Street discussed above.

There is sufficient capacity in the existing wastewater treatment infrastructure to accommodate existing and projected sewer demand in the planning area through 2040. However, future development projects will need to assess the need for local conveyance infrastructure improvements serving the project sites. This may require flow testing of existing downstream manholes and modeling existing and proposed development flows for the project. If local capacity is not available in existing mains, the City may condition the project to upsize downstream mains to meet current design requirements for flow and capacity.

6-3 STORM WATER DRAINAGE

EXISTING CONDITIONS

Zone 7 also oversees regional flood control for the area that includes Pleasanton. The City of Pleasanton owns and maintains the storm drainage collection system which discharges by permit to the regional flood control facilities. Storm drainage within the planning area is divided into two watersheds: the areas north of Ray Street/St. John Street flow north and discharge to the Arroyo del Valle; the rest of the planning area drains south in large underground conduits and crosses Bernal Avenue within First Street and Case Avenue. The storm drain infrastructure is comprised of reinforced concrete pipe.

CURRENT DEFICIENCIES AND PROPOSED IMPROVEMENTS

Current storm drain system deficiencies as of 2018 within the planning area include surface ponding during heavy rain events within the roadway and gutter at Main Street and Neal Street. As of 2018, there is no public storm drain system in Main Street within two blocks of that intersection.

Stormwater requirements for construction and new development are regulated under the San Francisco Bay Municipal Regional Permit (MRP), of which the City of Pleasanton is a permittee. Future development within the planning area will need to meet trash capture regulations (C10), as well as storm water treatment regulations (C3) and hydromodification requirements (C3g). Guidelines for implementing these regulations are detailed in the Alameda

Countywide Clean Water Program handbook and are reviewed and permitted by the City of Pleasanton. New development in a MRP-defined special category and/or exceeding the threshold for impervious surface creation or replacement will be required to meet storm water quality requirements by providing on-site storm water treatment using Low Impact Development (LID) methods, which typically involve diverting all storm runoff from impervious areas to properly-sized and designed landscaped treatment areas before out-falling to the public storm drainage system. If approved by the City, larger development projects could provide a regional treatment facility that provides treatment for individual parcels within the overall development. Hydromodification requirements are triggered by projects that create or replace one acre or more of impervious area, unless the post-project impervious area is less than or equal to the pre-project impervious area. Additionally, the project could be exempt from hydromodification requirements if located in an area that is already highly developed (70 percent or more impervious). Based on this criterion, future development within the downtown planning area will likely be exempt from hydromodification requirements.

There are currently (as of 2018) no storm drainage CIP projects planned within the planning area. Available public storm drain infrastructure capacity for future development within the planning area is not a concern since the existing area is already largely impervious and will not generate additional storm runoff with future

development. Future development of the former SFPUC parcel, immediately to the west of the existing civic center, may be constrained by the location of a 48-inch storm drain main that runs parallel to the railroad tracks along the western edge of parcel. This main is likely to be within a 10-foot-wide storm drainage easement along the west property line, which would prevent permanent structures from being placed within the easement. Additionally, the

City will re-evaluate the need to install full trash capture devices, such as connector pipe screens in drop inlets, in the future if planned development results in increased trash generation in the planning area. As of 2018, there are no plans to install these devices in the planning area due to high local leaf loading and concerns for flooding.

6-4 GAS AND ELECTRIC

Pacific Gas and Electric (PG&E) supplies natural gas and electric service to properties within the planning area. Existing electric service lines in most residential neighborhoods and along some commercial streets are provided by way of overhead wires on poles. Service lines along Main Street, Peters Avenue, and several commercial side streets have been undergrounded. Expansions to the electrical system for future development will be the responsibility of PG&E, with costs generally to be shared between PG&E and developers. PG&E in 2017 replaced a high pressure gas transmission pipeline on First Street between Kottinger Drive and E. Angela Street. All electric and other utility line extensions to future subdivided land are required to be installed underground.

The undergrounding of overhead utilities is a top priority of the Specific Plan. PG&E has historically provided limited funding for undergrounding. Undergrounding projects may be scheduled by the

City Council in the future for the downtown with the first priority given to arterial streets. New development is typically required to underground overhead lines in fronting streets. However, in some cases, overhead lines are allowed to remain and developers are required to pay a pro rata share of the future undergrounding. This is particularly common in the downtown, where many lots are small and narrow. In addition, the City periodically uses its General Fund to underground short sections of overhead lines which are otherwise unlikely to be completed in any other way.

With respect to gas service, expansions of this system for future development will be the responsibility of PG&E, with costs generally shared between PG&E and developers.

6-5 BROADBAND INTERNET, TELEPHONE AND CABLE TELEVISION

AT&T is the Local Exchange Carrier (LEC) that provides telephone service and allows other carriers to provide phone service on their infrastructure to the planning area, AT&T and Comcast/Xfinity also provide broadband Internet service. This allows them to provide telephone service (VoIP) along with television services. Existing service lines in most residential neighborhoods and along some

commercial streets are provided by overhead wires on poles shared with PG&E power lines. Service lines along Main Street, Peters Avenue, and several commercial side streets have been undergrounded in recent years. Future system expansion costs to supply new development are typically shared between the service provider and developers

6-6 WIRELESS (WI-FI) NETWORK

The city provides free and open wireless internet connectivity in the commercial area of downtown. Coverage includes areas along Main Street and some areas along First Street and Peters Avenue near public parks. If more nodes are installed, the wireless network could expand to ultimately cover the entire downtown area. Additionally, this network will facilitate future smart city initiatives

and strategies, and allow for private, secure internet access. More broadly, incorporation of smart city technology-such as improved wireless service, improved cell phone service, sensor technologies, etc.-may allow the City of Pleasanton to better ensure a high quality of life for downtown residents and promote a positive business climate for decades to come.

6-7 FIRE AND POLICE PROTECTION

The Livermore/Pleasanton Fire Department provides fire protection services for the City of Pleasanton. Its services include fire-fighting, medical, rescue, fire prevention, and public education. Primary fire protection service for the planning area is provided from Fire Station 4, located at 1600 Oak Vista Way. The northern part of the planning area is covered by Fire Station No. 1, located at 3560 Nevada Street. Both stations have an approximately 1.5-mile travel distance to Main Street. Fire hydrants are located at appropriate intervals throughout the planning area and provide sufficient water pressure for fire-fighting needs.

The Pleasanton Police Department is located at 4833 Bernal Avenue, within the current civic center area. It is divided into two divisions: Operations and Support Services. The Operations Division patrols the city and is responsible for traffic, parking, special events, and animal services. The Support Services Division comprises the criminal investigations unit, records, crime prevention, and human resources, including hiring and training. Downtown Pleasanton is located in Patrol District #3. If the civic center is relocated, the Police Department will be one of the facilities moved to the new location outside of the planning area.

6-8 SOLID WASTE DISPOSAL

The Pleasanton Garbage Service (PGS) provides commercial and residential solid waste, recyclable materials, and organic materials collection services in the planning area. Planning area residents may drop off e-waste at the Pleasanton Transfer Station at 3110 Busch Road, located outside of the planning area. Household hazardous waste, including leftover paints, pesticides, automotive fluids, and rechargeable batteries may be dropped off at a household hazardous waste drop-off facility operated by the Alameda County

Environmental Health Department. The nearest household hazard waste drop-off facility is located in Livermore. Most solid waste generated by existing and future development will be collected and transported to the Vasco Road Sanitary Landfill located north of Livermore.⁴ Because the Vasco Road Sanitary Landfill will cease operations in 2022, waste generated in the planning area will need to be deposited at a different landfill.⁵ No new refuse collection or disposal facilities are required for the planning area.

⁴ Jurisdiction Disposal By Facility, CalRecycle, 2016.

⁵ Facility/Site Summary Detail, CalRecycle, 2018.

6-9 PUBLIC FACILITIES AND SERVICES GOAL

PF-G.1 Ensure that infrastructure and public facilities and services are adequate to support downtown development.

6-10 PUBLIC FACILITIES AND SERVICES POLICIES

PF-P.1 **Provision of Services.** Continue the successful provision, maintenance, and operation of water, sanitary sewer, storm water drainage, fire protection facilities, other utility, and adequate recreational and educational facilities to maintain quality of life and accommodate future growth in the planning area.

PF-P.2 **Wastewater Treatment Capacity.** Coordinate with the Dublin San Ramon Service District to ensure

wastewater treatment facilities have capacity to treat demand increases resulting from development.

PF-P.3 **Smart City Projects.** Pursue implementation of smart city development projects (e.g. wireless accessibility, improved cell phone service, etc.).

6-11 PUBLIC FACILITIES AND SERVICES IMPLEMENTATION PROGRAMS

- | | |
|---|--|
| <p>PF-I.1 Relocate the existing 18-inch water main and 15-inch sanitary sewer main out of the development footprint of any future development on the existing civic center site, subject to voter approval.</p> <p>PF-I.2 Convert pump station S-7 from a dry well to a full submersible pump station in order to continue to operate at current capacity or any necessary increased capacity within the planning area.</p> <p>PF-I.3 Review and improve the sanitary sewer system in First Street within the planning area to provide flow consolidation and diversion to improve the capacity serving the area east of the planning area.</p> <p>PF-I.4 Review the segment of sanitary sewer main in Angela Street in the block between Main Street and Peters Avenue for possible improvements or replacement.</p> | <p>PF-I.5 Review and improve the storm drain system near the intersection of Main Street and Neal Street to address surface ponding during heavy rain events within the roadway and gutter.</p> <p>PF-I.6 If trash generation increases in the planning area, evaluate the need to install full trash capture devices, such as connector pipe screens in drop inlets.</p> <p>PF-I.7 Evaluate future development projects and require construction of improvements as needed to ensure adequate capacity in water and sewer distribution/conveyance infrastructure. Flow testing shall be conducted, as appropriate, to ensure that design requirements are met.</p> |
|---|--|



7 Historic Preservation

The rich character of downtown Pleasanton stems from its abundance of historic buildings that have been constructed and preserved over the past 150 years. The architectural styles, scale of buildings, and tree-lined streets all combine to create a setting unique to Pleasanton. Unlike many other communities in the Bay Area where old town areas have long since been replaced with newer and more intensive urban development, Pleasanton's downtown has remained substantially intact. This character is highly valued by the community and desired to be preserved and enhanced wherever feasible.

Major attention is given throughout this Specific Plan to the preservation and enjoyment of historic resources (i.e., land use, design and beautification, circulation, and economic vitality). The primary purpose of this Chapter is to provide specific standards and procedures for achieving historic preservation.

Preservation of the planning area's historic character will generally rely upon protecting historic buildings from demolition and minimizing exterior changes to significant original architectural features. In addition, modifications to these buildings will need to closely reflect the existing architecture, and the construction of new ones in historic areas will need to be compatible with the downtown's traditional design character and scale.

7-1 INVENTORY OF HISTORIC RESOURCES

The downtown has played a vibrant role as a center of commerce in Pleasanton for over 150 years. It originated on one of the main routes to the gold fields in the Sierra Nevada mountains and quickly became a mercantile stopover for miners seeking their fortune in the Mother Lode.

In 1863, John Kottinger subdivided a small portion of his land holdings at the north end of Main Street into three “downtown” lots. Another property owner, Joshua Neal, began to subdivide his adjacent land at the south end of Main Street in 1867. Lots were quickly developed, and commercial activity began to flourish. With the coming of the Central Pacific Railroad in 1869, the downtown area soon became a shipping center for agricultural and manufactured products. Many of the Chinese workers that helped build the Railroad through the valley settled here and established commercial enterprises along north Main Street.

From a handful of business establishments in the 1870’s, Main Street grew to include hotels, general stores, blacksmith shops, professional offices, warehouses, and several saloons by 1894. After the turn of the 20th century, many more buildings were constructed from revenues generated by the hops, hay, and sugar beet industries located north of the downtown. In 1917, Pleasanton was chosen as the background for the movie “Rebecca of Sunnybrook Farm” starring Mary Pickford. Pleasanton

became a common filming location in the mid- to late-1920s due to its good climate, easy railroad access, and architecture in the historic downtown area that could stand in for many locations in the United States.

In addition to the historic downtown commercial area, residential neighborhoods sprung up in the outlying area to house local merchants and other workers. Homes were designed using a variety of architectural styles including Victorian, Queen Anne, Colonial Revival, and Mission Revival. Neighborhoods were laid out using the typical grid pattern with tree-lined streets. A “small-town scale” resulted which is still largely intact today.

During the 2000-2001 Specific Plan update process, a Preliminary Historic Resources List and Map of the downtown historic resources (Technical Supplement) was developed which identified the individual sites and neighborhoods that contain outstanding examples of heritage structures within the planning area. The list identified: (1) specific sites containing structures of at least 50 years in age which possess outstanding architectural and/or historic quality; and (2) five neighborhoods (residential and commercial) which contain a significant collection of historic buildings. In 2012, an updated “Historic Context” document was prepared to further establish the connection between the city’s history and the built environment, and to

establish which components of the built environment are historically significant.

The City conducted a historic resources survey in 2015 of all homes in residential zoning districts in the Downtown Specific Plan area that were built before 1942. Per the Downtown Specific Plan definition, 88 homes qualified as historic resources. Three additional homes were determined to also be historic based on prior surveys. Further, a conservation easement has been established on 309 Neal Street to prevent the demolition of this historic home, require that exterior modifications are subject to the City's design review process for historic homes, and erect a commemorative plaque.

The high number of historic sites and neighborhoods that have been identified underscores the significance of historic resources in the downtown. Several of the prominent individual Main Street sites include:

- The **Johnston Building** located at 465 Main Street is a fine example of brick construction using Romanesque-style architecture. This two-story building was constructed in 1896 as one of Pleasanton's first commercial speculation buildings.
- The **Kolln Hardware Store Building** at 600 Main Street is an example of Victorian Revival-style architecture. It was constructed in 1898 and was used as a hardware store for a number of years. Through the

years, it has maintained much of its original character, including oak floors and many of the original store fixtures. The building was extensively remodeled in 2008 and converted to a bank and retail stores but retains its historical significance.

- The "**Pleasanton**" **Arch Sign** has been identified as the gateway to the downtown since 1932 when it was constructed for \$538 from funds donated by the Women's Improvement Club.



Veterans Memorial Building is a significant historical structure on Main Street.

- The original Pleasanton Town Hall, located at 603 Main Street on land donated by the Women’s Improvement Club, was designed in the Mediterranean style in 1914 and construction was completed in 1915. The building has also housed the City library and in later years served as the headquarters for the Police Department. In 1984, after extensive historic renovation, the building became the home of the Amador-Livermore Valley Historical Society Museum, which is now known as the **Museum on Main**.
- The original Farmer’s Hotel at 855 Main Street was constructed in 1868 by Herman Detjens. Originally titled the Germania Hotel, the original hotel structure burnt to the ground in 1898. The hotel was reconstructed and survived a small fire in 1915. Once repaired, the hotel was the scene of many gala events and was later renamed the **Pleasanton Hotel**.
- Designed in the Spanish Revival style, the **Veterans Memorial Building** was initially constructed in 1933 to honor World War I veterans. In 2007, it was rehabilitated to enhance significant historic features and upgrade the building for seismic, accessibility, and life safety standards.

The five heritage neighborhoods identified within the planning area are designated with historic signage, and include the following:

- The **St. Mary Street and St. John Street** neighborhood consists of many fine examples of period revival and cottage-style architecture and represents a strong collection of similarly scaled and styled homes. Its tree-lined streets, front-yard landscaping, and generous setbacks between buildings further add to its historic quality. Many of the downtown’s early merchants and civic leaders had homes located in this neighborhood.
- The **neighborhood on the south side of Stanley Boulevard** consists of modest vernacular residences. All of the homes back onto the Arroyo del Valle, thus giving the neighborhood a uniquely unified theme. Originally called Livermore Road, this street was sparsely developed until the early twentieth century due to its distance from the downtown commercial area.

- The **First Street, Second Street, and Third Street** neighborhood presents a variety of architectural styles with homes been built over an 80-year time period. Many of the homes on First Street serve as fine examples of Victorian-style architecture. Homes located on Second and Third Streets vary from small cottages built by the Southern Pacific Railroad to more stately homes on the south end of Second Street built during the early 20th century.
- The **Spring Street and Ray Street** neighborhood was developed generally between 1920 and 1940. The building designs range from bungalow cottages on Ray Street to Mission Revival architecture on Spring Street. These groupings of small residential buildings share consistent scale, height, setbacks, and massing characteristics that further their unique character.
- The **Downtown Commercial Center** consists of a variety of architectural styles with many buildings retaining a high degree of integrity. It possesses a series of commercial storefront buildings running nearly the entire length of Main Street, with only a few modern buildings dispersed within. The side streets in this area generally have a more modest scale but also contribute to the historic character of the Center. The Main Street portion of the downtown is one of the best preserved of its type in the East Bay, thus heightening its regional significance as a center for tourism.



Many of the planning area's historic structures are located along Main Street.

7-2 HISTORIC PRESERVATION GOALS

- HP-G.1** Protect and enhance the historic character of the downtown planning area.
- HP-G.2** Undertake measures to protect and preserve significant historic resources in the Downtown Specific Plan Area.
- HP-G.3** Prevent the demolition of appropriately-designated historic resources which can otherwise reasonably be preserved.
- HP-G.4** Ensure that the design of new buildings and modifications to existing heritage buildings and heritage neighborhoods are compatible with the downtown’s traditional design character and scale.



Murals in the planning area celebrate Pleasanton’s rich history.

7-3 HISTORIC PRESERVATION POLICIES

HP-P.1 Residential Historic Resource Eligibility. Consider a residential building in a residential zoning district to be a historic resource if it was built before 1942 and determined to be eligible for listing in the California Register using the “Pleasanton Downtown Historic Context Statement.” Revisit the 1942 date every ten years to determine if a change is warranted.

HP-P.2 Residential Demolition. Prohibit the demolition of any residential building in a residential zoning district found to be a historic resource unless such building is determined by the Chief Building Official to be unsafe or dangerous, and if no other reasonable means of rehabilitation or relocation can be achieved. Implement a 45-day public notification period for buildings proposed to be demolished which do not pose an immediate safety hazard in order to assess alternatives and give the public an opportunity to make proposals for rehabilitation or relocation.

For the purposes of this policy, “Demolition” of a residential building for purposes of historic preservation shall be defined as the removal of the front façade or the most visible façade from the street, or changes to the roof and roof line, but excluding the replacement of windows and doors, where such replacement is determined by the City to appropriately maintain the building’s historic character. The front or most visible façade shall be considered the forwardmost ten feet of the

structure and roof/roofline. If the portion(s) of a building that is (are) required to remain as described above are later determined by the Director of Community Development to be unusable (e.g., due to dry rot, termite damage, etc.), then said portion(s) may be removed and reconstructed provided the new exterior construction matches the look of the original in material, composition, design, color, texture, shape, and dimensions. Changes to the front façade or roofline as described above that are determined to be consistent with the Secretary of the Interior’s Standards for Rehabilitation shall not be considered a demolition.

HP-P.3 Other Demolition. Prohibit the demolition of any non-residential building or a residential building in a commercial or office zoning district found to be historically significant based on the California Register criteria unless such building is determined by the Chief Building Official to be unsafe or dangerous, and if no other reasonable means of rehabilitation or relocation can be achieved. Implement a 45-day public notification period for buildings proposed to be demolished which do not pose an immediate safety hazard in order to assess alternatives and give the public an opportunity to make proposals for rehabilitation or relocation.

HP-P.4 Relocation. Permit historic homes to be relocated within the downtown where: (1) the new neighborhood contains older homes; (2) the replacement home is consistent with the design quality of the relocated home; and (3) the replacement home is compatible with the neighborhood’s architectural styles and scale.

HP-P.5 Non-Residential Design. Design new non-residential buildings to draw upon the primary exterior features of the downtown’s traditional design character in terms of architectural style and materials, colors, details of construction, height, floor area, bulk, massing, and setbacks. These building elements should be consistent with those elements of buildings in the immediate neighborhood, and the design of new/replacement buildings should not represent a significant departure from the existing neighborhood character. Buildings should be designed to reflect, but not necessarily replicate, the architectural time period they represent.

Refer to Chapter 4, Land Use and Design, for development standards and the Downtown Design Guidelines for additional guidance on building design.

HP-P.6 Residential Design. New residential building design should draw upon the primary exterior features of the downtown’s traditional design character in terms of materials, colors, details of construction, and setbacks and should utilize or be based on one of the following architectural styles found downtown dating from pre-1942: Gothic Revival, Italianate, Victorian (Queen Anne, Stick,

and Folk), Bay Tradition, Craftsman, Prairie, Mission Revival, Spanish Colonial Revival, Mediterranean Revival, Minimal Traditional, Vernacular Forms, and FHA Minimum House.

Refer to Chapter 4, Land Use and Design, for development standards and the Downtown Design Guidelines for additional guidance on building design.



New residential building design should follow architectural styles found downtown from pre-1942.

HP-P.7 **Additions.** Additions and other modifications to the exteriors of buildings considered to be a historic resource should complement the original building exterior in terms of architectural style and all other exterior design elements, and should be consistent with the Secretary of the Interior’s Standards for Rehabilitation.

HP-P.8 **Consistent Massing.** New residential building design, including the design of replacement buildings for buildings constructed before 1942 which are approved for demolition, or additions to existing single-family homes should result in homes that are consistent with the floor area, bulk, and massing of homes in the immediate neighborhood.

HP-P.9 **Infill on Historic Properties.** Future residential development (i.e., when additional dwelling units are being proposed on a property that has existing homes) should generally provide for the preservation and rehabilitation of existing on-site street frontage homes built before 1942 or which otherwise substantially contribute to the “small town” character of the neighborhood in terms of architecture and scale. Exceptions may be permitted to: (1) relocate such homes to other appropriate downtown locations for permanent preservation and rehabilitation; or (2) demolish and replace such homes which are specifically found by the City to lack historic and/or architectural significance.



Historic neighborhood signs highlight neighborhoods with distinctive historical architectural character.

HP-P.10 **Consistency.** Comply with all relevant policies of the Land Use and Design Chapter of this Specific Plan and the Downtown Design Guidelines.

HP-P.11 **Maintenance.** Actively monitor and prevent the loss of historic resources through neglected maintenance.

HP-P.12 **Plaques.** Consider developing a program to commemorate known historic structures with plaques.

7-4 HISTORIC PRESERVATION IMPLEMENTATION PROGRAMS

HP-I.1 Complete Historic Context Document to identify what physical features of the built environment are important reflections of Pleasanton’s history.

HP-I.2 Prepare Comprehensive Historic Resource Survey in Downtown Specific Plan Area.

HP-I.3 Specific individual City staff representatives from the Building Inspection, Planning, and Fire Departments to review development permit applications relating to historic resources. These individuals should further be provided with the technical education adequate to perform high-level review.

HP-I.4 City departments responsible for the review of projects involving modifications to historic buildings should prepare and distribute a public informational flyer that details the application submittal requirements, step-by-step review process, and available historic preservation incentive programs.

HP-I.5 Implement an award program for the rehabilitation of historic structures.

HP-I.6 Study property owner interest in and costs associated with developing a program to commemorate known historic structures with plaques.

HP-I.7 Establish a procedure for the management of paleontological materials found on-site during a development, including the following provisions:

- If materials are found on-site during grading, require that work be halted until a qualified professional evaluates the find to determine if it represents a significant paleontological resource.
- If the resource is determined to be significant, the paleontologist shall supervise removal of the material and determine the most appropriate archival storage of the material.
- Appropriate materials shall be prepared, catalogued, and archived at the applicant’s expense and shall be retained within Alameda County if feasible.



8 Economic Vitality

The downtown is the “heart” of Pleasanton. It is the primary gathering spot for the community and serves as a major draw for visitors. The resulting vibrancy attracts businesses to the downtown and helps to sustain them once they are established. Consequently, maintaining the downtown character contributes substantially to a healthy business environment.

Notwithstanding the condition of the regional, state, and national economies, the economic health of the downtown is dependent upon many factors addressed in other chapters of this plan: land use, transportation, parking, utilities, and design. This chapter builds on that foundation and provides policy guidance to ensure continued economic vitality in downtown Pleasanton.

8-1 EXISTING CONDITIONS

The downtown’s commercial district contains a healthy mix of retail, service, and office/institutional businesses. There is approximately 424,000 square feet of retail space in the downtown, with many businesses occupying small spaces of less than 1,000 square feet. There is also approximately 442,000 square feet of office space, characterized by local-serving businesses, such as legal, insurance, design, and real estate offices.¹

As of 2017, downtown retail space annually rents for a \$35.90 per square foot average², which is approximately \$5.00 per square foot higher than the citywide average. Compared to retail businesses in other parts of the city, establishments in downtown tend to be smaller format with a higher percentage of independently owned and managed businesses. The downtown’s success, particularly in recent years, has been largely driven by

the dining sector, which provides a wide variety of eating and drinking venues that cater to local residents, workers, and visitors.³

Average annual office rents in downtown are much lower than the citywide average: as of 2017, downtown office space rented for \$19.27 per square foot downtown, compared to \$32.48 per square foot elsewhere. This is largely due to the downtown’s lack of Class A and large-scale office spaces, both which typically command higher rents. However, historically the downtown office submarket has been less volatile to market changes than the rest of the city, given its limited supply and small-scale composition of tenants.⁴

¹ Downtown Pleasanton Market Analysis, Economics & Planning Systems, Inc., May 2017.

² Average annual rents are determined on a triple net basis (net of maintenance, utilities, and taxes).

³ Downtown Pleasanton Market Analysis, Economics & Planning Systems, Inc., May 2017.

⁴ Downtown Pleasanton Market Analysis, Economics & Planning Systems, Inc., May 2017.

8-2 ACTIVE GROUND FLOOR USES

As defined in this Specific Plan, “active ground floor use” means a use that promotes an active pedestrian environment on the ground floor of a commercial building, and includes retail establishments, restaurants, bars and brew pubs, art and craft studios, and other uses determined by the Director of Community Development to be substantially similar to the foregoing, or to have unique characteristics such that the objectives of the overlay district would be met. Leasing first-floor tenant space to active uses, particularly retail businesses and restaurants along Main Street and within the proposed Town Square District, is a priority of this Plan for multiple reasons. First, active uses such as retail shops and restaurants are generally restricted to ground-floor locations. Second, concentrations of active uses with storefront displays add interest to the streetscape and encourage pedestrian activity. In addition, retail shops and restaurants are more likely than most offices to remain open in the evenings and on weekends. This draws customers and thereby increases the downtown’s economic viability. The Pleasanton Downtown Association (PDA) is an important player in this effort, as well. The Association encourages property owners to find retail tenants for ground-floor space when it becomes available by helping to identify businesses that would be good for the downtown as a whole and for the building owner.



Active ground floor uses draws customer and increase downtown’s overall economic viability.

Requiring ground floor active uses in the Active Use Overlay district, as shown in Figure 4-2, ensures that opportunities for maintaining a critical mass of ground-floor retail and pedestrian-oriented service uses exist despite market pressure to lease to other businesses. The availability of office space on the upper floors and on streets such as Peters Avenue and Old Bernal Avenue would enable the mix and diversity of the downtown businesses to continue. For additional discussion of active ground floor uses, refer to Chapter 4, Land Use and Design.

8-3 MIXED USE DISTRICTS

Two new mixed-use areas are defined in the Downtown Specific Plan, both intended to extend the vibrant and diverse commercial environment of Main Street into adjacent areas.

The Mixed Use-Downtown land use designation is designed to extend the character of Main Street south into the Town Square District. New commercial development, including small-scale retail, restaurants, and offices, would complement existing businesses along Main Street, thereby creating potential additional opportunities to draw shoppers, diners, and workers downtown. Potential entertainment and hospitality uses in the Town Square District, such as a theater and/or a hotel, will serve locals and visitors alike, thereby positioning downtown Pleasanton as both a cherished hub of the local community as well as a regional destination.

The Mixed Use-Transitional land use designation provides a transition from the bustle of the commercial area to residential neighborhoods. Since active ground floor uses will be required along Main Street and in the Town Square District, the Mixed Use-Transitional area has great potential to attract non-active ground floor uses, such as personal service establishments, offices, and financial institutions.



The Mixed Use-Downtown land use designation will extend the vibrant and diverse commercial environment from Main Street to surrounding areas.

8-4 TOURISM, COMMUNITY EVENTS, AND STREET CLOSURES

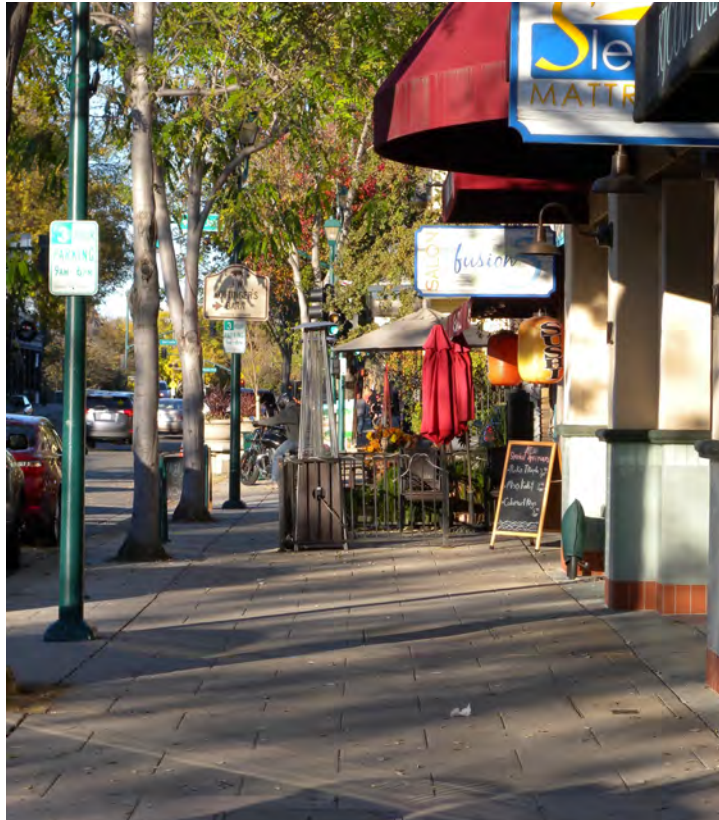
Downtown events contribute to the strong sense of community that exists in Pleasanton. Special events and programs create additional opportunities for people to gather as a community and enjoy the unique environment of the downtown. By attracting Pleasanton residents and visitors alike, events familiarize people with the businesses and positively impact the downtown's image. New people-friendly rights-of-way and parks, such as the proposed Town Square and pedestrian-only Division Street, can strengthen downtown's image as a community gathering place and center of civic life. This people-friendly, active downtown helps encourage reinvestment by businesses and property owners to the benefit of all.

However, events can impact businesses in different ways. For example, some businesses experience disruptions to their regular operations during street closures with an attendant loss of

revenues, while others report that they gain new customers in the weeks following the closure due to exposure during the event. For events to be successful, the appropriate infrastructure must be in place, and the activities must be carefully planned and managed. This includes: safety considerations, street closure impacts on businesses, event staging areas and plazas, adequate rest/play areas, and pedestrian and bicycle facilities for safe movement through the downtown. The Downtown Hospitality Guidelines, adopted by City Council in 2012, seek to create a balance between protection of the high-quality life residents deserve, and fostering appropriate, safe activities downtown, by providing guidelines for such events. The policies and programs that follow are intended to help balance the value of events with the potential "costs" they may impose, and to build on the infrastructure recommendations contained in other parts of the Plan which also support tourism and community events.

8-5 ECONOMIC VITALITY GOALS

- EV-G.1** Ensure a positive downtown business climate to support a thriving pedestrian-friendly commercial district that attracts residents and visitors alike and maintains the downtown as the “heart” of the community.
- EV-G.2** Strengthen the downtown’s diversified economic base with measures that increase business viability and that allow businesses to respond to market demands.
- EV-G.3** Retain existing businesses and attract new businesses through the development of programs and assets that add value to the downtown and the City.
- EV-G.4** Encourage special events that attract downtown visitors and provide opportunities for people to gather as a community while limiting the impacts of street closures, traffic congestion, and other aspects of special events on local commerce and residences.



The Specific Plan aims to retain existing businesses as well as attract new businesses to the area.

8-6 ECONOMIC VITALITY POLICIES

BUSINESS VIABILITY AND GROUND FLOOR ACTIVE USES

- EV-P.1 Market Driven Business Mix.** Monitor economic trends to ensure that the mix of businesses is both performance and market driven and offers a variety of restaurants, retail, community event spaces, and office establishments that attract residents and visitors alike.
- EV-P.2 Mixed Use Development.** Encourage the development of office and residential space on upper floors in the Mixed Use-Downtown and Mixed Use-Transitional districts.
- EV-P.3 Evening Activity.** Encourage businesses to remain open at night and to light their storefront displays in the evening in order to encourage activity and promote safety.
- EV-P.4 Business Improvement District.** Continue the City’s participation in a Business Improvement District with the Pleasanton Downtown Association, with the objective of promoting economic vitality in the downtown.
- EV-P.5 Marketing Integration.** Integrate businesses and attractions located in the Town Square District into downtown branding and promotional material.

- EV-P.6 First Floor Design.** Ensure that new buildings in the Active Use Overlay are designed to accommodate a range of first-floor uses such that a variety of uses may occupy the space.
- EV-P.7 Business Attraction.** Work with the Pleasanton Downtown Association to identify desired tenants for the downtown and to lease vacant spaces to businesses that bolster the downtown.
- EV-P.8 Predictable Business Environment.** Support a predictable and welcoming business environment by continuing to refine and improve the City design review and permitting process to ensure it is as expedient and business-friendly as possible.
- EV-P.9 Pushcarts, Pop-Up Activities, and Kiosks.** Conduct a study to consider allowing pushcarts, pop-up activity spaces, and kiosks in the downtown to encourage increased activity, with the interest of ensuring a safe and convenient pedestrian traffic and can meet design standards.



Increased pedestrian and loading access to downtown businesses will increase economic vitality.

COMMUNITY EVENTS AND ACTIVITIES

- EV-P.11 Downtown Hospitality Guidelines.** Ensure special events and street closures comply with the Downtown Hospitality Guidelines.
- EV-P.12 Historic Heritage Activities.** Encourage and promote community activities and events that focus on the historic character of the downtown.
- EV-P.13 Division Street.** Support the activation of Division Street between Main Street and Railroad Avenue with events and other activities that draw people downtown. *Refer to Chapters 4 and 5 for additional policies and programs on Division Street.*
- EV-P.14 Community Events in Public Spaces.** Permit organizations to rent plazas, parks, and Division Street between Main Street and Railroad Avenue for community and special events.
- EV-P.15 Access.** Ensure adequate pedestrian and loading access to businesses along Division Street between Main Street and Railroad Avenue and businesses that operate during street closure events.

8-7 ECONOMIC VITALITY IMPLEMENTATION PROGRAMS

- EV-I.1** Work with the Pleasanton Downtown Association to develop a Downtown Guide that highlights community attractions and events and promotes downtown Pleasanton as a walkable destination where people can shop, dine, play, and stay.
- EV-I.2** Conduct a survey of downtown property owners to evaluate the feasibility of and interest in establishing a Downtown Pleasanton Business Improvement/Assessment District.
- EV-I.3** Should the existing civic center relocate, ensure that any future amenities in the proposed Town Square District are featured on the Pleasanton Downtown Association website and in promotional materials.
- EV-I.4** Work with the Pleasanton Downtown Association to keep the list of available downtown commercial properties up to date and easily accessible.
- EV-I.5** Launch a “Shop Pleasanton First” campaign to increase business activity and educate the community about the benefits of shopping locally.
- EV-I.6** Upon completion of a feasibility study, develop standards for pushcarts, pop-up activities, and kiosks in the downtown that ensure compatibility with surrounding uses, safe and convenient pedestrian traffic, and that design standards are met.
- EV-I.7** Consider using Division Street between Main Street and Railroad Avenue for community events, such as a mid-week farmers’ market, and as a pedestrian-only zone in evenings to improve connectivity between the Firehouse Arts Center and Main Street.

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9 Implementation

The following chapter summarizes the various implementation programs identified in the previous chapters to achieve the objectives for the downtown. State law requires that specific plans address implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out the Plan. Many specific plans apply to largely undeveloped areas and address how and where new development will occur, how the infrastructure will be provided, and how the new public improvements will be funded by developing property owners. In contrast, Pleasanton's downtown is mostly built-out, and implementing the policies and programs of the Downtown Specific Plan will in many cases involve the City in partnership with existing property owners, the business community, and developers. Funding is expected to occur through a combination of City funds, property owner assessment districts, developer obligations, state funding, and grants. Implementation of the Plan will require action in the form of City projects and programs to be reviewed annually and funded in a phased manner, through: (1) the City's Capital Improvement Program; and (2) the City Council priority-setting process for City programs. Due to the amount and cost of the Specific Plan policies and programs, it is expected that implementation will be phased over at least the next twenty years.

