EXHIBIT C

Objective Design Standards Self-Guided Site Tour

Summary of Feedback

September 2021

THE CITY OF PLEASANTON

Summary of Feedback from Self-Guided Site Tour

This document summarizes the feedback provided by the Planning Commission and members of the public in response to an online questionnaire intended to accompany a self-guided tour of recently constructed housing development projects throughout Pleasanton.

The purpose of the questionnaire and site-tours was to solicit feedback on important design issues based on recently constructed projects of varying type, architectural style, and density.

Accordingly, this document summarizes the replies provided by three Planning Commission members that submitted responses to the online questionnaire. Feedback from Planning Commissioners that completed the self-guided tour but did not complete the online questionnaire was shared and discussed at the January 13, 2021, meeting, and thus the approved meeting minutes are included as an appendix to this document, along with the agenda report (and one exhibit) for this meeting.

Responses to the online questionnaire from two members of the public, submitted in February and May 2021, are also included in this summary.

The following sites were part of the self-guided site tour:

- Site #1: 719-735 Peters Avenue
- Site #2: 536 St. John Street
- Site #3: 3806 Stanley Boulevard
- Site #4: 5850 W. Las Positas Avenue
- Site #5: Brookline Loop
- Site #6: 3150 Bernal Avenue
- Site #7: 4863 Willow Road

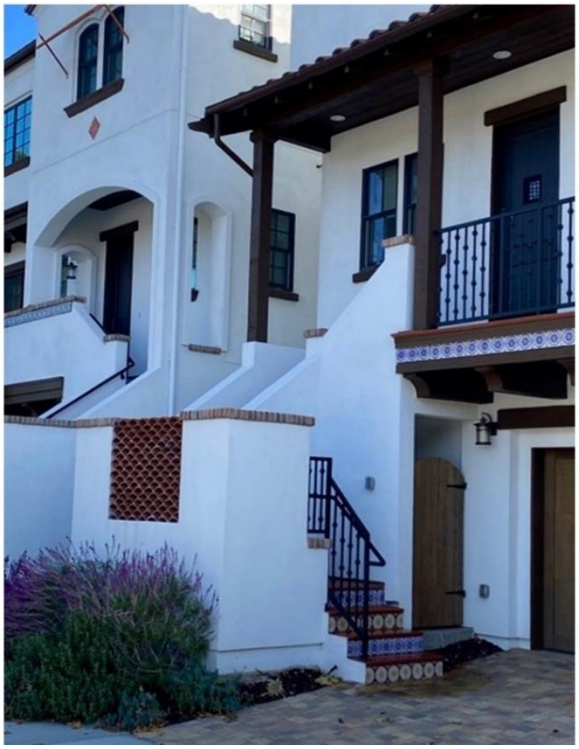
A brief description of the project site, a link to the Google Street View, and the specific questions are included with the summary of responses for each site. Appendices are noted below.

Appendix A: List of questions from the online questionnaire
Appendix B: January 13, 2021, Planning Commission approved meeting minutes and agenda report, with Exhibit A

SITE #1 - 730 Peters Avenue

Approximately 10 unit/acre project providing three detached homes on a downtown infill site; the site configuration illustrates how placement and location of parking can impact the appearance of the project from the street.

Google Street View - 730 Peters Avenue
https://goo.gl/maps/y3TuMF2P5mH5XqVQA



Question 1A. *Do you feel single car driveways would be more appropriate for narrow parcels in the downtown area? (Please review the following images of the two-car driveway at 730 Peters Avenue and the development immediately across Peters Avenue)*

- *Single Car*
- *Double driveway*
- *Undecided*

The responses from the three Planning Commissioners that completed the questionnaire indicated one response for each option (i.e., one Commissioner each selected single-car, double driveway, and undecided). The response from the two members of the public were, single-car and undecided.

Question 1B. *Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.*

Two of the responses from Planning Commissioners indicated that the architectural design and building fit in, while one acknowledged the good design but indicated the project is not a good fit for the location in part due to the prominence of garages facing the street. The two responses from members of the public reflected the quality plantings and street interaction through use of balconies and high-quality architectural details

Question 1C. *Do you think this project fits in with the surrounding neighborhood? Why or why not?*

Two of the three Planning Commissioners indicated they think the project fits in with the surrounding neighborhood, while one Commissioner indicated that: (1) the building is too massive and tall, particularly when compared to the adjacent one-story Salt Craft building; (2) the project resulted in the loss of five street parking spaces; and (3) the design is not compatible with the pedestrian-oriented surrounding neighborhood since the garages dominate the street-facing façade and the private open spaces areas (e.g., porches) did not appear usable.

The two members of the public that provided feedback on this question commented that the project stands out from the surrounding neighborhood due to its architectural style and the fact that it is three stories in a one- and two-story neighborhood.

Question 1D. *Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.*

Responses from the Planning Commissioners were varied regarding this question and are summarized as follows:

- The sides of the building are not detailed
- The vehicular parking facilities (driveway and garage) are too prominent and take away too many street parking spaces
- The bright white color of the building and architectural style do not fit in with the area
- The size and scale of buildings, particularly when compared to surrounding development is too massive and incompatible

The two members of the public expressed similar concerns regarding the side elevations (particularly the side facing Salt Craft) and loss of street parking attributed to the street-facing, two-car garages. An additional comment was related to the balconies appearing to be too small to be usable and the narrow alleyway.

SITE #2 - 536 St John Street

Approximately 15 unit/acre development consisting of 11 semi-detached homes

Google Street View - 536 St John Street
https://goo.gl/maps/7obyL4fNd4FTMQMQ6

Question 2A. *Do you like the utilization and configuration of the alley at this site?*

- *Yes*
- *No*
- *No opinion*

Two of the three Planning Commissioners indicated a "yes" response; one indicated a "no" reply. One member of the public indicated a "yes" response and the other indicated a "no" response to this question.

Question 2B. *Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.*

Feedback from the Planning Commission respondents indicated that project was properly scaled for the neighborhood and for downtown, and that the project had good quality materials (e.g., stone, pavers, quality window trim); respondents also indicated that the two-story nature of the development allowed the parking to be underneath the units, which provided for more housing units close to retail and restaurants located downtown. A Commissioner also commented that the pathway with trellis in the middle of the development was sufficiently wide and pleasant to use as a pedestrian.

The two members of the public indicated that the scale and materials for the project blended well with the surrounding neighborhood and that the street-facing units were well designed. A respondent also indicated that the porches were large and usable, the street-facing units were setback from the public sidewalk and the low-height fences provided opportunity for semi-private open space.

Question 2C. *Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.*

A Commissioner commented that the walkway was not adequately lighted to be pedestrian friendly and that the AC units visible throughout the project were not visually appealing. Further, comments included that the front doors appeared to be setback too far and difficult to locate, and the garages, particularly for some units, were too prominent. A Commissioner also commented that one of the residential units had an unfinished side without a lot of detailing, which significantly distracted from the appeal of the project. One Commissioner commented that larger yard sizes would be more desirable and a potential way to achieve that would be to allow more three-story buildings. In contrast, one Commissioner thought the project was too dense and should have been one unit fewer, with a single-story unit to function as a transition to the surrounding neighborhood.

One of the two members of the public also commented that the AC units in the front area were not attractive and another thought that the residential units located in the rear of the project were not as attractive as those in the front; one comment echoed that of the Commissioner that indicated the side elevation was not well-detailed or articulated, resulting in a missed opportunity.

SITE #3 - Irby Ranch

Approximately 8-unit-per-acre development including 87 homes and an approximately 19-unit-per-acre 31-unit supportive multifamily housing development.

Question 3A. *Would you like to live in a home on an alley facing a garage on the opposite side of your street?*

- *Yes, homes can be located on alleys*
- *No, I'd prefer homes face other homes*
- *I have no opinion*

All five respondents indicated they would like homes to face other homes.

Question 3B. *What did you like best about this community?*

- *the open space design*
- *pedestrian circulation*
- *the facade articulation and materials*
- *landmark features and wayfinding*
- *connection to surrounding neighborhoods or trails*
- *Other:*

Two Planning Commissioners indicated they liked the façade articulation and materials; one Commissioner indicated preference for pedestrian circulation. One member of the public indicated preference for the open space design and the other preferred the façade articulation and materials.

Question 3C. *Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.*

Two of the three Planning Commissioners indicated they liked the architecture and design of the project and one Commissioner indicated that the quality materials and detailing such as porches and picket fence add to the friendly and welcoming feeling of the project, while another Commissioner liked the variety in appearance among adjacent buildings. A Commissioner also acknowledged the two-story structures located along the public-facing streetscape and locating the taller building father

recessed from the street. Another Commissioner indicated the most successful part of the project is the integration of the Sunflower Hill organization and providing residential units for adults with special needs.

One of the two members of the public indicated that most of the buildings face open space, liked the design and appearance of the project, and found the large oak tree to be a good focal point of the project. The other member of the public indicated that the home sizes appeared to be varied, which lends to accommodate a variety of lifestyles.

Question 3D. *Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.*

Two Commissioners found circulation on the site to be confusing and awkward. One Commissioner did not like the mix of alleys and streets combined with the positioning of homes along these areas and also did not like the fencing. Another Commissioner indicated a preference for greater-sized private open spaces for each unit. A Commissioner also commented that the homes in the interior of the project were not as well-detailed as those along the public street and appeared to be crowded.

One member of the public thought the wire fencing was not appealing and that the homes along Stanley Blvd. were undesirable because they were close to the street. Another member of the public indicated that the interface of the project site with the Sunflower Hill units was not desirable and also indicated that the three-story units appeared to be too narrow and had too small of a setback from adjacent units.

SITE #4 - Andares

Approximately 15 unit/acre project on a Housing Element site providing 94 condominium units

Google Street View - 5850 W Las Positas Blvd
https://goo.gl/maps/XCjD8UV2kvcBS9CA6

Question 4A. *Should functional elements intended for facade articulation also need to be usable?*

- *I value aesthetics over practicality*
- *Open Space elements (porches, terraces, stoops) should be usable, but other elements such as sunshades and shutters need not be.*
- *I value practicality over aesthetics*

One Planning Commissioner indicated a preference for open space elements to be usable and two Commissioners indicated preference for practicality over aesthetics. Both members of the public indicated a preference for open space elements to be usable but that elements such as sunshades and shutters do not need to be.

Question 4B. *Did you notice any utility equipment or air conditioners on site?*

- *Utilities or equipment had an intrusive visual impact*
- *Utilities were well-screened and did not create visual impact*
- *I do not recall any utilities*

Two out of three Commissioners indicated utilities had an intrusive impact and one Commissioner indicated utilities were well-screened and did not create a visual impact. Both members of the public thought the utilities had an intrusive visual impact.

Question 4C. *Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.*

Two Commissioners liked the open space areas and also commented that the appearance of the buildings was appealing, either due to the color palette or because of quality materials and good design. One Commissioner also commented that the site planning was well-done in that it was easy to navigate the site and the paseos were very effective. A Commissioner also noted that there seemed to be usable decks in the project, but another Commissioner noted that the yard areas did not appear available for private use.

Both members of the public liked the materials and found the articulation with use of stepbacks to be effective. One respondent also noted that the balconies were of usable size and the AC units seemed to be primarily located (although not entirely) on rooftops.

Question 4D. *Which elements do you feel were least successful in this project? Provide an explanation or brief notes if possible.*

Two Commissioners noted that the AC units on the ground were not desirable, and one Commissioner also thought the buildings appeared too uniform and were architecturally uninteresting. Another Commissioner noted that there seemed to be little private outdoor space.

