

**ECONOMIC VITALITY COMMITTEE
AGENDA**

**THURSDAY, FEBRUARY 15, 2024
7:30 AM**

Public Works – Remillard Room, 3333 Busch Road, Pleasanton

Role of the Economic Vitality Committee: *Assess the current and ongoing business climate in the City of Pleasanton and offer suggestions and recommendations to the City Council intended to maintain a strong economic development base in the City.*

CALL TO ORDER / PLEDGE OF ALLEGIANCE

ROLL CALL

AGENDA AMENDMENTS

CONSENT CALENDAR – *Items listed on the consent calendar are considered routine in nature and may be enacted by one motion. If discussion is required that item will be removed from the consent calendar and considered separately.*

1. Approve meeting minutes of November 16, 2023

PUBLIC COMMENT – *From the audience for items not listed on the agenda.*

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report
3. Approve Economic Vitality Committee Meetings for 2024
4. Discussion – Funding Pleasanton’s Future
5. Provide Feedback on Draft Agreement with Pleasanton Downtown Association
6. Receive Economic Development Information/Updates

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

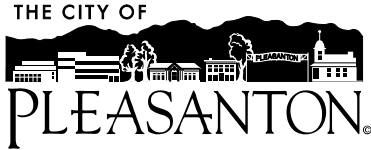
ADJOURNMENT

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Economic Development Division, 123 Main Street, Pleasanton.

Accessible Public Meetings

The City of Pleasanton can provide special assistance for persons with disabilities to participate in public meetings. To make a request for a disability-related modification or accommodation (e.g., an assistive listening device), please contact the Economic Development Division at 123 Main Street, Pleasanton, CA 94566, econdev@cityofpleasantonca.gov or (925) 931-5039 at the earliest possible time. If you need sign language assistance, please provide at least two working days’ notice prior to the meeting date.



**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

**November 16, 2023
7:30 a.m.
157 Main Street, Conference Room 3**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:37 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

ROLL CALL

Present: Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O'Brien, Shareef Mahdavi, and Steve McCoy-Thompson. James Cooper arrived after attendance was taken.

Absent: Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

City staff: Deputy City Manager Alexa Jeffress and Economic Development Manager Lisa Adamos

AGENDA AMENDMENTS

None were noted.

1. CONSENT CALENDAR

The August 17, 2023, meeting minutes were approved as presented on motion by Councilmember Valerie Arkin and second by Steve McCoy-Thompson by a vote of 6-0-0.

ROLL CALL VOTE:

AYES: Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O'Brien, Shareef Mahdavi, and Steve McCoy-Thompson.

NOES: None.

ABSENT: Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

ABSTAIN: None.

MEETING OPEN TO THE PUBLIC

EVC Chair Tracy Farhad opened public comment. There were no public comments. Chair Farhad closed public comment at 7:47 a.m.

PUBLIC HEARINGS AND OTHER MATTERS

2. City Council Liaison Report

Councilmember Arkin provided updates from the regular City Council meetings held on September 5, September 19, October 3, October 17, and November 7.

3. Receive Update on City Commissions and Committees Reorganization for Economic Vitality Committee

Economic Development Manager, Lisa Adamos provided an overview of the approved changes to the EVC reorganization, including the introduction of new industry sector representation and conversion from current sectors. Ms. Adamos also provided the proposed timeline for implementation of the reorganization, which will occur after enacting legislation is adopted at a future City Council meeting.

4. Selection of EVC Chair and Vice-Chair for 2024

EVC Chair Tracy Farhad opened the discussion and identified Brian Wilson’s interest in serving as Chair for 2024. No nominations were made for Vice Chair. Shareef Mahdavi made a motion to select Brian Wilson as Chair for 2024 and seconded by Steve McCoy Thompson. The motion passed 7-0-0.

ROLL CALL VOTE:

AYES: Chair Tracy Farhad, Vice Chair Brian Wilson, Councilmember Valerie Arkin, Roderick O’Brien, Shareef Mahdavi, James Cooper, and Steve McCoy-Thompson.

NOES: None.

ABSENT: Andres Ripa, PUSD Trustee Justin Brown, Daniel Watson, and Reena Gupta

ABSTAIN: None.