9-1 IMPLEMENTATION PROGRAMS

CAPITAL IMPROVEMENT PROJECTS

The City identifies, prioritizes, and funds its major public improvement projects through the Capital Improvement Program (CIP). The construction, replacement, and repair of public infrastructure such as streets, utilities, and parks and other facilities such as public parking lots and City-owned buildings are all considered by the City Council annually through the CIP process, to ensure that the City’s needs can be met over time. The Downtown Specific Plan identifies a number of capital improvement projects that will be considered alongside other planned projects and constructed in phases as funds become available.

CITY PROGRAMS

City programs are actions undertaken to implement City policies as expressed in the General Plan and specific plans. Programs are carried out by City staff and others at the direction of the City Council and can be one-time work assignments or on-going activities. The City Council regularly prioritizes the major work programs, and funding for them is accomplished through the City’s budget process.

The following table of implementation programs, as identified in the previous chapters, is presented so that they may be included in the CIP and/or scheduled and undertaken by other means.

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
Land Use and Design			
LD-I.1	Request voter approval to amend the Bernal Property Phase II Specific Plan and of a financing plan for the potential relocation of the existing civic center. Ensure that the Library and Community Center are included as part of Phase I of the new Civic Center. Implementation of the Downtown Specific Plan components related to the new Civic Center shall not occur unless voters approve the Bernal Property Phase II Specific Plan amendment affirmatively. If the vote is not affirmatively approved, amend the Downtown Specific Plan as it relates to the existing civic center site.		X
LD-I.2	Initiate Land Use Amendments to modify land use designations for various properties to address inconsistencies between the General Plan, Specific Plan, and zoning designations. Table B-1 in Appendix B, includes a list of properties preliminarily identified as having such inconsistencies. The final list of properties and their preferred land use designations will be determined as part of the land use amendment process.		X
LD-I.3	Amend the PMC to allow existing single-family residential units as permitted uses in the Downtown Commercial and Mixed Use -Transitional districts, allow for additions or enlargements to these structures, and establish applicable development standards.		X
LD-I.4	Initiate an amendment to the PMC to: limit building height in all residential zoning districts in the downtown (including future Planned Unit Development Districts) to not more than 30 feet; clarify that height is measured should be measured from the lower of natural or finished grade and that the highest point includes parapets; and clarify height measurement of architectural building elements and free-standing appurtenant structures.		X
LD-I.5	Amend the PMC to limit the hours of operation for uses in the Mixed Use-Transitional District to remain open no later than 11:00 p.m.		X
LD-I.6	Develop a maintenance program to keep sidewalks, facades, windows, awnings, signs, and other elements of the public realm clean and in good repair.		X

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
LD-I.7	Modify the Sidewalk Dining and Decorative Display Ordinance to separate the sidewalk dining requirements from sidewalk decorative display requirements in the Ordinance, and to reflect the following standards and guidelines: <ul style="list-style-type: none"> a. Barriers for sidewalk dining areas may be attached to the sidewalk. b. Barriers for sidewalk dining areas may not exceed three feet in height. c. Plant materials in planters or flower pots within sidewalk dining areas may not exceed a total height of four feet from the sidewalk. d. Umbrellas used in sidewalk dining areas must maintain a minimum clearance of seven feet between the sidewalk and the bottom of the umbrella cover. e. Sidewalk dining areas should remain visually open and unobtrusive. f. Tree grates should be used in lieu of decomposed granite around trees adjacent to a sidewalk dining area. 		X
LD-I.8	Sidewalks within dining areas should be regularly steam cleaned by the business owner.		X
LD-I.9	Adopt and regularly update a Master Plan for the Downtown Parks and Trails System to include parks, open spaces, plazas, public art and pedestrian enhancements along the Arroyo del Valle to assist with further enhancing the community.		X
LD-I.10	Devise a streetscape improvement schedule with the goal of improving two streets each year.		X
LD-I.11	Add trash receptacles to the side streets and parallel streets in the commercial portion of the Downtown. Locations should be determined based upon the concentration of business establishments, amount of foot traffic, and presence of bus stops. The trash receptacles should match the metal receptacles used on Main Street.	X	
LD-I.12	Develop and refine a street tree planting program for streets identified in Figure 4-1: Existing and Planned Downtown Design Projects.		X

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
LD-I.13	Prioritize design and install gateway elements as follows: <ul style="list-style-type: none"> a. First Priority <ul style="list-style-type: none"> • Wixom Bridge at Hopyard Road/Division Street • Main Street at the Arroyo/near Stanley Blvd • Main Street at Bernal Avenue b. Second Priority <ul style="list-style-type: none"> • Neal Street at First Street • First Street Bridge at Stanley Boulevard • Old Bernal Avenue at Bernal Avenue 	X	X
LD-I.14	Work with private property owners and appropriate entities (e.g., Civic Arts Commission, Planning Commission, Pleasanton Downtown Association, Pleasanton Cultural Arts Council, Pleasanton Art League, and Pleasanton Unified School District) to implement the projects identified in the Downtown Public Art Master Plan and to identify potential additional locations for temporary or permanent public art installations (including sidewalk tile art, painted utility boxes, sculptures, murals, etc.).	X	X

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
LD-I.15	Initiate amendments to the Sign Ordinance to address the following: <ul style="list-style-type: none"> a. Delete the section of the Sign Ordinance which precludes the use of projecting signs over an awning or similar shading device. b. Identify functional signs, (lights, clocks, temperature indicators), and communicate with property owners to ensure functional signs are compliant and in working condition. c. Allow the use of two sign types in addition to window signs. d. Waive design review approval for window signs that meet the criteria of the Sign Ordinance and the Design Guidelines. e. Along the Main Street corridor, permit banners on the outside of a building for live performances, street festivals, and entertainment in order to promote such events which bring activity to the Downtown. Banners may be a maximum of 24 square feet, and use shall be limited to the day of the event, with removal required at the end of the day. Grand opening banners are also permitted in accordance with the requirements of the PMC. f. Develop standards to regulate the size of campaign related signage. g. Develop sign standards for the Mixed Use – Transitional designation. h. Amend existing regulations for freestanding sidewalk signs and menu displays such that the regulations are specifically tailored to apply to side streets, to ensure that adequate pedestrian passageways on sidewalks are maintained. 		X
LD-I.16	Install standard design street lighting along St. Mary Street to the west of Peters Avenue, as indicated on Figure 4-1.	X	

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
LD-I.17	Implement other all existing plans and policy documents applicable to the downtown. These include: <ul style="list-style-type: none"> a. Master Plan for the Downtown Parks and Trails System b. Pleasanton Downtown Public Art Master Plan c. Master Plan for Lions Wayside and Delucchi Parks d. Downtown Design Guidelines e. Civic Center Master Plan f. Pedestrian and Bicycle Master Plan g. Pleasanton Trails Master Plan h. Downtown Parking Strategy i. Pleasanton Downtown Historic Context Statement j. Downtown Hospitality Guidelines 		X
LD-I.18	Review, refine, and clarify context sensitive infill guidelines as needed.		X
LD-I.19	Amend the PMC definition of “mixed use” such that residential uses are not a required component of a mixed-use project, and such that it excludes industrial uses.		X
LD-I.20	Amend the PMC to include a definition for live-work units.		X
LD-I.21	Modify the definition of floor area such that it is clear that floor area includes both residential and non-residential uses in a building.		X
LD-I.22	Amend the PMC to include a chapter for the Mixed-Use Transitional District.		X

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
Mobility and Parking			
MP-I.1	<p>Amend the Transportation Demand Management Ordinance, as described in the Downtown Parking Strategy and Implementation Plan, to enable the PDA to function as a “large employer” and, therefore, to establish and promote a TDM program for the downtown businesses and employees.</p> <p>Investigate and pursue funding options which will encourage and enable the PDA to actively promote such a program, using incentives to reduce vehicular commuting into the downtown.</p>		X
MP-I.2	<p>Consult the Alameda County Transportation Commission and other pertinent alternative transportation agencies before implementing alternative transportation measures or programs.</p>		X
MP-I.3	<p>Continue evaluating new technologies including bike- share, e-bikes, autonomous vehicles, private ridesharing, and others to help manage transportation demand and promote non-vehicular travel modes.</p>		X
MP-I.4	<p>Develop the Transportation Corridor into separate paved and unpaved trails to accommodate various user groups and to connect to the Arroyo del Valle at First Street, consistent with the Master Plan for the Downtown Parks and Trails System. Transportation Corridor development should be prioritized because of its value to downtown as a primary transportation corridor for non-vehicular use. The corridor should also accommodate vehicular parking to support downtown businesses.</p>	X	
MP-I.5	<p>Implement a phased effort to pave existing unpaved segments of the Arroyo del Valle trail to begin at the Main Street Bridge and be a part of the downtown gateway design. Providing an all-weather and accessible pavement for the existing trail along Arroyo del Valle will strengthen the east-west off- street connection to downtown.</p>	X	

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
MP-I.6	Amend the Pedestrian and Bicycle Master Plan to include a new bicycle corridor along Peters Avenue and begin design of a two-way cycle track on the new corridor.		X
MP-I.7	Develop long-term bicycle parking spaces in public parking lots, including a minimum of four long-term bicycle parking lockers. Once the bike lockers and bike racks are installed, monitor the need to increase capacity. Consider incentivizing private parking lot owners to convert parking stalls for long-term or short-term bicycle parking use.	X	X
MP-I.8	Conduct a study of pedestrian activity along First Street and the need for a pedestrian-activated mid-block crossing between Arendt Way and Kottinger Drive. A mid-block crossing at this location would shorten the walking distance for pedestrians to reach a signalized crossing and would increase the number of pedestrian routes into downtown.	X	
MP-I.9	Improve visibility of crosswalks by utilizing surface treatments such as colored and stamped asphalt pavement at signalized intersections along Main Street, or high-visibility striping such as ladder style striping at unsignalized intersections.	X	
MP-I.10	Provide sidewalks of a minimum of 6'-0" on both sides of the street for all streets in the downtown area and implement a routine maintenance program. Sidewalks adjacent to businesses should be monitored for vertical and horizontal clearances, including required minimum clearances.	X	X
MP-I.11	Implement curb extensions ("bulb-outs) along Peters Avenue and First Street, where feasible, to tighten corner radii, slow turning vehicular traffic, and shorten pedestrian crossing distances. Bulb-outs should be designed to avoid interfering with bicycles.	X	
MP-I.12	Transit stops with high passenger boarding numbers should include a shelter with seating and short-term bike parking for a minimum of three bicycles wherever feasible.	X	

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
MP-I.13	Amend boundaries of the Downtown Revitalization District (PMC Section 18.74) to include the City-owned 4-acre site adjacent to the ACE train station.		X
MP-I.14	Conduct an initial pilot study of designated passenger loading and drop-off zones downtown.		X
MP-I.15	Coordinate with ACE/ the San Joaquin Regional Rail Commission and Alameda County to provide additional parking for ACE train commuters.	X	X
MP-I.16	Amend PMC Section 18.88 to allow joint-use parking agreements, subject to appropriate parameters and limitations to be developed as part of PMC amendments, in any zoning districts applicable to the Town Square District, and to allow parking reductions for discrete uses sharing the same site or on adjoining sites in those districts.		X
MP-I.17	Amend PMC Section 18.84.230 to require landscaping of parking facilities in any zoning districts applicable to the Town Square District.		X
MP-I.18	Amend PMC Section 18.56 to allow surface parking on the Transportation Corridor.		X
MP-I.19	Initiate an amendment to the PMC to incorporate a parking ratio for properties in the Mixed-Use Transitional district, taking into consideration existing parameters in the PMC for “major alterations” for properties within the Downtown Revitalization District.		X
Public Facilities			
PF-I.1	Relocate the existing 18-inch water main and 15-inch sanitary sewer main out of the development footprint of any future development on the existing civic center site, subject to voter approval.	X	
PF-I.2	Convert pump station S-7 from a dry well to a full submersible pump station in order to continue to operate at current capacity or any necessary increased capacity within the planning area.	X	

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
PF-I.3	Review and improve the sanitary sewer system in First Street within the planning area to provide flow consolidation and diversion to improve the capacity serving the area east of the planning area.	X	X
PF-I.4	Review the segment of sanitary sewer main in Angela Street in the block between Main Street and Peters Avenue for possible improvements or replacement.	X	X
PF-I.5	Review and improve the storm drain system near the intersection of Main Street and Neal Street to address surface ponding during heavy rain events within the roadway and gutter.	X	X
PF-I.6	If trash generation increases in the planning area, evaluate the need to install full trash capture devices, such as connector pipe screens in drop inlets.		
PF-I.7	Evaluate future development projects and require construction of improvements as needed to ensure adequate capacity in water and sewer distribution/conveyance infrastructure. Flow testing shall be conducted, as appropriate, to ensure that design requirements are met.		
Historic Preservation			
HP-I.1	Complete Historic Context Document to identify what physical features of the built environment are important reflections of Pleasanton's history.		Complete
HP-I.2	Prepare Comprehensive Historic Resource Survey in Downtown Specific Plan Area.		Complete
HP-I.3	Specific individual City staff representatives from the Building Inspection, Planning, and Fire Departments to review development permit applications relating to historic resources. These individuals should further be provided with the technical education adequate to perform high-level review.		X

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
HP-I.4	City departments responsible for the review of projects involving modifications to historic buildings should prepare and distribute a public informational flyer that details the application submittal requirements, step-by-step review process, and available historic preservation incentive programs.		X
HP-I.5	Implement an award program for the rehabilitation of historic structures.		X
HP-I.6	Study property owner interest in and costs associated with developing a program to commemorate known historic structures with plaques.		X
HP-I.7	<p>Establish a procedure for the management of paleontological materials found on-site during a development, including the following provisions:</p> <ul style="list-style-type: none"> • If materials are found on-site during grading, require that work be halted until a qualified professional evaluates the find to determine if it represents a significant paleontological resource. • If the resource is determined to be significant, the paleontologist shall supervise removal of the material and determine the most appropriate archival storage of the material. • Appropriate materials shall be prepared, catalogued, and archived at the applicant’s expense and shall be retained within Alameda County if feasible. 		
Economic Vitality			
EV-I.1	Work with the Pleasanton Downtown Association to develop a Downtown Guide that highlights community attractions and events and promotes downtown Pleasanton as a walkable destination where people can shop, dine, play, and stay.		X
EV-I.2	Conduct a survey of downtown property owners to evaluate the feasibility of and interest in establishing a Downtown Pleasanton Business Improvement/Assessment District.		X

Table 9-1: Implementation Programs*

#	Implementation Program	CIP	City Program
EV-1.3	Should the existing civic center relocate, ensure that any future amenities in the proposed Town Square District are featured on the Pleasanton Downtown Association website and in promotional materials.		X
EV-1.4	Work with the Pleasanton Downtown Association to keep the list of available downtown commercial properties up to date and easily accessible.		X
EV-1.5	Launch a “Shop Pleasanton First” campaign to increase business activity and educate the community about the benefits of shopping locally.		X
EV-1.6	Upon completion of a feasibility study, develop standards for pushcarts, pop-up activities, and kiosks in the downtown that ensure compatibility with surrounding uses, safe and convenient pedestrian traffic, and that design standards are met.		X
EV-1.7	Consider using Division Street between Main Street and Railroad Avenue for community events, such as a mid-week farmers’ market, and as a pedestrian- only zone in evenings to improve connectivity between the Firehouse Arts Center and Main Street.		X

*Note: This table subject to change.

9-2 FINANCING

Most of the implementation programs listed above will be coordinated by the City, and funding will most likely involve the use of both private and public funds. Public works and trail improvement projects will be funded through the City’s Capital Improvement Program (CIP), which receives money from various sources. These include the General Fund, public facilities fees, gas tax funds, and some developer funds. In addition, as of 2018, the City has a limited amount of parking in-lieu fees (and more could potentially be available in the future) to help fund the acquisition of land and improvements for public parking facilities, and property owner assessment district financing can be used with the agreement of affected property owners for developing public parking facilities. Furthermore, State and Federal grants are sometimes available for various types of public improvement projects. Projects will be considered by the City Council as part of the annual CIP planning process, which will determine funding status (funded or unfunded) and year of

construction based upon priority and availability of funds. City Programs listed above will be carried out by City of Pleasanton staff and others as appropriate and will be assigned and updated annually based on Council priorities and availability of funds. In addition, as the Plan’s various improvements are implemented, it is likely that maintenance costs will increase. Funding will be allocated through the City’s budget process.

In addition to the above, other funding and financing tools may be available to address the costs of various projects. These include grants, establishment of assessment districts, issuance of bonds, collection of in-lieu fees and requiring developers to contribute a pro-rata share for project-related public improvements. Each of these tools would be evaluated on a case-by-case basis and in most instances would require action by the City Council to initiate or implement.

9-3 CIVIC CENTER RELOCATION AND PHASING

In November 2016, the City Council accepted the Civic Center Master Plan for a new civic center at the Bernal property. The Master Plan was put forward by the Civic Center Task Force with the understanding that moving the existing civic center and library would require a vote of the people, since in 2006 the Bernal property site had been designated, with voter approval, as the site for a cultural and performing arts center. Following the completion of the Downtown Specific Plan update, the Council will revisit the Civic Center Master Plan. Final approval of the Civic Center Master Plan is subject to voter approval.

As described in this specific plan's Land Use and Design chapter and illustrated in Figure 4-3: Town Square District Concept Diagram, if approved, redevelopment of the civic center site would occur in two phases. In Phase 1, the eastern 2.25-acre portion fronting Main Street and at the southern gateway to downtown, would be redeveloped with relocation or reuse of the remaining buildings consistent with the Civic Center Master Plan. The Pleasanton Public Library and the Community Center

would be constructed on the new civic center site at the Bernal Property as part of Phase 1. The development of the remainder of the Town Square District, including entertainment uses, mixed-uses, and reuse of the building that currently (as of 2018) accommodates the Pleasanton Public Library, is anticipated to be finalized in Phase 2. Timing for each of the phases is not determined at this time, since it will depend on securing necessary funding, agreements being reached with future developers and other partners, and completion of detailed site, infrastructure and building plans. The Pleasanton Unified School District (PUSD) site at Bernal and First Street was considered to be included in the Downtown Specific Plan planning area, but the PUSD Board decided in February 2017 not to be included in the planning area.

Relocation of the Civic Center will require approval of a vote by the people.

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10 **General Plan Relationship to Specific Plan**

The Pleasanton General Plan is the primary City planning document with which all other City specific plans, ordinances, regulations, policies, and programs must be consistent. The key General Plan policies and programs which relate to the Downtown Specific Plan are presented in Table 10-1 in the order of the Element (Chapter) of the General Plan in which they are found. Conforming Specific Plan policies and programs are listed for each General Plan policy and program. These are to be implemented equally along with other applicable General Plan provisions for individual development projects within the planning area.

Table 10-1: General Plan/Specific Plan Policy Consistency

<i>General Plan Policies and Programs</i>		<i>Conforming Specific Plan Policies and Programs</i>
Land Use Element		
Program 1.5	Support more locally-serving shopping opportunities in neighborhoods so that people do not have to drive far to purchase goods.	<u>Policies:</u> LD-P.4, LD-P.5, LD-P.22, LD-P.26, EV-P.1, EV-P.3 <u>Programs:</u> EV-I.5
Program 2.1	Reduce the need for vehicular traffic by locating employment, residential, and service activities close together, and plan development so it is easily accessible by transit, bicycle, and on foot.	<u>Policies:</u> LD-P.4, LD-P.5, LD-P.30, MP-P.18, MP-P.22, MP-P.30 <u>Programs:</u> LD-I.2, MP-I.8, MP-I.11
Program 2.3	Require transit-compatible development near BART stations, along transportation corridors, in business parks and the Downtown, and at other activity centers, where feasible.	<u>Policies:</u> LD-P.22, LD-P.23, LD-P.24, LD-P.26, LD-P.34 <u>Programs:</u> LD-I.1, LD-I.2,
Program 2.4	Require higher residential and commercial densities in the proximity of transportation corridors and hubs, where feasible.	<u>Policies:</u> LD-P.24, LD-P.25, LD-P.40 <u>Programs:</u> LD-I.2,
Policy 8	Preserve and enhance the character of existing residential neighborhoods.	<u>Policies:</u> LD-P.2, LD-P.8, LD-P.9, LD-P.29, LD-P.46, HP-P.2, HP-P.6, HP-P.9, <u>Programs:</u> LD-I.3
Policy 9	Develop new housing in infill and peripheral areas which are adjacent to existing residential development, near transportation hubs or local-serving commercial area.	<u>Policies:</u> LD-P.24, LD-P.25 <u>Programs:</u> LD-I.3
Policy 12	Preserve the character of the Downtown while improving its retail and residential viability and preserving the traditions of its small-town character.	<u>Policies:</u> LD-P.2, LD-P.6, LD-P.22, LD-P.24, LD-P.26, LD-P.29, EV-P.1 <u>Programs:</u> LD-I.3
Program 12.3	In the Downtown, implement mixed-use development which incorporates higher density and affordable residential units consistent with the Downtown Specific Plan, where feasible.	<u>Policies:</u> LD-P.4, LD-P.14, LD-P.15, LD-P.22, LD-P.23, LD-P.24

Table 10-1: General Plan/Specific Plan Policy Consistency

<i>General Plan Policies and Programs</i>		<i>Conforming Specific Plan Policies and Programs</i>
Program 12.4	Encourage second-floor apartments above first-floor commercial uses and live-work units in the Downtown. Also allow mixed-use development in the Downtown where residences are located behind commercial uses.	<u>Policies:</u> LD-P.4, LD-P.14, LD-P.15, LD-P.16, LD-P.24
Policy 16	Encourage mixed-use development which encompasses any combination of commercial development, housing units, or community facilities in an integrated development. In areas served by transit, encourage mixed use and residential densities that support affordable housing and transit.	<u>Policies:</u> LD-P.4, LD-P.14, LD-P.15, LD-P.24
Circulation Element		
Policy 4	In the Downtown, facilitate the flow of traffic and access to Downtown businesses and activities consistent with maintaining a pedestrian-friendly environment.	<u>Policies:</u> LD-P.7, LD-P.28, LD-P.30, MP-P.-2, MP-P.18, MP-P.19, MP-P.30 <u>Programs:</u> MP-I.9, MP-I.11
Program 10.3	Develop the Downtown section of the Transportation Corridor with parking, a pedestrian and bicycle trail, and landscaping, consistent with the 2002 Master Plan for the Downtown Parks and Trails System and with the Downtown Specific Plan.	<u>Policies:</u> MP-P.26, MP-P.27 <u>Programs:</u> MP-I.4
Program 15.3	Maximize transportation opportunities, enabling more people to live close to their places of work, such as with transit-oriented development (TOD).	<u>Policies:</u> LD-P.4, LD-P.20
Policy 22	Create and maintain a safe, convenient, and effective bicycle system which encourages increased bicycle use.	<u>Policies:</u> MP-P.3, MP-P.9, MP-P.15, MP-P.18, MP-P.20, MP-P.21, MP-P.26, MP-P.27, MP-P.29, MP-P.30 <u>Programs:</u> MP-I.3, MP-I.4, MP-I.6, MP-I.7, MP-I.12
Program 22.3	Integrate bicycle lanes or separate bikeways into street projects, wherever feasible.	<u>Policies:</u> MP-P.3, MP-P.9, MP-P.18, MP-P.26, MP-P.30 <u>Programs:</u> MP-I.6

Table 10-1: General Plan/Specific Plan Policy Consistency

<i>General Plan Policies and Programs</i>		<i>Conforming Specific Plan Policies and Programs</i>
Program 22.10	Develop the Downtown portion of the Transportation Corridor for pedestrian, bicyclists and parking, consistent with the 2002 Master Plan for the Downtown Parks and Trails System and with the Downtown Specific Plan.	<u>Policies:</u> MP-P.26, MP-P.27 <u>Programs:</u> MP-I.4
Policy 23	Create and maintain a safe and convenient pedestrian system which encourages walking as an alternative to driving.	<u>Policies:</u> LD-P.30, MP-P.1, MP-P.3, MP-P.4, MP-P.6, MP-P.7, MP-P.8, MP-P.10, MP-P.11, MP-P.13, MP-P.14, MP-P.16, MP-P.18, MP-P.19, MP-P.21, MP-P.27, MP-P.28, MP-P.29, MP-P.30 <u>Programs:</u> MP-I.4, MP-I.5, MP-I.8, MP-I.9, MP-I.10, MP-I.11
Housing Element		
Policy 1	At a minimum, maintain the amount of high-density residential acreage currently designated on the General Plan Map and permitting high density housing.	<u>Policies:</u> LD-P.1, LD-P.38
Policy 3	Encourage developments on sites designated for multiple-family residential uses which are adjacent to commercial districts to be designed at the maximum height allowed for multiple-family residential zoning districts, consistent with neighborhood character, however in the Downtown, multiple-family residential building height should be consistent with the design policies of the Downtown Specific Plan and the Downtown Design Guidelines.	<u>Policies:</u> LD-P.2, LD-P.38
Policy 34	Encourage the preservation of historically and architecturally significant residential structures citywide including in the Downtown area, pursuant to the General Plan and the Downtown Specific Plan.	<u>Policies:</u> HP-P.2, HP-P.3, HP-P.4, HP-P.9, HP-P.11 <u>Programs:</u> HP-I.4, HP-I.5
Policy 41	Increase housing in the commercial portion of the Downtown area by permitting three-story construction	<u>Policies:</u> LD-P.4, LD-P.17, LD-P.40

Table 10-1: General Plan/Specific Plan Policy Consistency

<i>General Plan Policies and Programs</i>		<i>Conforming Specific Plan Policies and Programs</i>
	in the Downtown area pursuant to the Downtown Specific Plan, with one or two stories of residential over commercial in mixed-use buildings.	
Policy 43	Provide for special-needs of large families, the elderly, persons with disabilities including developmental disabilities, extremely low income households, the homeless, farmworkers, and families with single-parent heads of households.	<u>Policies:</u> LD-P.42
Program 20.7	Encourage the provision of special-needs housing, such as community care facilities for the elderly, and persons with disabilities (including developmental disabilities) in residential and mixed-use areas, especially near transit and other services. The City will provide regulatory incentives such as expedited permit processing in conformance with the Community Care Facilities Act and fee reductions where the development would result in an agreement to provide below-market housing or services. The City provides fee reductions per Pleasanton municipal Code Chapter 18.86 (Reasonable Accommodations) on the basis of hardship. The City will maintain flexibility within the Zoning Ordinance to permit such uses in non-residential zoning districts.	<u>Policies:</u> LD-P.42
Public Safety Element		
Program 4.3	Comply with State requirements regarding the removal or retrofitting of unreinforced masonry structures susceptible to seismic hazards and damage.	<u>Policies:</u> HP-P.2, HP-P.3
Public Facilities Element		

Table 10-1: General Plan/Specific Plan Policy Consistency

<i>General Plan Policies and Programs</i>		<i>Conforming Specific Plan Policies and Programs</i>
Policy 17	Make Pleasanton’s downtown into a visitor-friendly location by providing public amenities that enhance the downtown for Pleasanton residents and visitors.	<u>Policies:</u> LD-P.5, LD-P.7, LD-P.31, LD-P.34
Program 26.13	Provide accessible disposal containers, including recycling containers, at appropriate locations downtown, at outdoor events, and in City parks.	<u>Policies:</u> LD-P.69 <u>Programs:</u> LD-I.11
Conservation and Open Space Element		
Policy 1.12	Support appropriate development intensity adjacent to areas designated as Wildlands Overlay.	<u>Policies:</u> LD-P.60, LD-P.61, LD-P.62
Policy 3	Preserve and enhance stream beds and channels in a natural state.	<u>Policies:</u> LD-P.60, LD-P.61, LD-P.62
Policy 5	Preserve and rehabilitate those cultural and historic resources which are significant to Pleasanton because of their age, appearance, or history.	<u>Policies:</u> HP-P.2, HP-P.3, HP-P.4, HP-P.11
Community Character Element		
Policy 1	Encourage the retention, reuse, and enhancement of older buildings of historical importance and architectural heritage.	<u>Policies:</u> LD-P.3, HP-P.2, HP-P.3, HP-P.4, HP-P.9 <u>Programs:</u> HP-I.5
Policy 2	Improve the visual appearance of the Downtown.	<u>Policies:</u> LD-P.6, LD-P.7, LD-P.8, LD-P.9, LD-P.10, LD-P.11, LD-P.11, LD-P.12, LD-P.29, LD-P.31, LD-P.32, LD-P.33, LD-P.53, LD-P.54, LD-P.60, LD-P.61, LD-P.64, LD-P.65, LD-P.66, LD-P.67, LD-P.68, LD-P.79, LD-P.80, LD-P.82, LD-P.82, LD-P.83, MP-P.7, MP-P.17, MP-P.19, MP-P.21, HP-P.5, HP-P.6, HP-P.7, HP-P.8, HP-P.9, <u>Programs:</u> MP-I.4, HP-I.5,
Program 2.1	Improve the major gateways into the Downtown to create a sense of arrival and to enhance the aesthetics	<u>Policies:</u> LD-P.76, LD-P.77 <u>Programs:</u> LD-I.13

Table 10-1: General Plan/Specific Plan Policy Consistency

<i>General Plan Policies and Programs</i>		<i>Conforming Specific Plan Policies and Programs</i>
	along these roadways, as described in the Downtown Specific Plan.	
Program 2.2	Implement the design and beautification goals, policies, and objectives of the Downtown Specific Plan.	<u>Policies:</u> All Land Use and Design chapter policies <u>Programs:</u> All Land Use and Design chapter programs
Program 2.3	Concentrate immediate Building Code enforcement efforts on the old residential areas of the Downtown.	<u>Programs:</u> HP-P.3
Policy 3	Maintain the scale and character of the historic Downtown and surrounding residential areas	<u>Policies:</u> LD-P.2, LD-P.6, LD-P.8, LD-P.9, LD-P.10, LD-P.11, LD-P.10, LD-P.12, LD-P.29, HP-P.5, HP-P.6, HP-P.7, HP-P.8, HP-P.9, <u>Programs:</u> LD-I.4, HP-I.1
Program 3.1	Require the height, mass, setbacks, and architectural style of new buildings to reflect the unique character and pedestrian scale of the Downtown, as exemplified in the Downtown Design Guidelines.	<u>Policies:</u> LD-P.2, LD-P.6, LD-P.8, LD-P.10, LD-P.11, LD-P.10, LD-P.12, LD-P.29, LD-P.34 <u>Programs:</u> LD-I.4
Policy 4	Enhance the Downtown as a focus of community activity.	<u>Policies:</u> LD-P.26, LD-P.32, LD-P.55 <u>Programs:</u> EV-I.1, EV-I,7
Program 4.1	Provide opportunities for people to gather as a community and enjoy the unique environment of the Downtown while limiting the impacts of street closures on local commerce.	<u>Policies:</u> LD-P.5, LD-P.7, LD-P.26, LD-P.31, LD-P.32, LD-P.55, EV-P.10, EV-P.14
Policy 5	Encourage commercial development with frontages on arroyos and canals to orient outside activity areas, decks, and views to the arroyos and canals.	<u>Policies:</u> LD-P.60, LD-P.61, LD-P.62
Policy 6	Enhance the visual appearance and natural condition of the arroyos.	<u>Policies:</u> LD-P.60, LD-P.61, LD-P.62
Program 6.1	Improve the appearance of bridges over the arroyos with new railings, landscaping, lighting, signage, and other design techniques.	<u>Policies:</u> LD-P.78 <u>Programs:</u> LD-I.11

Table 10-1: General Plan/Specific Plan Policy Consistency

<i>General Plan Policies and Programs</i>		<i>Conforming Specific Plan Policies and Programs</i>
Program 11.2	Implement the design and beautification policies in the Downtown Specific Plan related to the Main Street Bridge.	<u>Policies:</u> LD-P.78 <u>Programs:</u> LD-I.11
Policy 16	Discourage franchise and prototype architecture and signage.	<u>Policies:</u> LD-P.6, LD-P.10
Economic and Fiscal Element		
Policy 3	Strengthen the retail sector.	<u>Policies:</u> LD-P.3, LD-P.4, EV-P.1, LD-P.26, EV-P.3, EV-P.6, EV-P.7, EV-P.8 <u>Programs:</u> EV-I.1, EV-I.2, EV-I.3, EV-I.4, EV-I.5
Policy 4	Promote tourism, cultural, and recreational activities.	<u>Policies:</u> LD-P.26, LD-P.55, LD-P.57, LD-P.85, EV-P.11, EV-P.12, EV-P.13 <u>Programs:</u> EV-I.7

APPENDIX A: Goals, Policies, and Implementation Programs

#	Goal/Policy/Implementation Program
Goals	
LD-G. 1	Preserve the character and development traditions of the downtown while improving upon its commercial and residential viability.
LD-G.2	Retain the small-town scale and physical character of the downtown through the implementation of appropriate land use and development standards, including infill development that is sensitive to the context, scale and character of existing neighborhoods.
LD-G.3	Encourage attractive building architecture that reinforces the traditional, pedestrian-oriented design character and scale of downtown.
LD-G.4	If relocation of the existing Civic Center is approved by the voters, support a dynamic mixed-use Town Square district at the southern end of downtown, with a central public open space and a mix of retail, entertainment, visitor, residential, and employment uses.
LD-G.5	Encourage and proactively coordinate the redevelopment of underutilized commercial properties, while preserving historic buildings and structures.
LD-G.6	Design residential projects so that the scale, architecture, and massing enhance and preserve the character of existing residential neighborhoods.
LD-G.7	Promote the provision of affordable, live-work, and special-needs housing.
LD-G.8	Retain and encourage public uses that strengthen the sense of community and civic pride.
LD-G.9	Encourage the creation of publicly accessible open spaces, plazas, public art, trails, bike routes, and parks throughout the planning area.

Refer to Chapter 7 for further goals, policies, and implementation programs regarding historic preservation.

#	Goal/Policy/Implementation Program
LD-G.10	Encourage future land use development that enhances the Arroyo del Valle as a riparian habitat resource.
LD-G.11	Provide streetscape enhancements and improvements that are compatible with downtown's buildings.
LD-G.12	Continue to upgrade the Main Street streetscape and extend improvements to surrounding streets.
LD-G.13	Improve the major gateways into downtown to create a sense of arrival and to enhance the aesthetics along these roadways.
LD-G.14	Enrich the artistic, cultural, and historic aspects of downtown Pleasanton.
LD-G.15	Encourage signs that are creative, artistically designed, and pedestrian in orientation and scale.
MP-G.1	Effectively manage vehicular access to and circulation within the downtown through traffic control measures and street improvements, while maintaining downtown's character and economic vitality.
MP-G.2	Expand, improve and connect the network of facilities that support walking, biking and transit use, including integration of "complete streets" throughout downtown, so that these modes are safe, convenient and comfortable for users of all ages and abilities.
MP-G.3	Strengthen connections between the commercial district, Town Square District, residential neighborhoods, transit stops, ACE station, and the trail system to improve access to downtown destinations for all users.
MP-G.4	Effectively manage existing parking spaces and construct new public parking spaces as feasible to maintain an appropriate balance between downtown parking supply and demand.
MP-G.5	Ensure new development constructs sufficient parking to meet its needs.
MP-G.6	Ensure parking standards are sufficiently flexible to respond to technological and other innovations that can reduce parking demand, and that these standards achieve efficiently used space necessary to accommodate parking.
PF-G.1	Ensure that infrastructure and public facilities and services are adequate to support downtown development.
HP-G.1	Protect and enhance the historic character of the downtown planning area.
HP-G.2	Undertake measures to protect and preserve significant historic resources in the Downtown Specific Plan Area.
HP-G.3	Prevent the demolition of appropriately-designated historic resources which can otherwise reasonably be preserved.
HP-G.4	Ensure that the design of new buildings and modifications to existing heritage buildings and heritage neighborhoods are compatible with the downtown's traditional design character and scale.