Both members of the public noted that the AC units being visible on the ground level were not attractive, and one also noted the lack of a play area dedicated to children. One respondent also commented that the alley-fronting elevation could have been better articulated on upper floors.

SITE #5 - The Mason Flats at Township Square

Approximately 30 unit/acre development on a Housing Element site including 210 multifamily apartments; the density of the 97 detached townhomes is approximately 5 units/acre

Google Street View - Brookline Loop
https://goo.gl/maps/zwoubCY76b3YG9ff7

Question 5A. *The entry porches are deep and wide enough to place a bench/seating within them. Is this a desirable element to be emulated elsewhere in Pleasanton?*

- *Yes*
- *No*
- *Unsure*

Two of the three Planning Commissioners responded, "yes" and one responded, "no." Both members of the public responded, "yes."

Question 5B. *Should residences lining pedestrian walkways (paseos) be required to use low fences and walls to allow for visibility from homes to the path or should they be allowed to use six-foot privacy fences or walls?*

- *Full height fences and walls (6 foot) are preferable*
- *Low fences (3-4 foot) are preferable*
- *No opinion*

Two of the three Planning Commissioners responded, "full height fences and walls are preferable" and one responded, "low fences are preferable." Both members of the public indicated, "low fences are preferable."

In the open-ended questions below, a Commissioner commented that fences should be higher to allow for privacy if there is adequate room on the site and that otherwise, lower fencing is desirable. A member of the public also commented that a higher fence is appropriate when a residence is located adjacent to a paseo, but not if the front of the unit is adjacent to a paseo.

Question 5C. *Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.*

Two Planning Commission members thought the design and materials for the project were well done and of high quality, and one thought the garages did not overwhelm the facades. Commissioners also commented that the site design was effective in making it easy to navigate and felt safe and comfortable to navigate. Another Commissioner liked that the garages were facing each other.

One member of the public noted that the setback from the street was a positive attribute of the project, that the porches were a good size, and that the wide sidewalks coupled with green strips contributed to a neighborhood feel. The other member of the public also commented that the walkability and use of pedestrian trails and pathways were positive attributes of the project.

Question 5D. *Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.*

A Commissioner thought that the space used for stairwells going to each apartment wasted outdoor space that could have been dedicated to balconies. Another Commissioner commented that a 10-foot setback from buildings was too narrow and did not allow for adequate landscaping.

A member of the public commented that the three-story structures in the development are unappealing, particularly since many of the buildings had a very dark color scheme, and also thought the brick material looked out of place in the development. A respondent also commented that the one-car garages appear very difficult to navigate.

SITE #6 - Vintage Apartments

Approximately 30 unit/acre Housing Element development providing 345 multi-family apartments adjacent to a retail center.

Google Street View - 3028 Stanley Blvd
https://goo.gl/maps/FmbVmAnTBXwXqtEb7

Question 6A. *How easy is it to navigate through this community?*

- *There are sufficient landmark features for wayfinding*
- *More landmark features and clearer signs would be helpful*
- *The layout is confusing and it's easy to get lost*

Two of three Planning Commissioners indicated that there are sufficient landmark features for wayfinding, as did one member of the public; one Commissioner indicated that the layout is confusing and it is easy to get lost, as did the other member of the public.

Question 6B. *Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.*

Two Commissioners like the architecture of the project and appreciated the quality materials (e.g., more brick than stucco), porches and decks, and that the garages were not prominent. A Commissioner commented on the "tiered" density where lower-density portions of the project were along the streetscape and the higher density building was located away from the public streets. Two Commissioners liked the underground parking in the podium building, and liked that it facilitated more common open space. A Commissioner also liked that the private patios had a view of trees and landscaped areas instead of roadways or garages.

A member of the public commented that while the buildings are “blocks,” the color schemes are effective in helping to break up the facades. The respondent also indicated that navigation around the site is easy as is access to adjacent streets. The other member of the public like the incorporation of underground parking.

Question 6C. *Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.*

All three Planning Commissioners generally liked the project and found it surprising that its density was 30 units per acre.

One of the members of the public also liked the project, while the other was more critical of the project and did not like the architecture, thought the facades were not adequately detailed, and the rooflines were not articulated. The respondent also thought the windows should have been recessed and the project should have more architectural detailing.

SITE #7 - The Galloway

Approximately 30 unit/acre project on a Transit Oriented Development site providing 506 apartments adjacent to BART

Google Street View - 4863 Willow Road
https://goo.gl/maps/u3M7ZAPYgtTTBXRV6

Question 7A. *Do you find a "change in plane" such as recess / bay / change in depth necessary in building articulation?*

- *Yes, they articulate the buildings and add definition to the facades*
- *No, a change in color/material is enough*
- *I have no idea*

Two Planning Commissioners and both members of the public indicated that a change in plane such as a recess or change in depth is necessary, while one Planning Commissioner responded, "I have no idea."

Question 7B. *Does the plaza adjacent to the crossing to the BART station provide an active and usable space?*

All three Planning Commissioners thought the plaza was not designed successfully in particular because the retail area is not attractive or inviting. Both members of the public had similar sentiments in that they thought the plaza was barren and a missed opportunity.

Question 7C. *Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.*

The three Planning Commissioners were generally critical of the project but one expressed appreciation for the housing near the BART station.

The two members of the public were also critical of the project, although one indicated numbered parking as a positive attribute and thought the amenities like the swimming pool and fitness center were commendable.

Question 7D. *Which elements do you feel were least successful in this project? Provide an explanation or brief notes if possible.*

The Commissioners thought the design was not attractive and the materials did not appear high quality, resulting in a "fortress-like" project. A Commissioner also commented that common play areas were not easily located, and vehicular parking was too visible. A Commissioner also thought the concept of live-work should be eliminated, as result is oftentimes "live" only instead of "live-work."

Both members of the public thought the exterior appearance looked too stark and industrial in appearance, and one person commented that the balconies look too small to be usable, along with the observation that play areas for children appeared to be "token" and wasted space. Generally, both respondents thought the project was a missed opportunity, particularly for a location near BART.

General Questions

Question 8A. *Should sidewalks or pedestrian walkways provide dedicated pedestrian access to every home in a development?*

- *Yes*
- *No*

Two of the three Planning Commissioners indicated a "yes" response and one indicated, "no." Both members of the public indicated a "yes" response.

Question 8B. *Should site plans be designed such that homes and residential entries face garages?*

- *All homes/residential entries should be required to face other entries, open spaces, or streets*
- *All homes/residential entries should not be prohibited from facing garages*
- *No opinion*

Two of the three Planning Commissioners indicated that homes and entries should be required to face other entries, open spaces, or streets, as did both members of the public. One Commissioner indicated, "no opinion."

Question 8C. *Based on the developments you toured, where should future applicants provide higher quality design and materials? Please rank potential locations for higher quality design and materials by high, medium, and low priority.*

- *Public street-facing elevations*

  Two Planning Commissioners selected, "high," as did both members of the public. One Commissioner selected, "medium."

- *Elevations visible from public/internal streets*

  All three Planning Commissioners selected, "high," as did one member of the public. One member of the public selected, "medium."

- *Elevations visible from walkways and open spaces*

  Two Planning Commissioners selected, "high," as did both members of the public. One Commissioner selected, "medium."

- *Elevations visible from alleys, driveways, or parking lots*

  Two Planning Commissioners selected, "low," as did one member of the public. One Commissioner selected, "medium" and one member of the public selected, "high."

- *Shared building entries*

  All three Planning Commissioners selected, "medium," as did one member of the public. The other member of the public selected, "high."

- *Individual unit entries*

  One Planning Commissioner each selected, “high,” “medium,” and “low;” both members of the public selected, “high.”

- *Projecting elements (bays, porches, decks)*

  Two Planning Commissioners and both members of the public selected, “high,” and one Planning Commissioner selected, “low.”

- *Building rooflines*

  Two Planning Commissioners selected, “low” and one selected, “medium.” One member of the public selected, “medium” and the other selected, “high.”

Question 8D. *Should future design standards include requirements to provide deep recesses on long buildings to reduce perceived bulk?*

- *Recesses would be appropriate*
- *Recesses would not be appropriate*
- *No opinion*

All three Planning Commissioners and both members of the public selected, “recesses would be appropriate.”

Survey complete!

Do you have any additional comments on design issues that have not been covered in this survey? Your responses will be used to shape revisions to the Pleasanton Design Guidelines and Standards. Thank you for your time and effort!

One Planning Commissioner noted that AC units and similar equipment should be located on rooftops and that garden plazas should be used to maximize outdoor living. Another Commissioner requested best practice examples of projects ranging in density from 30 to 60 dwelling units per acre, and placed emphasis on the public view of perception of projects.

A member of the public indicated that quality architecture and four-sided architecture should be required, and further indicated that windows should not face windows and a minimum and maximum number of colors should be established (e.g., body 1, body 2, trim 1, accent 1, etc.).

Objective Design Standards Self-Guided Site Tour

Summary of Feedback

Appendix A: List of Questions

Link to Online Questionnaire: https://forms.gle/KLByuqqb2htKD8wQA

SITE #1 - 730 Peters Avenue
Approximately 10 unit/acre project providing three detached homes on a downtown infill site; the site configuration illustrates how placement and location of parking can impact the appearance of the project from the street.

Google Street View - 730 Peters Avenue
https://goo.gl/maps/y3TuMF2P5mH5XqVQA

1A. Do you feel single car driveways would be more appropriate for narrow parcels in the downtown area? (Please review the following images of the two-car driveway at 730 Peters Avenue and the development immediately across Peters Avenue)

- Single Car
- Double driveway
- Undecided

1B. Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.

1C. Do you think this project fits in with the surrounding neighborhood? Why or why not?

1D. Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.

SITE #2 - 536 St John Street
Approximately 15 unit/acre development consisting of 11 semi-detached homes

Google Street View - 536 St John Street
https://goo.gl/maps/7obyL4fNd4FTMQMQ6

2A. Do you like the utilization and configuration of the alley at this site?

- Yes
- No
- No opinion

2B. Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.

2C. Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.

SITE #3 - Irby Ranch
Approximately 8-unit-per-acre development including 87 homes and an approximately 19-unit-per-acre 31-unit supportive multifamily housing development.

3A. Would you like to live in a home on an alley facing a garage on the opposite side of your street?
- Yes, homes can be located on alleys
- No, I'd prefer homes face other homes
- I have no opinion

3B. What did you like best about this community?
- the open space design
- pedestrian circulation
- the facade articulation and materials
- landmark features and wayfinding
- connection to surrounding neighborhoods or trails
- Other:

3C. Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.

3D. Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.

SITE #4 - Andares
Approximately 15 unit/acre project on a Housing Element site providing 94 condominium units

Google Street View - 5850 W Las Positas Blvd
https://goo.gl/maps/XCjD8UV2kvcBS9CA6

4A. Should functional elements intended for facade articulation also need to be usable?
- I value aesthetics over practicality
- Open Space elements (porches, terraces, stoops) should be usable, but other elements such as sunshades and shutters need not be.
- I value practicality over aesthetics

4B. Did you notice any utility equipment or air conditioners on site?
- Utilities or equipment had an intrusive visual impact
- Utilities were well-screened and did not create visual impact
- I do not recall any utilities

4C. Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.

4D. Which elements do you feel were least successful in this project? Provide an explanation or brief notes if possible.