5. Receive Economic Development Strategic Plan Update

Economic Development Manager, Lisa Adamos provided an overview of Year One implementation priorities and tasks currently being undertaken by Economic Development staff.

6. Receive Economic Development Information/Updates

Ms. Adamos noted the Crime Prevention webinar for the Business Community recording is available on the City of Pleasanton YouTube channel and joint Chamber-City Economic Drivers luncheon held the day prior. Chair Tracy Farhad shared Visit Tri-Valley’s upcoming Cheer with Beer promotion. The EVC meeting scheduled for December 21, 2023, is canceled.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

The meeting was adjourned at 8:59 a.m.

2024 EVC MEETING SCHEDULE

**Meets Every Other Month
Third Thursday at 7:30 a.m.**

January 18 - Canceled

February 15

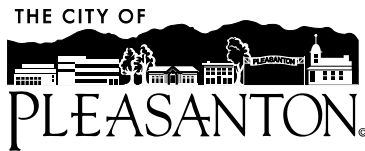
April 18

June 20

August 15

October 17

December 19



ECONOMIC VITALITY COMMITTEE REPORT

February 15, 2024
City Manager

TITLE: DISCUSSION – FUNDING PLEASANTON’S FUTURE

SUMMARY

Since early 2023, staff has been analyzing options for new revenue sources to address fiscal deficits and support ongoing City services and programs. Staff is now engaging in conversations with various stakeholders and community groups to inform that process. The goal is to provide broad community input to the City Council toward assessing revenue measure feasibility, working together to build a secure financial future for Pleasanton, and maintaining a high quality of life for all residents.

BACKGROUND

At its March 21, 2023, meeting, the City Council directed staff to place an item on a future agenda to discuss revenue options, including but not limited to a potential ballot measure for upcoming elections. In August 2023, the City Council directed staff to assess revenue measure feasibility, including developing a communication plan to share information and receive feedback from the community regarding Pleasanton's needs.

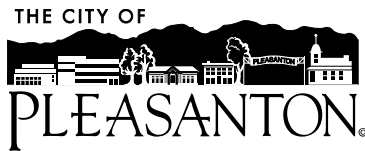
DISCUSSION

The City has a longstanding history of prudent, responsible fiscal performance, and Pleasanton's current two-year budget is balanced. Since the COVID-19 pandemic, revenue sources are limited and fixed - property tax sees modest growth, sales tax is flat, and hotel tax has not rebounded. At the same time, expenses continue to grow, with cost drivers that include inflation, increased pension liability and insurance costs, new police and fire agreements, expansion into new service areas over time, infrastructure maintenance and replacement, and unfunded requirements to meet State regulations.

The recent community survey and citywide strategic plan indicate that residents' top priorities include fiscal sustainability, public safety and fire protection, infrastructure and water quality, emergency response, keeping city buildings in good condition, and programs for youth and seniors.

NEXT STEPS

Staff is engaging in community conversations to understand community needs and evaluate possible solutions, including potential revenue measures, to maintain a balanced budget and continue to deliver the same level of services that Pleasanton residents expect.



ECONOMIC VITALITY COMMITTEE REPORT

February 15, 2024
Economic Development

TITLE: PROVIDE FEEDBACK ON DRAFT AGREEMENT WITH PLEASANTON DOWNTOWN ASSOCIATION

BACKGROUND

In August 2023, the City Council adopted the updated Economic Development Strategic Plan which the Economic Vitality Committee uses as the foundation for its work. The plan comprises of 5 Implementation Plan Priorities:

- 1.0 Economic Development Capacity Building
- 2.0 Business Retention, Expansion & Attraction
- 3.0 Local Revenue Growth
- 4.0 Entrepreneurship & Innovation Outreach
- 5.0 Major Projects Accelerator Program

There are specific actions items under Priority 1.0 Economic Development Capacity Building and 3.0 Local Revenue Growth that are related to the partnership the City has with the Pleasanton Downtown Association to market the Downtown District and promote economic vitality:

1.4 Formalize Community & Business Partnerships

3.2 Evaluate the Pleasanton Downtown Association's Business Improvement District Structure

The City has had an agreement with the Pleasanton Downtown Association to administer the Downtown Business Improvement District (BID); the most recent agreement was approved by the City Council on November 19, 2019. Through the terms of that agreement, for the past 23 years the Pleasanton Downtown Association has operated under the National Main Street model. In 2015, the National Main Street program rebranded as Main Street America. The approach remains the same and builds on a downtown's inherent assets by preserving the rich architecture and traditional values, while underscoring the district's strength as an economic center by supporting local business initiatives. This program includes having an organizational structure that ensures all aspects of managing the downtown district are addressed. As such, the PDA has maintained a full-time Executive Director, a Board of Directors elected by the downtown businesses as members of the organization, and committees focused on design, economic vitality and promotions and marketing for the downtown.

DISCUSSION

To clearly identify the role of the Pleasanton Downtown Association, the draft agreement (Attachment 1) articulates that the PDA will market and promote the downtown to enhance the vitality of the district for the benefit of the businesses located within the district and the community. Within this context, the agreement acknowledges the annual goals and priorities developed by the PDA Board of Directors and directs those to be shared with the City Council and City staff for discussion and identification of opportunities for joint implementation. This will channel the City's and PDA's work toward those initiatives deemed most beneficial and timely for the downtown district.

Included in the agreement is direction that the PDA focus its resources on efforts that are intended to draw patrons downtown. Understanding that events impact businesses in different ways, this proposed agreement limits the PDA to ten (10) Main Street closures per year (as did the previous agreements). The Association is free to change the events, but not add additional events that require Main Street to be closed. This limitation does not apply to street closures for other organizations or for City sponsored events. The agreement also describes that the PDA shall work to further the goals and initiatives of the City's Downtown Specific Plan as well as participate in the development of amended or new objectives and elements of the plan.

The agreement addresses one of the PDA's priorities for the City to initiate review of the existing assessment structure by 2025, from which to make a recommendation to the City Council for a revised assessment structure that helps to ensure the fiscal sustainability of the PDA and support enhancement of the downtown.

The current agreement expires on December 31, 2024. The proposed draft agreement will be reviewed by the Pleasanton Downtown Association Board at its meeting on February 20, 2024. Feedback from the Economic Vitality Committee and PDA Board will be considered for incorporation into the final draft, which will be presented to the City Council for approval at its meeting on March 19, 2024. The new agreement would commence on March 20, 2024, and be in effect until December 31, 2029, in keeping with the general five-year timeframe. The City may terminate the Agreement at any time only for the Association's non-compliance with the terms of the Agreement.

Considerations for EVC discussion and input:

1. Does the draft agreement address the current market needs of the Downtown District? Is anything missing?
2. Are there additional items that should be considered to invigorate economic vitality in the Downtown District?

ACTION: PROVIDE FEEDBACK ON DRAFT AGREEMENT WITH THE PLEASANTON DOWNTOWN ASSOCIATION

Attachment 1 – Draft Agreement with Pleasanton Downtown Association

AGREEMENT BETWEEN
THE PLEASANTON DOWNTOWN ASSOCIATION
AND THE CITY OF PLEASANTON TO
ADMINISTER THE DOWNTOWN PLEASANTON BUSINESS
IMPROVEMENT DISTRICT

THIS AGREEMENT, made and entered into this 19th day of ~~November~~March, ~~2019~~2024, between the CITY OF PLEASANTON, a municipal corporation (“City”), and the PLEASANTON DOWNTOWN ASSOCIATION, a non-profit corporation (“Association”);

WITNESSETH:

The parties hereto do agree as follows:

- (1) RECITALS. This agreement is made and entered into with respect to the following facts:
 - (a) The Pleasanton City Council has established the Downtown Pleasanton Business Improvement District (hereinafter “District”), pursuant to Section 36000 et seq. of the Streets and Highways Code of the State of California, by the adoption of Ordinance No. 1110 on December 6, 1983, as amended from time to time, and codified in Chapter 5.28 of the Pleasanton Municipal Code.
 - (b) The City and the Association wish to contract for the Association to administer the Downtown Pleasanton Business Improvement District on behalf of the City.
 - (c) All persons engaged in business within the District are members of said Association.
 - (d) Pursuant to said Ordinance a charge will be imposed on all businesses located within the District.
 - (e) The charges as levied are to be utilized exclusively for the purposes as set forth in said Ordinance.
 - (f) The Association has, as one of its primary purposes, the promotion of the District and the businesses located within.
 - (g) The Association is a qualified organization to establish, promote and conduct the programs of the District and has agreed to do so upon the terms and conditions as hereinafter set forth.
 - (h) The Pleasanton City Council has determined that the public interest, convenience and necessity require the execution of this Agreement to provide for the services of Association as hereinafter set forth.
- (2) TERM. The effective date of this Agreement shall commence on ~~November~~March 19,

~~2019~~2024, and the Agreement shall continue until December 31, ~~2024~~2029, or until terminated by either party as provided herein.

- (3) PROMOTION OF THE DISTRICT. A primary role of the Association shall be to market and promote the Downtown so as to enhance the vitality of the District for the benefit of the businesses located within the District and the community.

(a) The Association shall identify its top priorities each year and communicate those to the City Council and City staff. These priorities shall be provided to the City Council annually during the 1st quarter of the year. Monthly updates will be provided to the City's Economic Development Manager at the Association's Board meetings.

(b) The Association shall focus a majority of its resources on marketing and promotional efforts that are intended to draw patrons to the Downtown and define specific goals that support those efforts and that further advance the identified top priorities. These may include, but are not limited to:

- i. Themed events targeted to a variety of attendees, such as Makers markets, antique shows, car shows, bicycle showcases, culinary events, family or youth-focused, i.e., egg hunts, scavenger hunts, arts, Pumpkins on Main, and adult-focused, i.e., wine, spirit, or beer strolls; and
- ii. Seasonal events, such as Concerts in the Park, First Weekends on Main, and Magical Holiday Evening; and
- iii. Community promotional partnerships such as Small Business Saturday, Tri-Valley Restaurant Week, and Pleasanton LIVE.

(c) The Association shall assume primary responsibility for marketing and promotion of the District and shall work with the City Economic Development ~~Director~~Manager to prepare and implement an annual marketing plan.

(d) The Association will focus on strategies to stimulate economic vitality and support the diverse mix of businesses in the District. Strategies will focus on strengthening existing downtown businesses while attracting new businesses that create a balance of commercial offerings within the District.

- i. The Association will provide informational business resources to existing businesses to sharpen competitiveness such as marketing tips or social media guidance.
- ii. Association will monitor vacant, unused, or underutilized spaces within the District and act as an information resource for prospective businesses to help boost the profitability of the District.
- iii. A summary of space availability or project status will be provided to the City's Economic Development Manager at the Association's monthly Board meetings.

~~(d)~~(e) The Association shall work to further the goals and initiatives set forth in the City's

Downtown Specific Plan and work collaboratively with the City on implementation of the Specific Plan as fiscally feasible. –At such time(s) as the Downtown Specific Plan is updated or amended, the Association will participate in the development of amended or new objectives and elements of the Specific Plan.

- (4) NATIONAL–MAIN STREET MODEL AMERICA. The Association previously will adopted and implemented the National Main Street Model as its governance and operational structure and actively maintain Main Street status as was conferred by as the a National Main Street Program. In 2015, the National Main Street Model was rebranded as Main Street America. The core values remain to help communities across the country bring economic vitality to downtowns while celebrating historic character, and bring communities together, therefore the Association will follow the Standards of Performance of Main Street America as an Accredited Program.

(a) The Association will take the necessary steps to remain an Accredited Main Street America Program. This accreditation recognizes that the Association is a part of a national movement with a proven track record for celebrating the community’s character, preserving local history, and generating notable economic returns.

(b) The Association will actively engage with the California Main Street Association for local and regional connectivity.

Committees may be added as deemed necessary and will generally undertake the following efforts:

(a)(c) Events and Marketing: Oversee all activities to ensure coordination and the best utilization of promotions and marketing.