#	Goal/Policy/Implementation Program
EV-G.1	Ensure a positive downtown business climate to support a thriving pedestrian-friendly commercial district that attracts residents and visitors alike and maintains the downtown as the “heart” of the community.
EV-G.2	Strengthen the downtown’s diversified economic base with measures that increase business viability and that allow businesses to respond to market demands.
EV-G.3	Retain existing businesses and attract new businesses through the development of programs and assets that add value to the downtown and the City.
EV-G.4	Encourage special events that attract downtown visitors and provide opportunities for people to gather as a community while limiting the impacts of street closures, traffic congestion, and other aspects of special events on local commerce and residences.
I-G.1	To specify the actions necessary to implement the Specific Plan and to identify the likely financing mechanisms for implementing the required projects and programs.
Policies	
LD-P.1	Land Use Designations. Enact the land use designations as shown in Figure 4-2 and detailed in this chapter for the purposes of this Specific Plan.
LD-P.2	Downtown Character and Height. In order to preserve the historic character of the Downtown, new or remodeled buildings, whether commercial or residential in nature, shall meet the maximum prescribed height prescribed for the district in which they are located. Buildings must be pedestrian in scale, as determined through the design review process. Commercial buildings should include design features such as first-story storefront windows, recessed entries, building details, and awnings. For all buildings, techniques such as dormer windows, stepping back upper floors, and modifying design features between building levels should be used to assist in maintaining an overall horizontal design character. Height standards should allow for and encourage varied roof forms, articulation across rooflines, and architectural features and projections such as cupolas, gables, and towers at corners.

#	Goal/Policy/Implementation Program
LD-P.3	<p>Commercial Revitalization. The Downtown contains several multi-parcel areas that are underutilized from the standpoint of supporting pedestrian-oriented commercial businesses because they are either:</p> <ul style="list-style-type: none"> (1) partially vacant; (2) contain large parking lots which front on Main Street; and/or (3) are in poor physical condition. The City should work with property owners to proactively plan for the rebuilding of these areas, while preserving historic buildings and structures, so that the design and layout of future development are coordinated in advance of market pressure for construction. Such sites include: <ul style="list-style-type: none"> • Northern Gateway, including the five lots located east of 900 Main Street building between Stanley Boulevard and Vervais Street; and Del Valle Plaza located at the northwest corner of Del Valle Parkway and Main Street. • Southern Main Street Properties, including the 100 and 200 blocks of Main Street. • Main Street Properties in the commercial area, including the properties at 652 Main Street; 530 Main Street; and 337 Main Street. • First Street Properties in the commercial area, including Pleasant Plaza located at the southwest corner of Ray Street and First Street; and the six contiguous lots located along the west side of First Street immediately south of Spring Street.
LD-P.4	<p>Commercial Frontage. Require new development in the Downtown Commercial, Mixed Use – Transitional, and Mixed Use – Downtown Districts to include ground floor commercial uses fronting the street. Residential uses fronting the street are permitted on upper floors only.</p>
LD-P.5	<p>Pedestrian-Friendly Design. Protect and enhance the pedestrian-friendly quality of the Downtown Commercial area by locating building facades at the sidewalk’s edge to maintain a defined streetwall and ensuring that building entrances and display windows are frequent and oriented to the street. Incorporate outdoor spaces such as outdoor dining areas and plazas into building design along street fronts outside of the public right-of-way, and for dining, on upper floors as feasible.</p>
LD-P.6	<p>Original Architectural Elements. Maintain the existing architectural character of downtown by encouraging that original facade materials and storefront elements, such as transom windows, are uncovered, rehabilitated, and maintained, where appropriate.</p>
LD-P.7	<p>Sidewalk Arcades. Enhance Pleasanton’s unique series of sidewalk arcades by encouraging existing and new arcades to be open, attractively-detailed, landscaped, and appropriately-scaled to both pedestrians and the building facade.</p>

Existing residential uses may remain and may be remodeled or enlarged.

#	Goal/Policy/Implementation Program
LD-P.8	Materials. Maintain downtown’s variety of stucco, brick, and wood facades with high quality materials in new construction appropriate to the architectural style of the building. Simulated materials may be used for resource conservation, if determined to have an authentic appearance.
LD-P.9	Diversity of Architectural Styles. Encourage a diversity of architectural styles in new construction that employ varied rooflines, upper facades, and storefronts.
LD-P.10	Design of Chain Businesses and Corporate Offices. Discourage use of generic or corporate architecture in chain businesses and corporate offices and instead require building design to be unique, fit with the aesthetic of existing buildings downtown and incorporate high quality design, materials and construction.
LD-P.11	Storefronts. Use consistent storefront elements in buildings with multiple storefronts, including recessed entries, display and transom windows, and bulkheads. Materials may be varied for buildings with several storefronts.
LD-P.12	Public Realm. Maintain sidewalks, facades, windows, awnings, signs, and other elements of the public realm to be clean and in good repair.
LD-P.13	Landscaping in Building Design. Encourage the use of landscaping in building design, such as flowering vines on trellises or arcades, ivy over blank side walls, and flower pots and window boxes.
LD-P.14	Active Ground Floor Use Requirements for Multi-Tenant Buildings. For buildings that have multiple tenant spaces, apply the requirements of the Active Ground Floor Use Overlay to tenant spaces with frontage on Main Street, and certain streets within portions of the Mixed Use- Downtown District “designated active streets”. Exceptions to this requirement may be granted in accordance with LD-P.16.
LD-P.15	Active Ground Floor Use Requirements for Multi-Use Spaces. For tenant spaces accommodating multiple uses, a minimum of the first 25 percent of the depth of tenant space (measured perpendicular to the façade fronting a designated active street) must be occupied with an active use. Exceptions to this requirement may be granted, in accordance with LD-P.16.

#	Goal/Policy/Implementation Program
LD-P.16	<p>Exceptions to Active Ground Floor Use Requirement: The director of community development may grant an exception to the requirements of the Active Ground Floor Use Overlay district for uses meeting either of the following criteria:</p> <ul style="list-style-type: none"> • The tenant space has been vacant for a period of at least 6 months <u>and</u> a similar non-active use does not exist on the same side of the street within the same block of a designated active street as defined by address (e.g. 100 block, 200 block etc.). Evidence of attempts to lease space shall be provided to the director of community development upon request. • The configuration of the tenant space is such that it would have a storefront frontage of less than 10 feet (as determined by the director of community development) on a designated active street. <p>In cases when an exception to the active ground floor use requirement is granted, the provisions of Chapter 18.120 of the Pleasanton Municipal Code (PMC) with respect to non-conforming uses shall not apply, and a new tenant shall be required to conform to the Active Ground Floor Use Overlay, unless another exception is granted by the director of community development based on the above criteria.</p>
LD-P.17	<p>Ground Floor Residential Use. Residential uses fronting the street are only permitted on the upper floors of commercial buildings. Ground floor residential is not permitted, including in the rear portion of and/or behind an existing or proposed non-residential building.</p>
LD-P.18	<p>Entrances. Design entrances to be visible and accessible.</p> <ul style="list-style-type: none"> • Residential entrances: In mixed-use projects with a residential component, design residential entrances to be separate and clearly distinguishable from commercial entrances or office lobbies. Street fronting residential entrances are allowed in areas designated as Mixed Use-Downtown and Mixed Use-Transitional, but not within areas designated as Downtown Commercial. • Commercial entrances: In commercial projects, emphasize building entrances with architectural details and/or enhanced transparency. • Primary and secondary entrances: Locate main entrances to face onto public streets or the Town Square. Secondary building entrances are encouraged to access pedestrian connections and side streets.
LD-P.19	<p>Flexible Ground Floor Space. Design ground floor spaces to accommodate a variety of uses, by providing spaces of sufficient size and equipped with necessary building infrastructure (gas lines, ventilation, water, etc.) for food service establishments.</p>
LD-P.20	<p>Parking. In the Town Square District, allow for on-site underground, podium, or tucked-under parking, or within additional smaller (1-2 story) parking decks.</p>

#	Goal/Policy/Implementation Program
LD-P.21	Phasing. Encourage sites shown as Phase 1 in Figure 4-2 to develop prior to those shown as Phase 2.
LD-P.22	Retail Uses. Allow retail uses in the Town Square District on the ground floor and upper floors.
LD-P.23	Office Uses. In areas without the Active Ground Floor Use Overlay, allow office on all floors. In areas with the active ground floor use overlay, allow office on all floors except the ground floor.
LD-P.24	Residential Uses in Town Square District. Allow residential only on upper floors in the Town Square District.
LD-P.25	Live-Work. Allow housing units on top of commercial uses to be used as live-work units. Live-work units are not permitted on the ground floor.
LD-P.26	Community Destination. Encourage land uses that will make the Town Square District a community destination, including entertainment uses, hotel, meeting spaces, and food halls.
LD-P.27	Existing Library Building. Retain the existing Pleasanton Public Library building with the objective of repurposing the building for a commercial or public use.
LD-P.28	Driveways and Access. Allow driveways and access roads in the Town Square District to connect to Bernal Avenue, Old Bernal Avenue, Main Street, and new roads in the Town Square District.
LD-P.29	Downtown Compatibility. Ensure that development within the Town Square District reflects one or more of the styles of traditional architecture found in the downtown as well as the high-quality design and construction standards of the Downtown Design Guidelines. The perceived size and scale of new buildings should be in keeping with that of existing buildings located elsewhere within the downtown.
LD-P.30	Pedestrian Pathways. Establish pedestrian pathways throughout the district that provide direct and comfortable access between district parking, sidewalks, and the Town Square and to the rest of the downtown, the ACE station, and the Fairgrounds.
LD-P.31	Town Square. Establish a public open space area in the new Town Square District. The open space must be at least 0.7 contiguous acres in size, with a minimum side dimension of 100 feet. Design of the Town Square could provide fountains or interactive water features, an open turf area, paved gathering spaces, and a perimeter path along adjacent active uses. This policy does not preclude establishment of additional, smaller public open spaces such as pedestrian plazas or pocket parks in the District.
LD-P.32	District Focal Point. For buildings abutting and across from the Town Square, incorporate signature architectural features into the building design, particularly at building corners and where streets terminate, to draw activity and attention to this focal point of the district.

#	<i>Goal/Policy/Implementation Program</i>
LD-P.33	Public Spaces and Art. Ensure public spaces and public art are integrated into redevelopment of the existing civic center area, including smaller “pocket parks” and plazas as part of private development projects.
LD-P.34	Parking Structure. Ensure that any new district-serving parking structure in the Town Square District provides an attractive design, with particular emphasis along street fronting facades. Consider allowing the garage to exceed 40 feet in height if the design includes pedestrian-scale and architectural features that fit in with the overall character of the district.
LD-P.35	Location of Concept Uses. Specific uses shown in Figure 4-3: Town Square District Concept Diagram (entertainment uses, hotel, Town Square) may be moved around within the Mixed Use-Downtown district, subject to City Council review.
LD-P.36	Adequate Public Access. Encourage outdoor dining that adds to the active and pedestrian-oriented streetscape and contributes to the economic and social vitality of Main Street and properties in the Mixed Use – Transitional and Mixed-Use Downtown designations, while ensuring that adequate sidewalk access is maintained.
LD-P.37	Rooftop and Upper Floor Dining. Where feasible, encourage rooftop and upper floor dining to retain outdoor dining as a downtown amenity while preserving sidewalks for pedestrian use.
LD-P.38	Drive-Through Establishments. Discourage drive-through establishments in the planning area.
LD-P.39	Existing Residential Uses. Existing residential uses, including historic homes, in non-residential or mixed-use districts may remain and may be remodeled or enlarged in accordance with applicable development standards.
LD-P.40	Affordability. Encourage the inclusion of affordable housing in all future multi-family residential projects beyond what it already required by the PMC and State law, through measures such as financial assistance programs, expedited permit processing, fee waivers, assistance in providing public improvements, reduced parking requirements, etc.
LD-P.41	Density. Encourage development at densities that generally exceed the General Plan range midpoints in order to enhance the opportunities for affordable housing, unique housing types, and economic growth in the downtown.
LD-P.42	Range of Housing Types. Promote a diverse range of housing types to accommodate a variety of household sizes, including smaller units that are “affordable by design.”

#	Goal/Policy/Implementation Program
LD-P.43	<p>Special-Needs Housing. Develop special-needs housing through the following efforts:</p> <ul style="list-style-type: none"> • Encourage and support housing in the downtown for large families, single-parent households, the homeless, the elderly, and the disabled through city participation in joint partnership projects, implementation of the “First-Time Homebuyer Program,” the grant of housing-density bonuses, and other means. • Encourage and support housing for the disabled through city participation in joint housing projects with organizations such as Bay Area Community Services, HOUSE, Inc., Regional Center of the East Bay, etc. • Encourage the distribution of special-needs housing throughout the Downtown.
LD-P.44	<p>Rehabilitation. Encourage the use of the City’s Housing Rehabilitation Program by low-income homeowners by promoting the program on the city website and in mailed material.</p>
LD-P.45	<p>Referral Program. Develop a program of referring needy homeowners requiring housing rehabilitation in the downtown to local volunteer organizations that provide home repair services.</p>
LD-P.46	<p>Residential Height Limits. In the interest of ensuring infill development is sensitive to the character and context of existing development, limit residential building heights to no more than 30 feet in all residential districts.</p>
LD-P.47	<p>Residential Character. Preserve and enhance the character of downtown residential neighborhoods by avoiding inappropriately-scaled new construction, additions, and excessive lot coverage, and by encouraging architectural elements and details, such as porches, picket fences, flower boxes, and street-facing entrances and windows.</p>
LD-P.48	<p>Additions and Second Units. Encourage additions and second units to be located in the rear of existing homes and designed to maintain the original character of the homes and the visual scale of the neighborhood.</p>
LD-P.49	<p>Enhancement of Existing Residential Properties. Require upgrade of existing buildings and landscaping on the same property as part of new residential infill projects.</p>
LD-P.50	<p>Design Compatibility. Foster harmonious visual transitions between apartment buildings and single family homes with the stepping down of forms, spacing, and landscaping. Avoid placement of new buildings more than 15 feet taller than an existing adjacent primary structure as measured in accordance with the PMC.</p>
LD-P.51	<p>Transitional Streets. Maintain the mixed residential/commercial character of side streets at the edges of the commercial area to serve as a buffer to adjacent residential neighborhoods.</p>
LD-P.52	<p>Detached Garages. Require detached garages to be located to the rear of the site, when possible. Exceptions can be granted due to a physical constraint that prevents compliance such as an existing heritage-sized tree or inadequate lot width or depth. Minimize visibility of rear parking for multi-family units as viewed from the public right-of-way.</p>

#	Goal/Policy/Implementation Program
LD-P.53	Open Space System. Locate, size, and design a variety of open spaces to create a system of publicly-accessible and usable public spaces throughout the downtown.
LD-P.54	Parklets and Pedestrian Activity. Encourage the creation of temporary or permanent parklets (extensions of the sidewalk, usually over an on-street parking space that serves as a small public park, bicycle parking, or space for outdoor dining) and mini plazas along Main Street and side streets with the purpose of linking the Main Street commercial blocks and promoting pedestrian activity.
LD-P.55	<p>Mini Plaza Design, Programming, and Maintenance. Create a system of mini plazas along Main Street and on other commercial streets where appropriate. Design, program and maintain these mini plazas based on the following criteria:</p> <ul style="list-style-type: none"> • Mini-plazas should be attractively designed and used for small public gatherings, such as musical, dance, or dramatic performances; art displays; and special events. • They should enhance and be compatible with the design elements found in adjacent structures and public streetscape improvements, whenever feasible. • They should typically be lighted. • They should feature decorative paving and benches or other form of seating. • Wherever possible, raised planters with landscaping, vertical accent features such as arbors or kiosks, and public art should be incorporated within the plaza. • Mini-plazas should be designed so as not to interfere with the use and visibility of nearby tenant spaces. • Mini-plazas should be accessible and functionally relate to the public sidewalk. • Provisions for the on-going maintenance of the mini-plazas should be made prior to construction.
LD-P.56	Division Street as a Public Space. Prioritize programming of events, festivals, and activities on Division Street between Main Street and Railroad Avenue.
LD-P.57	Firehouse Arts Center and Veterans Memorial Building. Retain, preserve and enhance the Firehouse Arts Center and Veterans Memorial Building as venues for arts, cultural and civic events.
LD-P.58	Large Parks. Large public spaces downtown, including Delucchi Park, Lions Wayside Park, and the new Town Square should be programmed with public festivals, events, and activities that will draw people downtown. Facilities and programming for the Lion Wayside and Delucci Parks should implement the requirements of the applicable Master Plan.

#	<i>Goal/Policy/Implementation Program</i>
LD-P.59	Public Restrooms. When planning and designing public spaces and facilities, consider locations for construction of public restrooms.
LD-P.60	Connectivity and Accessibility. Ensure parks, plazas, and open spaces are connected via greenbelts, and uninterrupted sidewalks, pathways, and bike routes. Ensure open spaces are accessible to seniors and people with disabilities via multiple entry points.
LD-P.61	<p>Design within the Arroyo del Valle. Enhance use of, access to, and appreciation of the Arroyo del Valle through the following strategies:</p> <ul style="list-style-type: none"> • Construct boardwalks and multiple-use paths at the top of the bank along the Arroyo, where feasible. • Encourage provision of additional public access point and overlooks to the Arroyo. • Work with Zone 7 to maintain existing water levels in the Arroyo and to maintain the Arroyo in a clean condition. • Install signage directing people from Main Street to Arroyo trails. Install educational signage and plaques along Arroyo trails.
LD-P.62	<p>Conservation of the Arroyo del Valle. Require developers of future projects involving land within and adjacent to the Arroyo del Valle to implement the following measures to minimize potentially negative impacts to the Arroyo:</p> <ul style="list-style-type: none"> • Coordinate with the appropriate environmental regulatory agencies and secure all required construction and grading permits. • Conduct an assessment of existing conditions, including topography, waterline location, trees, and other major natural site features. • Identify the existing plant and wildlife communities and species. • Prepare detailed channel/habitat restoration and enhancement plans for project impact areas that retain or enhance existing channel hydraulic capacity. • Prepare wildlife and habitat monitoring programs to ensure the long-term success of channel/habitat restoration and enhancement plans.
LD-P.63	<p>Best Management Practices. Require developers and business owners to operate projects to minimize impacts to the Arroyo.</p> <ul style="list-style-type: none"> • Require the owners of new businesses that locate adjacent to the Arroyo to implement strategies to avoid trash and other waste from entering the Arroyo, including, covering trash cans so that wildlife cannot access them; properly disposing of food waste; and prohibiting dumping.

#	Goal/Policy/Implementation Program
	<ul style="list-style-type: none"> Require new outdoor lighting to be subtle, low, and directed toward the building and away from the channel bed.
LD-P.64	<p>Streetscape as Part of Transportation Improvements. Streetscape improvements should be implemented concurrently and designed as an integral part of all transportation related improvements within the downtown. (Proposed improvements are described in Chapter 5, Mobility and Parking.)</p>
LD-P.65	<p>Main Street. Enhance the streetscape design of Main Street to include “Pleasanton green” metal benches, colored stamped asphalt in on-street parking zones, colored pavers at corners/bulb-outs, bus stop improvements where feasible, seating and shelter at bus stops where feasible, planters and flower baskets, as illustrated in Figure 4-4b. When replacement of existing trees is required to provide a wider unobstructed pedestrian path on the sidewalk, shift street trees to new wells within the parking zone, in a manner that retains as many of the on-street parking spaces as possible.</p>
LD-P.66	<p>Peters Avenue. Enhance the streetscape design of Peters Avenue to include street trees within the on-street parking zones and pavers on the sidewalk to match the aesthetic of Main Street, as illustrated in Figure 4-5b.</p>
LD-P.67	<p>First Street. Enhance the streetscape design of First Street to include new street furnishings such as bike racks, benches, and pedestrian-scaled lighting along the existing sidewalk and proposed bike and pedestrian path along the Transportation Corridor, as illustrated in Figure 4-6b.</p>
LD-P.68	<p>Division Street. Enhance the streetscape design of the one block segment of Division Street between Main Street and Railroad Avenue to create a pedestrian-friendly zone that could be closed to vehicular traffic for special events and/or during specified times. In coordination with local property owners, limited vehicular access for emergency and maintenance vehicles, loading and delivery, and local property access where no alternative is available would be allowed at all times. As illustrated in Figure 4-7, make the following streetscape improvements:</p> <ul style="list-style-type: none"> Remove the existing sidewalks and install colored pavers across the entire space. Furnish with seating, outdoor dining areas, pedestrian scaled and/or festoon lighting, and trees and landscaping planters. Remove overhead utilities and relocate underground.
LD-P.69	<p>Secondary Streets. Enhance the streetscapes of secondary streets, including Neal Street, Rose Avenue, West Angela Street, and St. Mary Street. Prioritize improving sections of these streets immediately adjacent to Main Street so that they serve as an extension of this corridor. While the details for these streetscape projects will be developed during a later stage, design enhancements should generally include, but are not limited to, the following:</p>

#	Goal/Policy/Implementation Program
	<ul style="list-style-type: none"> • Install new concrete sidewalks, curb, and gutter using the standard “downtown” sidewalk treatment of 24-inch uncolored concrete square pavers with a stacked bond pattern. • Pave bare planter strips with concrete to widen new sidewalks and/or install new tree wells. • Remove and replace street trees that are in poor condition and add new trees and grate in places that do not have street trees. • Provide planters and benches where appropriate, including bus stops where feasible, plazas, parks, and in places where there is no seating. Use planter and bench designs which complement or match those on Main Street. • Construct appropriately-sized bulb-outs at the corner of Neal Street and Railroad Avenue, and at other applicable side street intersections, in order to accommodate street furniture and decrease walking distances across streets. • Provide enhanced treatments for crosswalks, such as special paving, flashing beacons, lighted crosswalks. • Add crosswalks at the intersection of Neal Street and Railroad Avenue to increase pedestrian safety.
LD-P.70	<p>Trash Receptacles. Ensure that sufficient trash receptacles and trash pick-up on Main Street and adjacent streets with commercial uses, including requirements for businesses to provide outdoor trash receptacles, particularly food service businesses and financial institutions.</p>
LD-P.71	<p>Undergrounding Electrical Lines. Continue to require private development projects to underground electrical lines downtown or pay a pro-rata share of the future undergrounding. Allocate funding for undergrounding along public streets as it is available.</p>
LD-P.72	<p>Visible Utility Equipment. Design and locate visible utility equipment such as utility boxes, manholes, and grates to maintain a cohesive streetscape design, permit regular spacing of plantings and lighting, and minimize streetscape clutter. Coordinate with appropriate agencies on the design of visible utility equipment located in the public realm (see “Public Art and Placemaking”).</p>
LD-P.73	<p>Street Tree and Sidewalk Consistency. Require planting of street trees and uninterrupted sidewalks in residential neighborhoods. Street trees should be planted with consistent spacing and use a consistent palette of species to establish a regular streetscape pattern.</p>
LD-P.74	<p>Mature and Heritage Trees. Preserve mature and heritage trees.</p>
LD-P.75	<p>Tree Survey. Conduct a street tree survey of the existing species and condition of trees in residential neighborhoods and determine which trees are doing well and are preferred by residents. Use this as the basis of a</p>

#	Goal/Policy/Implementation Program
	street tree master plan which specifies new tree species, tree spacing and location, and criteria for tree removal. Include tree monitoring and maintenance as part of the plan.
LD-P.76	Tree Grates. Use ADA compatible tree grates for street trees throughout the Downtown Specific Plan area, where appropriate. Where tree grates cannot be used, fill in tree wells should be stabilized to maintain an accessible path of travel.
LD-P.77	Gateways. Improve major gateways into the Downtown as identified in Figure 4-1 to create a sense of arrival and to enhance the aesthetics along these roadways. Gateway design elements should include landscaping, public art, decorative paving, new decorative fencing, lighting, and downtown entrance signs that complement the design of nearby architectural features and bridges. Coordinate with appropriate agencies and departments to develop a thematic design for downtown gateways.
LD-P.78	Priority Gateway Improvements. Prioritize design and implementation of gateway improvements at the Wixom Bridge on the southwest side of Hopyard Road at the Arroyo del Valle trail staging area and at the Main Street Bridge.
LD-P.79	<p>Main Street Bridge. Enhance the Main Street Bridge with the following improvements:</p> <ul style="list-style-type: none"> • Upgraded metal rails • New decorative street lights • Decorative concrete elements • Sculpture and/or planter pots • Widened sidewalk • Decorative paving • Gateway element or arch feature that does not compete with the Pleasanton Sign
LD-P.80	Public Art. Enhance the presence of public art in the planning area for the enjoyment of businesses and residents, in accordance with the Downtown Public Art Master Plan.
LD-P.81	Public Art in Parks and Open Spaces. Install public art in the Downtown parks and within the Transportation Corridor in accordance with the Master Plan for Lions Wayside and Delucci Parks, the Master Plan for the Downtown Parks and Trails System, and the Downtown Public Art Master Plan.
LD-P.82	Public Art in Mini Plazas. Promote public art as part of the mini-plaza concept and at the northern and southern entryways to Main Street.

#	Goal/Policy/Implementation Program
LD-P.83	Murals. Encourage property owners to paint murals on blank building walls subject to high quality design standards and using high quality materials, where appropriate.
LD-P.84	Temporary Public Art. Encourage property owners of sites with vacant tenant spaces or where construction fencing is utilized, to install or display temporary public art within the vacant storefront or on the fencing, so as to beautify these locations.
LD-P.85	Informational Kiosks. Work with the Pleasanton Downtown Association (PDA) and other stakeholders to install informational kiosks in strategic Downtown locations.
LD-P.86	Evening Programming. Identify opportunities to expand evening-hour cultural programming in Downtown Pleasanton (e.g., monthly gallery walks, evening concerts, etc.).
LD-P.87	Pedestrian-Oriented Signage. Require signage within downtown to be pedestrian-scaled and oriented, and to include high quality materials and design detail.
LD-P.88	Sign Lighting. Prohibit internally-illuminated signs such as cabinet signs, raceway signs, and digital and LED displays. Halo-illuminated, externally illuminated and neon signs are permitted.
LD-P.89	Street Lighting. Provide pedestrian-oriented street lighting along all residential, commercial, and mixed-use streets. Ornamental double-head or “high-low” pedestrian- and roadway-oriented lighting is recommended to ensure proper illumination for vehicles, pedestrians, and cyclists.
LD-P.90	Standard Lighting. Replace the existing street lights located on telephone poles and on metal light standards with more decorative street lights. This should take place concurrently with the undergrounding of electrical utility lines.
LD-P.91	Building Lighting Design. Require new building lighting to be shielded and down-directed to minimize off-site glare; use appropriate decorative fixture styles that complement the building’s architecture, and to be thoughtfully placed to accentuate building entries, signage and architectural elements, and maintain public safety.
LD-P.92	Lighting for Outdoor Dining. Ensure that outdoor dining areas are adequately lit by pedestrian-scale fixtures that illuminate the dining area while minimizing off site glare.
MP-P.1	Sidewalk Width. Implement minimum ten-foot wide sidewalks to provide sufficient room for a six-foot wide pedestrian zone and four-foot wide tree wells. Locate street furnishings to maintain the minimum recommended pedestrian zone.
MP-P.2	Roadway Grid System. Continue the roadway grid system into the Town Square District, as shown in Figure 4-3. Keep the travel lanes to twelve-foot maximum width and parking lanes to eight-foot maximum width.

#	Goal/Policy/Implementation Program
MP-P.3	Peters Avenue Extension. Design the Peters Avenue extension into this Town Square District to extend the two-way protected bicycle lane on the west side of the roadway. Provide curb extensions, curb ramps, and high-visibility crosswalks at intersections.
MP-P.4	Driveways. Eliminate or narrow existing driveway openings onto Main Street whenever possible and prohibit new driveways onto Main Street.
MP-P.5	Roadway Treatment. Add an enhanced paving treatment (such as colored and stamped asphalt pavement, or other approved option) to parking lanes along Main Street, to add character to the roadway, visually narrow the road to help calm traffic, and differentiate the travel way from the parking and pedestrian zone.
MP-P.6	Crosswalks. Enhance crosswalks utilizing a paving treatment (such as colored and stamped asphalt pavement, or other approved option) on Main Street to improve their visibility and the pedestrian experience.
MP-P.7	Street Furniture. Evaluate installation locations and move or modify to remain outside of the pedestrian zone, to improve sight distance, and allow for improved circulation for pedestrians.
MP-P.8	Pedestrian Zone. Maximize the sidewalk pedestrian zone, or the area allocated to pedestrian circulation. This includes reducing the allowable outdoor dining area as needed to maintain an adequate pedestrian zone, providing a visual delineation of the allowed outdoor dining area edge (such as through painting, sawcutting, or other surface treatment of the concrete surface), enforcing the outdoor dining area limits, and consolidating and moving street furniture as noted in MP-P.7.
MP-P.9	Protected Bicycle Lane. Install a two-way protected bicycle lane ('cycle track') along Peters Avenue to physically separate bicyclists and motorists and improve cyclist comfort.
MP-P.10	Curb Extensions. Provide curb extensions, or 'bulb-outs,' at intersections to serve as a traffic calming measure and shorten pedestrian crossing distances.
MP-P.11	Crosswalks. Enhance crosswalks with special pavement treatments to improve their visibility and the pedestrian experience and provide a visual connection to Main Street.
MP-P.12	Narrow Residential Streets. Support the concept of visually or physically narrowing residential streets where desired by residents in order to slow traffic, enhance aesthetics, increase property values, and reinforce traditional neighborhood character. Reallocate the vehicular space to pedestrian and bicyclists where possible through the addition of bicycle facilities and/or wider sidewalks.
MP-P.13	High-Visibility Crosswalks. Make pedestrian crossings on First Street signalized or pedestrian-activated.
MP-P.14	Curb Extensions. Provide curb extensions, or 'bulb-outs,' at intersections to serve as a traffic calming measure and shorten pedestrian crossing distances.

#	Goal/Policy/Implementation Program
MP-P.15	Event Based Bicycle Parking. Consider additional bicycle parking spaces for downtown special events.
MP-P.16	Shared Use. Make Division Street between Main Street and Railroad Avenue a pedestrian-friendly zone that could be closed to vehicular traffic for special events and/or during specified times. At times when the street is closed to vehicular traffic, limited vehicle access for emergency access, access to private properties where no alternative access is available, deliveries, maintenance and special events would be allowed.
MP-P.17	Paving Treatment. Make Division Street curbsless with interlocking paver surfacing to help redefine the space.
MP-P.18	Reallocate Roadway Space. Maximize traffic safety for all modes of travel by reallocating roadway space on all roadways from wide vehicular travel lanes to other bicycle and pedestrian uses. Maximum travel lane width to be twelve-foot. Remaining space should be dedicated to pedestrians through provision of curb extensions, or to bicyclists through the provision of a protected two-way bicycle lane on Peters Avenue.
MP-P.19	Additional Pedestrian Space. Maximize the pedestrian zone through the “relocation” of street trees from the sidewalk to the parking lane on Main Street. Using a phased approach, street trees would be relocated in the parking lane between parking stalls to maximize the pedestrian zone available on the sidewalk. Install street trees in the parking lane on Peters Avenue. Widen sidewalks to six-foot minimum widths and complete gaps in sidewalks where needed. Ensure that other Downtown streets and sidewalks are also designed to allow adequate space for street trees without hindering pedestrian flow.
MP-P.20	Bicycle Parking. Provide bicycle parking near commercial activity areas and transit stops with high boardings to support a multi-modal commute pattern and allow for “last mile” connectivity between transit stops and residences; locate bicycle parking in close proximity to building entries and in locations with good public visibility.
MP-P.21	Bicycle and Pedestrian Street Furnishings. Introduce bicycle and pedestrian furnishings to improve visibility of alternative mode types, especially at curb extension areas where there is opportunity for social activity and adequate space for seating, bike racks, and planter pots without encroaching into the pedestrian zone.
MP-P.22	Transit Connections. Work with the Pleasanton Downtown Association (PDA) and LAVTA to promote and market public transportation options for the downtown area, including within the Town Square District, and linkages between the downtown and other transit systems such as BART and the ACE train.
MP-P.23	Transportation Demand Management (TDM) Programming. Amend the Transportation Demand Management Ordinance, as described in the Downtown Parking Strategy and Implementation Plan, to enable the PDA to function as a “large employer” and, therefore, to establish and promote a TDM program for the downtown businesses and employees. Investigate and pursue funding options which will encourage and enable the PDA to actively promote such a program, using incentives to reduce vehicular commuting into the downtown.

#	Goal/Policy/Implementation Program
MP-P.24	School Traffic Calming Program. Continue and expand the School Traffic Calming Program to encourage trip reduction and the use of public transportation to schools near the downtown in order to reduce traffic congestion impacts on the downtown.
MP-P.25	ACE Station Amenities. Continue partnering with local transit agencies and employers to promote public transit commute options and encourage greater use by providing comfortable boarding and deboarding spaces for rail, bus, and shuttle transfer riders, such as shelters, seating, security lighting, and wayfinding signage.
MP-P.26	Bicycle Facility and Trail Development. Promote bicycle facility and trail development to access the downtown, as described in the Pedestrian and Bicycle Master Plan and Pleasanton Trails Master Plan, including striping travel lanes to accommodate Class II bike lanes and Class III bike routes along with sharrows and wayfindings signs, development of the Transportation Corridor, and pavement improvements to the Arroyo del Valle Trail.
MP-P.27	Transportation Corridor. Designate the Transportation Corridor for public uses, which would allow for installation of bicycle and pedestrian trails and parking as shown in the Master Plan for the Downtown Parks and Trails System and the Downtown Parking Strategy and Implementation Plan.
MP-P.28	Arroyo del Valle Trail Accessibility. Upgrade the Arroyo del Valle trail to an all-weather surface to allow for seasonal use of the trail as a recreation and transportation corridor and improve accessibility.
MP-P.29	Pedestrian and Bicycle Gateway. Designate Division Street as the pedestrian and bicycle gateway to the Firehouse Arts Center from Main Street and Peters Avenue as the pedestrian and bicycle gateway to the downtown commercial area.
MP-P.30	Downtown Neighborhood Connections. Provide pedestrian and bicycle facilities such as wider sidewalks, curb extensions, curb ramps, wayfinding signage and bike lanes that lead into the downtown area from the downtown neighborhoods to encourage residents to walk or bike to reach events and destinations downtown, including the ACE station.
MP-P.31	Fairgrounds Connections. Provide safe and efficient pedestrian routes with wayfinding signage that connect the Alameda County Fairgrounds and the downtown area to encourage pedestrian circulation between the two destinations during events.
MP-P.32	Pedestrian Network. Develop a pedestrian-friendly network of passages that encourage alternate modes of transportation into and through public parks, buildings, and trails.
MP-P.33	Parking Strategy and Implementation Plan. Implement the strategies identified in the Parking Strategy and Implementation Plan, with particular attention on the following “top ten” strategies for managing existing parking supply, increasing parking supply, and implementing zoning and administrative updates in the parking study area.