SITE #5 - The Mason Flats at Township Square
Approximately 30 unit/acre development on a Housing Element site including 210 multifamily apartments; the density of the 97 detached townhomes is approximately 5 units/acre

Google Street View - Brookline Loop
https://goo.gl/maps/zwoubCY76b3YG9ff7

5A. The entry porches are deep and wide enough to place a bench/seating within them. Is this a desirable element to be emulated elsewhere in Pleasanton?
- Yes
- No
- Unsure

5B. Should residences lining pedestrian walkways (paseos) be required to use low fences and walls to allow for visibility from homes to the path or should they be allowed to use six-foot privacy fences or walls?
- Full height fences and walls (6 foot) are preferable
- Low fences (3-4 foot) are preferable
- No opinion

5C. Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.

5D. Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.

SITE #6 - Vintage Apartments
Approximately 30 unit/acre Housing Element development providing 345 multi-family apartments adjacent to a retail center.

Google Street View - 3028 Stanley Blvd
https://goo.gl/maps/FmbVmAnTBXwXqtEb7

6A. How easy is it to navigate through this community?
- There are sufficient landmark features for wayfinding
- More landmark features and clearer signs would be helpful
- The layout is confusing and it's easy to get lost

6B. Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.

6C. Which elements do you feel were least successful and why? Provide an explanation or brief notes if possible.

SITE #7 - The Galloway
Approximately 30 unit/acre project on a Transit Oriented Development site providing 506 apartments adjacent to BART

Google Street View - 4863 Willow Road
https://goo.gl/maps/u3M7ZAPYgtTTBXRV6

7A. Do you find a "change in plane" such as recess / bay / change in depth necessary in building articulation?
- Yes, they articulate the buildings and add definition to the facades
- No, a change in color/material is enough
- I have no idea

7B. Does the plaza adjacent to the crossing to the BART station provide an active and usable space?

7C. Which elements do you feel were most successful in this project? Provide an explanation or brief notes if possible.

7D. Which elements do you feel were least successful in this project? Provide an explanation or brief notes if possible.

General Questions
8A. Should sidewalks or pedestrian walkways provide dedicated pedestrian access to every home in a development?
- Yes
- No

8B. Should site plans be designed such that homes and residential entries face garages?
- All homes/residential entries should be required to face other entries, open spaces, or streets
- All homes/residential entries should not be prohibited from facing garages
- No opinion

8C. Based on the developments you toured, where should future applicants provide higher quality design and materials? Please rank potential locations for higher quality design and materials by high, medium, and low priority.
- Public street-facing elevations
- Elevations visible from public/internal streets
- Elevations visible from walkways and open spaces
- Elevations visible from alleys, driveways, or parking lots
- Shared building entries
- Individual unit entries
- Projecting elements (bays, porches, decks)
- Building rooflines

8D. Should future design standards include requirements to provide deep recesses on long buildings to reduce perceived bulk?

- Recesses would be appropriate
- Recesses would not be appropriate
- No opinion

Survey complete!

Do you have any additional comments on design issues that have not been covered in this survey?

Your responses will be used to shape revisions to the Pleasanton Design Guidelines and Standards.

Thank you for your time and effort!

Objective Design Standards Self-Guided Site Tour

Summary of Feedback

Appendix B: *Approved Excerpt Minutes of January 13, 2021, Planning Commission meeting*

January 13, 2021, Planning Commission Agenda Report, with Exhibit A

P20-0989, Objective Design Standards
Work session to review and discuss the process of creating Objective Design Standards for residential development.

Senior Planner Shweta Bonn presented the specifics of the item in the Agenda Report.

Mr. Rick Williams of Van Meter Williams Pollack (VMWP) continued the presentation and provided additional specifics of the item as presented in the Agenda Report.

Commissioner Allen asked how the expertise of the consultants and best practices of other cities would be provided since the Commission did not have a lot of experience with high density buildings. Director of Community Development Ellen Clark explained the review was very specific and the Commission should rely on Mr. Williams and Mr. Andrew Faulkner of VMWP to articulate the technical components. She stated the draft standards, which would return to the Commission in a couple months, would contain a lot of detail that would be based on recommendations from Mr. Williams and Mr. Faulkner. She stated additional opportunities for input would be available. Commissioner Allen confirmed the Planning Commission was just one piece of input in the process. Mr. Williams explained they toured Bay Area cities to determine the components of successful development and they would be providing examples from other cities to be translated to Pleasanton.

Commissioner Pace expressed confusion on the purpose of the item. He stated his understanding of the State's requirement for cities to permit more higher density projects in order to accommodate greater access to homes and living spaces for California and, to prepare, the City was determining principles to manage the growth. He asked for confirmation that the Commission was being asked to provide its opinion so when specific issues come forward there was a guideline or policy to address it. Ms. Clark confirmed the purpose of the exercise was to develop standards instead of guidelines, removing areas of discretion that may not be enforceable under State law. She explained the questions posed to the Commission for guidance. Mr. Williams requested the Commission provide input on design standards and priorities.

Commissioner Ritter stated he would like to meet the State's standards without overregulating. Ms. Clark explained the State was not prescribing development standards, rather mandating the cities had to have standards instead of guidelines to prescribe project and building design. Mr. Williams further clarified the ten questions before the Planning Commission were similar to factors other cities were considering.

Chair Brown inquired whether the objective of the State was to fast-track approvals and reduce the ambiguity of submissions by having design standards and less opportunity for the Planning Commission to provide input during the application process. Ms. Clark confirmed. Chair Brown asked who had been provided the opportunity to take the survey. Ms. Clark explained it had been made available to others, but she was not sure if others had taken it. Chair Brown inquired if there was a plan for the public or interested parties to take the survey and the timeline for having approved design

guidelines. He also asked if other commissions would be taking the survey. Ms. Clark replied that the goal was to complete the standards in 2021. She explained the existing standards were being updated and refined, versus creating a whole new set of regulations. Chair Brown expressed concern that people would become aware of the standards closer to finalization and would want to provide feedback. He discussed the need for sufficient outreach. Ms. Clark explained that, in the next phase, the draft document would be introduced to key stakeholders, such as Hacienda and Simon Properties, Pleasanton Downtown Association (PDA) and Pleasanton Heritage Association (PHA). Chair Brown asked if there was any chance the State requirements would extend beyond residential, affecting commercial properties. Ms. Clark stated the State's concern was around streamlining housing projects. Chair Brown inquired if the standards would apply to anything in the interior of buildings. Ms. Clark explained the majority of standards were focused on site layout and building design. Mr. Williams suggested potential discussion on active uses to prevent unappealing blank walls in publicly visible areas. Chair Brown asked if the City could regulate where amenities were located within a project. Ms. Clark stated the City could establish regulations regarding onsite amenities.

THE PUBLIC HEARING WAS OPENED

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

THE PUBLIC HEARING WAS CLOSED

Discussion Point #1:

Should the "sides" of infill and multifamily development be required to provide the same articulation as street-facing facades?

Commissioner Allen stated sides of a building, street or public facing, should be required to provide the same articulation. She referenced the example of the east facing side of the St. John property shown during the presentation, stating it should have been designed with public facing articulations. She stated she would not prioritize articulation if it were only facing the interior of the development and would not be public facing, particularly given the added expense. Mr. Williams explained that minimum articulations could be used for creating dimension and depth and he would provide proposed regulations. Commissioner Allen stated she would prefer money be spent on high quality, compatible public viewed areas and allowing flexibility in design areas that were not as visible to the public.

Commissioner Pace concurred with Commissioner Allen in that there be more requirements for areas visible to the public from the exterior.

Commissioner Ritter stated he would like to see articulations used to compensate for height and agreed the public facing sides should be the priority.

Chair Brown stated that buildings which can be viewed publicly from an interior alley or roadway should have a cohesive design and be articulated with purpose; he mentioned he saw some examples on the site tour which had articulation seemingly without purpose or unnecessary accents. He suggested defining the utility side of a building (i.e., air conditioning units, utility pipes, etc.) and including regulations regarding screening.

Discussion Point #2:

Should future projects "tier" height and density such that taller and denser buildings are away from public streets?

Commissioner Allen suggested taller buildings be set back where possible but denser buildings that appeared smaller and more attractive might not need to be set back. In general, she suggested more dense projects using less land, around 40 to 60 units to the acre and designed well, if in the right location. She stated tiered height was dependent on location and applies more when in a highly visible central location but is not as important when located in a shopping center, commercial area or next to a freeway.

Commissioner Pace concurred with Commissioner Allen and that height allowances depended on the location.

Commissioner Ritter agreed concerning height and added that open and outdoor space was critical. He suggested high heights be kept away from busy streets and blend into their location.

Chair Brown stated there seemed to be more open space opportunities for higher density projects as opposed to zero lot line homes close together with minimal backyards. He stated location needed to be considered and it might not be appropriate for downtown infill but might be for the area around Stoneridge Mall or Hacienda.

Discussion Point #3:

Should infill housing developments be designed to maximize public street parking by reducing curb cuts and driveway width?

Commissioner Allen stated parking needed to be specifically considered, especially in the downtown area. She stated it was a travesty that the City lost four public parking spaces on the Peters Avenue project. She mentioned she liked the projects at 446 Peters Avenue and 1037 Division Street that had one driveway which came around and the parking lot was on the backside of several townhouses. She stated she understood that some lots might not be deep enough, but parking should be considered in design.

Commissioner Pace added the City was inevitably headed towards denser housing, which could create parking challenges. He suggested prioritizing the retention of as much public parking as possible.

Commissioner Ritter agreed with Commissioner Pace stating parking within the infill development was ideal, but State guidelines did not require that. He suggested the width of the street be considered when determining public parking.

Chair Brown stated curb cuts should not be permitted in infill that would prevent a minimum of one car between adjacent residences. He suggested flexibility in the design guidelines regarding double garages in an effort to retain some public parking.

Discussion Point #4:

Should a percentage of garages in lower density developments be allowed to utilize tandem parking to reduce *visible* double garage doors?

Commissioner Ritter agreed that flexibility should be provided for denser developments.

Commissioner Pace agreed, stating the denser the development, the more likely the design aesthetic of a large number of garage doors at street level would matter less.

Commissioner Allen stated she would prefer parking be in the rear, especially in the downtown area, to avoid double garages with a curb cut and tandem parking.

Chair Brown stated tandem parking reminded him of older developments but was a reality. He suggested parking in the back where the site layout permitted but acknowledged the challenge with turn around space.

Discussion Point #5:

Should design standards be required to use recesses to reduce the mass of larger buildings?

Commissioner Pace stated standards should depend on the visual point of view.

Commissioner Ritter referenced the Stanley Boulevard project as being well done. He stated it was necessary to use all available tools to reduce the appearance of size to accommodate the Regional Housing Needs Assessment (RHNA) requirements.

Commissioner Allen and Chair Brown concurred with Commissioners Pace and Ritter.

Discussion Point #6:
Are smaller private balconies or larger shared open spaces more preferable?

Commissioner Allen stated private balconies generally created an articulation and attractive design element to the public. She stated larger shared open spaces were good for people to gather. She stated both options were necessary, one for design and appearance and the other for community use.

Commissioner Pace agreed with Commissioner Allen stating both options were desirable and served different purposes. He suggested open space for higher density developments and private balconies on the exterior as an attractive design feature. He stated the question was where to have them, not if to have them.

Commissioner Ritter stated both were desirable, but it would depend on the type of development and price of property. He would support private balconies in a higher density project but not necessarily require them in a lower density project.

Chair Brown stated he would prefer public open space rather than the smaller balconies, as in the Vintage development, particularly if the size of the balcony was such that it was not usable.

Discussion Point #7:
Are design standards needed to control location of air conditioning units and other mechanical equipment?