(b)(d) Design and Historical Review: Advise the City regarding all design and maintenance issues for the Downtown, and Downtown and provide encouragement for individual property maintenance by merchants and property owners.

(e)(e) Downtown Vitality: Provide oversight of the Association’s annual priorities and policies and projects that directly affect the overall vitality of the Downtown, including review of potential development projects. Assist the City’s Economic Development Director/Manager, Economic Vitality Committee and City Council with issues affecting Downtown. The Association Board will may appoint a representative to serve as liaison to or to attend the City’s Economic Vitality Committee meetings.

(d)(f) Executive: Provide financial oversight, development and evaluation of work plans of the other committees and the Association; communicate with other agencies and with the membership, including encouraging and soliciting involvement through committees and general membership meetings; work with City staff and a City Council appointed Advisory Board, pursuant to Section 36000 et seq. of the California Streets and Highways Code, to review the changes in state law, and to consider the advantages and disadvantages of assessing property owners as part of the District.

(e)(g) City staff will meet with the Executive Director and the ~~Organization-Executive~~ Committee at the beginning and end of each fiscal year to review work plans, and accomplishments in accordance with this Agreement.

(5) BUDGET.

(a) The Association shall submit to the City Manager or City Finance Director a budget in a form approved by the City, for consideration by the City Council, no later than the thirtieth day of November of each year.

(1) The budget shall estimate overall revenues and expenditures for the fiscal year commencing the next January 1st.

(b) Said budget shall include the proposed expenditure of all revenues of the Association from sources other than the revenue received pursuant to this Agreement (e.g., contributions, events).

(c) City staff will meet at the beginning and end of each fiscal year, and as necessary, with the Executive Director and the Executive Committee to ensure funding is spent as authorized by the City Council.

(6) FINANCIAL REPORTS. The Association shall submit to the City Economic Development ~~Director~~ Manager, City Finance Director, or designee, as requested a monthly income statement and an updated balance sheet indicating the Association's current financial position. Said reports may be provided as part of the Association's monthly Board of Directors meeting materials.

(7) FUNDING OF DOWNTOWN ASSOCIATION.

(a) Assessments will be charged to each business within the District based upon a schedule of assessments reviewed and adopted by the Board of Directors and the City Council.

(1) The Association and City staff will initiate review of the existing assessment structure ~~by 2021~~ by 2025, from which to make a recommendation to the City Council for a revised assessment structure that helps to ensure the fiscal sustainability of the Association and support enhancement of the District.

(b) The City will provide a contribution to the Association equal to the annual Assessments, or as deemed appropriate based on any future revised assessment structures.

(c) The City and the Association have entered into a separate use agreement for the City-owned property at 333 Division Street so the Association can maintain an office in a central downtown location.

(d) The Association will also seek sponsorships, memberships, and other contributions to the Association to assist with the expenses of the organization.

(8) PAYMENTS.

(a) The City Finance Director is authorized to establish a mutually acceptable schedule for partial payments or advances to the Association based on anticipated revenues.

(b) If any provision stated herein is not satisfied by the Association, the City reserves the right to withhold payment to the Association, and if necessary, to take action to terminate this Agreement.

(9) INDEPENDENT AUDIT. The Association shall employ, at its sole expense, the services of a qualified independent Certified Public Accountant who shall annually examine the books, records, inventories and reports of the Association and its officers and employees who receive, ~~handle~~handle, or disburse funds obtained by the Association from City pursuant to this Agreement. A review may be performed, (rather than a full audit), provided that every third year a full audit shall be performed. The first full audit shall be performed for the year ending December 31, ~~2021~~2023. The City Finance Director shall request a full audit, however, whenever it is deemed necessary. A copy of such review/audit shall be submitted by May 31 of each year to the City Economic Development ~~Director~~Manager and City Finance Director.

(10) SPECIAL EVENTS AND STREET CLOSURES. Special events can be of mutual benefit to the community at large and to the Association, but too many special events can become a burden for downtown residents and surrounding property owners. To continue the cooperative working relationship between the Association and its surrounding neighbors, street closures by the Association will be limited to no more than ten (10), not to include the farmers market or Concerts in the Park. Events co-sponsored by the City or City approved street closures for other organizations are not included in this limitation.