#	Goal/Policy/Implementation Program
	<ul style="list-style-type: none"> • Complete Parking Strategy for Transportation Corridor (Strategy 1.5.10) • Enhanced Time Restrictions (1.4.1) • Wayfinding (Strategy 1.4.2) • Designated Employee Lots or Permits (Strategy 1.3.1) • Bicycle Access and Trail Connectivity Improvements (Strategy 1.2.1) • Private Lot Utilization for Weekends and Evenings (Strategy 1.5.3) • Identify Opportunity Sites for Surface Parking (Strategy 1.5.11) • Establish Transportation Demand Management Association (Strategy 1.1.3) • Short Term Bicycle Parking (Strategy 1.2.2) • Loading Zone Time of Day Restrictions (Strategy 1.5.5)
MP-P.34	<p>Monitoring of Parking Demand. Monitor existing parking demand and demand from new development and consider implementing emerging technologies such as automated driving/parking or automated parking monitors to ensure continued balance.</p>
MP-P.35	<p>Unbundled Parking. Encourage “unbundled parking” within residential development projects, including in the Town Square District. Unbundled parking separates the cost of parking from housing, meaning that residents with no vehicles would realize a cost savings by not leasing or owning a parking space.</p>
MP-P.36	<p>Parking Structures. Support the concept of parking structures in the Downtown as long as they are designed with great care to be consistent with the scale and character of the Downtown. Parking structures fronting on Main Street should incorporate retail storefronts along the entire street frontage on the ground floor, and those fronting side or parallel streets should incorporate commercial storefronts to the greatest extent possible.</p>
MP-P.37	<p>Reverse Angle Parking. Study and consider reverse angle parking on one side of commercial side streets having adequate street width. Parking on the opposite side of those streets should remain as parallel parking. Primary candidates for diagonal parking include Abbie Street between Main Street and First Street, West Angela Street between Main Street and First Street, St. John Street between Main Street and Peters Avenue, and St. Mary Street between Main Street and Peters Avenue.</p>
MP-P.38	<p>Parking In-Lieu Fee. Update the parking in-lieu fee annually to reflect the actual costs of land acquisition and parking lot construction.</p>
MP-P.39	<p>Parking Structure. Build a public parking structure on the 4-acre City-owned site adjacent to the ACE train station to provide public parking for the Town Square District. If determined in coordination with ACE and Alameda County</p>

#	Goal/Policy/Implementation Program
	that the parking needs of ACE commuters would be best served by additional parking in this public parking structure, incorporate additional parking spaces into the structure to accommodate ACE parking.
MP-P.40	Parking Structure Wayfinding. Install wayfinding signage directing drivers to public parking in the Town Square District in order to minimize overflow parking in residential areas.
MP-P.41	Automated Parking. Study the feasibility of developing an automated parking system in the Town Square District. Automated parking systems, which involve a mechanical system to automatically transport and vertically stack cars, maximize the number of parking spaces on small sites.
MP-P.42	Convertible Parking Structure in Town Square District. Encourage design of new parking structures in the Town Square District to be convertible to other uses, such as residences, retail, and office uses, should changes in driving and parking technology change parking demand.
MP-P.43	Bicycles. Wherever appropriate provide the necessary spaces and amenities for bicycle parking.
MP-P.44	On-Site Parking Requirements. Require on-site parking in accordance with established standards, while allowing flexibility for appropriate reductions in parking requirements where essential to address factors such as lot size and shape, site location, building placement, availability of existing off-street parking, and building design.
MP-P.45	Town Square District Parking Requirements. Should the civic center relocate, require developers of new structures in the Town Square District to adhere to off-street parking space requirements listed in the PMC.
MP-P.46	Landscaping. Require landscaping of parking facilities (including surface lots and structures), with the objectives of screening vehicles from the public right-of-way, providing adequate shading, and allowing adequate area to be dedicated for stormwater treatment.
MP-P.47	Town Square District Phasing and Parking. Ensure developers provide required parking or provide in-lieu parking fees in the Town Square District as new development occurs.
MP-P.48	Structured, Underground, and Tuck-Under Parking. Encourage structured, underground, or tuck-under parking in the Town Square District to reduce the amount of surface parking and space dedicated to parking at the ground level.
MP-P.49	Discrete Use Parking Reductions. Encourage developers of buildings at the Town Square District to take advantage of parking reductions for discrete uses.
MP-P.50	Town Square District Parking Management. Should the civic center relocate, manage parking demand in the Town Square District by complying with applicable parking management strategies identified in the Downtown Pleasanton Parking Strategy and Implementation Plan. Key measures for the Town Square District facilitate the

#	Goal/Policy/Implementation Program
	<p>construction and management of district and shared parking, and include the following, subject to appropriate determination of their feasibility:</p> <ul style="list-style-type: none"> • I.5.1: Shared Parking Agreements between businesses in Off-Street Lots • I.5.2: Coordination with ACE • I.5.6: Construct a Parking Structure • I.5.8: Establish a Parking Benefit District
MP-P.51	Passenger Loading and Drop-off. Design passenger loading and drop-off zones for carpool, ridesharing vehicles, and vanpools near the entrance of the ACE train station and in other areas of downtown, with Transportation Network Company (TNCs such as Uber or Lyft) and autonomous vehicles in mind.
MP-P.52	Parking Reservation. Discourage the reservation of parking spaces on private lots for specific businesses and impose conditions of approval to new commercial development projects prohibiting this practice.
MP-P.53	Residential Permit Parking. Apply residential permit parking on a case-by-case basis as provided for in the PMC for specific residential neighborhoods impacted by commercial or special event parking.
MP-P.54	Parking Meters. Prohibit the use of parking meters on the Downtown streets.
MP-P.55	Parking Assessment Districts. Encourage the use of parking assessment districts to create common public parking lots.
MP-P.56	Unfulfilled Parking Requirements. Prohibit businesses which have not yet fulfilled their parking requirements, whether on site or through payment of in-lieu fees, from restricting use of their parking lots by the general public.
PF-P.1	Provision of Services. Continue the successful provision, maintenance, and operation of water, sanitary sewer, storm water drainage, fire protection facilities, other utility, and adequate recreational and educational facilities to maintain quality of life and accommodate future growth in the planning area.
PF-P.2	Wastewater Treatment Capacity. Coordinate with the Dublin San Ramon Service District to ensure wastewater treatment facilities have capacity to treat demand increases resulting from development.
PF-P.3	Smart City Projects. Pursue implementation of smart city development projects (e.g. wireless accessibility, improved cell phone service, etc.).
HP-P.1	Residential Historic Resource Eligibility. Consider a residential building in a residential zoning district to be a historic resource if it was built before 1942 and determined to be eligible for listing in the California Register using the "Pleasanton Downtown Historic Context Statement." Revisit the 1942 date every ten years to determine if a change is warranted.

#	Goal/Policy/Implementation Program
HP-P.2	<p>Residential Demolition. Prohibit the demolition of any residential building in a residential zoning district found to be a historic resource unless such building is determined by the Chief Building Official to be unsafe or dangerous, and if no other reasonable means of rehabilitation or relocation can be achieved. Implement a 45-day public notification period for buildings proposed to be demolished which do not pose an immediate safety hazard in order to assess alternatives and give the public an opportunity to make proposals for rehabilitation or relocation.</p> <p>For the purposes of this policy, “Demolition” of a residential building for purposes of historic preservation shall be defined as the removal of the front façade or the most visible façade from the street, or changes to the roof and roof line, but excluding the replacement of windows and doors, where such replacement is determined by the City to appropriately maintain the building’s historic character. The front or most visible façade shall be considered the forwardmost ten feet of the structure and roof/roofline. If the portion(s) of a building that is (are) required to remain as described above are later determined by the Director of Community Development to be unusable (e.g., due to dry rot, termite damage, etc.), then said portion(s) may be removed and reconstructed provided the new exterior construction matches the look of the original in material, composition, design, color, texture, shape, and dimensions. Changes to the front façade or roofline as described above that are determined to be consistent with the Secretary of the Interior’s Standards for Rehabilitation shall not be considered a demolition.</p>
HP-P.3	<p>Other Demolition. Prohibit the demolition of any non-residential building or a residential building in a commercial or office zoning district found to be historically significant based on the California Register criteria unless such building is determined by the Chief Building Official to be unsafe or dangerous, and if no other reasonable means of rehabilitation or relocation can be achieved. Implement a 45-day public notification period for buildings proposed to be demolished which do not pose an immediate safety hazard in order to assess alternatives and give the public an opportunity to make proposals for rehabilitation or relocation.</p> <p>to ensure proper illumination for vehicles, pedestrians, and cyclists.</p>
HP-P.4	<p>Relocation. Permit historic homes to be relocated within the downtown where:</p> <ol style="list-style-type: none"> (1) the new neighborhood contains older homes; (2) the replacement home is consistent with the design quality of the relocated home; and (3) the replacement home is compatible with the neighborhood’s architectural styles and scale.
HP-P.5	<p>Non-Residential Design. Design new non-residential buildings to draw upon the primary exterior features of the downtown’s traditional design character in terms of architectural style and materials, colors, details of construction, height, floor area, bulk, massing, and setbacks. These building elements should be consistent with those elements of buildings in the immediate neighborhood, and the design of new/replacement buildings should not represent a significant departure from the existing neighborhood character. Buildings should be designed to reflect, but not necessarily replicate, the architectural time period they represent.</p>

#	Goal/Policy/Implementation Program
	Refer to Chapter 4, Land Use and Design, for development standards and the Downtown Design Guidelines for additional guidance on building design.
HP-P.6	<p>Residential Design. New residential building design should draw upon the primary exterior features of the downtown’s traditional design character in terms of materials, colors, details of construction, and setbacks and should utilize or be based on one of the following architectural styles found downtown dating from pre-1942: Gothic Revival, Italianate, Victorian (Queen Anne, Stick, and Folk), Bay Tradition, Craftsman, Prairie, Mission Revival, Spanish Colonial Revival, Mediterranean Revival, Minimal Traditional, Vernacular Forms, and FHA Minimum House.</p> <p>Refer to Chapter 4, Land Use and Design, for development standards and the Downtown Design Guidelines for additional guidance on building design.</p>
EV-P.1	<p>Market Driven Business Mix. Monitor economic trends to ensure that the mix of businesses is both performance and market driven and offers a variety of restaurants, retail, community event spaces, and office establishments that attract residents and visitors alike.</p>
EV-P.2	<p>Mixed Use Development. Encourage the development of office and residential space on upper floors in the Mixed Use-Downtown and Mixed Use-Transitional districts.</p>
EV-P.3	<p>Evening Activity. Encourage businesses to remain open at night and to light their storefront displays in the evening in order to encourage activity and promote safety.</p>
EV-P.4	<p>Business Improvement District. Continue the City’s participation in a Business Improvement District with the Pleasanton Downtown Association, with the objective of promoting economic vitality in the downtown.</p>
EV-P.5	<p>Marketing Integration. Integrate businesses and attractions located in the Town Square District into downtown branding and promotional material.</p>
EV-P.6	<p>First Floor Design. Ensure that new buildings in the Active Use Overlay are designed to accommodate a range of first-floor uses such that a variety of uses may occupy the space.</p>
EV-P.7	<p>Business Attraction. Work with the Pleasanton Downtown Association to identify desired tenants for the downtown and to lease vacant spaces to businesses that bolster the downtown.</p>
EV-P.8	<p>Predictable Business Environment. Support a predictable and welcoming business environment by continuing to refine and improve the City design review and permitting process to ensure it is as expedient and business-friendly as possible.</p>
EV-P.9	<p>Pushcarts, Pop-Up Activities, and Kiosks. Conduct a study to consider allowing pushcarts, pop-up activity spaces, and kiosks in the downtown to encourage increased activity, with the interest of ensuring a safe and convenient pedestrian traffic and can meet design standards.</p>

#	Goal/Policy/Implementation Program
EV-P.10	Downtown Hospitality Guidelines. Ensure special events and street closures comply with the Downtown Hospitality Guidelines.
EV-P.11	Historic Heritage Activities. Encourage and promote community activities and events that focus on the historic character of the downtown.
EV-P.12	Division Street. Support the activation of Division Street between Main Street and Railroad Avenue with events and other activities that draw people downtown. <i>Refer to Chapters 4 and 5 for additional policies and programs on Division Street.</i>
EV-P.13	Community Events in Public Spaces. Permit organizations to rent plazas, parks, and Division Street between Main Street and Railroad Avenue for community and special events.
EV-P.14	Access. Ensure adequate pedestrian and loading access to businesses along Division Street between Main Street and Railroad Avenue and businesses that operate during street closure events.
Implementation Programs	
LD-I. 1	Request voter approval to amend the Bernal Property Phase II Specific Plan and of a financing plan for the potential relocation of the existing civic center. Ensure that the Library and Community Center are included as part of Phase I of the new Civic Center. Implementation of the Downtown Specific Plan components related to the new Civic Center shall not occur unless voters approve the Bernal Property Phase II Specific Plan amendment affirmatively. If the vote is not affirmatively approved, amend the Downtown Specific Plan as it relates to the existing civic center site.
LD-I.2	Initiate Land Use Amendments to modify land use designations for various properties to address inconsistencies between the General Plan, Specific Plan, and zoning designations. Table B in Appendix B includes a list of properties preliminarily identified as having such inconsistencies. The final list of properties and their preferred land use designations will be determined as part of the land use amendment process.
LD-I.3	Amend the PMC to allow existing single-family residential units as permitted uses in the Downtown Commercial and Mixed Use -Transitional districts, allow for additions or enlargements to these structures, and establish applicable development standards.
LD-I.4	Initiate an amendment to the PMC to: limit building height in all residential zoning districts in the downtown (including future Planned Unit Development Districts) to not more than 30 feet; clarify that height is measured should be measured from the lower of natural or finished grade and that the highest point includes parapets; and clarify height measurement of architectural building elements and free-standing appurtenant structures.
LD-I.5	Amend the PMC to limit the hours of operation for uses in the Mixed Use-Transitional District to remain open no later than 11:00 p.m.

#	Goal/Policy/Implementation Program
LD-I.6	Develop a maintenance program to keep sidewalks, facades, windows, awnings, signs, and other elements of the public realm clean and in good repair.
LD-I.7	<p>Modify the Sidewalk Dining and Decorative Display Ordinance to separate the sidewalk dining requirements from sidewalk decorative display requirements in the Ordinance, and to reflect the following standards and guidelines:</p> <ol style="list-style-type: none"> a. Barriers for sidewalk dining areas may be attached to the sidewalk. b. Barriers for sidewalk dining areas may not exceed three feet in height. c. Plant materials in planters or flower pots within sidewalk dining areas may not exceed a total height of four feet from the sidewalk. d. Umbrellas used in sidewalk dining areas must maintain a minimum clearance of seven feet between the sidewalk and the bottom of the umbrella cover. e. Sidewalk dining areas should remain visually open and unobtrusive. f. Tree grates should be used in lieu of decomposed granite around trees adjacent to a sidewalk dining area.
LD-I.8	Sidewalks within dining areas should be regularly steam cleaned by the business owner.
LD-I.9	Adopt and regularly update a Master Plan for the Downtown Parks and Trails System to include parks, open spaces, plazas, public art and pedestrian enhancements along the Arroyo del Valle to assist with further enhancing the community.
LD-I.10	Devise a streetscape improvement schedule with the goal of improving two streets each year.
LD-I.11	Add trash receptacles to the side streets and parallel streets in the commercial portion of the Downtown. Locations should be determined based upon the concentration of business establishments, amount of foot traffic, and presence of bus stops. The trash receptacles should match the metal receptacles used on Main Street.
LD-I.12	Develop and refine a street tree planting program for streets identified in Figure 4-1: Existing and Planned Downtown Design Projects.

#	<i>Goal/Policy/Implementation Program</i>
LD-I.13	Prioritize design and install gateway elements as follows: <ol style="list-style-type: none"> a. First Priority <ul style="list-style-type: none"> • Wixom Bridge at Hopyard Road/Division Street • Main Street at the Arroyo/near Stanley Blvd • Main Street at Bernal Avenue b. Second Priority <ul style="list-style-type: none"> • Neal Street at First Street • First Street Bridge at Stanley Boulevard • Old Bernal Avenue at Bernal Avenue
LD-I.14	Work with private property owners and appropriate entities (e.g., Civic Arts Commission, Planning Commission, Pleasanton Downtown Association, Pleasanton Cultural Arts Council, Pleasanton Art League, and Pleasanton Unified School District) to implement the projects identified in the Downtown Public Art Master Plan and to identify potential additional locations for temporary or permanent public art installations (including sidewalk tile art, painted utility boxes, sculptures, murals, etc.).

#	Goal/Policy/Implementation Program
LD-I.15	<p>Initiate amendments to the Sign Ordinance to address the following:</p> <ol style="list-style-type: none"> a. Delete the section of the Sign Ordinance which precludes the use of projecting signs over an awning or similar shading device. b. Identify functional signs, (lights, clocks, temperature indicators), and communicate with property owners to ensure functional signs are compliant and in working condition. c. Allow the use of two sign types in addition to window signs. d. Waive design review approval for window signs that meet the criteria of the Sign Ordinance and the Design Guidelines. e. Along the Main Street corridor, permit banners on the outside of a building for live performances, street festivals, and entertainment in order to promote such events which bring activity to the Downtown. Banners may be a maximum of 24 square feet, and use shall be limited to the day of the event, with removal required at the end of the day. Grand opening banners are also permitted in accordance with the requirements of the PMC. f. Develop standards to regulate the size of campaign related signage. g. Develop sign standards for the Mixed Use – Transitional designation. h. Amend existing regulations for freestanding sidewalk signs and menu displays such that the regulations are specifically tailored to apply to side streets, to ensure that adequate pedestrian passageways on sidewalks are maintained.
LD-I.16	<p>Install standard design street lighting along St. Mary Street to the west of Peters Avenue, as indicated on Figure 4-I.</p>
LD-I.17	<p>Implement other all existing plans and policy documents applicable to the downtown. These include:</p> <ol style="list-style-type: none"> a. Master Plan for the Downtown Parks and Trails System b. Pleasanton Downtown Public Art Master Plan c. Master Plan for Lions Wayside and Delucchi Parks d. Downtown Design Guidelines e. Civic Center Master Plan f. Pedestrian and Bicycle Master Plan g. Pleasanton Trails Master Plan h. Downtown Parking Strategy i. Pleasanton Downtown Historic Context Statement

#	Goal/Policy/Implementation Program
j. Downtown Hospitality Guidelines	
LD-I.18	Review, refine, and clarify context sensitive infill guidelines as needed.
LD-I.19	Amend the PMC definition of “mixed use” such that residential uses are not a required component of a mixed-use project, and such that it excludes industrial uses.
LD-I.20	Amend the PMC to include a definition for live-work units.
LD-I.21	Modify the definition of floor area such that it is clear that floor area includes both residential and non-residential uses in a building.
LD-I.22	Amend the PMC to include a chapter for the Mixed-Use Transitional District.
MP-I.1	Amend the Transportation Demand Management Ordinance, as described in the Downtown Parking Strategy and Implementation Plan, to enable the PDA to function as a “large employer” and, therefore, to establish and promote a TDM program for the downtown businesses and employees. Investigate and pursue funding options which will encourage and enable the PDA to actively promote such a program, using incentives to reduce vehicular commuting into the downtown.
MP-I.2	Consult the Alameda County Transportation Commission and other pertinent alternative transportation agencies before implementing alternative transportation measures or programs.
MP-I.3	Continue evaluating new technologies including bike- share, e-bikes, autonomous vehicles, private ridesharing, and others to help manage transportation demand and promote non-vehicular travel modes.
MP-I.4	Develop the Transportation Corridor into separate paved and unpaved trails to accommodate various user groups and to connect to the Arroyo del Valle at First Street, consistent with the Master Plan for the Downtown Parks and Trails System. Transportation Corridor development should be prioritized because of its value to downtown as a primary transportation corridor for non-vehicular use. The corridor should also accommodate vehicular parking to support downtown businesses.
MP-I.5	Implement a phased effort to pave existing unpaved segments of the Arroyo del Valle trail to begin at the Main Street Bridge and be a part of the downtown gateway design. Providing an all-weather and accessible pavement for the existing trail along Arroyo del Valle will strengthen the east-west off- street connection to downtown.
MP-I.6	Amend the Pedestrian and Bicycle Master Plan to include a new bicycle corridor along Peters Avenue and begin design of a two-way cycle track on the new corridor.

#	Goal/Policy/Implementation Program
MP-I.7	Develop long-term bicycle parking spaces in public parking lots, including a minimum of four long-term bicycle parking lockers. Once the bike lockers and bike racks are installed, monitor the need to increase capacity. Consider incentivizing private parking lot owners to convert parking stalls for long-term or short-term bicycle parking use.
MP-I.8	Conduct a study of pedestrian activity along First Street and the need for a pedestrian-activated mid-block crossing between Arendt Way and Kottinger Drive. A mid-block crossing at this location would shorten the walking distance for pedestrians to reach a signalized crossing and would increase the number of pedestrian routes into downtown.
MP-I.9	Improve visibility of crosswalks by utilizing surface treatments such as colored and stamped asphalt pavement at signalized intersections along Main Street, or high-visibility striping such as ladder style striping at unsignalized intersections.
MP-I.10	Provide sidewalks of a minimum of 6'-0" on both sides of the street for all streets in the downtown area and implement a routine maintenance program. Sidewalks adjacent to businesses should be monitored for vertical and horizontal clearances, including required minimum clearances.
MP-I.11	Implement curb extensions ('bulb-outs) along Peters Avenue and First Street, where feasible, to tighten corner radii, slow turning vehicular traffic, and shorten pedestrian crossing distances. Bulb-outs should be designed to avoid interfering with bicycles.
MP-I.12	Transit stops with high passenger boarding numbers should include a shelter with seating and short-term bike parking for a minimum of three bicycles wherever feasible.
MP-I.13	Amend boundaries of the Downtown Revitalization District (PMC Section 18.74) to include the City-owned 4-acre site adjacent to the ACE train station.
MP-I.14	Conduct an initial pilot study of designated passenger loading and drop-off zones downtown.
MP-I.15	Coordinate with ACE/ the San Joaquin Regional Rail Commission and Alameda County to provide additional parking for ACE train commuters.
MP-I.16	Amend PMC Section 18.88 to allow joint-use parking agreements, subject to appropriate parameters and limitations to be developed as part of PMC amendments, in any zoning districts applicable to the Town Square District, and to allow parking reductions for discrete uses sharing the same site or on adjoining sites in those districts.
MP-I.17	Amend PMC Section 18.84.230 to require landscaping of parking facilities in any zoning districts applicable to the Town Square District.

#	Goal/Policy/Implementation Program
MP-I.18	Amend PMC Section 18.56 to allow surface parking on the Transportation Corridor.
MP-I.19	Initiate an amendment to the PMC to incorporate a parking ratio for properties in the Mixed-Use Transitional district, taking into consideration existing parameters in the PMC for “major alterations” for properties within the Downtown Revitalization District.
PF-I.1	Relocate the existing 18-inch water main and 15-inch sanitary sewer main out of the development footprint of any future development on the existing civic center site, subject to voter approval.
PF-I.2	Convert pump station S-7 from a dry well to a full submersible pump station in order to continue to operate at current capacity or any necessary increased capacity within the planning area.
PF-I.3	Review and improve the sanitary sewer system in First Street within the planning area to provide flow consolidation and diversion to improve the capacity serving the area east of the planning area.
PF-I.4	Review the segment of sanitary sewer main in Angela Street in the block between Main Street and Peters Avenue for possible improvements or replacement.
PF-I.5	Review and improve the storm drain system near the intersection of Main Street and Neal Street to address surface ponding during heavy rain events within the roadway and gutter.
PF-I.6	If trash generation increases in the planning area, evaluate the need to install full trash capture devices, such as connector pipe screens in drop inlets.
PF-I.7	Evaluate future development projects and require construction of improvements as needed to ensure adequate capacity in water and sewer distribution/conveyance infrastructure. Flow testing shall be conducted, as appropriate, to ensure that design requirements are met.
HP-I.1	Complete Historic Context Document to identify what physical features of the built environment are important reflections of Pleasanton’s history.
HP-I.2	Prepare Comprehensive Historic Resource Survey in Downtown Specific Plan Area.
HP-I.3	Specific individual City staff representatives from the Building Inspection, Planning, and Fire Departments to review development permit applications relating to historic resources. These individuals should further be provided with the technical education adequate to perform high-level review.
HP-I.4	City departments responsible for the review of projects involving modifications to historic buildings should prepare and distribute a public informational flyer that details the application submittal requirements, step-by-step review process, and available historic preservation incentive programs.

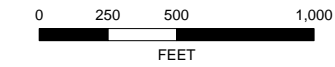
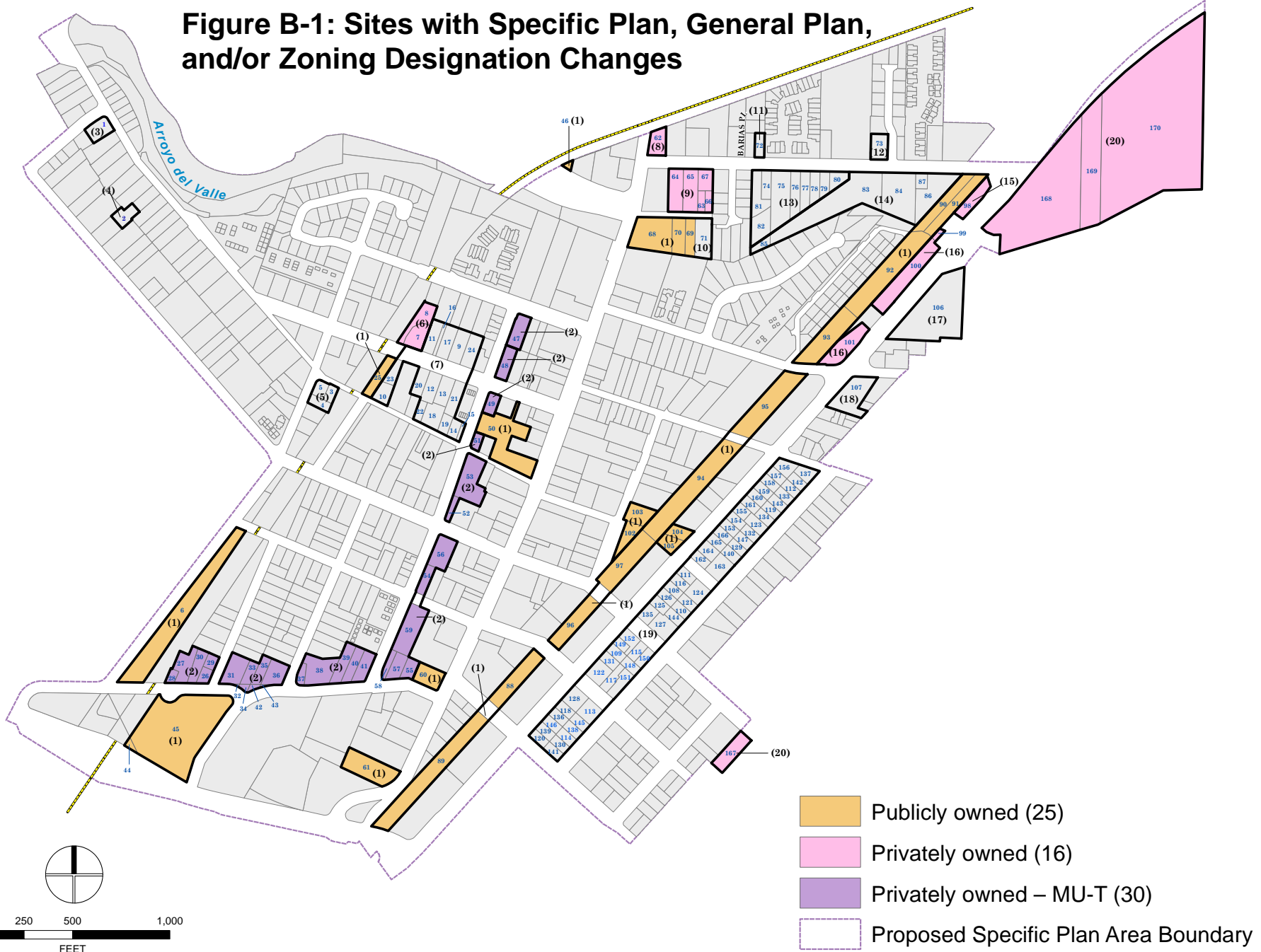
#	Goal/Policy/Implementation Program
HP-I.5	Implement an award program for the rehabilitation of historic structures.
HP-I.6	Study property owner interest in and costs associated with developing a program to commemorate known historic structures with plaques.
HP-I.7	<p>Establish a procedure for the management of paleontological materials found on-site during a development, including the following provisions:</p> <ul style="list-style-type: none"> • If materials are found on-site during grading, require that work be halted until a qualified professional evaluates the find to determine if it represents a significant paleontological resource. • If the resource is determined to be significant, the paleontologist shall supervise removal of the material and determine the most appropriate archival storage of the material. • Appropriate materials shall be prepared, catalogued, and archived at the applicant's expense and shall be retained within Alameda County if feasible.
EV-I.1	Work with the Pleasanton Downtown Association to develop a Downtown Guide that highlights community attractions and events and promotes downtown Pleasanton as a walkable destination where people can shop, dine, play, and stay.
EV-I.2	Conduct a survey of downtown property owners to evaluate the feasibility of and interest in establishing a Downtown Pleasanton Business Improvement/Assessment District.
EV-I.3	Should the existing civic center relocate, ensure that any future amenities in the proposed Town Square District are featured on the Pleasanton Downtown Association website and in promotional materials.
EV-I.4	Work with the Pleasanton Downtown Association to keep the list of available downtown commercial properties up to date and easily accessible.
EV-I.5	Launch a "Shop Pleasanton First" campaign to increase business activity and educate the community about the benefits of shopping locally.
EV-I.6	Upon completion of a feasibility study, develop standards for pushcarts, pop-up activities, and kiosks in the downtown that ensure compatibility with surrounding uses, safe and convenient pedestrian traffic, and that design standards are met.
EV-I.7	Consider using Division Street between Main Street and Railroad Avenue for community events, such as a mid-week farmers' market, and as a pedestrian-only zone in evenings to improve connectivity between the Firehouse Arts Center and Main Street.

*Note: This table subject to change.

APPENDIX B: Land Use Designations and Discrepancies

The following figures and table were included in material provided to the Task Force in advance of the June 26, 2018 meeting. Figure B-1 shows land use changes proposed to be adopted at the time the Specific Plan is adopted. Figure B-2 shows land use changes that may warrant further discussion or outreach, and adoption of which is identified as an implementation of the Specific Plan, following its adoption. The land use discrepancies table provides more detailed information about individual parcels, including current General Plan, Specific Plan, and Zoning designations, as well as proposed designations.

Figure B-1: Sites with Specific Plan, General Plan, and/or Zoning Designation Changes

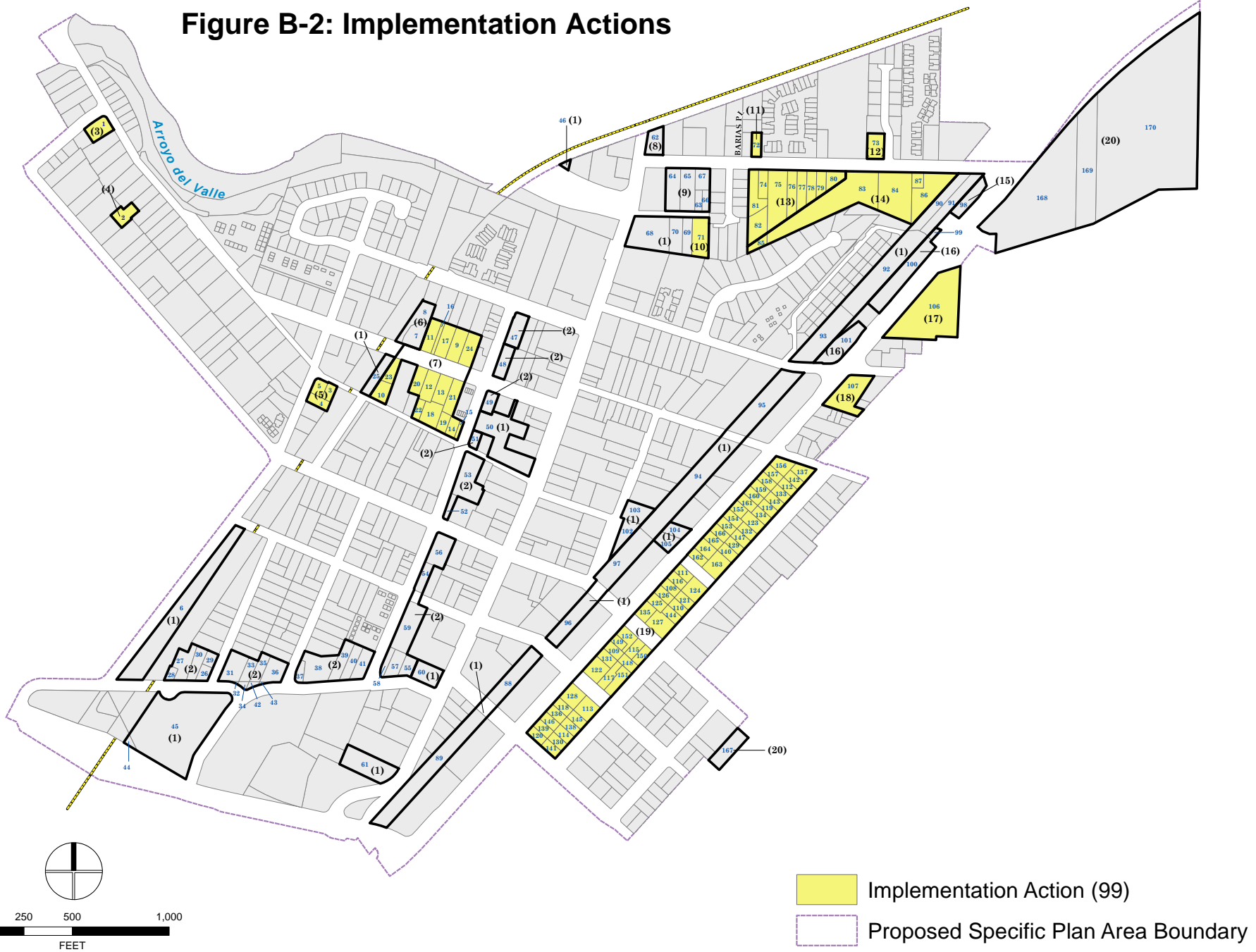


Prepared for the November 13, 2018 Task Force Meeting

Data Source: City of Pleasanton, 2016; Alameda County Open GIS, 2017.

* Note: Refer to Land Use Discrepancies Table for details

Figure B-2: Implementation Actions



Data Source: City of Pleasanton, 2016; Alameda County Open GIS, 2017.

