



**ECONOMIC VITALITY COMMITTEE
MEETING MINUTES**

September 15, 2022

7:30 a.m.

Via Zoom – Recording Link

<https://cityofpleasanton.zoom.us/rec/share/AJnqITrywOpmA8fq3ILCKy-HgL5mBv4eJdXCaExEY1I-fwZ5yL6zrick8heixZZ.8mZIQyo6mZiO-4oA>

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CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:33 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

ROLL CALL

Present: Councilmember Jack Balch, PUSD Trustee Kelly Mokashi, Tracy Farhad, Steve Baker, Will Doerlich, Harsh Gohil, Daniel Watson, Andres Ripa, Ellen Pensky-McGraw, Roderick O’Brien and Amos Nugent (non-voting attendee). Brian Wilson joined after attendance was taken.

Absent: Laura Brooks, Michael Li, Reena Gupta, Shareef Mahdavi, James Cooper, and Sylvia Tian

City staff: Economic Development Manager Lisa Adamos, Acting Assistant City Manager Pamela Ott, and Economic Development Office Assistant Cailin Gavagan

AGENDA AMENDMENTS

No agenda amendments were made.

CONSENT CALENDAR

The August 18, 2022, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve Baker by a vote of 11-0-0.

PUBLIC COMMENT

Christina Nystrom was in attendance.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Jack Balch provided the following updates:

- At its September 6 meeting, the City Council:
 - Adopted a resolution acknowledging the International Association of Fire Fighters, Local 1974 as the exclusively recognized employee organization for the Livermore-Pleasanton Fire Department full-time Battalion Chiefs

- Approved location for cricket field placement at Ken Mercer Sports Park
- Suspended the implementation of the PFAS treatment and wells rehabilitation project to evaluate alternatives
- Visit Tri-Valley held its annual luncheon on Tuesday, September 13. Tourism metrics are good and environmental stewardship is becoming increasingly important.
- The Pleasanton Police Department will be presenting its bi-annual update at the upcoming City Council meeting on September 20.

Stoneridge Mall Framework Overview and Discussion

The 2021-2023 City Council Work Plan includes an item to develop a framework to guide the development/redevelopment of the Stoneridge Shopping Center which intends to outline the community's expectations, allowed uses, and public amenities. The City of Pleasanton's Community Development Director, Ellen Clark, provided an overview of the Framework project, including the project scope, schedule, and key planning considerations. Shweta Bonn, Senior Planner at the City of Pleasanton, along with Jason Moody, Managing Principal and Megan Gregory, Associate of Economic and Planning Systems, Inc., were also in attendance to provide additional insight into the project, as they will be completing the fiscal, market and financial analyses.

The mall is strategically located at the corner of the intersection of 580 and 680 and sits within a half-mile radius of BART. The Stoneridge Mall Framework project is focused primarily on the area within Stoneridge Mall road, which is roughly 1.3 million square feet of retail commercial space. Current parcelization and ownership of the mall consists of Simon Property Group, which owns a majority of the mall property. Other owners include Macy's Corporation, Nordstrom, and 300 Venture Group, which recently acquired the former JC Penney's parcel. A majority of the property is zoned for retail and commercial uses, however, there are two pieces of property that were zoned to allow for housing, as a result of the City's 4th Cycle Housing Element in 2012. Simon Property Group has an active application for a housing project submitted for approximately 360 units.

Some challenges presented with the Stoneridge Mall Framework project include:

- Changing retail environment: rise of e-commerce and decline of "brick and mortar" as well as loss of department stores (i.e., Nordstrom and Sears)
- More auto-focused with a limited network of pedestrian and bicycle facilities
- Lacks a sense of place, connectivity, and integration with a wider community.

However, opportunities exist with the Stoneridge Mall Framework project, which include:

- BART, freeway, and office proximity
- Underutilized parking fields and anchor spaces
- Recent property acquisitions and active interest among all owners in investment and diversification of land use
- Two significant projects currently approved:
 - Commercial expansion at former Sears site
 - 360-unit housing project (located under existing zoning)
- Future housing potential of 900-1,440 additional units under consideration in Draft 6th Cycle Housing Element

The purpose and goals of this process are to set some guidance and provide guardrails for future development, particularly housing, based on a shared community vision, and bring

ownership interests together to ensure a feasible re-development program and strategy, all while maintaining a fiscally sustainable plan for the city.

The framework project is currently underway. The three main components of the process include:

1. Surveying existing conditions, opportunities, and constraints,
2. Evaluating and reviewing development alternatives, and
3. Designing the framework concept and phasing plan.

Key planning considerations identified include:

- Design and place making
- Housing types, densities, locations, and affordability
- Infrastructure and traffic
- Transit (BART) connectivity and multi-modal transportation
- “Right-sizing” parking supply
- Market-sustainable development
- Fiscal balance.

Ms. Clark noted that there would be a Joint Community and Planning Commission Special Meeting on Monday, September 26 at 6 p.m. via Zoom, in which all EVC members are invited to participate.

Ms. Clark asked the EVC for input on key issues, goals, output, etc. that the members feel is important to address throughout the process.

EVC member questions and comments included:

- How do you see omnichannel retailing playing into the development of this project? What type of spaces are you looking at creating for that? In addition, how do you see the concept of omnichannel in the consumer experience going into the space?
 - Mr. Moody responded that it is good because it will offer a mixed-use environment, which in turn offers more of a competitive advantage. Having a variety of options keeps it interesting.
- Is there a thought to create a “destination” type of experience (i.e., City Center in San Ramon)?
 - Ms. Clark responded yes, which is why creating a bigger range of experiences will create more of the “destination” feeling.
- What are the four owners’ goals and visions moving forward?
 - Ms. Clark responded that their goals vary. Simon Property Group has an interest in preserving the mall “core” of retail, but they are also interested in diversifying, which is why this process is our chance to set up the expectation and goals for our community and mold those into rules and regulations for that space moving forward.
- It is important, especially with a tight timeline to enter it with a “blue sky” approach; do you think this will be possible?
 - Ms. Clark responded that we are going to look at a few different scenarios, in respect to the input of the owners and operators of those existing facilities.
- Comment to consider different scenarios and options on how this framework project will impact our schools (i.e., increased housing leads to increased enrollment in our schools).

- A comment was received to ensure that this area remains a livable community during the construction and transition period.
- Comment that this project is a great opportunity for Stoneridge mall and Pleasanton in general.

Ms. Adamos added that the Economic Development Strategic Plan update would also help with this framework plan.

Economic Development Information/Updates

Ms. Adamos noted the new information on the Economic Development Information/Updates cover sheet that lists upcoming meetings and events that may be of interest to the EVC members. Ms. Adamos further noted that our new City Manager, Gerry Beaudin, was a guest speaker at the Pleasanton Chamber of Commerce's Pleasanton 2025 Forum on September 14. Manufacturing Week will also be on October 7-14, 2022.

Mr. Brian Wilson added that the Tri-Valley Life Sciences Summit would be held on October 13 from 5 p.m. to 9 p.m. at Veeva Systems in Pleasanton. Registration is free at <https://startuptri-valley.org/2022-tri-valley-life-sciences-summit/>.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

The meeting was adjourned at 8:40 a.m.