Promotion companies may be used for special events as long as the use of the promoter continues to be mutually acceptable to the City and the Association.

(11) ENFORCEMENT. The City will pursue collection of past due charges to the Downtown Pleasanton Business Improvement District. The Association will cooperate with the City in the collection of any past due charges.

(12) INDEMNIFY AND HOLD HARMLESS. The Association shall defend, indemnify, and hold harmless, the City and its officers, and employees from and against all claims, losses, damage, injury, and liability for damages arising from errors, omissions, negligent or wrongful acts of the Association in the performance of its services under this Agreement, regardless of whether the City has reviewed and/or approved the services which have given rise to the claim, loss, damage, injury or liability for damages.

(13) INSURANCE. During the term of this Agreement, Association shall maintain in full force and effect, at its own cost and expense, insurance coverages with insurers with an A.M.

Best's rating of no less than A:VII. Association shall have the obligation to furnish City, as additional insured, the minimum coverages identified below, or such greater or broader coverage for City, if available in the Association's policies:

(a) General Liability and Bodily Injury Insurance. General liability insurance with limits of at least \$1,000,000 combined limit for bodily injury and property damage that provides that the City, its officers, ~~employees~~employees, and agents are named as additional insureds under the policy as evidenced by an additional insured endorsement satisfactory to the City Attorney. The policy shall state in writing either on the Certificate of Insurance or attached rider that this insurance will operate as primary insurance for work performed by Association or its contractors, and that no other insurance effected by City or other named insured will be called on to cover a loss.

(b) Workers' Compensation Insurance. Workers' Compensation Insurance for all of ~~Association's~~the Association's employees, in strict compliance with State laws, including a waiver of subrogation and Employer's Liability Insurance with limits of at least \$1,000,000.

(c) Certificate of Insurance. Association shall file a certificate of insurance with the City prior to the City's execution of this Agreement, and prior to engaging in any operation or activity set forth in this Agreement. The Certificate of Insurance shall provide in writing that the insurance afforded by this Certificate shall not be suspended, voided, canceled, reduced in coverage or in limits without providing notice to the City in accordance with California Insurance Code section 677.2 which requires the notice of cancellation to: 1) include the effective date of the cancellation; 2) include the reasons for the cancellation; and 3) be given at least 30 days prior to the effective date of the cancellation, except that in the case of cancellation for nonpayment of premiums or for fraud, the notice shall be given no less than 10 days prior to the effective date of the cancellation. Notice shall be sent by certified mail, return receipt requested. In addition, the insured shall provide thirty (30) days prior written notice to the City of any cancellation, suspension, reduction of coverage or in limits, or voiding of the insurance coverage required by this agreement. The City reserves the right to require complete certified copies of policies.

(d) Waiver of Subrogation. The insurer agrees to waive all rights of subrogation against the City, its officers, ~~employees~~employees, and agents.

(e) Defense Costs. Coverage shall be provided on a "pay on behalf of" basis, with defense costs payable in addition to policy limits. There shall be no cross liability exclusions.

(14) ASSOCIATION'S STATUS. In the performance of the services set forth in this Agreement, the Association shall have the status of an independent contractor, and the Association and its members shall not be considered to be employees of the City for any purpose. All persons working for or under the direction of ~~Association~~the Association are

its agents, servants, and employees and are not agents, servants, or employees of the City.

(15) TERMINATION OF AGREEMENT.

(a) The term of this Agreement will be for five (5) years, nine (9) months and ~~42~~-eleven (11) days, expiring on December 31, ~~2024~~2029, but the City may terminate this Agreement at any time for failure of the Association to comply with this Agreement by mailing a notice in writing to the Association, giving the Association sixty (60) days' notice of the City's intent to so terminate. The termination shall be effective on the 61st day after providing such notice. This Agreement shall then be deemed terminated, and no further funding shall be allocated by the City to the Association. If the Agreement is terminated, the money allocated to the Association shall be limited only to the encumbrances at the time of termination.

(b) The Association may terminate this Agreement by giving City sixty (60) days' notice of intent to so terminate. The termination shall be effective on the 61st day after providing such notice.