Commissioner Allen said design standards were necessary on the location of air conditioning and other mechanical equipment. She stated they should be screened or placed on the roof.

Commissioner Pace and Commissioner Ritter concurred.

Chair Brown agreed but stated he would not mind an AC unit on a wide walkway. He stated it was necessary to account for the utility side of a building where there were three open sides and the best location for utilities.

Discussion Point #8:
Would it be desirable to require a POPOS (privately-owned public open space) at projects with large land areas?

Commissioner Ritter discussed challenges with community benefits and ownership. He suggested publicly owned opens space.

Commissioner Pace agreed with Commissioner Ritter stating he did not see the benefit of privately owned public space and his preference for publicly owned open space. He stated amenities for residents of a community were important, but he did not want to

see a large park in the middle of a development that the entire community could not use. He suggested publicly owned space funded by a donation from a private entity like Public Storage donating to the bicycle trails near their project. Mr. Williams clarified that many of the examples of POPOS were small entry plazas to a larger development or alongside a horizontal mixed-use center like a plaza with other activities coming off commercial development. He stated part of the requirement for POPOS was to be on the exterior of the public street and accessible to the public.

Commissioner Allen agreed with Commissioners Pace and Ritter and stated it was a low priority for residential-only projects, and that if there was leftover land to accommodate such a plaza, then the project should have been denser to make best use of the land.

Chair Brown inquired if a playground maintained by an HOA but usable by the public would be considered POPOS. Mr. Williams confirmed that it could be and may be located in an existing neighborhood. Chair Brown stated that an added benefit would be that cleaning and upkeep would not come from the City's budget. Mr. Williams said that cities often did not want to get involved with small public spaces, but the development wanted it maintained because it was in their area.

Discussion Point #9:

What other standards could help ensure that future development is more like Vintage and less like the Galloway?

Mr. Williams clarified the question requesting input on the desired elements.

Commissioner Ritter stated Galloway was a result of litigation. He indicated support for the lot lines in the Vintage project. He discussed the need for outdoor space with increased density.

Commissioner Pace acknowledged the similar housing capacity but meaningful difference in experience between the two projects. He discussed the importance of visuals from the street and interior. He stated he did not want to restrict higher density and open space and that visual impacts were important concepts.

Commissioner Allen stated she preferred the high-quality materials, such as natural stone, brick and high-quality use of metal and the use of porches and decks in the Vintage project. She stated sporadic decks created a feeling of community and that the podium building worked well. She stated she did not like the stucco and concrete used for Galloway and she did not like the block style, design of the building without porches. She disliked the high use of concrete and the lack of contrasting and varied materials.

Chair Brown described Galloway as a stacked container model with brighter colors without enough articulation. He also mentioned that the guest parking did not work and reminded him of the 1970s though he liked the angular parking separated from the bike path. He stated the adjacent retail was empty and would not be used if parking was in

the front. He stated the plaza front was bare, without distinction or definition, which a POPOS should have.

He stated he did not like the location of the garbage containers, nor small size of the balconies at the Vintage project. He stated he liked the brick around the bottom of the building as it hid the fact that there was a difference in slope. He stated the project reflected higher density, with more open space. He discussed the minimal backyards at the Brookline Loop project. He also expressed disappointment in the Irby Ranch development because the three properties facing First Street seemed fine, but the back side was blank, and it was confusing trying to find specific properties.

Discussion Point #10:
Does the Commission have any other feedback?

Chair Brown stated he liked the added cobblestone walkways and organization at the Brookline Loop properties. He said there was a good community area in the center and the private amenity in the back was great, although it was next to a highway. He also liked the walkways across the roads.

Commissioner Allen stated it was important to define the location of community space, such as near entrances and public walkways for safety and an integrated feel. She stated she did not want “home office” zoning, rather clearly zoned as either residential or business. She suggested a more geometric street design with verticals and horizontals would be easier to navigate than the circular, winding street design of the Irby Ranch development.

Commissioner Pace stated the concepts discussed were the most important to him. He stated project location was important to consider for design. He discussed the need to retain City control and preserve the look and feel of the community with design guidelines.

Commissioner Ritter expressed the importance of ensuring the guidelines were simple and efficient for the citizens of Pleasanton.

Mr. Williams commended the Commission on its input.

Chair Brown suggested others participate in the exercise and suggested consideration of design guidelines for commercial as well.

Commissioner Allen suggested the City Council and developers take the survey. She recognized it may slow the process, but the more people involved in coming up with the guidelines, the more people would buy into the end product. Ms. Clark stated there was no harm in slowing down and allowing others to participate. Commissioner Allen asked the Commission if it agreed. Chair Brown agreed and reiterated his concerns with last minute input. Commissioner Pace indicated support for obtaining input from others and feedback from stakeholders made sense. Commissioner Ritter expressed his

agreement with the other Commissioners and suggested an easier format. Chair Brown suggested the Council complete the same exercise as the Planning Commission.

THE CITY OF PLEASANTON

Planning Commission Agenda Report

January 13, 2021
Item 7

SUBJECT:	P20-0989
APPLICANT:	City of Pleasanton
PURPOSE:	Work session to review and discuss the process of creating Objective Design Standards for residential development
LOCATION:	Citywide
GENERAL PLAN/ SPECIFIC PLAN/ ZONING:	Various
EXHIBITS:	A. Memo regarding Self-guided Site Tour, dated December 9, 2020 (previously distributed, available upon request) B. Online Survey (enclosed without pictures) C. Housing Site Development Standards and Design Guidelines (previously distributed, available upon request)

STAFF RECOMMENDATION
Staff recommends that the Planning Commission share its feedback regarding recently constructed projects and provide feedback and direction for drafting objective standards.

EXECUTIVE SUMMARY
The City of Pleasanton has initiated a process to develop an updated and expanded set of objective design standards for residential development. The intent of this effort is to address recent changes in State law that seek to streamline and increase housing production, focused on making approval processes more routine and predictable for developers by creating objective standards in lieu of discretionary review. The Planning Commission, at the direction of City Council, commenced the project on December 9, 2020. Since the December meeting, the Planning Commission was asked to visit several recently constructed projects of varying densities and housing types and subsequently respond to an online survey asking about different features of the projects (reference Exhibits A and B to this agenda report). This meeting is structured to summarize the Planning Commission's feedback and solicit direction from the Commission on ways to incorporate this feedback into the objective standards.

BACKGROUND
The project scope for the objective design standards includes modifying the Housing Site Development Standards and Design Guidelines (Housing DG) such that any provisions of the Housing DG that would be considered subjective are instead translated into objective

standards. This effort is also expected to dovetail with the upcoming update to the Housing Element such that objective standards can be established for sites that are eventually considered for the Housing Element. Secondly, the project scope includes establishing objective design standards for other types of residential development, such as two-, three-, and four-plexes, which are housing types that are allowable in several zoning districts today; these standards would be implemented upon adoption of legislation pertaining to these housing types.

To assist with determining key area of interest and concern for both of these efforts, the project team (consisting of staff and architectural firm Van Meter Williams Pollack (VMWP)) developed a self-guided site tour of recent projects.

Self-Guided Tour

At the December 9, 2020 Planning Commission meeting, the Planning Commission was requested to complete a self-guided tour of seven recently constructed projects in Pleasanton at varying densities. The purpose of the tour was to provide an opportunity for in-person observations of the projects and provide both general feedback and respond to specific questions about each site. To give the Planning Commission adequate time to complete the tour and report back, staff requested that each member of the Planning Commission provide his/her feedback no later than the end of the day, Sunday, January 10 (after the date for distribution of this agenda report). Therefore, while this report incorporates feedback received to-date, additional comments from the Planning Commission will be incorporated into the presentation and discussion during the meeting on January 13. The Commission will also have the opportunity to provide additional comments at the January 13 meeting.

DISCUSSION

Site Tour Locations and Questions

The self-guided site tour consists of seven locations, two of which are smaller-scale infill sites located downtown, and others being larger-scale developments throughout the city. Table 1 summarizes the site visit locations, number of units, and approximate density of each project.

Table 1: Site Tour Locations

Site Location	Number of Units	Approximate Density
Site #1: 719-735 Peters Avenue	3 units	10 units/acre
Site #2: 536 St. John Street	11 units	15 units/acre
Site #3: 3806 Stanley Boulevard, Irby Ranch	87 homes	8 units/acre
	31 multifamily units	19 units/acre
Site #4: 5850 W. Las Positas Avenue, Andares	94 units	15 units/acre

Site Location	Number of Units	Approximate Density
Site #5: Brookline Loop, Mason Flats at Township Square (Pleasanton Gateway)	210 apartments	30 units/acre
	97 detached units	5 units/acre
Site #6: 3150 Bernal Avenue, Vintage Apartments	345 units	30 units/acre
Site #7: 4863 Willow Road, The Galloway	506 apartments	30 units/acre

Density Greater Than 30 units/acre

The Planning Commission expressed interest in receiving more information about projects that had density greater than 40 units per acre. One example in Pleasanton is the Vintage Apartments (Site #6 on the self-guided tour). In this project, although the *average* density across the project site is 30 units per acre, actual density in different subareas of the site varies, being at about 40 units/acre at the southeast corner of the site where the podium building is located. Increasing the mass and density of this portion of the site allowed the units along Bernal Avenue to be lower-density, two-story structures.

Other sites that were rezoned as part of the 2012 Housing Element were identified for greater density than 30 units/acre (e.g., the site at Stoneridge Mall was rezoned at a density of 40 units/acre and the California Center site was rezoned at a density range of 35 to 40 units/acre); Although a project was approved at California Center, and another is proposed at Stoneridge Mall, neither of these projects have yet been constructed.

As the example of the Vintage Apartments demonstrates, *building density* and *project density* may be different. Generally, building densities at or above 40 dwelling units per acre require some form of structured parking. Conversely, the cost of structured parking makes podium buildings uneconomical at densities less than 40 units per acre. Podium buildings (such as the building at the southeast corner of Vintage Apartments) are often seen as desirable, because this typology provides courtyards, increased open space, and better resident amenities than can be achieved with typical surface-parked designs.

With the exception of Irby Ranch and Vintage Apartments, developers that proposed projects on sites from the 2012 Housing Element generally proposed buildings that were uniformly designed to the required site density. Since the site rezoned for the 2012 Housing Element ranged from 30-35 units per acre, this development pattern generally resulted in homogenous surface-parked projects and incentivized applicants to build to the lower end of allowed densities to reduce their construction cost. The next Housing Element could provide an opportunity to better encourage blended densities that would mix different building densities across Housing Element sites.

Accordingly, as part of the Housing Element update, staff anticipates a discussion at both the City Council and Planning Commission level on the most appropriate strategies to accommodate the projected Regional Housing Needs Allocation. Staff suggests it will be more timely to bring a focused discussion on housing densities greater than 30 units/acre to the Planning Commission later in 2021, in conjunction with the Housing Element process, framed

within overall sites analysis, and as part of a more complete range of options and strategies for consideration. As the Planning Commission has suggested, staff expects that discussion to include examples of higher density projects in other Bay Area cities, alongside and a more thorough examination, of the potential outcomes (pros and cons) of allowing for higher density in certain areas and situations.

Summary of Legislation and Objective Design Standards

At the December 9 meeting, a Commission member indicated it would be helpful to understand the legislation pertinent to objective standards. Below is a summary of the Housing Accountability Act (HAA), Senate Bill (SB) 35, and SB 330.