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* Note: Refer to Land Use Discrepancies Table for details

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	<u>Current</u> Designation			<u>Proposed</u> Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
1	3	094 012700702	1056 Division St	Office	MDR	MDR	Office	No change	No change	R-1-6,500
2	4	094 012701403	938 Division St	Single-family Residential	HDR	MDR	R-1-6,500	MDR	No change	No change
3	5	094 015102104	540 Division St	Single-family Residential	MDR	MDR	RM-1,500	No change	No change	RM-4,000
4		094 015102101	4430 Pleasanton Ave	Single-family Residential	MDR	MDR	RM-1,500	No change	No change	RM-4,000
5		094 015102106	560 Division St	Duplex/Triplex	MDR	MDR	RM-1,500	No change	No change	RM-4,000
6	1	094 015400500	4950 Pleasanton Ave	Public	P&I	Public	Agriculture	No change	No change	P&I
7	6	094 012203000	471 St Marys St	Single-family Residential	HDR	HDR, Open Space	R-1-6,500	No change	HDR	RM-4,000
8		094 012203100	West of 471 St Marys St	Vacant	HDR	HDR, Open Space	R-1-6,500	No change	HDR	RM-4,000
9	7	094 012201200	431 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
10		094 012500102	479 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
11		094 012201402	459 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000

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Legend			
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HDR: High Density Residential	PUD: Planned Unit Development	C-C: Central Commercial	C-S: Service Commercial

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
12		094 012301401	444 St Marys St	Multi-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
13		094 012301403	430 St Marys St	Duplex/Triplex	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
14		094 012300900	377 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
15		094 012301707	Peters Ave	Open Space	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
16		094 012201302	St Mary St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
17		094 012201303	443 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
18		094 012301404	411 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
19		094 012301000	383 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
20		094 012301301	462 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
21		094 012301501	418 St Marys St	Duplex/Triplex	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
22		094 012301405	423 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
23		094 012500101	496 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
24		094 012201101	417 St Marys St	Duplex/Triplex	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
25	1	094 012500701	Division St	Open Space	HDR	HDR	Not Available	Public Health and Safety	Open Space	No change
26	2	094 015400302	4885 Harrison St	Single-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
27		094 015400405	455 Bernal Ct	Single-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
28		094 015400404	471 Bernal Ct	Single-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
29		094 015400301	4857 Harrison St	Single-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
30		094 015400402	435 Bernal Ct	Multi-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
31		094 015501200	4884 Harrison St	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
32		094 015502204	4884 Harrison St	Vacant (sliver)	Commercial	Office	Office	Mixed Use	MU-T	MU-T
33		094 015501101	367 Bernal Court	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
34		094 015502203	367 Bernal Court	Vacant (sliver)	Commercial	Office	Office	Mixed Use	MU-T	MU-T
35	094 015501102	341 Bernal Ct	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T	

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
36		094 015501000	4791 Augustine St	Single-family Residential	Commercial	Office	PUD-MU	Mixed Use	MU-T	No change
37		094 015601508	287 Old Bernal Ave	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
38		094 015602100	231 Old Bernal Ave	Office	Commercial	Office	Office	Mixed Use	MU-T	MU-T
39		094 015602200	Old Bernal Ave	Vacant	Commercial	Office	PUD-HDR	Mixed Use	MU-T	No change
40		094 015602300	195 Old Bernal Ave	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
41		094 015602400	187 Old Bernal Ave	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
42		094 015502202	341 Bernal Ct	Single-family Residential	Commercial	Office	P&I	Mixed Use	MU-T	MU-T
43		094 015502201	4791 Augustine St	Single-family Residential	Commercial	Office	P&I	Mixed Use	MU-T	MU-T
44		1	094 015702200	403 Old Bernal Ave	Vacant	P&I	Public	Office	Mixed Use	MU-D
45	094 015700517		401 Old Bernal Ave	Vacant	P&I	Public	Office	Mixed Use	MU-D	MU-D
46	1	946 337000902	Santa Rita Rd	Vacant	Commercial	Downtown Commercial	Not Available	No change	No change	C-C
47	2	094 012202103	480 Saint John St	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
48	2	094 012200800	377 St Marys St	Soon to be Salt Craft and Residential	Commercial, HDR	Downtown Commercial, HDR	PUD-HDR/C-C	Mixed Use	MU-T	No change
49	2	094 012302700	374 St Marys St	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
50	1	094 012303103	333 Division St	Public	P&I	Public	C-C	No change	No change	Public
51	2	094 012303400	699 Peters Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
52	2	094 015100903	533 Peters Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
53		094 015100806	555 Peters Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
54	2	094 015201102	189 W Angela St	Single-family Residential	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
55		094 015601001	147 Old Bernal Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
56		094 015202502	272 Old Bernal Ave	Mixed Use	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
57		094 015601002	155 Old Bernal Ave	Single-family Residential	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
58		094 015601102	1 Peters Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
59		094 015602001	337 Main St	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T

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Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
60	1	094 015600902	301 Main St	Public	P&I	Public	Office, C-C	No change	No change	P&I
61	1	094 015700206	157 Main St	Public	P&I	Public	C-C	Mixed Use	MU-D	MU-D
62	8	094 019900107	1024 Santa Rita Rd	Vacant	Commercial	Downtown Commercial	C-F	No change	No change	C-C
63	9	946 169100700	Vervais Ave	Vacant	Commercial	Downtown Commercial	C-S	No change	No change	C-C
64		946 169100600	4257 Vervais Ave	General/Retail Commercial	Commercial	Downtown Commercial	C-S	No change	No change	C-C
65		946 169101000	4262 Stanley Blvd	Auto Related Commercial	Commercial	Downtown Commercial	C-S	No change	No change	C-C
66		946 169100800	4233 Vervais Ave	Single-family Residential	Commercial	Downtown Commercial	C-S	No change	No change	C-C
67	9	946 169100900	4224 Stanley Blvd	Office	Commercial	Downtown Commercial	Office	No change	No change	C-C
68	1	094 019700100	890 Main St	Parks and Recreation	Parks and Recreation, Public Health and Safety, Wildland Overlay	Park, Open Space	C-S	No change	Park, Open Space - Arroyo	A

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
69	1	946 169100401	4242 Vervais Ave	Vacant	Parks and Recreation, Public Health and Safety, Wildland Overlay	Park, Open Space	C-S	No change	Park, Open Space – Arroyo	A
70	1	946 169100502	4254 Vervais Ave	Vacant	Parks and Recreation, Public Health and Safety, Wildland Overlay	Park, Open Space	C-S	No change	Park, Open Space – Arroyo	A
71	10	946 169100300	4230 Vervais Ave	Single-family Residential	Parks and Recreation, Public Health and Safety, Wildland Overlay	Park, Open Space	C-S	No change	Park, Open Space – Arroyo	A
72	11	946 168901000	4151 Stanley Blvd	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
73	12	946 168900200	4017 Stanley Blvd	Single-family Residential	HDR	HDR	R-1-20,000	No change	No change	RM-4,000
74	13	946 169500700	4140 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
75		946 169500500	4128 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500

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Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
76	14	946 169500400	4120 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
77		946 169500300	4112 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
78		946 169500200	4086 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
79		946 169500101	4070 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
80		946 169500102	4062 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
81		946 169500602	4160 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
82		946 169500800	Stanley Blvd	Vacant	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
83		946 169700700	3970 Stanley Blvd	Single-family Residential	Public Health and Safety, Wildland Overlay, MDR	Open Space, MDR	R-1-20,000	No change	Open Space – Arroyo, MDR	R-1-6,500
84	946 169700300	3950 Stanley Blvd	Single-family Residential	Public Health and Safety, Wildland Overlay, MDR	Open Space, MDR	R-1-20,000	No change	Open Space – Arroyo, MDR	R-1-6,500	

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Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
85		946 169700800	3970 Stanley Blvd	Vacant	Public Health and Safety, Wildland Overlay	Open Space	R-1-20,000	No change	Open Space – Arroyo	R-1-6,500
86	14	946 169700100	3988 Stanley Blvd	Single-family Residential	MDR, Public Health and Safety, Wildland Overlay	MDR, Open Space	Agriculture	No change	Open Space – Arroyo, MDR	R-1-6,500
87		946 169700200	3900 Stanley Blvd	Single-family Residential	MDR	MDR	Agriculture	No change	No change	R-1-6,500
88	1	094 010200601	E Angela St	Public	Commercial	Public	C-C	P&I	No change	P&I
89		094 015701403	50 Abbie St	Public	Commercial	Public	C-C	P&I	No change	P&I
90		946 168000901	Stanley Blvd	Vacant	MDR, Public Health and Safety, Wildland Overlay	Public, Open Space	Not Available	P&I	Public, Open Space – Arroyo	P&I
91		946 168000902	Stanley Blvd	Vacant	MDR, Public Health and Safety, Wildland Overlay	Public, Open Space	Not Available	P&I	Public, Open Space – Arroyo	P&I
92		094 011004800	1st St	Vacant	Commercial	Public	Not Available	P&I	No change	P&I

Prepared for the November 13, 2018 Downtown Specific Plan Update Task Force Meeting			
Legend			
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P&I: Public and Institutional	R-1: One-family Residential	MU-T: Mixed Use Transitional	C-F: Freeway Interchange Commercial
HDR: High Density Residential	PUD: Planned Unit Development	C-C: Central Commercial	C-S: Service Commercial

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	<u>Current</u> Designation			<u>Proposed</u> Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
93		094 011004602	Kottinger Dr	Vacant	Commercial	Public	Not Available	P&I	No change	P&I
94		094 010601100	Transportation Corridor south of Spring St	Public	Commercial	Public	C-C	P&I	No change	P&I
95		094 011004601	Transportation Corridor north of Spring St	Vacant	Commercial	Public	C-C	P&I	No change	P&I
96		094 010301103	E Angela St	Public	Commercial	Public	Not Available	P&I	No change	P&I
97		094 010500202	Division St	Public	Commercial	Public	Not Available	P&I	No change	P&I
98		15	946 168000500	4005 1st St	Vacant	Medium Density	Downtown Commercial	Agriculture	Commercial	No change
99	16	094 011005200	Stanley Blvd	Vacant	Public Health and Safety, Wildland Overlay	Open Space	C-S	No change	Open Space – Arroyo	C-C
100		094 011005101	4167 1st St	Cemetery/Mortuary	Commercial	Downtown Commercial	C-S	No change	No change	C-C
101		094 011001206	4191 1st St	General/Retail Commercial	Commercial	Downtown Commercial	C-S	No change	No change	C-C
102	1	094 010500100	4444 Railroad Ave	Public	P&I	Public	C-C	No change	No change	P&I
103		094 010600808	4444 Railroad Ave	Public	P&I	Public	C-C	No change	No change	P&I

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P&I: Public and Institutional	R-1: One-family Residential	MU-T: Mixed Use Transitional	C-F: Freeway Interchange Commercial
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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
104	1	no APN	Approximately 0.17 acres "parcel" between Lions Wayside and APN 094010601200	Park	Commercial	Downtown Commercial	Not Available	Parks and Recreation	Park	A
105		094 010601200	None	Park	Commercial	Downtown Commercial	PUD-Open Space	Parks and Recreation	Park	A
106	17	094 009501101	4050 1st St	Religious/Institutional	P&I	Public	RM-15, RM-4,000	No change	No change	P&I
107	18	094 009502503	4212 1st St	General/Retail Commercial	Commercial	Downtown Commercial	C-F	HDR	HDR	RM-4,000
108	19	094 003600205	4432 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
109		094 003301000	4552 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
110		094 003600204	4453 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
111		094 003600100	4408 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
112		094 003700400	4329 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
113		094 003200301	4625 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
114		094 003200500	4673 Second St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
115		094 003300200	113 Neal St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
116		094 003600800	4420 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
117		094 003300703	110 E Angela St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
118		094 003201100	4630 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
119		094 003700700	4349 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
120		094 003200800	104 Abbie St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
121		094 003600203	4443 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
122		094 003300800	4584 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
123		094 003700900	4363 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
124		094 003600201	4419 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
125		094 003600600	4456 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
126		094 003600700	4444 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
127		094 003601000	118 Neal St	Religious/Institutional	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
128		094 003200100	4622 1st St	Multi-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
129		094 003701200	4383 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
130		094 003200600	4687 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
131		094 003300900	4568 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
132		094 003701000	4371 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
133		094 003700500	4333 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
134		094 003700800	4355 Second St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
135		094 003600900	100 Neal St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
136		094 003201002	4646 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
137		094 003700200	4307 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
138		094 003200402	4649 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
139		094 003200900	4678 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
140		094 003701300	4389 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
141		094 003200700	4699 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
142		094 003700300	4319 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
143		094 003700600	4341 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
144		094 003600300	4467 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
145		094 003200401	4637 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
146		094 003201001	4662 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
147		094 003701100	4377 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
148		094 003300400	4543 Second St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
149		094 003301100	4536 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
150		094 003300300	119 Neal St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Propose		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
151		094 003300601	4559 Second St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
152		094 003300100	101 Neal St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
153		094 003701900	4358 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
154		094 003702000	4350 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
155		094 003702100	4342 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
156		094 003700100	4306 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
157		094 003702500	4312 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
158		094 003702400	4318 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
159		094 003702300	4324 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
160		094 003702201	4330 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
161		094 003702202	4336 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
162		094 003701501	4390 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Legend			
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P&I: Public and Institutional	R-1: One-family Residential	MU-T: Mixed Use Transitional	C-F: Freeway Interchange Commercial
HDR: High Density Residential	PUD: Planned Unit Development	C-C: Central Commercial	C-S: Service Commercial

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
163		094 003701402	4397 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
164		094 003701600	4382 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
165		094 003701700	4374 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
166		094 003701800	4366 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
167	20	094 001404200	309 Neal St	Single-family Residential	MDR	Not currently within Specific Plan	R-1-6,500	No change	MDR; Adjust boundary to include property	No change
168	20	946 168000404	3988 First St, 3878 Stanley Blvd, 3780 Stanley Blvd	Entitled for Irby Ranch and Sunflower Hill	High Density Residential	3988 Stanley: High Density Residential, Open Space	PUD-HDR	No change	No change	No change
169		946 168000302						Adjust boundary to include entire property		
170		946 168000203								

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HDR: High Density Residential	PUD: Planned Unit Development	C-C: Central Commercial	C-S: Service Commercial

APPENDIX C: Streetscape Design Options

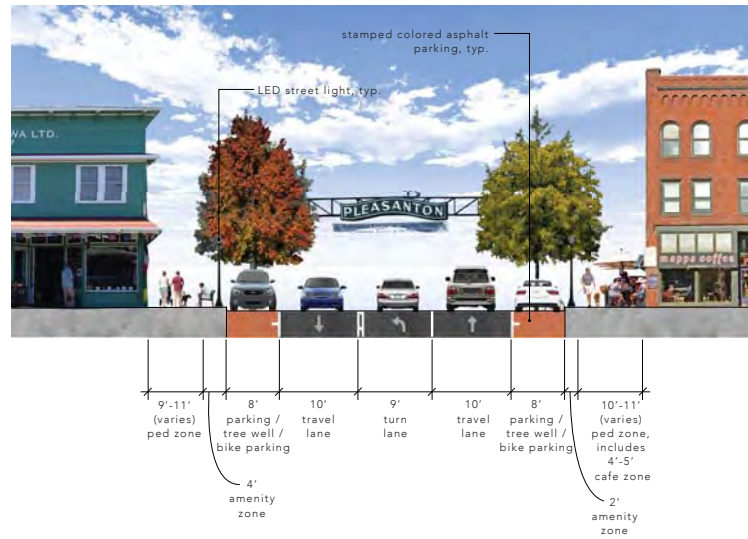
This appendix contains streetscape options for Main Street, Peters Avenue, First Street, and Division Street. The streetscape options were first presented to the Task Force at the October 10, 2017 Task Force meeting. The single option that was selected for each roadway by the Task Force is shown in Chapter 5 of this Plan.

Figure C-1: Main Street Streetscape Design Options

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 to complement those at the existing clock tower, 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.

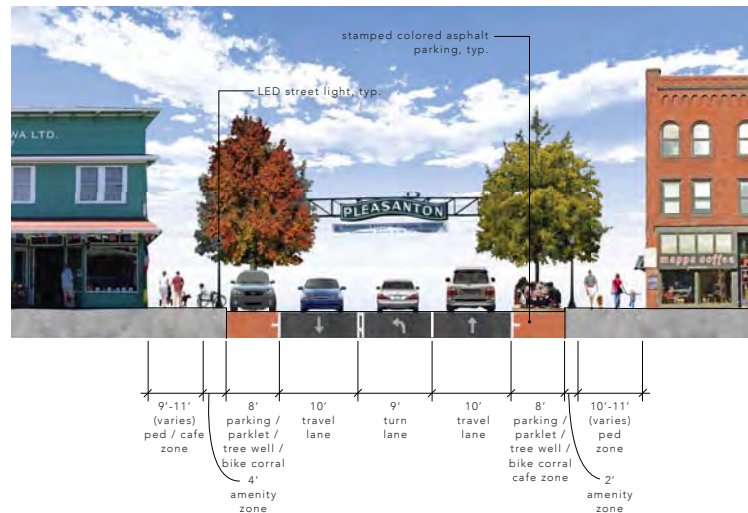
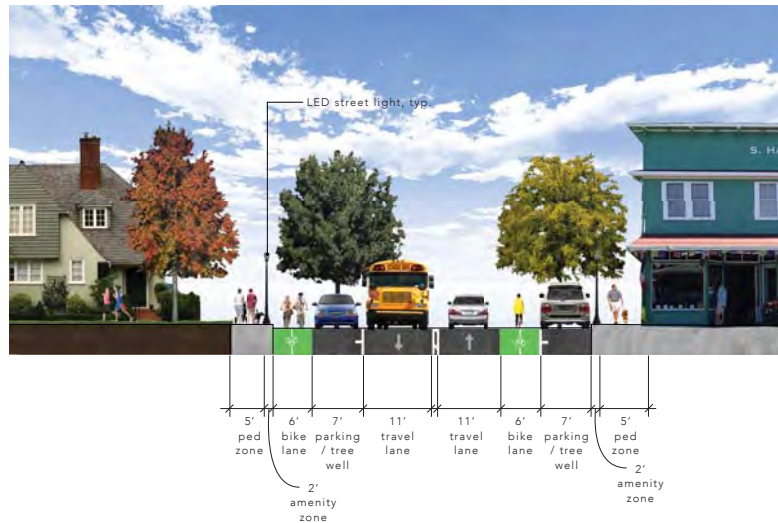


Figure C-2: Peters Avenue Streetscape Design Options

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.

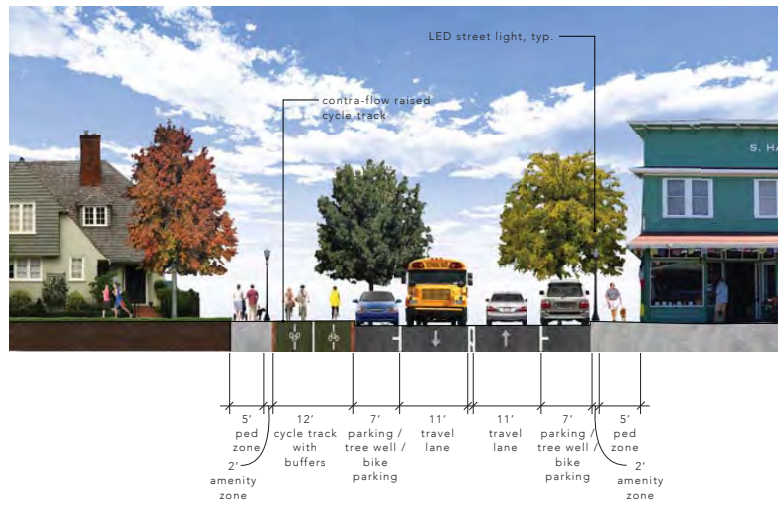
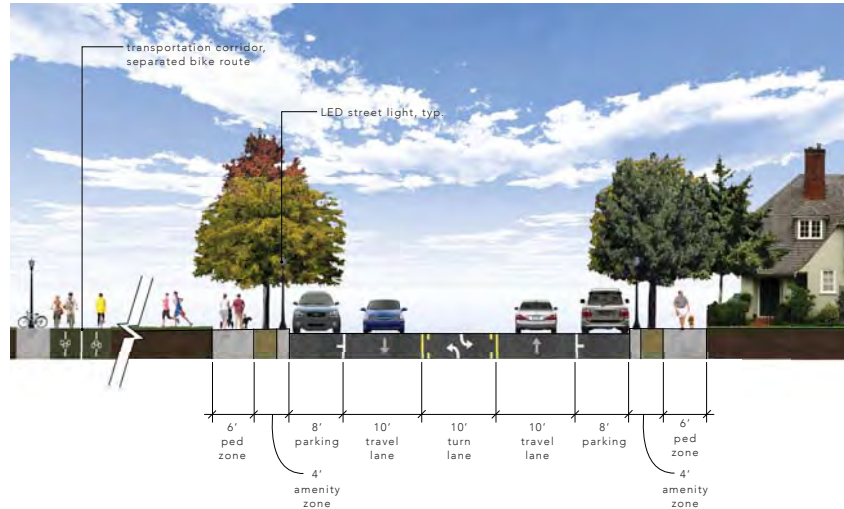


Figure C-3: First Street Streetscape Design Options

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.

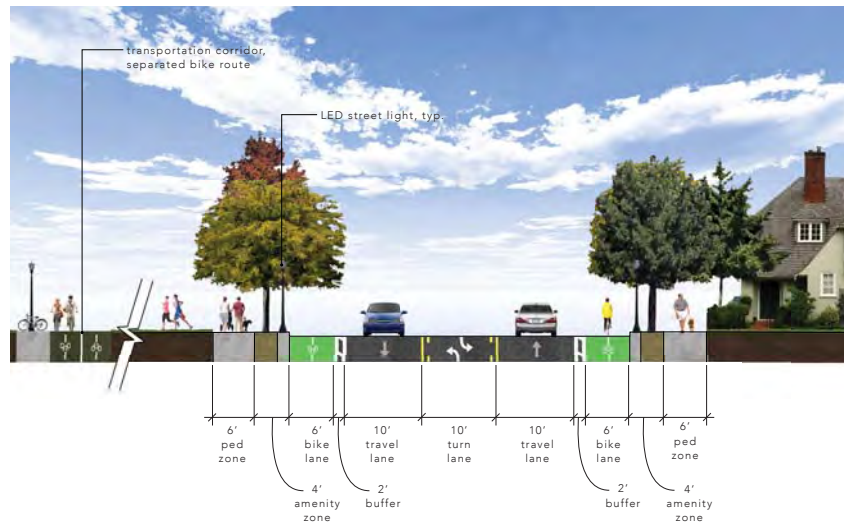
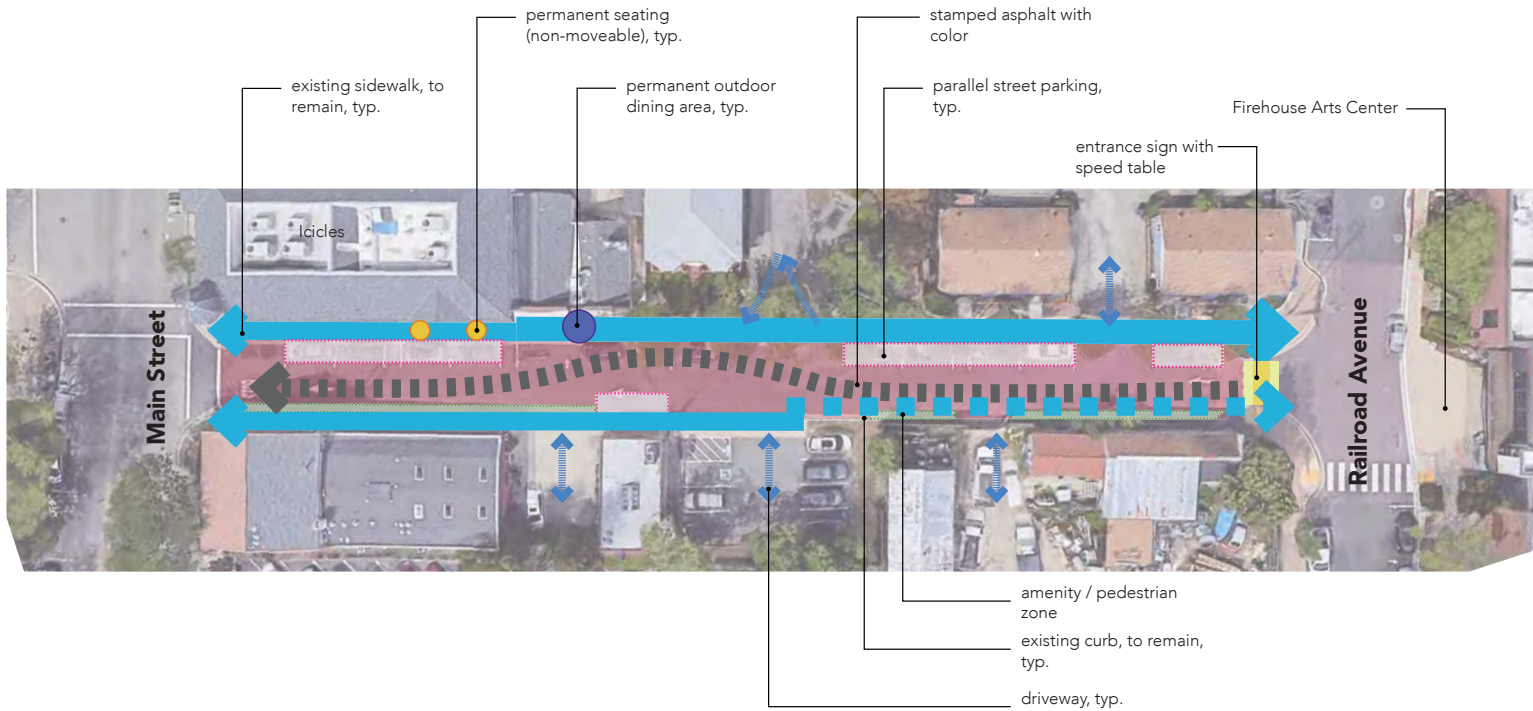


Figure C-4: Division Street Streetscape Design Options (Low Degree Change)



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.

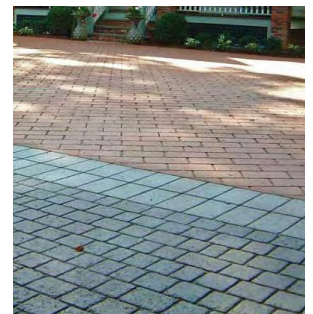
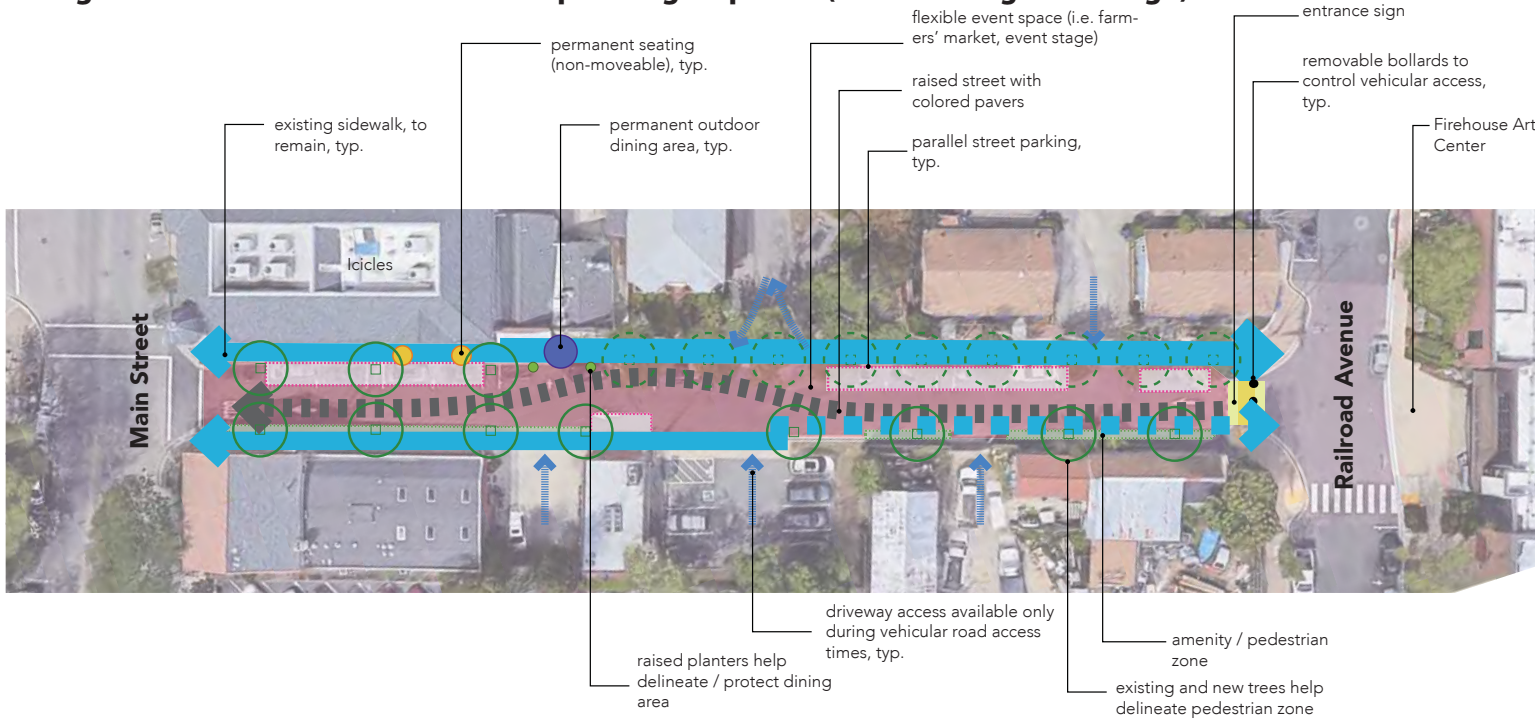


Figure C-5: Division Street Streetscape Design Options (Medium Degree Change)



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.

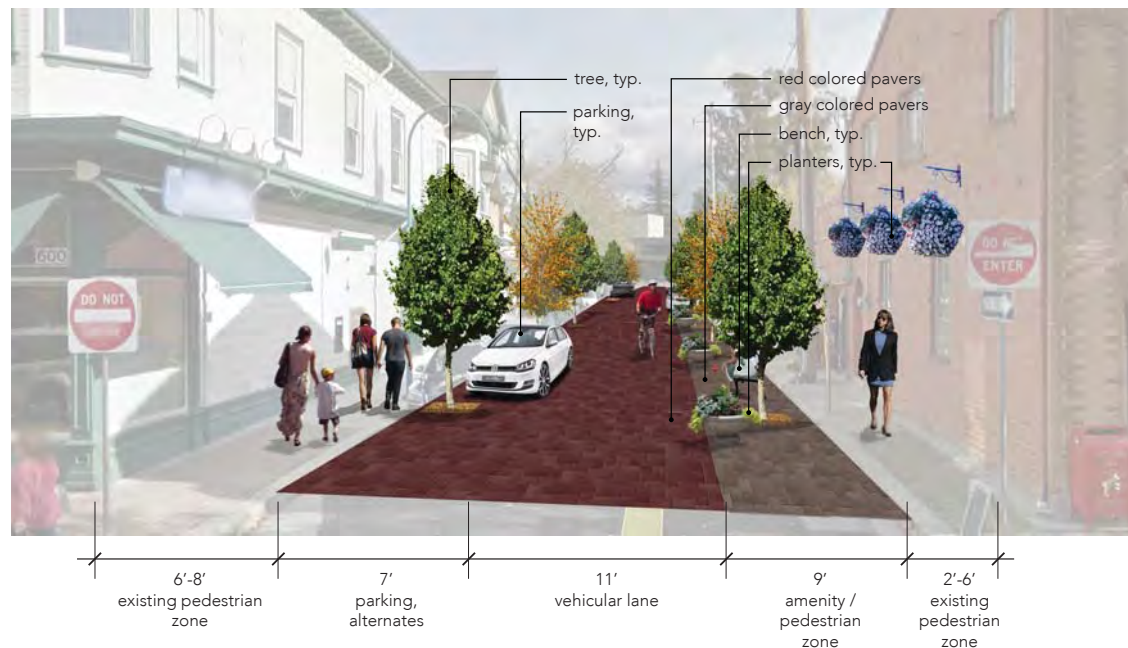
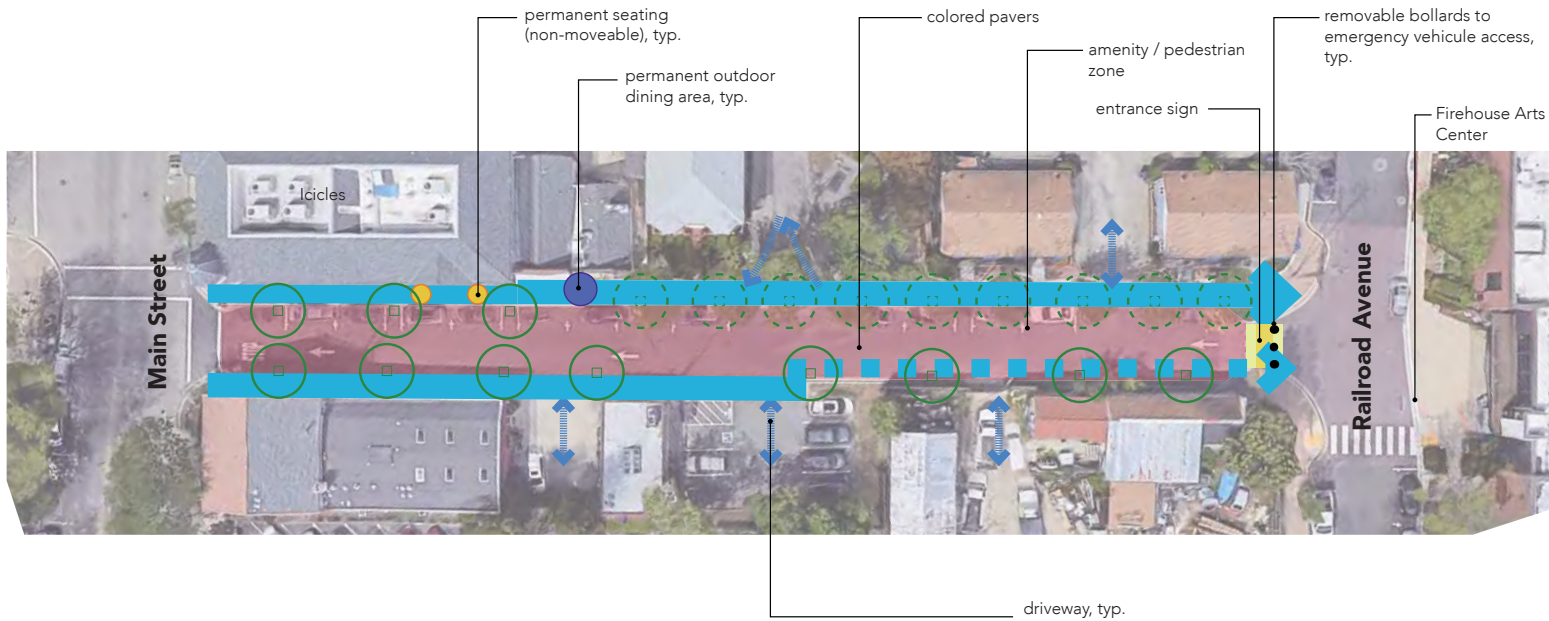
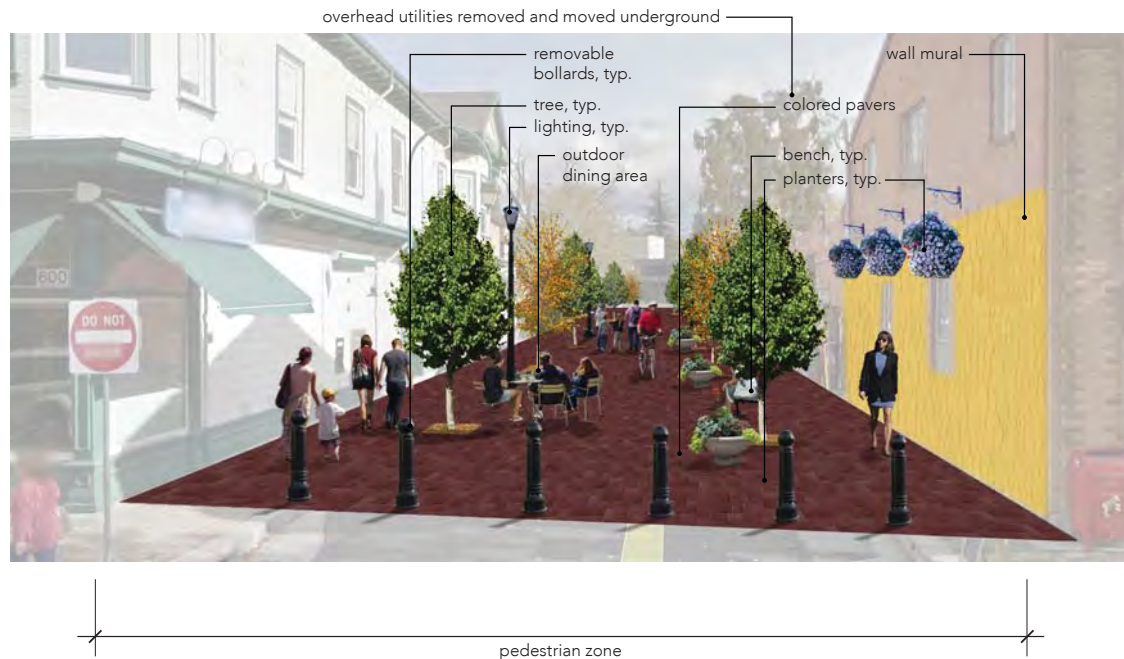


Figure C-6: Division Street Streetscape Design Options (High Degree Change)

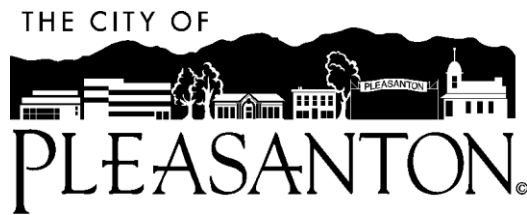


The shared street with high-degree changes prioritizes the street for pedestrian users, with vehicular access only for emergencies. Planters and bollards help identify the pedestrian corridor and prohibits vehicular use. The curbs have been removed to maximize the pedestrian zone and function as a downtown 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.



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ITEM 4A: LAND USE DESIGNATIONS AND DISCREPANCIES

At the June 26, 2018, meeting, the Task Force reviewed proposed land use amendments to address existing inconsistencies between land use designations in the General Plan, Specific Plan, and zoning. The proposed amendments were introduced at the Task Force's March 27, 2018 meeting.

As previously presented at the March and June 2018 meetings, the proposed land use changes are grouped and shown on two maps: Map A which reflects changes proposed to be adopted at the same time the Specific Plan is adopted; and Map B, which includes changes that may warrant further outreach or discussion, and adoption of which are identified as an implementation action of the Specific Plan, following the Plan's adoption. The maps and accompanying tables are also posted on the [project website](#).

Map Modifications in Response to Task Force Comments

Changes have been made to the maps to reflect public comment, discussion, and Task Force direction from the June 26, 2018, meeting, and include moving the proposed land use designation for the following properties from Map A to Map B:

- 1056 Division Street, as follow-up to property owner request and Task Force direction to have further discussion with the property owner and neighboring residents;
- 938 Division Street, at the request of the property owner;
- 4212 First Street, at the direction of the Task Force.

The table itemizing the land use changes is unchanged from the June 26, 2018, meeting.

St. Marys Street Properties (Map ID 7)

The Task Force discussed proposed changes to the area shown as "Map ID 7" on the maps, which includes properties on the north and south side of St. Marys Street (bounded by Peters Avenue to east and Anderson Street to the west). Concerns included that: (1) many of the subject properties are developed with single family residences and the proposed RM-4,000 zoning designation may not be appropriate (despite its consistency with the High Density Residential land use designations in the specific plan and General Plan) and; (2) many homes in this area are historic. The Task Force suggested additional information would be helpful to determine if the proposed land use changes are appropriate.