(16) NOTICES. All notices herein required shall be in writing and shall be sent by certified mail, postage prepaid, addressed as follows:

Pleasanton Downtown Association
333 Division Street
Pleasanton, CA 94566
Attn: Executive Director

City of Pleasanton
P.O. Box 520
Pleasanton, CA 94566-0802
Attn: Economic Development ~~Director~~Manager

(17) CONFORMANCE TO APPLICABLE LAWS. Association shall comply with all applicable Federal, State, and City laws, rules, and ordinances. No discrimination shall be made by Association in the employment of persons to work under this Agreement because of race, color, national origin, ancestry, ~~sex~~sex, or religion of such person.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed on the day and year first above written.

PLEASANTON DOWNTOWN ASSOCIATION

By: _____
Laura Brooks, Interim Executive Director

CITY OF PLEASANTON

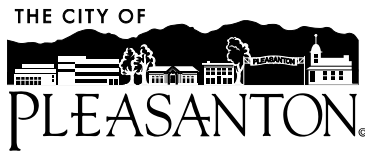
By: _____
Gerry Beaudin, City Manager

ATTEST:

Jocelyn Kwong, City Clerk

APPROVED AS TO FORM:

Daniel G. Sodergren, City Attorney



ECONOMIC VITALITY COMMITTEE REPORT

February 15, 2024
Economic Development

TITLE: ECONOMIC DEVELOPMENT INFORMATION/UPDATES

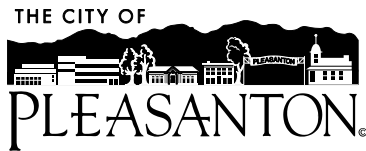
To ensure the Economic Vitality Committee is informed of actions and information pertaining to business-related projects and current business climate, the following documents are provided:

1. Actions of the Zoning Administrator & Planning Commission, February 6, 2024
2. Actions of the Zoning Administrator & Planning Commission, January 16, 2024
3. Actions of the Zoning Administrator & Planning Commission, December 19, 2023
4. Community Development Department Update, January 2024

Upcoming Business Meetings and Events:

1. **2024 Energy Summit – Building a Green Economy from the Epicenter of Solutions**, Tuesday, March 19, 2024, 11 am – 1:30 pm, Casa Real at Ruby Hill Winery, 410 Vineyard Avenue, Pleasanton | Cost: \$90
 - Presented by Innovation Tri-Valley Leadership Group. This event convenes the region’s energy stakeholders to accelerate discussions on the Tri-Valley Green Economy with keynote speaker, Dr. Kim Budil, Director, Lawrence Livermore National Laboratory, a panel discussion, energy sector expo and lunch.
 - Register at <https://www.eventbrite.com/e/2024-tri-valley-energy-summit-tickets-803437823157?aff=oddtcreator>
2. **Pleasanton Chamber of Commerce Networking Mixers** | No cost to Chamber members, \$25 fee for prospective members.
 - Wednesday, February 14, 2024, 5 - 7 pm, Aloft Dublin-Pleasanton, 4075 Grafton Street, Dublin <https://business.pleasanton.org/events/details/networking-mixer-2-14-24-4270?calendarMonth=2024-02-01>
 - Wednesday, March 13, 2024, 5 – 7 pm, Veterans Memorial Building, 301 Main Street, Pleasanton <https://business.pleasanton.org/events/details/networking-mixer-3-13-24-4302?calendarMonth=2024-03-01>
 - Wednesday, April 10, 2024, 5 – 7 pm, Adams Pool Solutions, 3675 Old Santa Rita Road, Pleasanton <https://business.pleasanton.org/events/details/networking-mixer-4-10-24-4303?calendarMonth=2024-04-01>
3. **Pleasanton State of the City**, Tuesday, March 26, 2024, 11 am – 1:30 pm, Palm Event Center in the Vineyard, 1184 Vineyard Avenue, Pleasanton | Cost: \$75 through February 29; \$85 beginning March 1
 - Presented by the Pleasanton Chamber of Commerce, featuring Mayor Karla Brown who will present the State of the City
 - Register by March 8, 2024, at <https://business.pleasanton.org/events/details/state-of-the-city-pleasanton-2024-4271?calendarMonth=2024-03-01>

ACTION: RECEIVE ECONOMIC DEVELOPMENT INFORMATION/UPDATES



CITY COUNCIL AGENDA REPORT

February 6, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P23-0899, David Mena/Mena Architects

Application for Design Review approval to add a new rollup door to the north side of the building, a new exterior door on the south side of the building, and minor changes to existing landscape to accommodate the project at the existing commercial building located at 3938 Valley Avenue.