- *Housing Accountability Act (SB 167, AB 678, AB 1515)*: The bills affecting the HAA apply to *every* housing development application not just those with an affordable housing component. The legislation requires that local government provide developers with a list of any inconsistencies between a proposed project and all local plans, zoning, and standards within 30 to 60 days after the application is complete or the project will be deemed complete with all local policies. Additionally, if a housing project complies with all "objective" general plan, zoning, and subdivision standards, it may not be denied or have its density reduced unless a city or county can find that the project would have a specific adverse impact on public health and safety. If a project includes affordable units, a local jurisdiction is responsible for making additional findings to deny the project, reduce its density, or add a condition that makes the project infeasible, even if the project does not comply with all "objective" standards.

- *Streamlined Approval (SB 35)*: SB 35 requires cities to "streamline" the approval process for housing developments if the jurisdiction has not issued sufficient building permits to satisfy its regional housing need by income category. A project would be eligible for ministerial approval if it complies with objective planning standards, meets specifications such as a residential General Plan designation, does not contain rental housing units, and pays prevailing wages. Additionally, projects must restrict 10 to 50 percent[1] of its units to be affordable to households classified as having low income (i.e., less than 80 percent of the area median income).

- *Housing Crisis Act (SB 330)*: SB 330, also known as the Housing Crisis Act makes a number of substantial changes to the Permit Streamlining Act and the Housing Accountability Act. Among other items, the bill does the following:
    - Prohibits the City from requiring a housing project to re-zone a property if it is consistent with the objective general plan standards (e.g. density) for the property. The City may require the project to comply with any applicable zoning standards, but only to the extent they facilitate the development at the density allowed by the general plan.
    - Prohibits any general plan or zoning changes that would reduce or eliminate the ability to construct housing on a site, except under very limited circumstances.
    - Streamlines the approval process by creating a new "Preliminary Application"

[1] Percentage determined by HCD, based on jurisdiction's performance towards meeting RHNA targets. Pleasanton is subject to the 50 percent affordability threshold for a project to be eligible for SB35 streamlining.

process for housing projects that "freezes" applicable fees and development standards in place at the time of application submittal (as opposed to at the time a project is "deemed complete"), requires the City to develop and make available a Pre-Application checklist, including a list of specific submittal items prescribed by the state, and limits the total number of public hearings on a project (that is consistent with the General Plan and zoning) to no more than five, with "hearing" broadly defined to include any workshop or meeting of a board, commission, council, department or subcommittee.

Feedback from the Planning Commission and Key Area of Interest and Concern

In January 2019, the Planning Commission participated in a design training led by VMWP that focused on critical issues and best practices for project review. In summary, while the projects discussed had many notable positive attributes, potential areas of improvement and key discussion topics included:

- Better transitions and interface between commercial and residential portions of mixed-use projects
- Upholding the hierarchy of streets and thoroughfares
- Recognizing tradeoffs in site planning, provision of parking, and range of unit types and density.

Further, the feedback from the Planning Commission as a result of the self-guided site tours as of the writing of this agenda report is summarized below, by the following topics: site planning, parking, building orientation, building design, building articulation, building materials and detailing, and other topics. Please note, that while the following summarizes responses in the key areas based on responses from three Planning Commissioners received to-date, feedback from other Commissioners, along with a more comprehensive synthesis of the results of the online survey will be provided as part of the presentation for this meeting.

- *Site Planning*: Site circulation is the organization and design of streets, alleys and walkways. Site circulation sets up the organization of street, building, alley/parking, building, walk or paseo and open spaces so that the visual impact of parking and utilities are minimized, and pedestrian connections and spaces are lined by buildings entries and "active frontages." Then streets, walks and open spaces are designed with walks, trees and pedestrian-scaled lighting and parallel parking. Often, the objective is to prevent a residence's front façade and porch from facing a garage door across the alley.

  A question in the online survey asked about the configuration of the alley at the project located at 536 St. John Street, with the intent of soliciting feedback on whether the alley minimizes visual impacts of the project to the street; the survey also highlights that the alley that results in garages situated opposite entries and does not provide for a separate pedestrian walk to the front doors of the homes at the rear of the project. Feedback thus far from Commission members in response to the utilization and configuration of the alley at this site is mixed.

- *Parking*: The location of parking and its relationship to the street, pedestrian walks and open spaces play a role on its visual impact, as well as on the project's building design.

For example, a question in the online survey asked about whether single-car driveways would be more appropriate for narrow parcels in the downtown area since two-car garages (and associated curb cut) eliminate the possibility for the homes to have a living space and porch on the ground floor fronting the street and also reduce on-street parking and impact placement of street trees. Feedback thus far from the Commission on whether single-car driveways would be more appropriate for narrow parcels is mixed, as all three options have been submitted (single-car preferred, two-car preferred, and undecided).

- *Building Orientation*: It is generally considered important for buildings to face public streets and semi-public spaces like open spaces and walks such that the building "frames" these spaces. Further, placing the building alongside these types of spaces while at the same time placing parking behind the buildings reduces the negative visual impact that vehicular parking can impose on these spaces.

  A question regarding Irby Ranch in the online survey specifically asked about whether a home located on an alley should face a garage or other homes. As noted in the December 9 memorandum provided the Commission, alleys are used to reduce the impact of garages on front elevations and reduce circulation impact on streetscapes but are most successful when garages are located on both sides of the alley. In the Irby Ranch project, some of the homes are situated such that they face the alley. In response to the question about whether homes located on an alley should face a garage or other homes, online responses thus far uniformly indicate homes should face other homes.

- *Building Design*: Entry stoops, porches, front doors and living spaces facing the street, open spaces, and pedestrian walkways enhance security through informal surveillance; secondly these spaces are enlivened with residents' frequent use and circulation.

  Specifically, a question in the online survey asked about whether elements intended for façade articulation should also be usable. Responses to this question are mixed, as some responses indicate the respondent values practicality over aesthetics, another indicates the respondent values aesthetics over practicality, and another indicates that open space elements (e.g., porches, terraces, stoops) should be usable, but other elements such as sunshades and shutters need not be.

  Another question asked about whether low fences and walls (as opposed to taller elements) should be used such that visibility from homes to the path is not compromised; visibility from homes to pedestrian pathways or common areas increase informal surveillance in a neighborhood. Responses to this question submitted thus far were also mixed, as several commissioners indicated taller, full-height fences and walls are preferable and another indicated low fences (e.g., 3 to 4 feet tall) are preferable.

- *Building Articulation*: The size or scale of the building can be visually reduced through massing, articulation and façade design; often one can look at a building and understand that it has a base, and middle and a top to the building façade which is a traditional façade pattern.

Building Materials Design and Detailing: The careful selection of materials helps buildings "belong" in their context. An example is using stone or masonry/brick as a base to a building, which provides a substantial lower element; as mentioned above, the base, middle and top of a building is a traditional façade pattern.

A question in the online survey asked about The Galloway project and whether a "change in plane" (e.g., recess, bay, change in depth) would be beneficial to articulate the building and add definition to the façade. For example, in the mixed-use building at The Galloway, the yellow stucco, white board siding and white stucco are all within the same approximate surface, which results in a building that lacks depth and may be perceived to be low-quality. Several responses to this question in the online survey agreed that a "change in plane" is necessary in building articulation; one response indicated that the Commissioner did not know whether or not a change in plane would be beneficial.

- *Way Finding*: Several questions in the online survey asked how easy it was to navigate through the communities (i.e., whether there are sufficient landmark features and clear pedestrian signage). Generally, Commissioners thought it was easy to navigate through the communities, although one Commissioner found the Vintage Apartments layout to be confusing.

- *Utility Equipment:* A question in the survey asked about whether utility equipment such as air conditioning units were noticeable and created a negative visual impact. Responses to this question were mixed and several Commissioners indicated the utility equipment at the Andares project to be intrusive and have a negative impact, while one Commissioner found the utilities were well-screened and did not create visual impact.

- *Public Spaces/Plazas*: A question in the survey asked about whether the plaza adjacent to the crossing to the BART station at The Galloway provided an active and usable space. Responses to this question thus far are uniformly critical of the plaza, indicating that it was not designed to facilitate retail success in that the exterior was not attractive or "active. Further, Commissioners felt that while the concept of the plaza was well-intentioned, the lack of benches and adequate parking, coupled with blocked front-facing windows negatively contributed to the quality and usability of the plaza.

- *Successful Project Elements*: Responses to the online survey included many comments about successful project elements for each project. The following highlights some key concepts identified by the Commissioners that have responded thus far:
    - The use of high-quality materials on some projects (e.g., Andares, use of brick at Mason Flats)
    - The density from the public right-of-way (PROW) appears less than actual density of project, either because of good quality design or because the density is "tiered" as is the case at the Vintage Apartments
    - Less prominent garages (e.g., Vintage Apartments)
    - Quality architecture and streetscape on some projects

- *Least Successful Project Elements*: Online survey responses regarding least successful project elements are summarized to include:
    - Prominent garages facing street/PROW, reducing emphasis to pedestrian entries
    - The size of private open space is compromised because of parking (consider placing parking underneath residences to allow for larger outdoor spaces)
    - The building colors are not compatible with surroundings in some projects
    - Enhanced design treatment should be consistent on all facades, particularly those visible from PROW (i.e., do not limit it to the front facade)
    - The visibility of utility equipment such as air conditioning units is undesirable
    - The common areas not inviting or usable in some projects
- *Other Comments*: Responses to the online survey also included other more general comments:
    - Maximize outdoor living (e.g., consider garden plazas)
    - Streetscape and public views of projects are of most importance and should be prioritized over internal site design
    - Review of best practices for higher density projects (in the 30-60 dwelling unit per acre range) will be imperative as we proceed

Example Revisions to Housing DG

Based on feedback from today's meeting, as well as recommendations from the consultant team and staff, the revised Housing DG will be brought forward for Planning Commission review and discussion at a future meeting.

To help frame the range of revisions the Planning Commission is likely to see, two examples of ways in which the existing subjective standards could be modified, related to some of the key topics discussed in this report. The examples illustrate that, while in many cases it will be possible and logical to translate subjective guidelines into objective standards, in others, continuing to frame items as guidelines, to allow for necessary flexibility or accommodate a range of site conditions, will continue to make sense.

Example 1, Building Design (Translate Guideline into Standard)

Existing Housing DG:

C1.a. Entries should be the predominant feature of front facades, and should have a scale that is in proportion to the size of the building and number of units being accessed. Larger buildings should have a prominent, centralized building entrance.

Potential Revisions:

Primary common entries shall front on Public Streets, Internal Streets, or Common Open Spaces.

- Common entries shall provide a door and an entry feature such as a porch, arcade, or plaza

- The cumulative width of multifamily entry features on a given frontage shall be scaled to a minimum of 10% of the building frontage length

All ground floor units shall provide individual unit entries; these features, including, but not limited to porches, stoops, and terraces, shall be scaled to a minimum 20% of the interior unit width.

- Unit entry features within 4 feet of grade may encroach by a maximum of 50% into the required frontage setback
- Unit entry features with direct access to pedestrian walks or public sidewalks shall provide a low fence, screen, or landscaping not exceeding three feet in height to transition from public to private areas.

In this example, the existing Housing DG indicate that entries should be emphasized as a design feature and should be proportional to the size of the building. However, this guideline would be considered subjective, because it would leave it to the individual judgement of the reviewer as to whether the entry was sufficiently "emphasized" and "in proportion" to the building.

The potential revision to this guideline would translate these goals into a quantifiable standard: it indicates that an entry feature above a common entry shall be provided (including examples of suitable features), and that it must be scaled to at least 10% of the building frontage length. Additionally, the draft language provides a measurable standard for the scale of ground floor units' entry features, relative to the interior unit width; as well as a requirement (and specified maximum encroachment) for low screening walls, hedges or fences around entry features accessing public walkways, etc.