A total of 16 properties are included in the area Map ID 7. Staff evaluated several factors regarding these properties, including the General Plan land use designation, zoning of adjacent properties, an estimate of the existing setbacks, and review of properties identified as historic in the General Plan, or as part of the previous efforts of the Historic Preservation Task Force.

There are a variety of zoning districts surrounding Map ID 7 including PUD-HDR, RM-1,500, and R-1-6,500. Therefore, either zoning district (i.e., R-1-6,500 or RM-4,000) may be appropriate given that the adjacent districts are representative of either single-family or multi-family development. However, all 16 properties in Map ID 7 (and surrounding properties) have a General Plan and specific plan land use designation of High Density Residential; zoning the properties as RM-4,000 would create consistency with the existing land use designations.

Of the 16 properties, five are considered historic. Irrespective of what the zoning designation for the property is, any property considered to be historic would be required to adhere to standards applicable to historic properties. And, if significant changes are proposed to an older structure (such as demolition or a major exterior remodel), even if not currently identified as historic in existing City documents, the City can require additional review to ensure that any potentially historic resource would not be adversely affected by the changes.

Further, absent as-built plans or boundary surveys, staff evaluated setbacks, lot dimensions, and existing uses through review of GIS aerial imagery, Alameda County data, and project plans (where available). Most of the properties (10) are single-family residential, four are multi-family residential, and two are vacant. Also, most of the properties do not conform to (i.e. have actual setbacks less than) the setback requirements for the R-1-6,500 District. Given that the setbacks for the RM-4,000 District are generally more stringent (i.e. larger setbacks are required) than the R-1-6,500, while the change would not in most cases cause currently conforming properties to become non-conforming, in some cases the degree of non-conformance would be worsened. However, the RM-4,000 District could allow for some of the properties to construct either one or two infill units, whereas the R-1-6,500 District would allow for construction of an accessory dwelling unit, subject to meeting requisite code requirements. Such new development would be required to conform to the larger RM-4,000 setbacks, unless variances are granted.

During the initial analysis for the properties located in Map ID 7, staff deliberated over whether to recommend any changes to the zoning for the subject properties, as opposed to modifying General Plan and specific plan land use designations to match the existing zoning. However, based on the principle that deference is given to the General Plan and the specific plan, staff recommended that the zoning be modified to RM-4,000 to align with the High Density Residential designations in the policy documents; however, the change was identified as an implementation action (Map B) to allow for further, more detailed analysis, and conversations with the property owners.

Another option could be to modify the zoning for some properties within Map ID 7 and modify the General Plan and Specific Plan land use designations for others depending on

the characteristics of each property (as long as some consistency is maintained between adjacent properties to avoid “spot zoning”). At this time, staff continues to recommend that the properties on Map ID 7 remain on Map B, with the objective of making a final recommendation after the Specific Plan is adopted, and based on additional study and consultation with affected property owners.

475 and 493 St. John Street, Barone’s

At the request of the property owner, staff met with representatives of the Barone’s properties, located at 475 and 493 St. John Street, to discuss the possibility of modifying the land use designation of the subject properties to allow for residential development.

Proposed residential development would require modification to the properties’ General Plan, specific plan, and zoning designations of Commercial¹/Wildland Overlay/Public Health and Safety, Downtown Commercial, and Central-Commercial District, respectively. Development on the property would be subject to evaluation (and likely retention) of the existing historic building located at 493 St. John Street², as well as sensitivity to the arroyo that is located adjacent to the subject properties. In conversations with the property owner, staff evaluated the densities of other recent projects located on St. John Street and (Old) Stanley Boulevard. The range of densities for these project is between 7 and 15 dwelling units per acre, which lends to the High Density Residential General Plan and specific plan land use designations that allow for development greater than eight dwelling units per acre.

Applying a density range of 7 and 15 dwelling units per acre, and omitting area dedicated to the arroyo (since, per the General Plan, it cannot be counted in the gross developable area), an approximate calculation of the two properties, which totaling 1.8 net acres, yields between 13 and 27 units on the properties.

The property owners have submitted a letter and accompanying site plan that indicates 28 units, with an overall density of 18.7 dwelling units per acre. While helpful in visualizing a possible development on the site, the site plan is preliminary, and any future project will be subject to review and likely, modification, through the PUD rezoning and development review process. At this time, the Task Force is being asked to provide comments on the requested land use designation change, as opposed to this particular site plan or development concept.

While discussion of the merits of the specific redevelopment of this is preliminary at this point, the Task Force may wish to provide comments as to whether the requested land use change should be included among the other land use changes that may be adopted as part of the Downtown Specific Plan update. Alternatively, the Task Force may direct the requested change be considered following adoption of the Specific Plan, pending submittal of additional information, as was directed for the property located at 4212 First Street

¹ While *Commercial* is listed as shorthand, the land use designation in the General Plan is *Retail/Highway/Service Commercial/Business and Professional Offices*

² The subject property would not have been evaluated as part of the 2015 Historic Resources Survey since it is not currently residentially zoned.

(Safreno Property). If the Task Force recommends this approach, Map B would be modified to include the two properties at 475 and 493 St John Street.

Task Force Input on Land Use Discrepancies

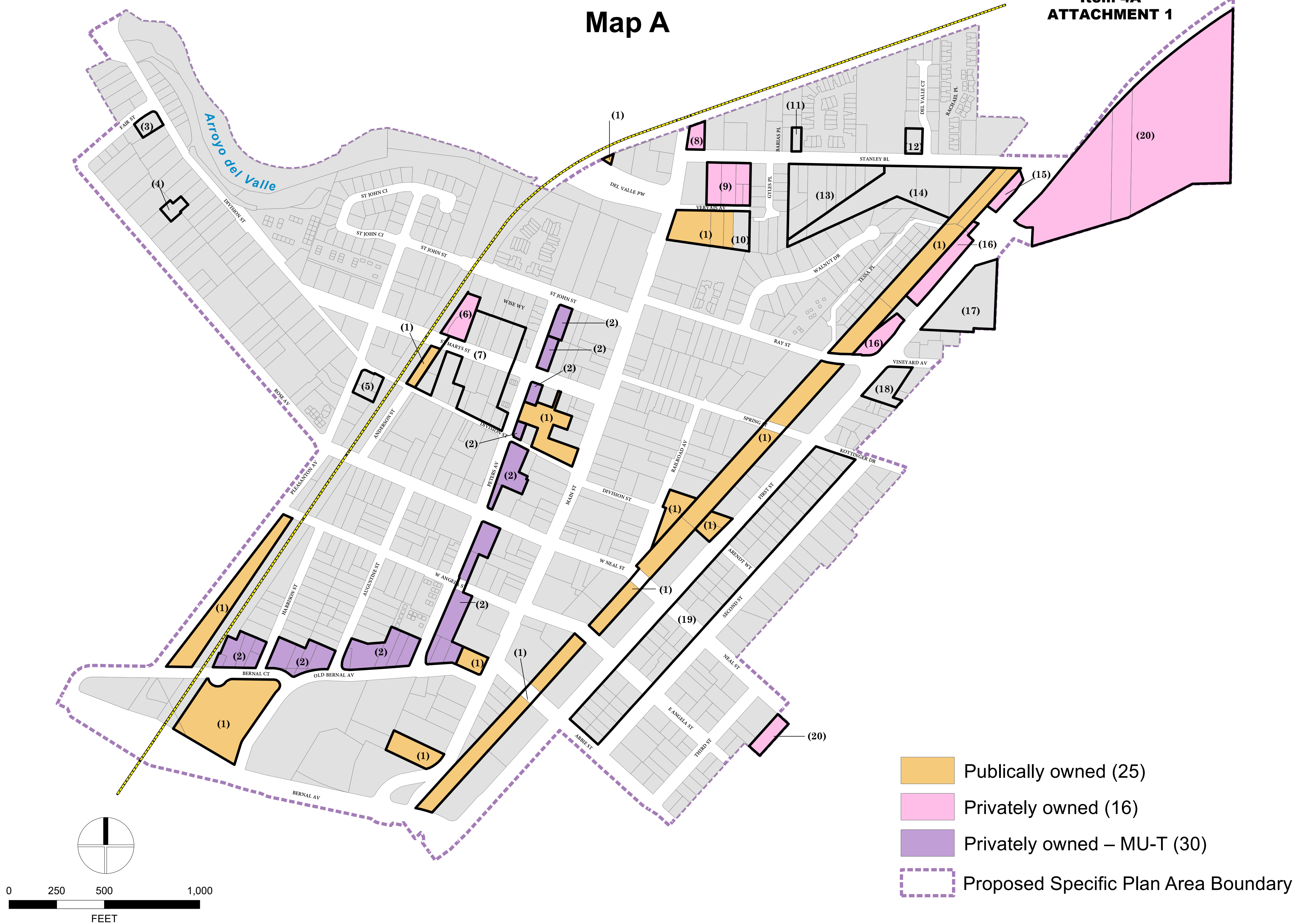
Staff is requesting the Task Force review the materials provided for this item, and make a recommendation regarding the proposed land use changes.

Attachments:

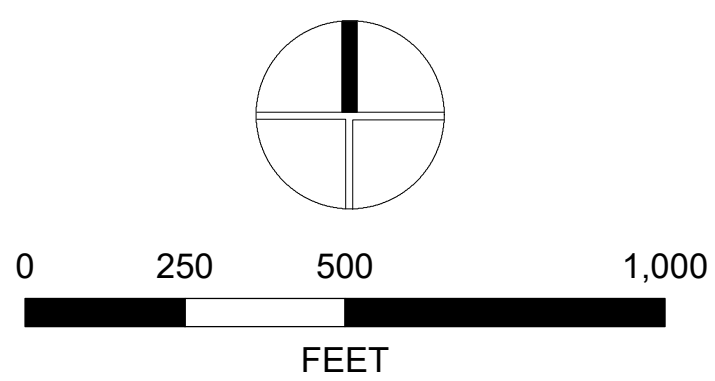
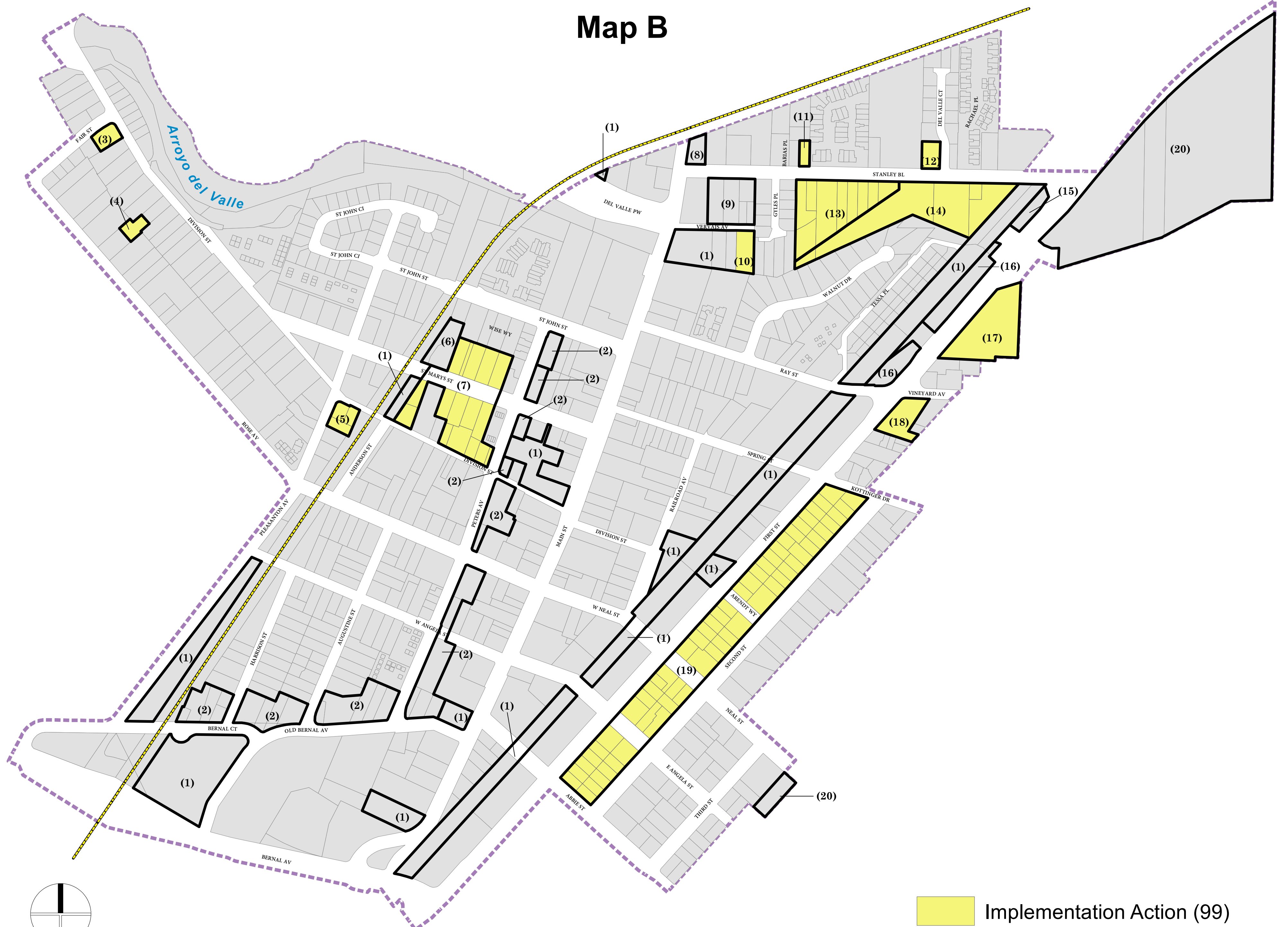
1. Map A and Map B, with *Land Use Discrepancies* Table
2. Memo for Land Use Designations and Discrepancies (Item 3) prepared for the June 26, 2018, Task Force meeting (without attachments)
3. Memo for Land Use Designations and Discrepancies (Item 3) prepared for the March 27, 2018, Task Force meeting (without attachments)
4. Letter and Preliminary Site Plan for 475 and 493 St. John Street, dated “Received November 2, 2018”

Map A

Item 4A ATTACHMENT 1



Map B



- Implementation Action (99)
- Proposed Specific Plan Area Boundary

Land Use Discrepancies Table



Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
1	3	094 012700702	1056 Division St	Office	MDR	MDR	Office	No change	No change	R-1-6,500
2	4	094 012701403	938 Division St	Single-family Residential	HDR	MDR	R-1-6,500	MDR	No change	No change
3	5	094 015102104	540 Division St	Single-family Residential	MDR	MDR	RM-1,500	No change	No change	RM-4,000
4		094 015102101	4430 Pleasanton Ave	Single-family Residential	MDR	MDR	RM-1,500	No change	No change	RM-4,000
5		094 015102106	560 Division St	Duplex/Triplex	MDR	MDR	RM-1,500	No change	No change	RM-4,000
6	1	094 015400500	4950 Pleasanton Ave	Public	P&I	Public	Agriculture	No change	No change	P&I
7	6	094 012203000	471 St Marys St	Single-family Residential	HDR	HDR, Open Space	R-1-6,500	No change	HDR	RM-4,000
8		094 012203100	West of 471 St Marys St	Vacant	HDR	HDR, Open Space	R-1-6,500	No change	HDR	RM-4,000
9	7	094 012201200	431 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
10		094 012500102	479 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
11		094 012201402	459 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000

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Legend				
MDR: Medium Density Residential	RM: Multi-family Residential	MU: Mixed Use	MU-D: Mixed Use Downtown	
P&I: Public and Institutional	R-1: One-family Residential	MU-T: Mixed Use Transitional	C-F: Freeway Interchange Commercial	
HDR: High Density Residential	PUD: Planned Unit Development	C-C: Central Commercial	C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
12		094 012301401	444 St Marys St	Multi-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
13		094 012301403	430 St Marys St	Duplex/Triplex	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
14		094 012300900	377 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
15		094 012301707	Peters Ave	Open Space	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
16		094 012201302	St Mary St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
17		094 012201303	443 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
18		094 012301404	411 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
19		094 012301000	383 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
20		094 012301301	462 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
21		094 012301501	418 St Marys St	Duplex/Triplex	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
22		094 012301405	423 Division St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
23		094 012500101	496 St Marys St	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000

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Legend						
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P&I: Public and Industrial	R-1: One-family Residential	MU-T: Mixed Use Transitional		C-F: Freeway Interchange Commercial		
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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
24		094 012201101	417 St Marys St	Duplex/Triplex	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
25	1	094 012500701	Division St	Open Space	HDR	HDR	Not Available	Public Health and Safety	Open Space	No change
26	2	094 015400302	4885 Harrison St	Single-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
27		094 015400405	455 Bernal Ct	Single-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
28		094 015400404	471 Bernal Ct	Single-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
29		094 015400301	4857 Harrison St	Single-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
30		094 015400402	435 Bernal Ct	Multi-family Residential	Commercial	Office	RM-1,500	Mixed Use	MU-T	MU-T
31		094 015501200	4884 Harrison St	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
32		094 015502204	4884 Harrison St	Vacant (sliver)	Commercial	Office	Office	Mixed Use	MU-T	MU-T
33		094 015501101	367 Bernal Court	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
34		094 015502203	367 Bernal Court	Vacant (sliver)	Commercial	Office	Office	Mixed Use	MU-T	MU-T
35	094 015501102	341 Bernal Ct	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T	

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Legend					
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HDR: High Density Residential		PUD: Planned Unit Development		C-F: Freeway Interchange Commercial	
				C-C: Central Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
36		094 015501000	4791 Augustine St	Single-family Residential	Commercial	Office	PUD-MU	Mixed Use	MU-T	No change
37		094 015601508	287 Old Bernal Ave	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
38		094 015602100	231 Old Bernal Ave	Office	Commercial	Office	Office	Mixed Use	MU-T	MU-T
39		094 015602200	Old Bernal Ave	Vacant	Commercial	Office	PUD-HDR	Mixed Use	MU-T	No change
40		094 015602300	195 Old Bernal Ave	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
41		094 015602400	187 Old Bernal Ave	Single-family Residential	Commercial	Office	Office	Mixed Use	MU-T	MU-T
42		094 015502202	341 Bernal Ct	Single-family Residential	Commercial	Office	P&I	Mixed Use	MU-T	MU-T
43		094 015502201	4791 Augustine St	Single-family Residential	Commercial	Office	P&I	Mixed Use	MU-T	MU-T
44	1	094 015702200	403 Old Bernal Ave	Vacant	P&I	Public	Office	Mixed Use	MU-D	MU-D
45		094 015700517	401 Old Bernal Ave	Vacant	P&I	Public	Office	Mixed Use	MU-D	MU-D
46	1	946 337000902	Santa Rita Rd	Vacant	Commercial	Downtown Commercial	Not Available	No change	No change	C-C
47	2	094 012202103	480 Saint John St	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T

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Legend					
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HDR: High Density Residential		PUD: Planned Unit Development		C-F: Freeway Interchange Commercial	
				C-C: Central Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
48	2	094 012200800	377 St Marys St	Soon to be Salt Craft and Residential	Commercial, HDR	Downtown Commercial, HDR	PUD-HDR/C-C	Mixed Use	MU-T	No change
49	2	094 012302700	374 St Marys St	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
50	1	094 012303103	333 Division St	Public	P&I	Public	C-C	No change	No change	Public
51	2	094 012303400	699 Peters Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
52	2	094 015100903	533 Peters Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
53		094 015100806	555 Peters Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
54	2	094 015201102	189 W Angela St	Single-family Residential	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
55		094 015601001	147 Old Bernal Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
56		094 015202502	272 Old Bernal Ave	Mixed Use	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
57		094 015601002	155 Old Bernal Ave	Single-family Residential	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
58		094 015601102	1 Peters Ave	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T
59		094 015602001	337 Main St	Office	Commercial	Office	C-C	Mixed Use	MU-T	MU-T

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HDR: High Density Residential		PUD: Planned Unit Development		C-C: Central Commercial	
				MU-D: Mixed Use Downtown	
				C-F: Freeway Interchange Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
60	1	094 015600902	301 Main St	Public	P&I	Public	Office, C-C	No change	No change	P&I
61	1	094 015700206	157 Main St	Public	P&I	Public	C-C	Mixed Use	MU-D	MU-D
62	8	094 019900107	1024 Santa Rita Rd	Vacant	Commercial	Downtown Commercial	C-F	No change	No change	C-C
63	9	946 169100700	Vervais Ave	Vacant	Commercial	Downtown Commercial	C-S	No change	No change	C-C
64		946 169100600	4257 Vervais Ave	General/Retail Commercial	Commercial	Downtown Commercial	C-S	No change	No change	C-C
65		946 169101000	4262 Stanley Blvd	Auto Related Commercial	Commercial	Downtown Commercial	C-S	No change	No change	C-C
66		946 169100800	4233 Vervais Ave	Single-family Residential	Commercial	Downtown Commercial	C-S	No change	No change	C-C
67	9	946 169100900	4224 Stanley Blvd	Office	Commercial	Downtown Commercial	Office	No change	No change	C-C
68	1	094 019700100	890 Main St	Parks and Recreation	Parks and Recreation, Public Health and Safety, Wildland Overlay	Park, Open Space	C-S	No change	Park, Open Space - Arroyo	A

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HDR: High Density Residential		PUD: Planned Unit Development		C-C: Central Commercial	
				C-F: Freeway Interchange Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
69	1	946 169100401	4242 Vervais Ave	Vacant	Parks and Recreation, Public Health and Safety, Wildland Overlay	Park, Open Space	C-S	No change	Park, Open Space – Arroyo	A
70	1	946 169100502	4254 Vervais Ave	Vacant	Parks and Recreation, Public Health and Safety, Wildland Overlay	Park, Open Space	C-S	No change	Park, Open Space – Arroyo	A
71	10	946 169100300	4230 Vervais Ave	Single-family Residential	Parks and Recreation, Public Health and Safety, Wildland Overlay	Park, Open Space	C-S	No change	Park, Open Space – Arroyo	A
72	11	946 168901000	4151 Stanley Blvd	Single-family Residential	HDR	HDR	R-1-6,500	No change	No change	RM-4,000
73	12	946 168900200	4017 Stanley Blvd	Single-family Residential	HDR	HDR	R-1-20,000	No change	No change	RM-4,000
74	13	946 169500700	4140 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
75		946 169500500	4128 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
76	14	946 169500400	4120 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
77		946 169500300	4112 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
78		946 169500200	4086 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
79		946 169500101	4070 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
80		946 169500102	4062 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
81		946 169500602	4160 Stanley Blvd	Single-family Residential	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
82		946 169500800	Stanley Blvd	Vacant	MDR	MDR	R-1-20,000	No change	No change	R-1-6,500
83		946 169700700	3970 Stanley Blvd	Single-family Residential	Public Health and Safety, Wildland Overlay, MDR	Open Space, MDR	R-1-20,000	No change	Open Space – Arroyo, MDR	R-1-6,500
84	946 169700300	3950 Stanley Blvd	Single-family Residential	Public Health and Safety, Wildland Overlay, MDR	Open Space, MDR	R-1-20,000	No change	Open Space – Arroyo, MDR	R-1-6,500	

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Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
85		946 169700800	3970 Stanley Blvd	Vacant	Public Health and Safety, Wildland Overlay	Open Space	R-1-20,000	No change	Open Space – Arroyo	R-1-6,500
86	14	946 169700100	3988 Stanley Blvd	Single-family Residential	MDR, Public Health and Safety, Wildland Overlay	MDR, Open Space	Agriculture	No change	Open Space – Arroyo, MDR	R-1-6,500
87		946 169700200	3900 Stanley Blvd	Single-family Residential	MDR	MDR	Agriculture	No change	No change	R-1-6,500
88	1	094 010200601	E Angela St	Public	Commercial	Public	C-C	P&I	No change	P&I
89		094 015701403	50 Abbie St	Public	Commercial	Public	C-C	P&I	No change	P&I
90		946 168000901	Stanley Blvd	Vacant	MDR, Public Health and Safety, Wildland Overlay	Public, Open Space	Not Available	P&I	Public, Open Space – Arroyo	P&I
91		946 168000902	Stanley Blvd	Vacant	MDR, Public Health and Safety, Wildland Overlay	Public, Open Space	Not Available	P&I	Public, Open Space – Arroyo	P&I
92		094 011004800	1st St	Vacant	Commercial	Public	Not Available	P&I	No change	P&I

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Legend				
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HDR: High Density Residential	PUD: Planned Unit Development	C-C: Central Commercial	C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
93		094 011004602	Kottinger Dr	Vacant	Commercial	Public	Not Available	P&I	No change	P&I
94		094 010601100	Transportation Corridor south of Spring St	Public	Commercial	Public	C-C	P&I	No change	P&I
95		094 011004601	Transportation Corridor north of Spring St	Vacant	Commercial	Public	C-C	P&I	No change	P&I
96		094 010301103	E Angela St	Public	Commercial	Public	Not Available	P&I	No change	P&I
97		094 010500202	Division St	Public	Commercial	Public	Not Available	P&I	No change	P&I
98	15	946 168000500	4005 1st St	Vacant	Medium Density	Downtown Commercial	Agriculture	Commercial	No change	C-C
99	16	094 011005200	Stanley Blvd	Vacant	Public Health and Safety, Wildland Overlay	Open Space	C-S	No change	Open Space – Arroyo	C-C
100		094 011005101	4167 1st St	Cemetery/Mortuary	Commercial	Downtown Commercial	C-S	No change	No change	C-C
101		094 011001206	4191 1st St	General/Retail Commercial	Commercial	Downtown Commercial	C-S	No change	No change	C-C
102	1	094 010500100	4444 Railroad Ave	Public	P&I	Public	C-C	No change	No change	P&I
103		094 010600808	4444 Railroad Ave	Public	P&I	Public	C-C	No change	No change	P&I

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Legend					
MDR: Medium Density Residential		RM: Multi-family Residential		MU: Mixed Use	
P&I: Public and Institutional		R-1: One-family Residential		MU-T: Mixed Use Transitional	
HDR: High Density Residential		PUD: Planned Unit Development		C-F: Freeway Interchange Commercial	
				C-C: Central Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
104	1	no APN	Approximately 0.17 acres "parcel" between Lions Wayside and APN 094010601200	Park	Commercial	Downtown Commercial	Not Available	Parks and Recreation	Park	A
105		094 010601200	None	Park	Commercial	Downtown Commercial	PUD-Open Space	Parks and Recreation	Park	A
106	17	094 009501101	4050 1st St	Religious/Institutional	P&I	Public	RM-15, RM-4,000	No change	No change	P&I
107	18	094 009502503	4212 1st St	General/Retail Commercial	Commercial	Downtown Commercial	C-F	HDR	HDR	RM-4,000
108	19	094 003600205	4432 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
109		094 003301000	4552 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
110		094 003600204	4453 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
111		094 003600100	4408 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
112		094 003700400	4329 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
113		094 003200301	4625 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
114		094 003200500	4673 Second St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Legend					
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P&I: Public and Institutional		R-1: One-family Residential		MU-T: Mixed Use Transitional	
HDR: High Density Residential		PUD: Planned Unit Development		C-F: Freeway Interchange Commercial	
				C-C: Central Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
115		094 003300200	113 Neal St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
116		094 003600800	4420 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
117		094 003300703	110 E Angela St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
118		094 003201100	4630 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
119		094 003700700	4349 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
120		094 003200800	104 Abbie St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
121		094 003600203	4443 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
122		094 003300800	4584 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
123		094 003700900	4363 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
124		094 003600201	4419 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
125		094 003600600	4456 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
126		094 003600700	4444 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Legend					
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P&I: Public and Institutional		R-1: One-family Residential		MU-T: Mixed Use Transitional	
HDR: High Density Residential		PUD: Planned Unit Development		C-C: Central Commercial	
				MU-D: Mixed Use Downtown	
				C-F: Freeway Interchange Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
127		094 003601000	118 Neal St	Religious/Institutional	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
128		094 003200100	4622 1st St	Multi-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
129		094 003701200	4383 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
130		094 003200600	4687 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
131		094 003300900	4568 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
132		094 003701000	4371 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
133		094 003700500	4333 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
134		094 003700800	4355 Second St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
135		094 003600900	100 Neal St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
136		094 003201002	4646 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
137		094 003700200	4307 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
138		094 003200402	4649 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Legend					
MDR: Medium Density Residential		RM: Multi-family Residential		MU: Mixed Use	
P&I: Public and Institutional		R-1: One-family Residential		MU-T: Mixed Use Transitional	
HDR: High Density Residential		PUD: Planned Unit Development		C-F: Freeway Interchange Commercial	
				C-C: Central Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
139		094 003200900	4678 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
140		094 003701300	4389 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
141		094 003200700	4699 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
142		094 003700300	4319 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
143		094 003700600	4341 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
144		094 003600300	4467 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
145		094 003200401	4637 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
146		094 003201001	4662 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
147		094 003701100	4377 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
148		094 003300400	4543 Second St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
149		094 003301100	4536 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
150		094 003300300	119 Neal St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Legend					
MDR: Medium Density Residential		RM: Multi-family Residential		MU: Mixed Use	
P&I: Public and Institutional		R-1: One-family Residential		MU-T: Mixed Use Transitional	
HDR: High Density Residential		PUD: Planned Unit Development		C-F: Freeway Interchange Commercial	
				C-C: Central Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

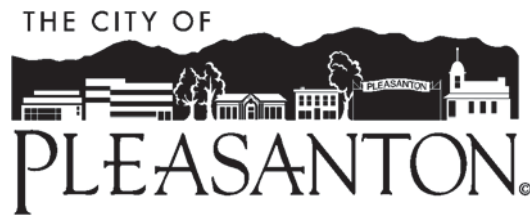
Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
151		094 003300601	4559 Second St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
152		094 003300100	101 Neal St	Duplex/Triplex	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
153		094 003701900	4358 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
154		094 003702000	4350 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
155		094 003702100	4342 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
156		094 003700100	4306 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
157		094 003702500	4312 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
158		094 003702400	4318 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
159		094 003702300	4324 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
160		094 003702201	4330 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
161		094 003702202	4336 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
162		094 003701501	4390 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500

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Legend					
MDR: Medium Density Residential		RM: Multi-family Residential		MU: Mixed Use	
P&I: Public and Institutional		R-1: One-family Residential		MU-T: Mixed Use Transitional	
HDR: High Density Residential		PUD: Planned Unit Development		C-F: Freeway Interchange Commercial	
				C-C: Central Commercial	
				C-S: Service Commercial	

Land Use Discrepancies Table

Property ID	Map ID	APN	Address	Existing Land Use	Current Designation			Proposed Designation		
					General Plan	Specific Plan	Zoning	General Plan	Specific Plan	Zoning
163		094 003701402	4397 Second St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
164		094 003701600	4382 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
165		094 003701700	4374 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
166		094 003701800	4366 1st St	Single-family Residential	MDR	MDR	RM-4,000	No change	No change	R-1-6,500
167	20	094 001404200	309 Neal St	Single-family Residential	MDR	Not currently within Specific Plan	R-1-6,500	No change	MDR; Adjust boundary to include property	No change
168	20	946 168000404	3988 First St, 3878 Stanley Blvd, 3780 Stanley Blvd	Entitled for Irby Ranch and Sunflower Hill	High Density Residential	3988 Stanley: High Density Residential, Open Space	PUD-HDR	No change	No change	No change
169		946 168000302						Adjust boundary to include entire property		
170		946 168000203								

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Legend					
MDR: Medium Density Residential	RM: Multi-family Residential	MU: Mixed Use	MU-D: Mixed Use Downtown		
P&I: Public and Institutional	R-1: One-family Residential	MU-T: Mixed Use Transitional	C-F: Freeway Interchange Commercial		
HDR: High Density Residential	PUD: Planned Unit Development	C-C: Central Commercial	C-S: Service Commercial		



ITEM 3: LAND USE DESIGNATIONS AND DISCREPANCIES

At the March 27, 2018, meeting, the Task Force began review of a number of proposed land use amendments to address existing inconsistencies between General Plan, Specific Plan, and Zoning designations. In advance of the March meeting, staff mailed letters to all owners and tenants of affected properties informing them of the proposed land use designation changes, and inviting public feedback.

The memo prepared for the March 27, 2018 meeting is attached for reference, and outlines the general approach and key elements of the proposed changes. As outlined in the memo, the proposed changes were grouped and shown on two maps: Map A reflecting changes proposed to be adopted at the same time the Specific Plan is adopted; and Map B, including changes that may warrant further outreach or discussion, and adoption of which is identified as an implementation action of the Specific Plan, following its adoption.

To ensure there was adequate opportunity for public comments to be submitted, in March the Task Force was requested to provide initial comments but to defer action or a recommendation on the proposed changes. The item is now being returned to the Task Force with a request for a recommendation to be made to the City Council.

In preparation for this June meeting, staff sent out follow-up letters to property owners and tenants regarding the proposed land use changes to the properties on Map A (a copy of the letter is attached to this memo), informing them of the Task Force's intent to provide a recommendation. The maps and accompanying tables have also been posted to the [project website](#).

Additional Information and Changes Since March 27 Meeting

Several items are of note for the Task Force, since the March meeting, discussed below.

Penny Pickens Property, 1056 Division Street

At the Task Force's May 2018 meeting, several members of the public provided written and verbal comments with respect to a property at 1056 Division Street. The comments expressed concerns about a massage business that intended to operate at this location. The property in question is currently zoned *Office District*, which allows personal services (including massage businesses), but is surrounded by single-family residential uses.

As noted in the maps and table presented at the March 27, 2018 meeting, the zoning for the property at 1056 Division Street is proposed to be modified from *Office District* to *One-Family Residential District* (R-1-6,500) to be consistent with adjacent properties and with the *Medium Density Residential* designations in the Downtown Specific Plan and the General Plan.

The property owner, Ms. Penny Pickens, has contacted staff, and has communicated concerns about changing the zoning from *Office District* to *One-Family Residential*, and indicated that since the commercial zoning designation, the interior of the home has been remodeled such that a residential use would require substantial investment and improvements (e.g., add a kitchen since one does not currently exist in the structure). Written communication from Ms. Pickens is provided in Attachment 2 to this memo, requesting that the property retain its current *Office District* zoning.

In response to concerns raised regarding the massage use at this location, and separate from the Task Force's scope of review, staff is preparing to bring an urgency ordinance to the City Council in July for consideration, which, if approved would pause issuance of approvals for new massage businesses in the downtown, and allow time to study if any Municipal Code amendments are needed to better regulate this type of use.

David Jones Property, 938 Division Street

As follow-up to the letters staff sent out in preparation for this June meeting, Mr. David Jones, property owner of 938 Division Street, indicated he would prefer to have his property identified on Map B (for future implementation) instead of Map A. The General Plan land use designation for the subject property is *High Density Residential*, the specific plan land use designation is *Medium Density Residential*, and the zoning is *One-Family Residential District* (R-1-6,500). Staff had proposed to modify the General Plan land use designation such that it was consistent with the specific plan and zoning, particularly since vehicular access is from Division Street, and the surrounding zoning is for single family residential. However, Mr. Jones indicates that he has utility easements on the property located southwest of his (at 907 Division Street), and if that property redevelops as multi-family (as is permitted by its Multi-Family Residential (RM-1,500) zoning designation), he too would like to be able to develop his property as part of that multi-family development, and therefore would like to postpone any land use designation changes.

Mayer Property, 374 St. Marys Street

Ms. Rosemary Pease contacted staff about the proposed changes to 374 St. Marys Street which include changing the land use designations in the General Plan, specific plan, and the zoning to *Mixed Use – Transitional*, and specifically inquired if office uses would continue to be a permitted use. Staff has provided Ms. Pease with an excerpt of the Land Use chapter where offices are identified as an intended use in the *Mixed Use – Transitional* district, as well as a link to the complete document.

Verna Garibaldi Property, 4230 Vervais Avenue

In response to the March 27 meeting notification, Mr. Michael Caldwell, a representative of the owner of the property at 4230 Vervais Avenue (Ms. Verna Garibaldi) contacted staff to request that any immediate changes to land use designations for the property at 4230 Vervais Avenue be postponed. Ms. Garibaldi's property, which has been identified in City planning documents as the site of a future expansion of adjacent Rotary Park, is designated in the General Plan and Specific Plan as *Parks and Recreation*, and *Park*, respectively, but is zoned *Service Commercial (C-S)*. Since the subject property is currently not on the market for sale, staff agreed that it is premature to make any zoning change; therefore, the attached maps have been modified to show 4230 Vervais on Map B (future implementation), rather than Map A.