While both approaches serve to achieve the same goal, the second approach uses quantitative measures ("a minimum of 10%" instead of "in proportion to") and prescriptive language (i.e., "shall" instead of "should") to identify the expectation for the project's entry design.

Example 2, Site Planning (Retain Guideline Format)

In the following example related to site planning, the existing Housing DG encourage streets, alleys, and paseos of a subject project to connect not only internally but also to adjacent streets and neighboring developments.

The potential revision to this language is, however, written also as a guideline (not a standard) since connectivity to adjacent properties or neighboring developments may or may not feasible on each project. Therefore, while quantifiable standards for residential development will be incorporated into the objective standards, staff also expects that guidelines will also be incorporated to reflect best practices and serve as design guidance for a project where it is not possible or practical to establish a quantifiable objective standard.

Existing Housing DG:

A1.d Streets, alleys and paseos should not only connect internally but also be publicly accessible and connect to adjacent streets and neighboring development.

A1.e Anticipate future connections to adjacent parcels to provide future connectivity.
A1.f Pedestrian and bike paths should be used where street connections to adjacent neighborhoods are infeasible.

Potential Revisions:
G1. Pedestrian and bike paths should be used where street connections to adjacent neighborhoods or parcels are infeasible.
G2. Site circulation elements should anticipate future connection to adjacent parcels where street or pedestrian connections are not currently feasible.

Next Steps
The feedback from the Planning Commission at this meeting will be incorporated into the draft objective standards that is prepared and distributed to the Commission at meetings in February and/or March. While staff expects to rely on the architectural and urban design expertise of VMWP, it also will provide the Planning Commission with key questions or focus areas for its input to focus feedback and discussion on the draft standards (although feedback on any part of the document will be welcome).

PUBLIC NOTICE AND PUBLIC COMMENTS
Notification of this item has been published in The Valley Times as an upcoming agenda item for the January 13, 2021, Planning Commission meeting. At the time this report was prepared, staff has not received comments regarding this effort.

Primary Author: Shweta Bonn, Senior Planner, 925-931-5611 or sbonn@cityofpleasantonca.gov

Reviewed/Approved By:
Melinda Denis, Planning and Permit Center Manager
Ellen Clark, Director of Community Development

THE CITY OF
PLEASANTON

Exhibit A to January 13, 2021, Planning Commission agenda report

MEMORANDUM

Date: December 9, 2020

To: Planning Commission

From: Ellen Clark, Directory of Community Development
Melinda Denis, Planning and Permit Center Manager
Shweta Bonn, Senior Planner

Subject: Objective Design Standards
Self-guided Tour

1. Summary

In conjunction with the project to establish objective design standards for varying types of residential projects. Particular emphasis will be given to objective standards applied to existing sites rezoned for the Housing Element of the General Plan, future sites that could be zoned to upcoming Regional Housing Needs Allocation (RHNA), and smaller-scale infill development that consists of two-, three-, and four-plexes – with the overarching goal of addressing State law.

In coordination with the kick-off effort, staff and the professional services team (consisting of architectural design firm, Van Meter Williams Pollack (VMWP)), has assembled a self-guided tour for each of the Planning Commission members to conduct in preparation for the January 13, 2021, Planning Commission meeting. The tour is intended to inform the Planning Commission of not only the type of projects that are planned for consideration in establishing the objective design standards, but to provide an opportunity to visit the sites recently developed so that it may provide feedback on critical issues and best practices. As mentioned in the December 9 agenda report, the sites have been chosen to represent development with a variety of sizes, densities, and building types and is intended to underscore the role that design standards and guidelines play in regulation or encouragement of particular features, design elements, or building relationships within a development.

This memo outlines the content of the self-guided tour, which consists of seven sites, discussed in more detail below. For each site, VMWP has provided observations for each site (both positive and negative) based on its professional experience and perspective, enclosed as Attachment 1.

The Planning Commission is also being asked to share its observations after visiting the sites, which may include points of agreement or disagreement with the consultant's opinions, as well as additional perspectives, by responding to structured questions using an online survey (link to be distributed). These responses, along with other feedback from the Planning Commission, will be shared and discussed at the January 13, 2021 meeting.

1. Online Survey

The observations and comments in this attachment to this memo are intended to serve as guidance for the Planning Commission's consideration as its members conduct the self-guided tour.

As indicated in the December 9 agenda report for this project, the tour is intended to be interactive; therefore, a link to an online survey will be shared such that Commissioners can access the survey via a mobile device while in the field. While the content of the content of this memo will be incorporated into the survey, the survey will also contain some structured questions and an "open-ended" field where the Planning Commission may share other input. If a printed copy of the online survey is desired, staff will provide one upon request. The Commission may also email comments to staff, if preferred over completing the online survey, or share verbal feedback at the January 13 Planning Commission.

The results of the online survey will be presented and discussed at the January 13 Planning Commission meeting (and accordingly, staff requests that the Planning Commission conduct its self-guided tours individually during early January 2021 so that the impressions from the site visits are still fresh for discussion at the next meeting (**completion of the online self-guided tour or submission of comments via email by 11:59 pm on Sunday, January 10, 2021** is desired to ensure feedback can be incorporated into the discussion materials that are prepared for the January 13 meeting).

2. Self-guided Tour Sites

The seven locations for the self-guided tour are:

1. 719-735 Peters Avenue
2. 536 St. John Street
3. 3806 Stanley Boulevard, Irby Ranch
4. 5850 W. Las Positas Avenue, Andares
5. Brookline Loop, Mason Flats at Township Square (Pleasanton Gateway)
6. 3150 Bernal Avenue, Vintage Apartments
7. 4863 Willow Road, The Galloway

The tour will highlight the following issues as they apply to the site locations:

- *Site Planning*: Site circulation is the organization and design of streets, alleys and walkways. Site circulation sets up the organization of street, building, alley/parking, building, walk or paseo and open spaces so that the visual impact of parking and utilities are minimized, and pedestrian connections and spaces are lined by buildings entries and "active frontages." Then streets, walks and open spaces are designed with walks, trees and pedestrian-scaled lighting and parallel parking. Often, the objective is to prevent a residence's front façade and porch from facing a garage door across the alley.

- *Parking*: The location of parking and its relationship to the street, pedestrian walks and open spaces play a role on its visual impact, as well as on the project's building design.

- *Building Orientation*: It is generally considered important for buildings to face public streets and semi-public spaces like open spaces and walks such that the building "frames" these spaces. Further, placing the building alongside these types of spaces while at the same time placing parking behind the buildings reduces the negative visual impact that vehicular parking can impose on these spaces.

- *Building Design*: Entry stoops, porches, front doors and living spaces facing the street, open spaces, and pedestrian walkways enhance security through informal surveillance; secondly these spaces are enlivened with residents' frequent use and circulation.

- *Building Articulation*: The size or scale of the building can be reduced through massing, articulation and façade design; often one can look at a building and understand that it has a base, and middle and a top to the building façade which is a traditional façade pattern.

- *Building Materials Design and Detailing*: The careful selection of materials helps buildings "belong" in their context. An example is using stone or masonry/brick as a base to a building, which provides a substantial lower element; as mentioned above, the base, middle and top of a building is a traditional façade pattern.

Attachment 1: VMWP Observations and comments for site tour locations

Planning Commission, Objective Design Standards, Self-Guided Tour
Observations and Comments by Van Meter Williams Pollack

Introduction
This document provides VMWP's observations and comments for seven sites recently developed in Pleasanton and is intended to assist the Planning Commission in thinking about best practices for residential development as it commences the process of establishing objective design standards. The seven sites included are:

1. 719-735 Peters Avenue
2. 536 St. John Street
3. 3806 Stanley Boulevard, Irby Ranch
4. 5850 W. Las Positas Avenue, Andares
5. Brookline Loop, Mason Flats at Township Square (Pleasanton Gateway)
6. 3150 Bernal Avenue, Vintage Apartments
7. 4863 Willow Road, The Galloway

The end of this document contains general questions that serve to focus the attention of the Commission on key aspects of project site planning and building design, materials, and architecture.

Site 1: 719-735 Peters Avenue

The three detached homes on this infill site in downtown illustrate how parking can impact building design and active street frontages.

VMWP Observations and Comments:

- The two-car garage facing the street is not a common element or pattern in downtown (it is common outside of downtown). Two-car garages on small sites eliminate the ability for the homes to have living space and porches on the ground floor fronting the street.

- The side-by-side garage and driveway curb cut also reduces on-street parking which could be problematic for guest and customer parking downtown. It also prevents street trees from being planted with the sort of frequency that is more typical in downtown Pleasanton.

Notice the distance between curb cuts is too narrow to accommodate a parallel parked car, thus the driveway is blocked.

- The homes themselves are well designed with use of quality materials, and a high level of detail and character.

As a comparison, look at the homes across the street to the west:

- The smaller homes across the street illustrate one-car-wide drives and tandem parking which allow for the entries to face the street with living space at the street level,
- Notice the minimal impact of the garage on the homes design, and on-street parking between driveway curb cuts.
- Notice the wood siding material, which is typical of this area of the downtown.
- Also, while the home on the right has a brick base, (another material commonly found downtown) the use of brick above the front door is not effective since it appears to “float”

above the roof above the front entry instead of extending to the brick base. The brick should also turn the corner onto the side edge of the bay rather than only being on the front facade.

These homes reflect a pattern similar to traditional downtown homes. The use of a one-car garage enables a ground floor entrance and modest front porch.

Site 2: 536 St. John Street

This small infill site downtown illustrates the use of an alley to minimize the visual impacts to the street; however, it also highlights the challenge of two-sided alleys.

The project provides a quality streetscape for the neighborhood.

VMWP Observations and Comments:

• When visiting the site please note the pedestrian walk between buildings (highlighted by the trellis in the photo above) and consider whether this is a sufficient width and how comfortable a visitor would feel walking back to visit the back homes.

• This development shows the challenge of an alley which locates garages opposite entries (this is evident on the rear homes. This design also does not provide for a separate pedestrian walk to the front doors of the rear homes.

The project also shows the challenge of placement of air conditioning units - and whether they should be required to be located in the rear yard, side yard, or on the roof.

• The drive to the rear has quality pavers which are required for stormwater management design of LID (Low Impact Development) strategies. However, the drive exposes the buildings side elevation, which has not been given special design treatment. Design guidelines and standards often ask developments to place as much emphasis in design and use of materials and detailing on these exposed facades as they are visually prominent to passersby.

• Also, for the rear home visible from the drive, the width of the garage doors emphasizes this element, versus the entry to the home. Design standards often require that the garage take up no more than 50% of the front façade of the building.

The emphasis of the garage over the entry on the rear home at the end of the drive provides a lower-quality character compared to the front streetscape, which is more successful in this regard. Similarly, the minimal architectural detailing of the side façade is in contrast the front façade design, where the materials and detailing are modest but generally well done.

Site 3: 3806 Stanley Boulevard; Irby Ranch

The Irby Ranch development consists of single-family homes and apartments; the project has street side frontage along Stanley Boulevard, interior "streets" or drives, alleys pedestrian paseo/walks and a series of common open spaces with various treatments. In visiting the development please look at the circulation and consider issues such as:

- As you are driving around do you feel if you are on a street or in an alley?
- Can you easily circulate through the community on streets and pedestrian paths?
- Do you need to walk down an alley to visit any of the homes in the development?
- Are the residential entries strong and are the architectural materials and detail at the level that the community desires?