Open Space Category

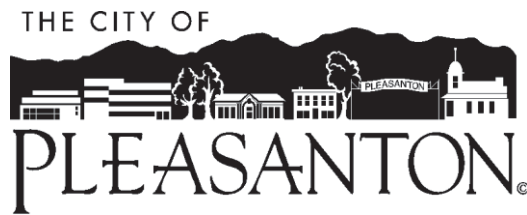
Finally, in the accompanying table, where the March 27 version of the table indicated some properties with a specific plan *Open Space* land use designation to have a name change to "Arroyo" – the correct proposed name *Open Space – Arroyo* is now listed, corresponding to the text of the Specific Plan.

As the Task Force will recall, the redline Land Use chapter proposes to distinguish the open space category (which applies to open space along the Arroyo and along the railroad), into two categories: *Open Space – Arroyo* and *Open Space – Railroad*. Aside from the minor name change, the fundamental intent and requirements of the category remains the same (i.e., to identify land upon which development is restricted for the protection of public health and safety). Given the non-substantive nature of the change, it would be implemented with adoption of the Specific Plan for all affected properties, on both Maps A and Map B and any other properties currently with the *Open Space* designation in the specific plan.

Staff is requesting the Task Force review the public comment and materials provided for this item, and make a recommendation regarding the proposed land use changes.

Attachments:

1. Map A and Map B, with *Land Use Discrepancies* Table
2. Public Correspondence
3. Memo for Land Use Designations and Discrepancies (Item 3) prepared for the March 27, 2018, Task Force meeting
4. Sample Letter to Property Owners and Tenants



ITEM 3: LAND USE DESIGNATIONS AND DISCREPANCIES

At its January 23, 2018, meeting, the Task Force discussed land use designations for downtown, including two new land use designations: a *Mixed Use Downtown* designation, and a *Mixed Use Transitional* designation. Also at the January meeting, staff noted the need to reconcile a number of existing inconsistencies between General Plan, Specific Plan, and Zoning designations, with follow-up discussion to occur at future Task Force meetings.

Accordingly, as follow-up to the initial discussion at the January meeting, staff has compiled maps and a corresponding table that identify existing inconsistencies between the existing General Plan, Downtown Specific Plan, and/or zoning designations for various properties downtown (170 parcels total). The table includes recommendations on how to reconcile the inconsistencies. Staff is requesting the Task Force begin to review and receive public input on the proposed changes to land use designations, with the important caveat that no action to modify any land use designation is being made at this meeting, with a final Task Force recommendation to be agendized at a future date, and the City Council to take any final action on recommended land use changes.

General Approach to Land Use Modifications

California State law requires consistency between a jurisdiction's general plan, specific plan, and zoning ordinance: where modifications to the general plan result in inconsistencies with a specific plan and/or zoning, the law requires amendment of the latter to reconcile any inconsistency with the general plan. Typically, the general plan and specific plan's land use designations are somewhat broader or more general in how they define aspects such as allowable categories of land use and development standards; zoning implements the general plan and/or specific plan, often with a more focused, fine-grained or restrictive set of allowable uses and development standards.

This effort to reconcile inconsistencies in land use would follow and further these requirements. With limited exceptions, designations in the General Plan (and the Downtown Specific Plan) have been used as overarching guidance, with changes proposed to the specific plan land use designation and/or zoning to be consistent with the General Plan.

Creating consistency between land use designations would result in more predictable expectations for owners of the subject property and surrounding neighbors, as opposed

to having potentially conflicting designations, and leaving the objectives and intent of the land uses ambiguous and subject to piecemeal interpretation.

The following summarizes a few additional key points:

- **PUD Zoning.** Several of the subject properties are zoned Planned Unit Development (PUD), meaning that a site-specific PUD plan and development standards have been adopted that constitutes the zoning requirements for that site. Therefore, staff proposes to maintain the PUD zoning, even if modifications to the general plan and/or specific plan land use designations are proposed, and the PUD would still govern the zoning for these properties. For example, recently entitled properties located at 4791 Augustine Street (PUD-118) and 377 St. Marys Street (PUD-107) would retain their PUD zoning, but would be included in the new *Mixed Use Transitional* specific plan land use category. While staff believes these PUDs would be generally consistent with the new DSP land use designation, which allows for both residential and commercial uses, the text in the specific plan related to the *Mixed Use Transitional* category would clarify that the new specific plan land use designation does not negate or otherwise affect the approvals already granted for these properties.
- **Office Specific Plan Land Use District.** While deletion of the *Office* specific plan land use designation was previously contemplated, staff proposes to retain this designation to apply to several properties with recently constructed office development (e.g., 301 Ray Street, 73 Ray Street, and 5000 Pleasanton Avenue).
- **Non-Conforming Uses and Structures.** While the intent of the proposed modifications is to reconcile inconsistencies between the General Plan, Specific Plan, and zoning, doing so will result in some properties with non-conforming uses and/or structures.

An example of a zoning change that will result in a non-conforming use is 4262 Stanley Boulevard, where an auto repair business is located. In this case, the current zoning of the property (*Service Commercial District (C-S)*), is not consistent with the Specific Plan's "Downtown Commercial" designation for the property, which identifies the appropriate implementing zoning district as Central Commercial (C-C). Auto repair is not a permitted or conditionally permitted use in the C-C District. Rezoning the property to C-C District would be consistent with the DSP, but would mean that the existing auto repair would now be considered as a legally-established but non-conforming use. While the use may continue as a legal non-conforming use, cessation of the use¹ would result in any new business having to meet the use parameters of the C-C District. Although staff has considered and attempted to avoid creating non-conforming uses, in this instance the change would further the intent and desire of the General Plan

¹ As defined by the municipal code, whenever a nonconforming use has been abandoned, discontinued, or changed to a conforming use for a continuous period of 90 days or more, the nonconforming use shall not be reestablished, and use of the structure or site shall be in conformity with the governing zoning designation.

and specific plan for these parcels, and over time encourage this property to transition to a use more consistent with the overall vision for the downtown.

Subject Properties

Attached to this memo are two maps and a table. Land use discrepancy "[Map A](#)" identifies properties proposed to be changed with review and eventual adoption of the Downtown Specific Plan Update by the City Council. Land use discrepancy "[Map B](#)" identifies properties that will not be addressed as part of the DSP update, but that will be considered in the future, as an implementation action that would follow adoption of the specific plan to allow for additional outreach to these property owners.

Details regarding the proposed changes for both maps can be found in [the accompanying table](#) (subject properties are identified with Assessor's Parcel Number and address, and correspond to the numerical Map IDs on the maps).

Map A: Properties to be Addressed as Part of DSP Update

Properties on Map A are divided into three general categories:

1. **Publicly-owned:** These consist of properties that are owned by public entities. Of the twenty-five properties in this category, the majority of these are owned by the City of Pleasanton. Generally, modifications to land use designations of properties entail creating consistent designations for the Transportation Corridor and other public facilities such as the Firehouse Arts Center, and properties located within the existing Civic Center. It should also be noted that while only two properties within the existing civic center area are identified on the map as having existing land use discrepancies, as has been discussed at previous Task Force meetings, a new specific plan land use designation of *Mixed Use Downtown* is contemplated for the entire approximately 13-acre existing civic center site.
2. **Privately-owned:** These properties are privately owned, and are in various locations within the plan area. These properties are identified separately from those currently considered to be designated *Mixed Use Transitional* (which is proposed to apply to the east side of Peters Avenue and the north side of Old Bernal Avenue).

The boundary of the plan area is proposed to be adjusted to include the properties where the Irby Ranch and Sunflower Hill developments will be constructed, as well as 309 Neal Street. Discussion regarding 309 Neal Street was deferred at the January Task Force meeting to allow for the property owners and staff to discuss the proposed modification. The subject property is currently just outside of the Downtown Specific Plan boundary, and upon inclusion in the Downtown Specific Plan, would need to receive a land use designation. Adjacent and nearby properties are designated *Medium Density Residential*, and thus staff recommends this property receive the *Medium Density Residential* specific plan land use designation). The General Plan land use and zoning designations would remain as they are now.

3. **Privately owned – MU-T:** These properties are privately owned, and are generally located on the east side of Peters Avenue and the north side of Old Bernal Avenue. As initially discussed at the January 23, 2018 Task Force meeting, a *Mixed Use Transitional* land use district is intended to accommodate a range of commercial uses similar to those suggested by the Task Force during its discussion, focusing on uses that could have a somewhat lower intensity than uses allowed within the *Downtown Mixed Use* district (which would apply to the existing civic center area), with operating characteristics that are more compatible and appropriate with adjacent residential uses.

Map B: Properties to be Addressed as a Follow-up/Implementation Action

A total of 95 properties are identified in Map B. The properties on this map are generally residential uses, and the modification to the land use designations (some of which are zoning changes), would potentially modify the development standards and density. Since this has farther reaching implications, staff believes this effort would require targeted outreach and follow-up conversations with property owners. Therefore, staff proposes to make these changes an implementation action that would follow adoption of the Downtown Specific Plan update.

Property Owner Notification

A letter has been sent notifying property owners and tenants of the proposed land use changes to the properties on Map A (a copy of the letter is attached to this memo). Also, the maps and accompanying tables have been posted to the [project website](#). Additionally, a display ad was published in *The Valley Times* in advance of this Task Force meeting (which also notifies the public of the other topics on the agenda, including the scoping meeting for the EIR). Property owners (and general members of the public) have also been encouraged to sign up for the *Interested Parties* email distribution list to remain informed about future agendas related to land use modifications, and for periodic information regarding the specific plan update.

Task Force and Public Review

Staff requests the Task Force: (1) review the proposed modifications and provide direction if it wants to change any of the proposed designations or approach; (2) accept public comments on the proposed changes from affected property owners and the general public.

Attachments:

1. Map A and Map B, with *Land Use Discrepancies* Table
2. Sample Letter to Property Owners and Tenants

Item 4A
ATTACHMENT 4

November 1, 2018

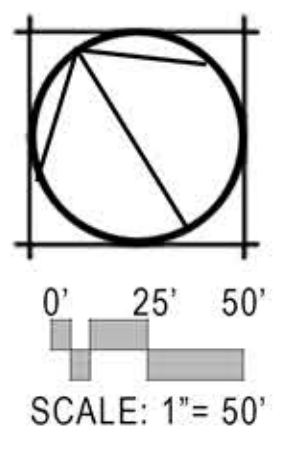
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CITY OF PLEASANTON
PLANNING DIVISION

Mayor Thorne, City Counsel,

My name is Joseph Barone. My wife and I have been residents of Pleasanton for 23 plus years. As you know, Barone's Restaurant has also been fortunate to have been part of the downtown community for the same time. My wife and I have been restaurateurs for over 35 years respectively. We have been blessed with two children, ages 20 and 18, Alessandro and Giancarlo. The intent for being here tonight is that we are at a stage in our lives where estate planning is of the utmost importance. We would like to get our properties entitled for possible residential development in the future as our children have expressed no interest in our business and we feel that we owe it to them to give them options. We have met with the city manager and the planning department and they have both expressed support for a potential future project. Our home, built in 1885 would remain and the view down Peters Avenue would not be tainted. We have residential to the west and commercial to the east and we feel that downtown housing would fit in with the specific plan. Thank you for time.

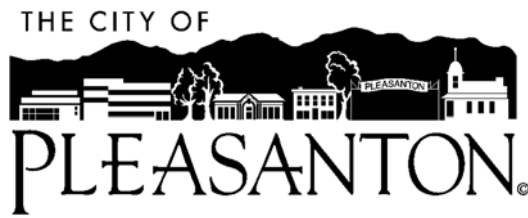
Sincerely,

Joseph Barone



PROJECT DATA SUMMARY

ADDRESS: 475 & 493 SAINT JOHN STREET
 PLEASANTON, CA 94566
 APN: 094-114-007 & 094-114-008
 ZONING: CURRENT: CENTRAL COMMERCIAL
 PROPOSED :PUD
 SITE SIZE:
 NET: 65,320 SF
 CREEK: 23,192 SF
 (E) HOUSE: 12,730 SF
 GROSS: 101,242 SF
 PROPOSED UNITS:
 3-STORY TOWNHOMES: 26 UNITS
 2-STORY TOWNHOMES: 2 UNITS
 TOTAL: 28 UNITS
 DENSITY:
 NET: 28 du / 1.5 ac = 18.67 du/ac
 GROSS (w/o (E) HOUSE): 28 du / 2.03 = 13.79 du/ac
 PARKING:
 REQUIRED: 2 SPACES / UNIT: 56 SPACES
 PROVIDED: 2-CAR GARAGE / UNIT: 56 SPACES
 GUEST SPACES: 5 SPACES
 TOTAL: 61 SPACES



ITEM 4C: OPTIONS REGARDING MASSAGE ESTABLISHMENTS

On August 21, 2018, the City Council adopted Urgency Interim Ordinance No. 2183 (Attachment 1 to this memo), which prohibits new massage establishments within the Downtown Specific Plan (DSP) area, and limits expansion of existing establishments, with certain limited exceptions. This ordinance was follow-up to an initial discussion held by the City Council at its July 17, 2018, meeting, when direction was provided to staff to develop the Urgency Ordinance.

The topic of massage establishments, particularly as located downtown, has been discussed by the Task Force in the context of the active ground floor uses overlay and whether “personal services,” defined in the Pleasanton Municipal Code as including massage establishments, should be allowed as ground floor uses. Massage businesses were also discussed during the Task Force “land use discrepancies” conversations, specifically related to the property located at 1056 Division Street. For that property, the fact that the current “Office” land use designation permits personal services, including massage establishments, raised concerns for some surrounding neighbors, a number of whom provided comment to the Task Force and City Council about the compatibility of massage uses with residential uses.

The current definition of active ground floor use in the public review draft of the specific plan is excerpted below. The Task Force direction to-date has been to not include personal services as part of the definition of active ground floor use.

"Active ground floor use" means a use that promotes an active pedestrian environment on the ground floor of a commercial building, and includes retail establishments, restaurants, bars and brew pubs, art and craft studios, and other uses determined by the director of community development to be substantially similar to the foregoing, or to have unique characteristics such that the objectives of the overlay district would be met.

There are 24 massage establishments currently located downtown. This number includes day spas, beauty salons, and chiropractor offices that provide massage services as a component of their services, as well as stand-alone massage establishments. A map showing the locations of the existing establishments is included as part of this memo, with identification numbers on the map itemized in a table. The map shows the physical distribution of existing massage establishments, with the land use designations for each of the locations summarized in the table. Of the 24 existing establishments, the majority are in the C-C district; three are in the new Mixed Use –

Transitional District (one is currently zoned Office District and two are currently zoned C-C District, but with a specific plan designation of Office. Due to the Office specific plan land use designation, staff has deferred to and utilized the PMC's Office District's list of permitted uses for properties with this designation). As seen on the map, the massage establishments are dispersed widely throughout downtown, without a notable concentration in any specific subarea.

The following are options for regulating massage establishments downtown:

1. **Concentration thresholds, and/or separation thresholds** (i.e., an overall limit on the total number of massage establishments located downtown, and/or requirement that massage establishments be separated from one another by certain radius or linear distance). There are currently 66 massage establishments Citywide, and as mentioned, 24 are located downtown. For clarification, the 66 establishments include some that provide massages “offsite” (e.g., at Oracle or Workday), and others that provide massage services as part of a chiropractic office. Also as noted above, some of the 24 establishments located downtown are also part of other businesses, such as day spas, beauty salons, and chiropractic offices, whereas others provide only massage services. A concentration threshold (e.g., no more than 25 massage establishments downtown) would limit the total number of massage establishments downtown, meaning that once the maximum is reached, a new massage establishment could not locate downtown until an existing location closed or moved out of the area. Employing this approach would need clarification on whether two establishments in the same location could “count” as a single location, or whether they would be counted as two (e.g., of the 24 that are located downtown, two are in the same location; see Map IDs #3 and #4 at 357 Ray Street, but operate under two different establishment permits). A separation requirement would require that massage establishments be separated by a certain radius or linear distance on a specific street, and could be potentially be combined with a concentration threshold.
2. **Requirement of a Conditional Use Permit (CUP) (or Minor Conditional Use Permit (MCUP)) for all massage establishments downtown** (i.e., any business seeking a permit for a massage establishment would need to secure Planning Commission approval, through which the Planning Commission may evaluate factors such as concentration and separation on a case-by-case basis, as above).

It should be noted that the City has, until now, become more permissive of massage establishments over time. Before 1997, all massage establishments were subject to Planning Commission Conditional Use Permit (CUP) approval. A code amendment approved in 1997 allowed administrative (“over-the-counter”) approval of small massage establishments (defined as having three or fewer technicians at one time) and establishments with greater than three technicians subject to CUP approval. A 2017 code amendment created the Minor Conditional Use Permit (MCUP) process for massage establishments with more than three

technicians at one time¹ and establishments with three or fewer technicians remained as an over-the-counter approval). A less onerous permitting process would be to require all massage establishments obtain a Minor Conditional Use Permit.

A third version of this “CUP” option that also incorporates a separation threshold is to require a CUP if the massage establishment meets certain criteria. This approach is similar to that adopted by City Council in 2012 for financial institutions wherein those that meet certain criteria (i.e., located in a C-C District, located within the Downtown Revitalization District, and have ground floor frontage on Main Street) would be subject to Conditional Use Permit approval by the Planning Commission. The code indicates that the Planning Commission shall discourage more than one financial institution within any block of Main Street (including both sides of the street as defined by address, e.g., 100 block, 200 block, etc.) and encourage retail businesses on corners that add to the vitality and pedestrian interest in downtown.

3. **Prohibition of additional massage establishments from locating downtown** (i.e., no new massage establishments would be allowed downtown, and existing, legal massage establishments would become non-conforming uses). Under this option, the City would not permit new massage establishments downtown, and if an existing establishment lapsed for a period greater than 90 days, it would not be able to retain its non-conforming status, and the tenant space would be required to be replaced with a use that conforms to code requirements. In the long-run, the number of massage establishments downtown could be significantly reduced, or massage establishments could be completely phased out. Of this options identified in this memo, this option is the most restrictive for massage establishments.

4. **Exemption of massage establishments from the Active Ground Floor Overlay area requirement** such that massage establishments can be located on the first floor along Main Street and areas of the Mixed-Use Downtown District. Several of the public comments and public testimony received at the August 21, 2018, City Council meeting indicated that massage is often used in conjunction with medical treatment, and thus people with injuries can find it difficult to access second floor tenant spaces, especially in older buildings located downtown that provide second floor access via stairs and not an elevator. Allowing massage establishments on the first along Main Street would also allow more visibility of the business and the business operation. This option, of the options identified in this memo, would make it more permissive for massage establishments to locate downtown compared to the language currently in the specific plan related to active ground floor uses.

¹ The MCUP process is subject to approval by the Zoning Administrator (instead of the Planning Commission) unless appealed.

Public Comment

At the July 21, 2018, City Council meeting, one of the neighbors to the property at 1056 Division Street spoke and urged the City Council to adopt the ordinance. There were several massage establishment owners present for the August 21, 2018, City Council meeting that provided public testimony. Written communication received in preparation for the August 21, 2018, City Council meeting, as well as comments received after the City Council meeting is attached to this memo as Attachment 2. Massage establishment owners communicated that the Ordinance does not support expansion of small businesses downtown, particularly when many establishment owners and technicians have secured professional training above the minimum requirements, and provide a valuable service to many downtown patrons and visitors. As mentioned in this memo, some also expressed concern about limiting personal services to the second floor on Main Street since those seeking medical treatment may find it challenging to access a second floor suite.

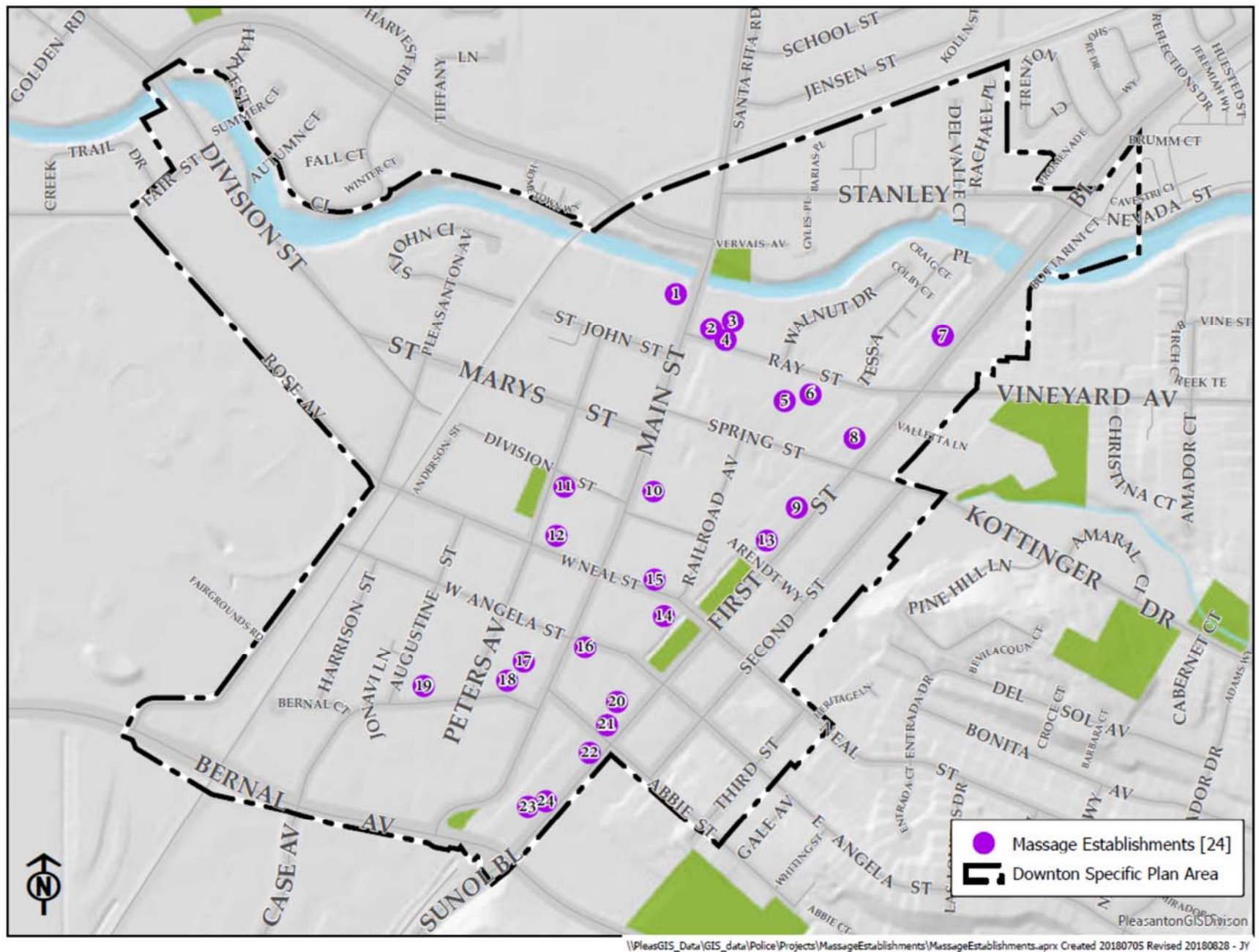
Task Force Input

Staff is soliciting initial Task Force input on the options related to massage establishments downtown, with the understanding that this topic will be presented to other groups such as the Economic Vitality Committee, Pleasanton Downtown Association, and Chamber of Commerce. Upon obtaining feedback from these other groups, staff can return to the Task Force with a summary, and the Task Force will be asked to make a recommendation regarding massage establishments in the Downtown Specific Plan area for incorporation into the specific plan document upon adoption (with additional implementation measures, such as amendments to the Pleasanton Municipal Code, as needed).

Attachments:

1. Ordinance 2183
2. Public Comment Received for the August 21, 2018, City Council meeting, and follow-up comments

Item 4C: Options Regarding Massage Establishments



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Map ID	Massage Establishment Name	Massage Establishment Location	General Plan Land Use Designation	Specific Plan Land Use Designation	Zoning Designation
1	Vintage Massage	855 Main Street	Commercial ²	Downtown Commercial	C-C ³
2	Diane L Lovitt, CMT	397 Ray ST #204	Commercial	Downtown Commercial	C-C
3	Heavenly Day Spa & Salon	357 Ray ST	Commercial	Downtown Commercial	C-C
4	Take Care Massage Therapy	357 Ray ST	Commercial	Downtown Commercial	C-C
5	Body Balance Fitness & Massage	164 Ray ST Ste D	Commercial	Downtown Commercial	C-C
6	Amador Valley Chiropractic	148 Ray ST Ste A	Commercial	Downtown Commercial	C-C
7	Natural Massage Spa	4183 First Street	Commercial	Downtown Commercial	C-C
8	New Lucky Spa	4259 First Street	Commercial	Downtown Commercial	C-C
9	Peony Spa	4337 First Street #D	Commercial	Downtown Commercial	C-C
10	Healthy Necessity	610 Main ST Ste E	Commercial	Downtown Commercial	C-C
11	Kua Body Studios	555 Peters Ave #210	Commercial	Office (change to MU-T)	Follow Office District (change to MU-T)
12	Ziya Rose	275 Rose Avenue #201/#204	Commercial	Downtown Commercial	C-C
13	Yan's Massage	4377 First Street #A	Commercial	Downtown Commercial	C-C
14	Top Shelf Beauty Bar	30 W. Neal Street #100	Commercial	Downtown Commercial	PUD-C-O (O. 1007)
15	Divine Skin & Body Care	87 W Neal ST	Commercial	Downtown Commercial	C-C
16	Wonder Massage Spa	350 Main ST Suite #C	Commercial	Downtown Commercial	C-C
17	Aroma Day Spa	337 Main ST Ste A	Commercial	Downtown Commercial	C-C
18	Lisa Sogo, CMP	147 Old Bernal	Commercial	Office (change to MU-T)	Follow Office District (change to MU-T)
19	Lifetime Wellness Integrative Health	231 Old Bernal Ave #1	Commercial	Office (change to MU-T)	Office District (change to MU-T)
20	Chelsey Vaeth, CMT	4625 First Street #250	Commercial	Downtown Commercial	PUD-C-O (O. 1007)
21	Sun Massage Therapy	4625 First St #155	Commercial	Downtown Commercial	PUD-C-O (O. 1007)
22	Solace Body Health	4713 First ST #130	Commercial	Downtown Commercial	C-C PUD-C-O (O. 1007)
23	The BRAT House Day Spa	4725 First ST #253	Commercial	Downtown Commercial	PUD-C-O (O. 1007)
24	Wanda L. Schneider, CMT	4725 First ST #205	Commercial	Downtown Commercial	PUD-C-O (O. 1007)

² While Commercial is listed as shorthand, the land use designation in the General Plan is *Retail/Highway/Service Commercial/Business and Professional Offices*

³ C-C is shorthand for Central-Commercial District

**Item 4C
ATTACHMENT 1**

ORDINANCE NO. 2183

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PLEASANTON AMENDING AND EXTENDING URGENCY (INTERIM) ORDINANCE NO. 2182 PROHIBITING THE ISSUANCE OF SPECIFIED APPROVALS AND PERMITS FOR NEW OR EXPANDING MASSAGE ESTABLISHMENTS IN THE DOWNTOWN SPECIFIC PLAN AREA FOR 22 MONTHS AND 15 DAYS

WHEREAS, on July 17, 2018, the City Council adopted Urgency (Interim) Ordinance No. 2182 prohibiting the issuance of specified approvals and permits for new or expanding massage establishments in the Downtown Specific Plan area ("the Ordinance"); and

WHEREAS, the Ordinance was adopted following notice pursuant to Government Code section 65090 and a public hearing; and

WHEREAS, on August 21, 2018, the City Council issued a report describing the measures taken to alleviate the condition which led to the adoption of the Ordinance; and

WHEREAS, the City Council now wishes to amend and extend the Ordinance for 22 months and 15 days.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. The recitals and findings contained in Urgency (Interim) Ordinance No. 2182 remain in effect.

SECTION 2. Section 1 of Urgency (Interim) Ordinance No. 2182 is amended to read as follows:

SECTION 1. During the time this Urgency Ordinance is in effect, no zoning or land use approval shall be granted, no business license, no massage establishment (as defined in the Massage Therapy Act and Pleasanton Municipal Code) permit, or other permit or entitlement shall be issued, for the establishment, operation, or expansion of:

- a) a new massage establishment;
- b) the expansion of the square footage of any building space within which a Massage establishment is operating; and
- c) new tenant improvements for discretionary upgrades (i. e., upgrades not necessary for health and safety reasons) requiring building permits for any building space within which a massage establishment is operating;

in the Downtown Specific Plan area shown in Exhibit A. Notwithstanding the foregoing, any existing massage establishment in the Downtown Specific Plan area shall be allowed to (subject to compliance with the Pleasanton Municipal Code, including but not limited to Ch. 6. 24, and the Massage Therapy Act):

- 1) renew an annual City of Pleasanton business license;

- 2) apply for a minor conditional use permit for the expansion of an existing permitted massage establishment to increase the number of massage technicians to four or more technicians at any one time;
- 3) apply for a revised sign permit;
- 4) apply for a building permit to address any health and safety issues for any building space within which the existing massage establishment is operating;
- 5) change ownership of the existing massage establishment, subject to Pleasanton Municipal Code Ch. 18.120 Nonconforming Uses.

SECTION 3. Urgency (Interim) Ordinance No. 2182 is extended for a period of 22 months and 15 days from its expiration date. Except as described above, all terms adopted under the Ordinance shall continue with full force and effect as if re-stated here.

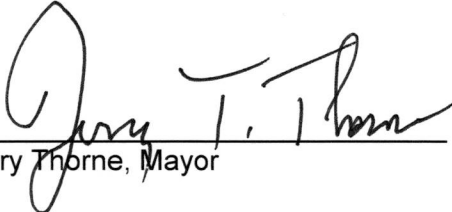
SECTION 4. This ordinance is an urgency ordinance enacted under Government Code sections 65858 and 36937 and takes effect immediately upon adoption.

SECTION 5. This ordinance is not subject to the California Environmental Quality Act ("CEQA") pursuant to sections 15606(c) (2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c) (3) (the activity is not a project as defined in section 15378) of the CEQA Guidelines (California Code of Regulations, Title 14, Ch. 3).

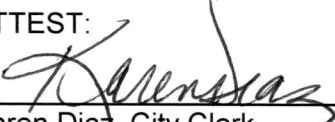
SECTION 6. A summary of this ordinance shall be published once within fifteen (15) days after its adoption in "The Valley Times," a newspaper of general circulation, and the complete ordinance shall be posted for fifteen (15) days in the City Clerk's office within fifteen (15) days after its adoption.

The foregoing ordinance was adopted at a regular meeting of the City Council of the City of Pleasanton on August 21, 2018 by the following vote:

Ayes: Councilmembers Brown, Narum, Olson, Mayor Thorne
Noes: None
Absent: Councilmember Pentin
Abstain: None



Jerry Thorne, Mayor

ATTEST:


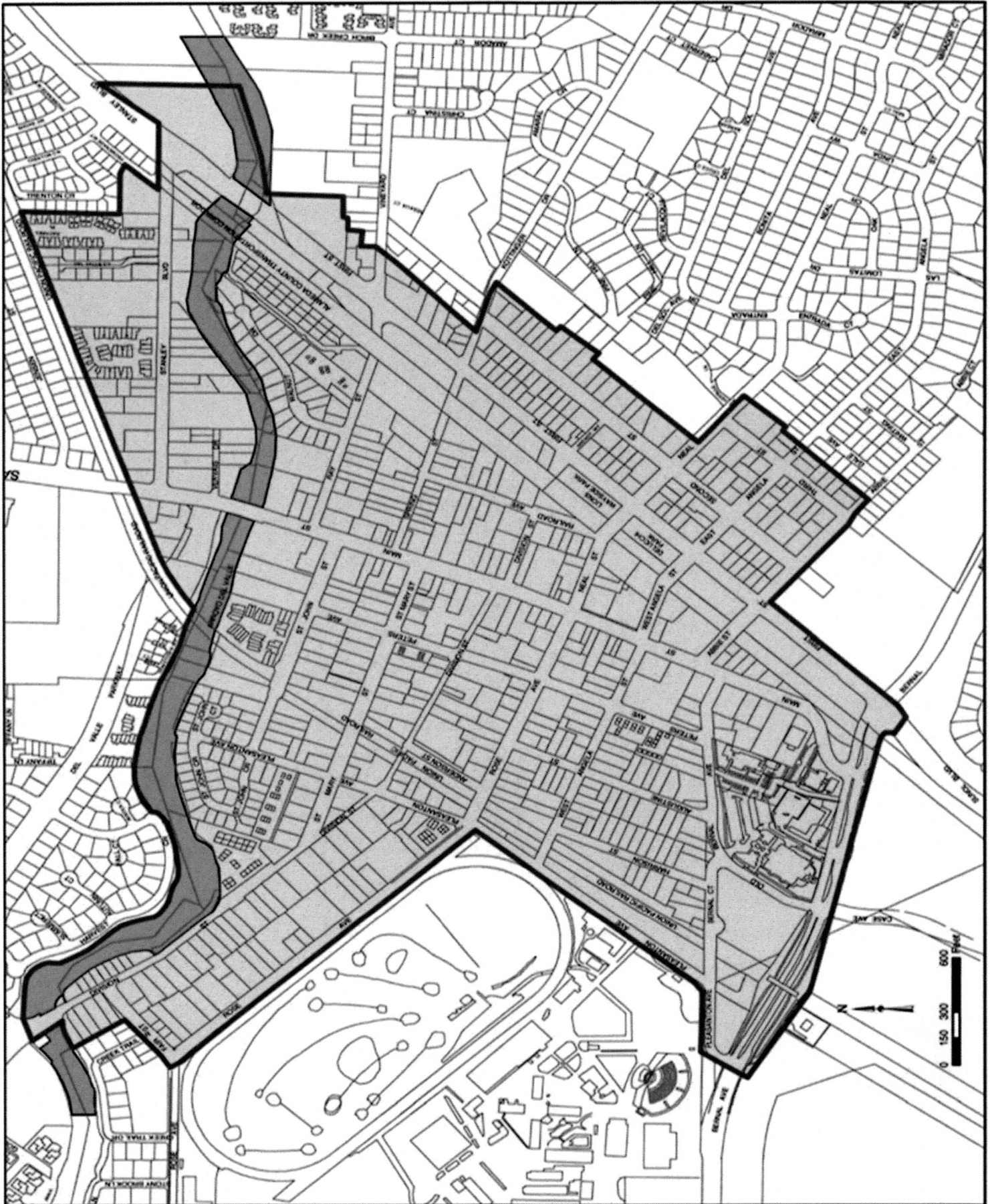
Karen Diaz, City Clerk

Dated: 8/28/18

APPROVED AS TO FORM:



Daniel G. Sodergren, City Attorney



From: Upuia Ahkiong
Sent: Tuesday, July 17, 2018 4:25 PM
To: Pleasanton City Clerk
Subject: OPPOSE the ban on new massage businesses downtown

Hello Gerry and Council,

I just left you a voice message after learning today that the Council is going to decide on enforcing a temporary ban on new massage businesses downtown.

Please share this during the Council. My apologies for any typos as I just learned about this ban and in between clients:

Dear Members of the Council and Community of Pleasanton,

My name is Upuia Ahkiong, resident of Pleasanton, certified massage therapist and owner of Kua Body in downtown on Peters Avenue.

I learned today that you plan to vote on banning new massage establishments in the downtown and prohibit massage venues from expanding. I have been practicing massage therapy professionally for 16 years both as a small business owner and spent 10 years helping to grown the world-wide Google Massage Program.

As a small business owner, I wholeheartedly 100% oppose this ban and any suggestion of prohibiting small massage therapy businesses from practicing, expanding and growing their businesses in the downtown area. My colleagues and I have maintained a strong professional / ethical reputation in the City of Pleasanton for years and want to continue fostering this type of opportunity for our future and fellow therapists.

By singling out an industry because of one incident is bordering on prejudice and is unjust. I have been active in helping to support the vitality of the downtown, a member of the PDA, and a frequent patron of the many downtown businesses. The ban does not support small businesses instead it's anti-small business and community. Massage Therapy is a legitimate profession and should be respected like any other health/medical industry.

I would have liked to be there in person to meet you all and share my thoughts and suggestions about a decision you are about to make. I'm currently working with clients and not able to make it. I ask you do not ban any new/current massage therapist or establishment from operating or expanding their business.

I would like the opportunity to share more about this topic if there is another meeting.