The Stanley Boulevard frontage is well-designed and the existing sycamores provide a quality streetscape. The entry porches and building materials and design reinforce the quality appearance of the boulevard.

<u>VMWP Observations and Comments:</u>

• Compared to the quality streetscape along Stanley Boulevard, the internal circulation is not as strong as the plan misses opportunities to provide crossings to connect sidewalks to pedestrian paseos.

The overall site plan should maintain pedestrian connections across streets and connect paseos

The LID storm drainage along the street is generally encouraged, however the narrow landscape strip presents challenges to crossing the street as well as the treatment of the edge of the sidewalk. A wider landscape strip would have been more effective.

• The common open space has visibility from the "street" and homes are "on the park" and which provides informal surveillance and defines the space well.

The common open space is successful in its organization with visibility from the drive and the surrounding homes. This open space is connected visually to the open space of the special needs housing as well which is more internal and secure for its residents.

• Alleys are used to reduce the impact of garages on front elevations and also to reduce circulation impact on streetscapes, particularly on limited access boulevards. The key to using alleys successfully is to locate garages on both sides of the alley. Conflicts arise when the site layout mix garage and street frontages. This creates situations where homes face the opposite home's garage, and often results in front doors are hidden from view. These situations can be resolved through alternative site layout or use of a different product type such as residence with entries and a street-facing garage door limited to a certain percentage of façade width.

This alley doubling as a street is challenged. The home proves this as seating is pressed against the home porch – clearly the depth is not sufficient for a usable porch!

• Site development elements such as lighting, seating, retaining walls, accent paving and crosswalks are important elements which reflect the quality of the development. The use of wire fabric fencing here reflects a more rural character (and is a relatively lower-cost material) and provides a better appearance than six-foot solid walls – however, it compromises privacy for private yard areas, and the durability of this material may be a concern. Over time, we may see residents modify fencing over time for greater privacy, and it will be interesting to see how they use and reshape outdoor spaces.

Similarly, home design and the use of materials and building articulation to change materials and colors is important. Materials should change on inside corners and a minimum articulation depth of 12-24 inches is important to create strong articulations. The project generally achieves these goals.

Examples of materials. Most materials and colors change at inside corners effectively.

Site 4: 5850 Las Positas Rowhomes; Andares

This development is an example of the trend to redevelop commercial offices and retail centers to housing. Residential property is more valuable in some cases over office space. A number of cities now view some commercial zones as opportunities for future high density residential property, as they need to provide greater density housing and there is generally less conflict with current neighborhoods in these locations.

A question to consider in the City's next Housing Element update: Do you think that commercial property might be appropriate for higher housing densities to address Pleasanton's future housing needs?

These rowhomes easily fit into the commercial area.

- The rowhouse development maintains the typical desired structure of street/building/alley/building/ paseo building and so forth. A perimeter drive includes fire department access as well as additional parking.



The pattern of street/building/alley/building paseo building represents quality site planning.

The building design confuses or does not well-define typical base/middle/top articulation in some cases; and at times loses the individual unit identity/definition by emphasizing building identity.

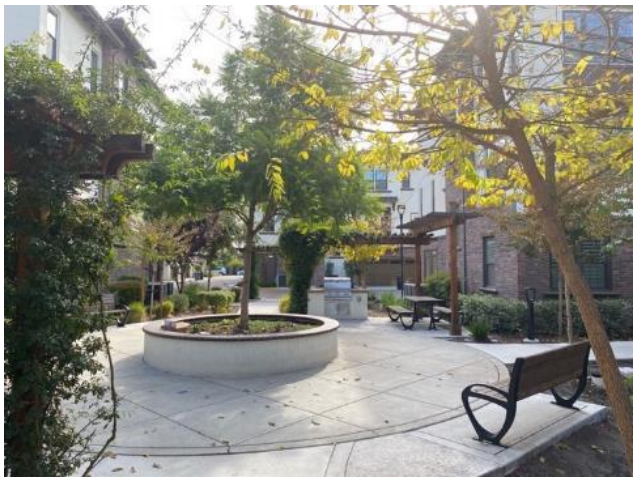


There is significant effort evident in elements such as trellises, corbels, patio walls, and garage door treatment; a closer look shows that a number of these items are not designed to be useable but seem to be efforts to show articulation in the elevations for design review.



While it looks attractive, the low screen wall in front of a window or sliding glass door does not provide a usable patio. In contrast, in the other example shown on the right, a usable patio does not receive a privacy wall. In each case the front doors are relatively inconsequential (i.e. could be more distinct or strongly emphasized) on the building elevation.

There are several quality interior open spaces located on pedestrian walkways with activity areas and play areas for children.



• Mechanical equipment, particularly air conditioning units can clutter circulation areas, and are best located on alleys or on roof tops. Here maintenance convenience was prioritized over the quality of outdoor spaces.



Air conditioning condensers should be located on landscape plans and appropriately screened.

Site 5: Brookline Loop Apartments and Homes; Mason Flats at Township Square (Pleasanton Gateway)

The apartments in this development are located between the single-family homes and the retail center. As one walks or drives around the larger development, note the hierarchy of streets, alleys, and pedestrian walkways minimizing the impact of auto parking on the pedestrian walks and open spaces.

VMWP Observations and comments:

- The apartment streetscape provides a positive relationship between homes and apartments. While the apartments are three stories, as are the homes, one could see the apartments fitting in as four stories across the street from single family homes.

The apartments use the same proportions materials and detailing as the SF homes, in some cases even higher quality and better proportions

- The site plan has strong pedestrian connections between the apartments, single-family homes and open spaces. These extend across the streets as well.

The paseos are accented by lighting and gateway elements at the street crossings and entries to the paseos.

- The small size of the apartment buildings results in parking and garages on three sides. Buildings with larger footprints would be more likely to provide communal parking with fewer entries. However, these alleys are relatively successful, partially due to the single car size garage doors.

Single car garage doors on apartments

Double car garage doors on single-family homes

- Street setbacks: are often an issue as densities are raised and the land value suggests minimizing building setbacks from sidewalks. Separated sidewalks with "tree-lawns" allow for trees to be a distance from the buildings and provide shaded and a sense of protection from vehicles in the street. The following are two setbacks approximately 10-12 feet and approximately 5 feet which both appear to be successful.

10 to 15' Setback

5' Setback

Setbacks appear successful with quality landscaping and other streetscape elements particularly trees.

- Building Entry Porches are large and deep and face the streets, often located at corners of the buildings and street intersections and mid-block walks.

The entry porches and patios are all at least 6' deep and are wide enough to place a bench or seating within the porch. Is this an attractive element which provides visual interest to the building and street?

- The apartment scale is broken down by deep recesses in the façade emphasized by a change in material and the buildings "bridge walks" to give a sense of smaller buildings.


Are these deep recesses an effective strategy in breaking down the building scale?

- The retail center connection with the housing development by pedestrian connections and placement of small entry plaza, a privately owned public open space (POPOS).

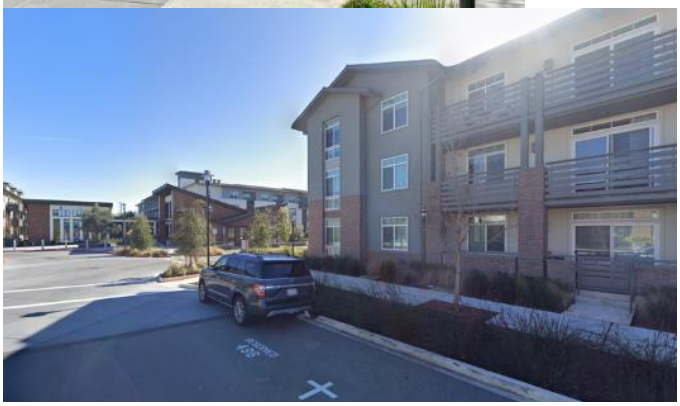

Site 6: 3150 Bernal Avenue; Vintage Apartments

The Vintage Development is unique among the project on the tour as it has two to three building types and densities within the same development. It is also linked to the retail center as a horizontal mixed-use development. This allows for the circulation to be integrated, and for the uses to mitigate adjacency conflicts.

The multiple building types also allow for a variety of housing options, including a podium building with residences above a garage, corridor apartments over tuck-under garages, and walk ups over garages. The blend maximizes the density and allows the development to address different adjacencies. This is an appropriate strategy for larger sites.

VMWP Observations and comments:

- The common building with leasing offices is located at the focus of the development the transition between the commercial and residential, and across from the POPOS activity plaza.



The Common Buildings are located along an internal drive designed as a street with parallel parking on each side, sidewalks and street trees and street lighting.

- The POPOS (publicly accessible private open space) provides a strong connection between the retail and residential developments with an emphasized pedestrian connection/street crossing.


The retail on the plaza may have an entry oriented to the parking lot, but by locating the outdoor seating areas for retail on the plaza for patrons, visitors, and residents the plaza is activated.

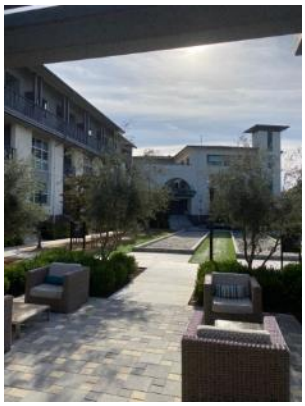
- The internal street has porch or patio entries on a nicely landscaped small setback of five feet with the patio porch entry extending into that area approximately two feet.


Note the low walls provide a sense of security, while the deck railings provide privacy and transparency.

- The podium building has a well-designed garage entry, raised stoops which line the street, and parallel parking along the sidewalk. The building also clearly has a brick base, stucco middle and top, with well detailed entry stoops.


This well-designed development could be envisioned to be four stories vs three stories without impacting the character and feel of the community.

- This development features a unique common open space which is private, but does not have security fencing. The site design also treats the space as semi-public with residential stoops and building entries from the space which provide informal surveillance and security.

The tower element provides an orienting element which is used along other walking paths.



Entries around the open space add activity to the space and provide informal security from residents looking out onto the space.

- Paseos throughout the development are punctuated by small activity and play areas for residents and their children. When located with other activities such as mail areas it focusses activity on these collective spaces.


Clustering daily activities such as mail with other spaces reinforces community interaction

- The circulation of the typical organization of streets, buildings, alleys, and paseos is done well.
- The alleys have pedestrian emphasized crossings, adequate landscape, and single-car garage doors to minimize the visible impact of garages.


The paseos have strong connections through the development and are anchored by landmark features, such as gathering spaces, as wayfinding and destinations.

- Utilities such as A/C units, transformers and fire department connections should be located to minimize their impact on pedestrian areas. Use landscape, low walls and subsurface infra-structure to minimize their visual impact on the development's appearance.





While standards and design guidelines can assist in directing utilities, the City would benefit to work closely with utility companies, telephone/cable, and departments such as Water and Fire Dept. to develop site screening designs which are acceptable to these entities.

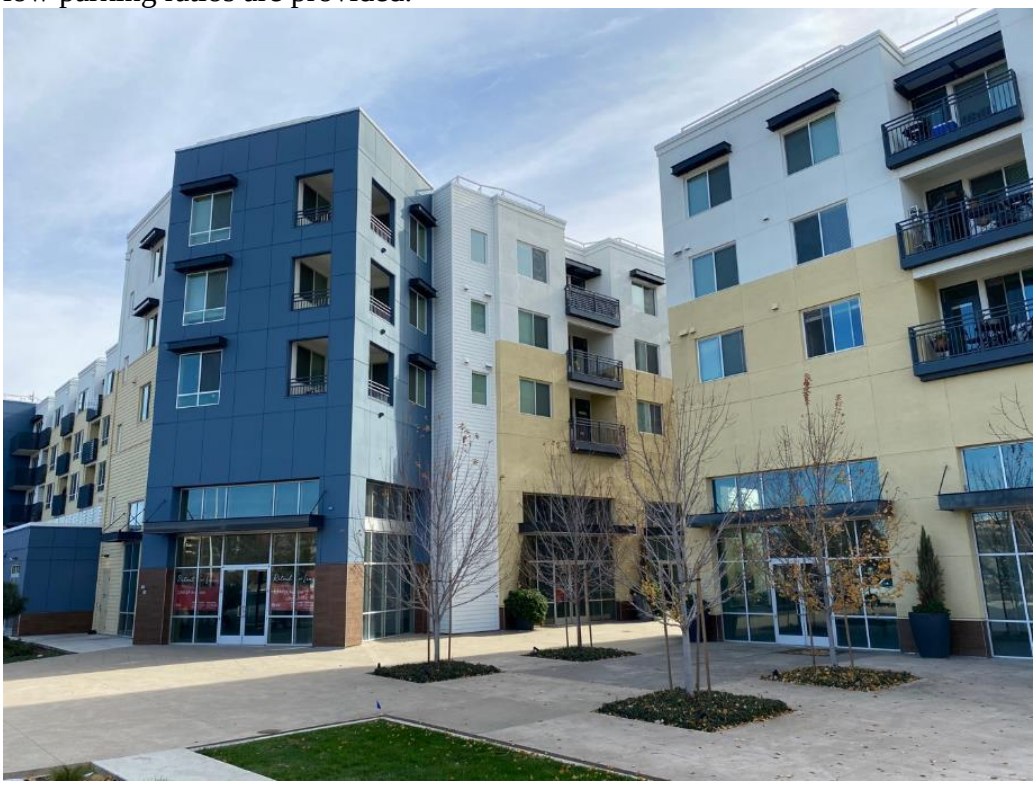
Site 7: 4363 Willow Road; The Galloway

The Galloway is a transit-oriented development near the BART station. It is also a cautionary example that even when most of the correct elements are provided, a project can still end up with less desirable overall design quality and place-making. The architecture incorporates many desirable features including retail storefronts fronting the plaza, live-work spaces along a major street with diagonal parking for commercial visitors, podium parking lined with apartments, and live work along the streets.

The design of the buildings, the materials, and the color selections may leave something to be desired, however the development presents a good lesson in how to evaluate the details of site planning and building design, by comparing it to other similar developments.

VMWP Observations and comments:

• The corner POPOS retail plaza is appropriately located at crossing to the BART station. The retail has tall spaces and transparent storefronts. In this location, retail needs to provide parking to sustain it. The diagonal parking on street parking was meant to be open for retail use and convenient lunch and pick up rather than residential or BART parking. However, it appears that the parking is taken up by residents. More attention may need to paid to including enforceable standards for parking management within these residential projects, particularly where relatively low parking ratios are provided.



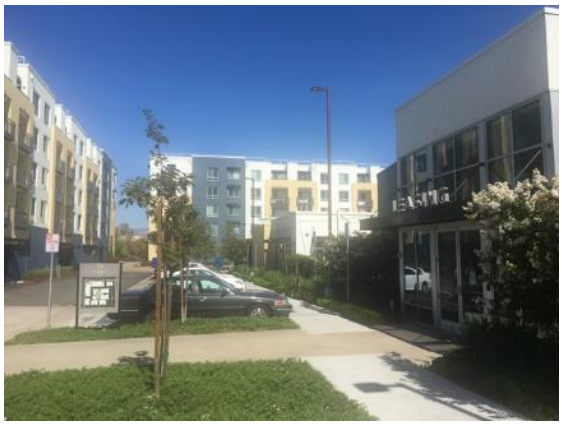
In person, the plaza lacks seating and gathering areas to support retail and make it more attractive to restaurants or lunchtime destinations. Other plazas on this tour demonstrate a greater level of programming, placemaking, and detail.

- The pedestrian connection from the plaza to the housing development is of insufficient quality since the path leads you to the back of the garage not directly to residences.


- The public streets are adequately fronted by residential units and live-work spaces lining the podium parking behind. The residential parking should be in the podiums or on site to preserve the diagonal and parallel on-street parking for visitors and retail users.


The street frontages with liner apartments along the public streets represents quality site planning and building types. The same attention should be used on the internal configuration of the development.

- The relationship between parking, buildings, and open space inside the development is challenging, as the exposed podiums dominate the character within the site.

If these drives were alleys with residential liners on the back similar to other developments shown then they would not impact the site as dramatically.

- The pedestrian walks along the open space with apartments facing them are generally successful.


• Pools are popular development amenities, however their security and safety requirements are a design challenge. They are often more successful when other open spaces are separate from the pool areas to allow a wider variety of user opportunities.


- While auto circulation and parking are necessities, it is important to place the parking at the back of the site. Surface parking is much less costly to construct than podium parking, so one can see that a balance of podium, tuck-under and surface parking can significantly impact the character and appearance of the development.


Surface parking in a perpendicular parking lot configuration should be located behind buildings along alleys or in areas not generally used by pedestrians except getting from vehicle to apartment.

High quality materials such as pavers should be used for paving at entries and community spaces to accent the entries and minimize the impact of large asphalt paving.

- The facades provide variation in material and colors, however the variations lack a "change in plane" (the projections or insets of portions of the building face relative to one another). Design standards and guidelines typically include this requirement so as to create articulation and draw a clear definition between different elements and features.

One can see that there is very little change in plane which most communities define as 2 feet to change colors and materials. On the mixed use building the yellow, white board siding and white stucco are all within the same approximate surface. 6 inches is generally not accepted as a plane change. The result is that the buildings visually lack depth and may be perceived to appear substandard or of lesser quality.

General Topics for Consideration

General questions for the Planning Commission and others to consider during the tour:

1. As you are driving or walking through the development do you feel if you are on a street or in an alley?

2. Can you easily circulate through the community on streets and pedestrian paths?

3. How comfortable would a visitor feel walking into the development to visit a friend living in the center or back of the development?

4. Do you need to walk down an alley to visit any of the homes in the development?

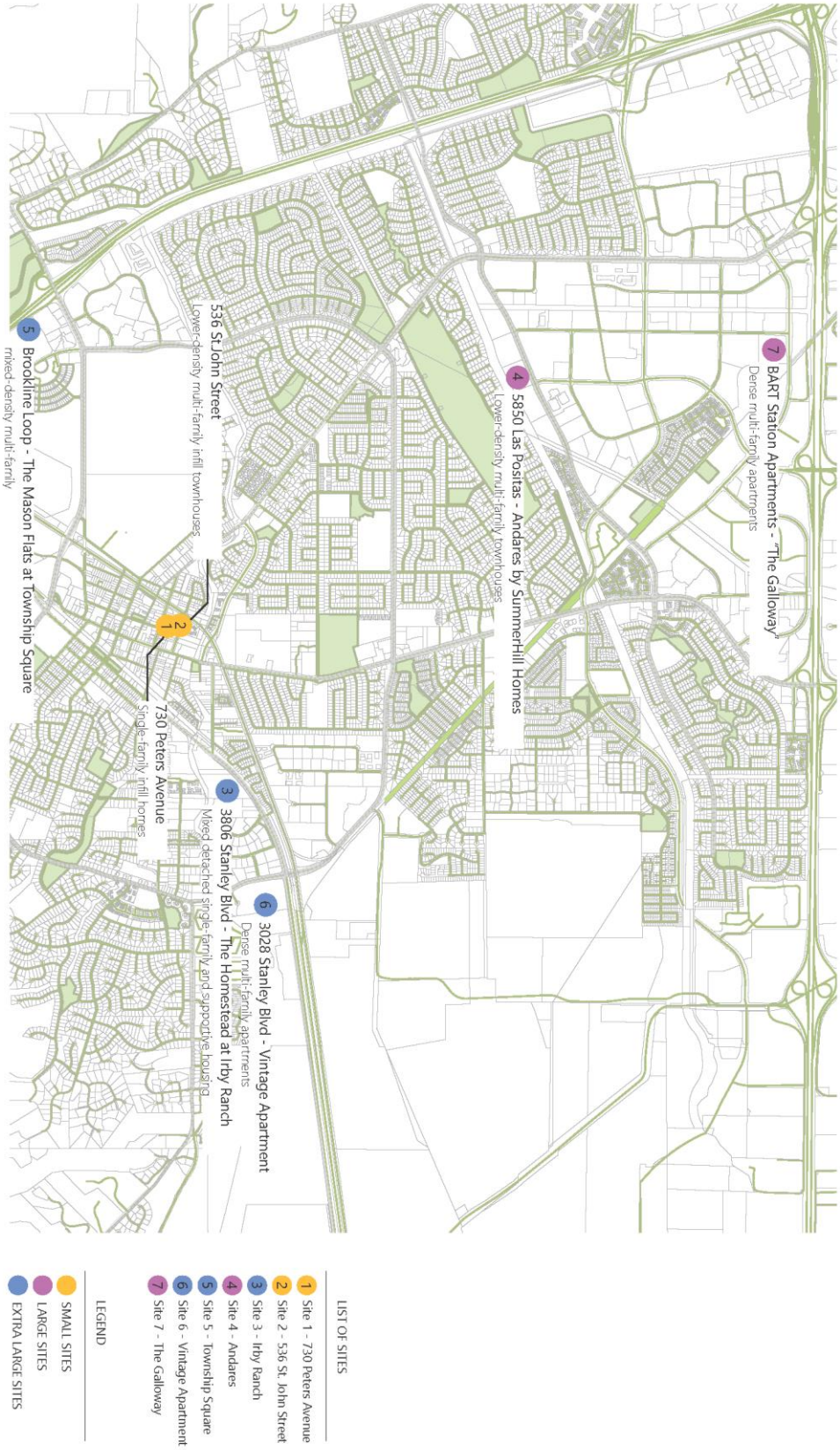
5. Are the residential entries strong and are the architectural materials and detail at the level that the community desires?

6. Do you think that large sites with commercial zoning property would be appropriate for housing densities exceeding 35 du/acre to address Pleasanton's future housing needs?

7. Are deep recesses an effective strategy to break down the building scale?

8. Are six-foot deep recessed porches a desirable element for street-facing buildings?

9. Should future developments be required to locate air conditioners, site equipment, and utilities in the rear yard, side yard, or on the roof?


7 BART Station Apartments - "The Galloway"
Dense multi-family apartments
4 5850 Las Positas - Andares by SummerHill Homes
Lower-density multi-family townhouses
5 Brookline Loop - The Mason Flats at Township Square
mixed-density multi-family
536 St John Street
Lower-density multi-family infill townhouses
2
1
730 Peters Avenue
Single-family infill homes
3 3806 Stanley Blvd - The Homestead at Irby Ranch
Mixed detached single-family and supportive housing
6 3028 Stanley Blvd - Vintage Apartment
Dense multi-family apartments
LIST OF SITES
1 Site 1 - 730 Peters Avenue
2 Site 2 - 536 St. John Street
3 Site 3 - Irby Ranch
4 Site 4 - Andares
5 Site 5 - Township Square
6 Site 6 - Vintage Apartment
7 Site 7 - The Galloway
LEGEND
SMALL SITES
LARGE SITES
EXTRA LARGE SITES