Sincerely,
Upuia Ahkiong

Public Comments
Massage Urgency Ordinance

From: Beverly Gill
Sent: Thursday, July 12, 2018 6:20 PM
To: Shweta Bonn <sbonn@cityofpleasantonca.gov>
Subject: Re: July 17 City Council | Massage Ordinance

Ms Bonn,
I am in agreement with the decision regarding massage establishments.
Beverly Gill
Sent from Yahoo Mail on Android

On Thu, Jul 12, 2018 at 4:22 PM, City of Pleasanton - Planning Division
<sbonn@cityofpleasantonca.gov> wrote:

Dear Downtown Specific Plan Update Interested Parties,

Please find online the July 17, 2018, City Council agenda. An item on the agenda is an urgency ordinance relevant to massage establishments located within the Downtown Specific Plan area (see Item 16).

-Shweta

Shweta Bonn
Senior Planner, Community Development Department
D: 925-931-5611
F: 925-931-5483
sbonn@cityofpleasantonca.gov
City of Pleasanton | P.O. Box 520, Pleasanton, CA 94566

July 29, 2018

RECEIVED

JUL 30 2018

CITY OF PLEASANTON
PLANNING DIVISION

Dear Mayor Thorne and Pleasanton City Council Members:

My name is Denise Schuchardt. I was born, raised in and currently reside in Pleasanton. I am a client of Michelle Pena, who owns Healthy Necessity Massage. I am writing this letter in support of the therapeutic massage businesses that operate within Pleasanton. It is my understanding that a new ordinance was passed limiting massage businesses within the city limits. It is also my understanding that the new rules not only apply to new massage businesses, but to existing ones as well.

I am a teacher by profession (I do not work for Pleasanton Unified) and my job can be very stressful depending on the year. About 8 years ago I had a particularly difficult class to the point where my stress was causing health issues including inflamed sciatic nerve on both sides of my body as well as the finger on my left hand seizing up as well. I was miserable.

My mother, who is also a client of Michelle's, recommended I get a massage from Michelle. I'm so glad I did! I felt relief immediately after the massage. I then started to make a regular monthly appointment for a massage with Michelle and continue to see her to this day. Michelle not only provides massages, she also gives advice on how to keep things working well. She understands kinesiology very well. One time I was planning on a long, multi-day car trip across the country and I was worried about my sciatic acting up because of the length of time sitting in a car. Michelle gave me ideas on how to stretch things out and keep things loose so I wasn't in pain. Her advice worked perfectly. She provides a valuable service that is dearly needed.

I understand that some residents of Pleasanton are concerned about the amount of massage businesses opening up in town. I understand that some residents are concerned that many massage businesses may not on the up and up—referring to them as “Massage Parlors”. A therapeutic massage business, such as Healthy Necessity, is NOT a massage parlor nor is it operating a questionable business. They are legitimate businesses that provide a valuable service to our community.

It is my understanding that the city has deemed that no massage business, including current operating ones, can operate their business on the first floor of a building. If a current massage business wants to move to a ground floor establishment, they would be unable to in town. For a therapeutic massage business, this is detrimental to their business model. Currently, Healthy Necessity Massage operates on the 2nd floor of a

building downtown. The only way to access the 2nd floor is up an outside access long flight of stairs which can be slippery during the rainy season. Many of Michelle's clients have a difficult time accessing those stairs for various physical reasons. She has been looking for several years to move her business to a 1st floor location somewhere downtown so that all her clients can safely patronize her business. Her business has grown considerably over the years because of her knowledge and the outstanding massages she gives everyone. She won't be able to grow her business if she is restricted where she can and cannot operate it within the city limits if she needs to move it to a safer location for her clients.

I sympathize with other residents' concerns about many massage businesses opening up in town. I also sympathize with their concerns that some may be operating under questionable circumstances. For those kinds of issues, the city should check into those complaints and be choosy about issuing business licenses to massage businesses that want to open up in town. The city can also create city ordinances that focus on making sure that all businesses operating within Pleasanton city limits are operating legitimate businesses. Those kinds of ordinances are specifically targeted to the concerns that residents are bringing up. However, to create blanket ordinances that hurt legitimate massage businesses aren't the answer. It isn't the fault of Healthy Necessity Massage, and those like it, that there are so many massage businesses in town. It also isn't their fault that there may be some questionable things going on at other establishments. So why should they have to suffer with these new rules?

I know the city needs to balance the feelings of the residents with the business needs of the community. Michelle Pena at Healthy Necessity Massage, and those businesses like hers, is providing needed and wanted massage services to residents of Pleasanton. Like me, we want them to continue to do this without making their business lives difficult with city ordinances that impede their growth and operation. I implore the City Council to revisit these ordinances. I also implore them to listen to the business owners who do therapeutic massage to understand that they are not some seedy business. They provide business revenue for the city legitimately. They are deeply ingrained in our community. Please change the city ordinance so that these wonderful businesses can continue to operate in Pleasanton.

Sincerely,

Denise Schuchardt


From: Guy Thomsen [REDACTED]
Subject: FW: Pleasanton City Council
Date: Jul 22, 2018 at 10:04:45 AM
To: michelle pena [REDACTED]

RECEIVED

JUL 30 2018

CITY OF PLEASANTON
PLANNING DIVISION

From: Guy Thomsen [mailto:[REDACTED]]
Sent: Sunday, July 22, 2018 9:54 AM
To: healthy necessity [REDACTED]
Subject: Pleasanton City Council

To the Pleasanton City Council:

It has come to my attention that you have put a temporary ban on ALL Massage Therapists in your town and are possibly considering kicking them ALL out of your adorable town. For myself, I have lived in Pleasanton for 25 years, and have since moved to Brentwood, 10 years ago, but I still come to Pleasanton almost weekly to see my dentist, doctors, beauty salon, nails, and of course my much needed massages that Michelle of Healthy Necessity provides for me. I have been seeing her for over 10 years, and she is truly the ONE person who saves my life and keeps me moving, and restores my ability to function. Her knowledge of anatomy and muscles, the strength of her hands, thumbs, and elbows, and always her ready smile is what keeps me coming back month after month, year after year. Most of my injuries are related to sports and she enables me to get up in the morning and move without pain. At 66, arthritis has kicked in and with her massages she manages to keep it at bay.....all of this without any pain pills or other meds, because Michelle is our pain relief. I have had so much success in her restorative therapy that I have recommended her to almost all of my friends and all who have gone to her walk away feeling 10 years younger because we can all WALK out of her office with no pain. Because of her skills and magic hands, and yes Council Members, she does have magic hands, we all just keep coming back for more of her rehabilitation therapy cause seriously, we can't live without her. Michelle is a "Healthy Necessity" just as her logo reflects. If you need validation, just book an appointment with her and see for yourself. She is the most professional, courteous, and all powerful masseuse I have ever been too, and believe me, when I say I have traveled the world and get massages in most places I go too, but NO ONE and I mean NO ONE can take Michelle's place. Besides with her sweet personality and beautiful smile, you just want to adopt her!

I do realize that I can only speak on her behalf, as I have not tried any of the other masseuses in the area, but if there are some unsavory things going on in other massage places, punish/fine/close those institutions! Do Not throw out the whole barrel if there is only one rotten apple.....any more than you would fire all of the council members if one on the Board was crooked, right!!!!

Thank you for attention. Nicole Thomsen, Brentwood, California

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JUL 30 2018

CITY OF PLEASANTON
PLANNING DIVISION

July 22, 2018

Henry Romero
[REDACTED]

Fremont, California
94538

Pleasanton City Council
Mayor Jerry Thorne
Karla Brown
Kathy Narum
Arne Olson
Jerry Pentin

Subject: Proposed Ban on Massage Businesses Downtown

Dear Pleasanton City Council,

I read with some interest in the Pleasanton Weekly on the ban of new massage businesses in Pleasanton. In reading said article it sounds like there was a sound basis for this move. However it would seem that a sound background check of the individual and follow up inspections would have revealed the unlawful business practices.

I must reveal my perspective, in that I'm a retired law enforcement officer, and even patrolled the Dublin, Pleasanton, and Livermore Area for over 12 years. In doing so injured my back. I have run the gamut of medical procedures short of surgery. I do not wish to have the surgery, as the risks are high for an unsuccessful outcome. My Doctor recommender Chiropractic Therapy which lead the way to Chiropractic Massage, which I have been successful receiving for over 5 years. My massage therapist professional services have enabled me to live a satisfactory life with no discomfort. She is located in Pleasanton and is a respected Professional and has a large client base. She wishes to expand her business in

downtown Pleasanton hoping to obtain a first floor space that would offer better parking and make it easier for her clients to enter her business.

I would ask that you take a good look into this issue and consider all the facts. The professional massage therapist business has some well trained and thoughtful people who wish to make life easier for the client base, they do not wish to take advantage them. I think if you make thorough investigations in new business licenses with the right follow up contacts you can determine those individuals with less than honorable intentions. I ask that you be fair, thorough and stay in contact with those new and old business to determine that they are on the level.

Thank You,
Henry Romero

July 28,
2018

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CITY OF PLEASANTON
PLANNING DIVISION

To whom it may concern,

For the past four years, at least once a month I travel over 50 miles to Pleasanton Main Street for an appointment with Michelle Pena at Healthy Necessity Massage.

Around my therapy, I do my banking, pick up a latte, make appointments for haircuts, manicures, pedicures, facials and other medi-spa services, and stroll through the shops on Main Street. I've returned with my family and friends for group pedicures and to enjoy the Pleasanton Main Street restaurants and shopping.

My life changed significantly in December 2013, when I was diagnosed with late stage breast cancer. Michelle Pena has been a critical partner on my journey, adjustment my therapies throughout the difficult process and continues to be an essential part of my survival. Healthy Necessity Massage, voted "Best of Massage" in Pleasanton for nine consecutive years, is an oncology service provider for Sandra J. Wing, Healing Therapies Foundation, a member of the Pleasanton Chamber of Commerce. This foundation actively supports complementary cancer therapies that make such a profound difference in quality of life.

Healthy Necessity Massage and Pleasanton Main Street have been a godsend to me during my recovery. My only recommendation would be a 1st floor location for therapeutic services. A 2nd floor location can provide a great view of Pleasanton Main Street but can be a little daunting during chemo.

The City of Pleasanton should be proud and supportive of businesses that directly improve quality of life and facilitate the enjoyment of Pleasanton Main Street. "Strong local economy and extraordinary quality of life happen by design."

Karen Gunn

[REDACTED]

Mountain House, CA

(long term local resident – lived and worked in both Pleasanton
and Livermore)

RECEIVED

JUL 30 2018

CITY OF PLEASANTON
PLANNING DIVISION

July 30, 2018

Dear Pleasanton City Council,

I am writing this letter as I am a California State Certified Massage Therapist here in Downtown Pleasanton and have had a professional practice since 2006 here on Main Street. I have been providing massage therapy for 17 years and specialize in rehabilitation. Massage Therapy is a huge part of my life as I am continuously taking classes to educate myself so I can provide better rehabilitation services to my clients and be able to customize their treatments to their injured needs.

I am very concerned about this ban on massage therapy downtown as I have been in practice in the same location since 2006 and we have never had any issues with growing our practice or being able to hire certified therapists so we can help more clients with their rehabilitation needs. This will be a huge negative impact on my business and will hurt my business in so many ways. With me not being able to grow my practice this puts a limit on how many clients Healthy Necessity can help. We have clients that are scheduled through out the year as they depend on our services to be able to function on a daily basis with their regular routines. I need supported certified therapists for our practice as we are scheduling clients out at times 6-8 weeks and without this extra help so many clients will be affected not only because they will not be able to get the rehabilitation they need but they will need to seek out other help instead of coming to a place where they have been for many years if our schedules become limited. This also impacts our livelihood and our families we have to support if our clients go elsewhere to receive care.

Healthy Necessity Massage is also connected and joined with a major foundation Sandra J. Wing foundation where we received specific training to provide oncology massage to help those with cancer. Sandra J. Wing provides hospitals with grants for oncology patients to use during their rehabilitation state and during treatment so they can get through this tragic time in their life. Doctors from local hospitals and the foundation depend on certified therapists to be able to get these clients in asap so they can get through a painful time in their life. We help provide education to help them get through their daily needs such as tips and stretches that will help them feel less sore and to keep them strong during this process. We provide therapeutic massage therapy throughout this rough journey so the clients can get through and continue to a healthy path. If I can't hire more trained therapists we will be limiting how many oncology patients we can see and that would be a horrific thing for us not be able to help this amazing foundation as they are already limited on how many therapists that are certified in oncology already. Being part of the oncology community is an honor and it would be such a dishonor not to be able to give them the support they need because of this ban.

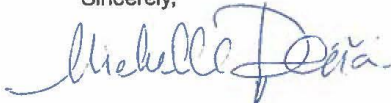
Being in business for 12 years I have built up networking relationships with many doctors, chiropractors, surgeons, orthopedic offices and more. We all share many clients together so we can help clients with their rehab needs. This will also affect their business's as well as we have been providing services as a team for 12 years. How are we supposed to continue giving the clients the professional care they need if you are taking our right away to grow and have the supported educated therapists we need to provide more services to help our community? As a massage therapist we can only provide so many hours of therapy already so we don't injure our selves as well since it is a physically demanding job so we don't injure our selves as therapists so hiring more therapists is the only way we can help more clients in our community with their rehabilitation needs.

We have been providing therapy at 610 Main Street Suite E in Pleasanton for 12 years and are in a upstairs suite. A concern about the talk of making a decision for massage therapy to be on a second floor is very concerning as we have been looking for space for a while now on a first

floor so our clients that are getting cancer treatment or have knee replacements or broken bones or casts on can have a place they can walk into and not have to climb stairs that make their injuries even worse. We are here for our clients and putting more strain on their bodies by having them climb up stairs is such a risk of reinjuring our clients even more. We would like to provide rehabilitation on a first floor as we have clients that need to be able to walk into my office pain free and leave pain free without have a risk of falling or reinjuring them all over again just by having one more obstacle in their way.

City Council I hope that you will hear us professionals out that the Ban on Massage therapy will effect our community, our lively hoods, families and other business's and foundations by limiting us on our profession. Have we really come to putting a ban on professionals because there might be some bad apples in the industry you can't categorize us all in the same category as there are many of us who work very hard and care about our clients and want them to have a healthy life. I would love to work with you and give many suggestions on how to better the permit system and catch these unprofessional people who cause such problems in this industry. I take my job very seriously and I hope you will really reconsider how many people will be effected in the community who depend on us to provide them with rehabilitation needs.

Sincerely,



Michelle Pena, CACMT
Healthy Necessity Massage
[REDACTED]

From: PAUL WELLNITZ [REDACTED]
Subject: Pleasanton Patch Article
Date: Jul 20, 2018 at 7:57:06 AM
To: [REDACTED]

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JUL 30 2018

CITY OF PLEASANTON
PLANNING DIVISION

Hello Michelle,

I read to the article in the Pleasanton Patch regarding massage therapist and wanted to draft you a letter (email) so you could forward it to the people in charge.

Hello City of Pleasanton,

My name is Paul Wellnitz and I have been going to Healthy Necessity for over 3 years now for massage treatment. I started going there based on a strong recommendation by my physical therapist. She pointed out to me that without regular maintenance my body would continue to experience issues and that with massage I could avoid a lot of the pain and discomfort I have to deal with daily. I have been experiencing chronic pain for the last ten years and with Michelle's help at Healthy Necessity I am able to function a lot better.

My experience has been so positive that when my mom was diagnosed with stage 4 cancer I spoke with Michelle about treatments that could help my mom during her journey with cancer. Thankfully Michelle is trained to work on cancer patients so I was able to start a regular schedule for my mom to see her. Unfortunately, her second floor office limited my mom's ability to see her for treatment at the end. The stairs going up to the second floor became too much for her to handle and we ended up having to cancel many of her final appointments because of them.

I understand that there are massage centers "parlors" in the Pleasanton that may bring concern to the community but I do not think penalizing the ones that run their business properly and provided a service that is needed is the correct way to proceed. I know first hand how much treatment has helped improve my life and my mom's as well. That being said I also know how being on the second floor as Healthy Necessity is currently hindered my mom from being able to be treated and how much of a set back

that was both physically and mentally on her.

All I am asking if for the board, council, to take time to think of a better solution.

Thank you for time,

Paul Wellnitz

From: Peggy Wolf [REDACTED]
Subject: Letter to Pleasanton City Council
Date: Jul 23, 2018 at 12:35:33 PM
To: [REDACTED]

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JUL 30 2018
CITY OF PLEASANTON
PLANNING DIVISION

TO: Pleasanton City Council
FROM: Peggy Wolf
SUBJECT: Massage in downtown Pleasanton

I am writing to you to express my extreme concern about your ban on massage locations in downtown Pleasanton. Massage is often a necessity to function in life. It is not something nefarious or underhanded or illegal!

I have been a client of Michelle Pena at Healthy Necessity Massage for many years and the services she offers assist with rehabilitation after having a double knee replacement. This is not a "massage parlor"....it is a legitimate business with amazing health benefits! Healthy Necessity is on the 2nd floor of a building on Main Street and I actually find that a bit of a challenge...I would MUCH rather have them in a first floor location with better accessibility and parking.

I find the Pleasanton City Council actions to be extremely short sighted, without addressing the therapeutic benefits of massage. Please reconsider!

Regards,
Peggy Wolf


[REDACTED]
Pleasanton, CA 94566


Provided by Upuia Ahkiong on July 30, 2018 for distribution to City Council



Agenda Item No: 5.a
Meeting Date: October 5, 2015

SAN RAFAEL CITY COUNCIL AGENDA REPORT

Department: **Community Development** 

Prepared by: **Raffi Boloyan, Planning Manager** City Manager Approval: 

TOPIC: Consideration of the Temporary Moratorium on Massage Establishments and whether to Terminate the Moratorium.

SUBJECT: Adoption of an Urgency Ordinance terminating the temporary Moratorium on the establishment and operation of new massage establishments within the City of San Rafael.

EXECUTIVE SUMMARY:

Since the temporary Moratorium on massage establishments was enacted in January 2015, staff has researched other communities as well as researched potential zoning options to address the proliferation of massage establishments (especially illicit ones). Based on the research, staff recommends that zoning changes would not be an effective tool to significantly address the issue. The issue with massage is related to people who own, work and run a business, not the land use itself. In this case, zoning is not the best tool to regulate those issues. Zoning is meant to regulate land uses, not people or business operations. Zoning is meant to address land use impacts (i.e. light, noise, hours of operation, traffic, parking, land use compatibility). The issue with regulating massage uses is that if you place two massage establishments, a legitimate one next to one that performs illegal activities, zoning would consider them the same. The issues are how the operators run their business and whether they follow sound business practices.

Continued implementation and enforcement of the regulations governing massage establishments in San Rafael Municipal Code Chapter 10.90 ("the Massage Ordinance") is a more effective tool to continue to regulate these businesses and ensure that businesses are operating in a legal and safe manner, consistent with all local and state laws. The City's enforcement efforts for the past 2 years has proven that implementation of the Massage Ordinance, which includes registration, regular inspections and enforcement has addressed many of the issues expressed by the Council, the public and the legitimate massage establishments. In conclusion, staff recommends that based on the study of zoning options, zoning is not an appropriate tool for the city to use for this specific matter and therefore, recommends that the temporary moratorium be terminated.

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FOR CITY CLERK ONLY

File No.: _____

Council Meeting: _____

Disposition: _____





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JUL 30 2018

CITY OF PLEASANTON
PLANNING DIVISION

July 23, 2018

RE: Ban on Massage Therapists in Downtown Pleasanton

To Whom It May Concern,

On behalf of the Sandra J. Wing Healing Therapies Foundation, I ask you to consider the importance and value that massage therapy brings to cancer patients in our community.

Cancer drug treatments cause many side effects some of them are: anxiousness, fatigue, an inability to sleep, and nausea. Therapeutic massage provides relief in many ways, including: reducing stress, relief for those struggling with lymphedema, and help with blood circulation.

On a personal note and as a dual cancer survivor, I found huge relief and benefit from massage therapy. Massage therapy alleviated toxic side effects of my chemotherapy treatments. Acupressure massage reduced my anxiousness and body jitters. Applying acupressure also reduced my nausea and provided a calmness that enabled me to fall asleep.

Our cancer charity is currently looking for more therapists to keep up with our demand. We are fortunate to work with several massage therapists in Pleasanton, and some are located in downtown. We don't want to reduce the number of therapists in our area! Therapists, such as Michele Pena at Healthy Necessity Massage, have been in business serving our community for many years.

I have attached just a few, of the many, testimonials from our cancer patients describing how massage therapy has helped them during their battle against cancer.

We humbly implore you to not place a ban on massage therapists.

Thank you for your consideration.

Best Regards,

Sandra Wing
CEO/President

Sandra J. Wing Healing Therapies Foundation

Sandra J. Wing Healing Therapies Foundation
Pleasanton, CA 94588



Testimonials:

- "Thank you so much for all the help you have given me. The massages that I received helped me to relax and find some peace."

Norma M.
Age 60
Danville

- "I would like to thank you for all the support and services. It was such a blessing to experience therapeutic massage especially during those times after chemotherapy when my body ached. It helped to ease the pain not only physically, but also emotionally."

Cynthia N.
50 Years Old
San Ramon, CA

- "I am going through hard times these days emotionally and physically. I am still in treatment and it seems it will never end. My life has been upside down since my diagnosis. It has been hard on my family to adjust to this new life with the scare of losing them. Life has turned 360 degrees and we are trying so hard to keep it together. The only thing that keeps me going is the wonderful service you are providing. I do not know how else I could have relieved my body from stress without your healing therapy towards people like me."

Suzanne A.
48 Years Old
Pleasanton, CA

- "With therapeutic massage, I felt more relaxed mentally and physically and I also felt I recovered sooner than the prior chemos. Thank you for alleviating the discomfort from chemo."

Joan C.
44 Years Old
Danville, CA

Sandra J. Wing Healing Therapies Foundation
Pleasanton, CA 94588



- "The guided imagery, massage, and acupuncture helped during such a stressful time."

Kelly C.
46 Years Old
Livermore, CA

- "Thank you for the acupressure I received during my radiation treatment. It definitely improved my quality of life. I was actually surprised how well the acupressure worked. I will be forever grateful."

Sue B.
57 Years Old
San Ramon, CA

- "The massages helped with frozen shoulder mobility. My therapist worked on the trigger points which gave significant pain relief. I have been off work ... and would not have considered this on my own."

CeCe L.
46 Years Old
Pleasanton, CA

- "I can't tell you how much helpful the massages have been. Your support is such a blessing."

Georgia D.
37 Years old
Dublin, CA

More testimonials are available at: www.healingtherapiesfoundation.org
Additionally, video testimonials can be viewed at: <https://www.youtube.com/user/SJWHTF>



From: Upuia Ahkiong
Sent: Tuesday, August 07, 2018 3:26 PM
To: Gerry Beaudin; Shweta Bonn; Laura Olson
Cc: Wanda Schneider; [REDACTED]@comcast.net; Briana Renshaw; [REDACTED]@aol.com
Subject: Supporting Documents / Notes - Massage Ban

Hello Gerry, Shweta and Laura,

Thank you again for your time and meeting with us all last Monday. As promised, please find below supporting documents, links and notes as we seek to appeal the massage ban.

We marked our calendars for Tuesday August 21, 2018 at 7pm to attend the City Council meeting.

Please let us know if we need to prepare anything for the Council meeting or if there's anything we need to know.

SUPPORTING DOCUMENTS / NOTES:

1. [San Rafael City Terminates Massage Moratorium](https://www.camtc.org/media/1104/102015-staff-report-urgency_ordinance_terminating_massage_moratorium-2.pdf) (Click Link) [Link: https://www.camtc.org/media/1104/102015-staff-report-urgency_ordinance_terminating_massage_moratorium-2.pdf]
2. CAMTC has developed a good working relationship with the California Police Chiefs' Association. See material starting on page 10 of <http://www.camtc.org/media/1474/2018-0531-camtc-board-packet.pdf>
3. 4603.1 Local governments shall impose and enforce only reasonable and necessary fees and regulations on massage businesses and massage establishments, in keeping with the requirements of existing law and being mindful of the need to protect legitimate business owners and massage professionals, particularly sole providers.
4. There was a hearing April 30, 2018 before CAMTC's oversight committee, Senate Business and Professions Committee. The Chairman, Senator Jerry Hill, said that he would introduce language this year to require that businesses of certified massage therapists (CAMTC) must be treated the same as other professions regulated under Healing Arts, such as physical therapists, chiropractors, etc.
5. Breakdown of the 24 downtown massage establishments:
 - **7 = certified massage therapists**
 - 5 = Non-Massage Therapy (Chiro, Fitness and Physical Therapy)
 - 5 = Spas not "massage establishment" includes estheticians, make-up, hair, nails, etc.
 - 2 are duplicates (Heavenly Day and Take Care Massage)
 - 6 = Not sure of their certification status and they are not PDA list

Regards,

Upuia

Founder / Owner

Kua Body, Inc.

Massage Specialist

CMT • BCTMB • CAMTC #48049

LinkedIn | www.KuaBody.me | Facebook

Los Altos: [REDACTED] Street, Los Altos CA 94022 | 650. [REDACTED]

Pleasanton: [REDACTED] Peters Avenue, Suite [REDACTED], Pleasanton CA 94566 | 925. [REDACTED]

From: Shweta Bonn

Sent: Thursday, August 23, 2018 9:08 AM

To: Elizabeth Bonser

Cc: Nelson Fialho; Jerry Thorne; Gerry Beaudin; Walter Bonser; [REDACTED]@ayurvedanama.org; [REDACTED]@camtc.org; Ellen Clark; Lisa Tarnow

Subject: RE: Massage ordinance public hearings in Downtown Pleasanton CA and my input

Good morning Elizabeth,

Sorry you were not able to attend the meeting, but I am happy to clarify what occurred related to the massage ordinance at the August 21, 2018, City Council meeting. If you are interested, the video and audio for the meeting are also available [online](#).

City Council voted (unanimously with four members in attendance) to extend the massage urgency ordinance at its meeting. The ordinance was modified from the July 2018 version, based on feedback from local massage business owners, to allow existing massage establishments to apply for a Minor Conditional Use Permit to increase the number of massage technicians to four or more at any one time; this process is identical to that required today for such expansions. Physical expansion of an existing massage establishment's space is still prohibited. You probably already have it, but attached in full is the agenda report with attachments (inclusive of the revised ordinance). A signed version of the ordinance will be available once all required parties sign it.

Regarding your interest in a future hearing – the Downtown Specific Plan Task Force is anticipated to review this topic at its next meeting (planned to occur in November/December 2018). If you haven't done so already, you or others can [sign up for email updates](#) so that you receive notification about the next Task Force meeting date.

Lastly, the objective for the massage ordinance is certainly not to eliminate or prohibit massage establishments. The objective is to take the opportunity with the Downtown Specific Plan Update to evaluate the appropriate mix and location of desirable land uses in downtown Pleasanton, including massage establishments.

-Shweta

Web links:

1. <http://www.cityofpleasantonca.gov/gov/council/granicus.asp>
2. <https://ptowndtown.org/sign-up-for-updates/>

Shweta Bonn

Senior Planner, Community Development Department

D: 925-931-5611

F: 925-931-5483

sbonn@cityofpleasantonca.gov

City of Pleasanton | P.O. Box 520, Pleasanton, CA 94566

From: Elizabeth Bonser
Sent: Wednesday, August 22, 2018 8:03 PM
To: Shweta Bonn
Cc: Jerry Thorne; Gerry Beaudin; Elizabeth Bonser; Walter Bonser; [REDACTED]@ayurvedanama.org; [REDACTED]@camtc.org
Subject: Massage ordinance public hearings in Downtown Pleasanton CA and my input

Hello, Shweta!

Thank you for taking the time to speak with me yesterday via the phone. I was unable to attend the meeting. Has there been any changes made pertaining to the ordinance since the meeting last night? Also has there been granted an extension and another public hearing? I would really like to address some things here.

I have contacted my Ayurvedic admissions counselor regarding my concerns and issues with the decisions made which effect my future business goals and plans.

I have also reached out to the California Massage Council and The NAMA regarding this issue. The NAMA is a national organization which stands for National Ayurvedic Medical Association. They represent the Ayurvedic profession in the United States of America seeking to preserve, protect, promote and advance the consciousness-based philosophy, knowledge, science, and practice of Ayurveda for the benefit of all beings.

Even though some treatments of Ayurveda include therapeutic touch, it is unjust and unfair to pull the plug on being able to grow a practice and have appropriately trained therapists such as massage therapists under my supervision /guidance treating and healing simply because there is claim to have a problem in just downtown Pleasanton with prostitution and therefore are banning ALL therapeutic bodyworkers from being able to grow their established businesses. -Might as well just come right out and say that anything that has to do with touch should be classified as "inappropriate massage". ALL holistic therapists are being reprimanded because of individual businesses running inappropriate establishments causing the problems. Each establishment is to be treated as their OWN entity. Why should we ALL be punished?

That being said, how many arrests have there been on prostitution in downtown Pleasanton? How many of the arrests were at massage establishments? I ask only about downtown Pleasanton only because this ordinance ONLY PERTAINS TO DOWNTOWN PLEASANTON as if it's ONLY downtown Pleasanton that has the problem with prostitution parlors. And let me bring up that there are 22 massage establishments downtown Pleasanton out of 66 within the entire vicinity of Pleasanton. 22. Truly, that is not that many and very simple to investigate all 22 massage establishments. In fact, it wouldn't take NEARLY as much time to investigate those places as it would to investigate all 240 dining establishments of which most serve alcohol- causing intoxicated patrons to cause reckless driving, vehicular accidents, property damage, injuries, and even deaths. 240 dining establishments as stated on your cityofpleasanton.gov - "240 dining establishments in our community - sure to satisfy varying tastes...Something for everyone."

There is a HUGE problem with drunk driving and many DUI's are being handed out left and right. BUT, do you see all 240 dining and drinking establishments being shut down? Or preventing new establishments from opening? Is the City of Pleasanton's Community Development Director, Gerry Beaudin restricting each and every establishment that hold a liquor license to deal with the much larger problem of DUI's? How many arrests have been made for DUI's in Pleasanton? How many of those involved property damage, bodily harm, and death? It seems that DUI's pose much larger concerns compared to a few residential complaints of not wanting a massage business to open up in their residential area. In fact, the place NEVER even opened up according to the Pleasanton Weekly news article, and this is what started this mess.

What this is doing to our holistic line of work, is sabotage to one's career, one's goals, and it is truly unjust to label ALL massage therapists/body workers/holistic healers preventing them from healing the community therapeutically simply because touch is involved. This also affects the integrity of massage/body workers and business owners of holistic establishments/ wellness centers in the eyes of the community. You are labeling us as tabu.

How can you single out massage therapists/bodyworkers/holistic healers stating that, "anything that has to do with "touch" is considered massage, and are not permitted to grow your business by adding any additional square footage and only permitted up to 3 therapists working at any given one time. You are making it seem like therapeutic touch is inappropriate ONLY if you are a massage therapist. You cannot single out massage therapists. Chiropractors touch and massage their patients. Physical therapists touch and massage their patients, Doctors do too. -And may I point out gynecologists touch there patients in an even more personal way than most. There is lack of understanding the scope of practice here.

We are healers just like chiropractors, and other doctors, including Ayurvedic doctors and therapists performing Ayurvedic treatments. I feel there is just a little bit of ignorance of not fully understanding what it is that we do. As therapeutic massage therapists/body workers and even as what I am becoming..An Ayurvedic Doctor, with the intent to grow our practices, it is unjust to be restricted from being able to obtain appropriate staffing and and restricted from being able to obtain appropriate square footage which is necessary to properly expand and provide appropriate space for treatment rooms in compliance with OSHA's guidelines pertaining to code of conduct and patient privacy rights.

Personally, I intend to grow my practice into a Center of Holistic Wellness that incorporates much more than just therapeutic touch. My facility is currently JUST under 300 square feet. I have ONE treatment room, approximately 12ft by 10 ft, with ONE, small relaxation lounge area. It is absolutely IMPOSSIBLE for me, an existing establishment, to be able to utilize the permittance as stated in the ordinance. 3 therapists working at any given one time in that small space, would cause me to be in violation of OSHA's code of conduct and patient privacy rights. Your ordinance permits existing establishments up to 3 therapists working at any given one time, with the notation that 4 or more may be permitted upon approval. You CANNOT restrict me from expanding in square footage or obtaining an appropriate location in order to be able to provide proper treatment rooms and adequate space to provide quality services in compliance with OSHA guidelines. By the ordinance permitting multiple therapists to existing establishments, as stated, you cannot put a restriction to expand in square footage to one's facility beyond the space that it is currently operating at. Adequate and appropriate space is necessary for the growth of the business as well as fulfilling OSHA compliances.

Instead of penalizing everyone, create more thorough background checks and applications with references, strict operation policy regulations on businesses such as permitted hours of operation and an appropriate menu of services, regular inspections, sting operations...etc. There are numerous ways to work through this without reprimanding all establishment entities as a whole.

Hopefully, we can resolve this without hurting businesses with good intent such as mine and many others.

Sincerely,
Elizabeth Bonser CMT and future doctor of Ayurveda

From: Shweta Bonn
Sent: Thursday, August 23, 2018 12:30 PM
To: Patricia Recupero
Cc: Nelson Fialho; Gerry Beaudin; Ellen Clark
Subject: RE: Last night's vote- Clarification on Massage Moratoruim

Patty,

Glad to hear you were able to make it to part of the August 21, 2018, City Council meeting, and I am happy to clarify what occurred related to the massage ordinance. Please note that Gerry is currently out of the office.

City Council voted (unanimously with four members in attendance) to extend the massage urgency ordinance at its meeting. The ordinance was modified from the July 2018 version, based on feedback from local massage business owners, to allow existing massage establishments to apply for a Minor Conditional Use Permit to increase the number of massage technicians to four or more at any one time; this process is identical to that required today for such expansions. Physical expansion of an existing massage establishment's space is still prohibited. You probably already have it, but attached in full is the agenda report with attachments (inclusive of the revised ordinance). A signed version of the ordinance will be available once all required parties sign it.

The Planning Division and the Business License Division do not have any approvals on file for 1056 Division Street since the massage establishment operator relinquished her permit. The property owner (Ms. Penny Pickens) at the June 2018 Downtown Specific Plan Update Task Force meeting communicated she was aware of the neighborhood concerns regarding uses at the subject property, and would be working with potential tenants that would be compatible with the surrounding residential uses in terms of parking, operating hours, and noise impacts. Staff is checking in with Ms. Pickens to inquire about her near-term plans to lease the property.

-Shweta

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From: Patty Recupero
Date: August 22, 2018 at 12:26:23 PDT
To: Gerry Beaudin

Cc: Nelson Fialho

Subject: Last night's vote- Clarification on Massage Moratoruim

Hi Gerry-

I stayed for some of the meeting last night and heard most of the discussion surrounding the Chabad Temple. I was unable to stay for the whole meeting.

I went ahead and pulled up the video from the meeting this morning. It was hard to hear the audio portion and see the council's final vote. It was briefly shown. Can you clarify what the outcome was regarding approving the extension of the moratorium? Was it approved to allow massage parlor businesses to increase their number of technicians?

On a separate note, last night when I was leaving my home to attend the meeting I saw someone looking at 1056 Division Street. Has there been any new permits issued for 1056 Division? As you recall 1056 Division Street's zoning currently falls under the office/personal use category. I am a curious what happens if a nail salon or a chiropractor or a medical clinic goes in there? Some sort of business that has extended hours and has clients coming and going on a consistent basis. These types of businesses all fall under the personal use category.

How is parking and business hours going to be outlined in any future permit(s) for 1056 Division by the city's current municipal code for this property? I realize that the proposed DSP is expected to be finalized in mid 2019. How is the city going to handle issuing permits for any DSP marked transitional commercially zoned properties in the interim? For example, if a nail salon obtains a permit from the city under the personal use category of office use and signs a two year lease how will any new municipal code/permit guidelines regarding transitional commercially zoned properties be held enforceable and/or accountable to adhere to the DSP when it is finalized in 2019? I cannot stress enough that parking will be a major issue if a business leases this property and street parking is permitted. This past Saturday, a party was held on Division Street and there was no parking on Fair Street because once again Fair Street is the overflow parking area for Division Street. There are some Division Street residents parking everyday on Fair Street. I realize it is a public street but we do not need to have more vehicle congestion by not enforcing a business as part of the permit process to provide onsite parking for their employees and customers.

Going forward how will the city plan for noise restrictions on businesses near the DSP transitional commercial properties? 1056 Division Street is in a residential neighborhood. In the future will the city be faced with similar issues surrounding the Masons/Chabad Temple location? Again it is another commercial property surrounded by a residential neighborhood.

I have cc'd Nelson on this email. I would be interested in hearing his thoughts on this as well.

Kind regards,

Patty Recupero