Approved. (44 days)

P23-995, Sundarsan Krishnan & Savitha Sridharan

Application for Administrative Design Review approval to construct an approximately 488-square-foot, single-story addition in the front of the existing house and for an approximately 41-square-foot new front entry porch located at 2122 Corte Ricardo Court.

Project Information:

Existing floor area: 1,950 square feet

Total floor area with addition: 2,438 square feet

Lot size: 6,860 square feet

Existing floor area ratio: 28.43 percent

Total floor area ratio with addition: 35.54 percent

Approved. (8 days)

P23-1009, Tony Meo/Custom Residential Design

Application for Administrative Design Review approval to construct an approximately 500-square-foot single-story addition, an approximately 78-square-foot, second-story addition and a second-story balcony to the right (east) of the existing residence located at 4256 Brindisi Place.

Project Information:

Existing floor area: 3,671 square feet

Total floor area with addition: 4,249 square feet

Lot size: 26,760 square feet

Existing floor area ratio: 13.72 percent

Total floor area ratio with addition: 15.88 percent

Approved. (16 days)

P23-1002, Pat Ruvalcaba/PJR Design Associates

Application for Administrative Design Review approval to construct an approximately 11 feet 4-inch tall open pergola in the rear yard of the residence located at 5846 Corte Margarita.

Approved. (15 days)

P23-0994, Terry Townsend

Application for Administrative Design Review approval to demolish approximately 395 square feet at the rear of an existing historic residence and construct an approximately 823-square-foot first-story addition to the rear of the existing historic residence located at 1162 Division Street.

Project Information:

Existing floor area: 1,999 square feet




Total floor area with addition: 2,427 square feet

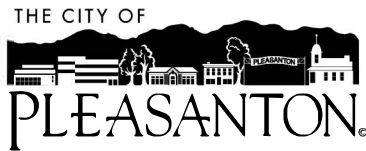
Lot size: 11,288 square feet

Existing floor area ratio: 17.71 percent

Total floor area ratio with addition: 21.50 percent

Approved. (9 days)

Prepared by:	Submitted by:	Approved by:
 Melinda Denis Zoning Administrator	 Ellen Clark Director of Community Development	 Gerry Beaudin City Manager



CITY COUNCIL AGENDA REPORT

January 16, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P23-0896, Gary Yu

Application for Administrative Design Review approval to construct an approximately 455-square-foot first-story addition to the front and an approximately 262-square-foot first-story addition to the rear of an existing residence located at 1133 Bordeaux Street.

Project Information:

Existing floor area: 2,130 square feet

Total floor area with addition: 2,847 square feet

Lot size: 8,631 square feet

Existing floor area ratio: 24.68 percent

Total floor area ratio with addition: 32.99 percent

Approved. (15 days)

P23-0898, Daniel Ruiz/Chen + Ruiz Architecture & Consulting

Application for Administrative Design Review approval to construct an approximately 607-square-foot single-story addition at the rear of the residence located at 1826 Brooktree Way.

Project Information:

Existing floor area: 2,047 square feet

Total floor area with addition: 2,654 square feet

Lot size: 7,405 square feet

Existing floor area ratio: 27.64 percent

Total floor area ratio with addition: 35.84 percent

Approved. (11 days)

P23-0904, Umoja Akbar/Tom Wilson Architects

Application for Design Review approval to remove an existing roll-up door, replace it with a new glass storefront and replace existing gates at 3440 Stanley Boulevard.

Approved. (12 days)

P23-0900, Marcus Moliteus

Application for Administrative Design Review approval to construct an approximately 958-square-foot, new second floor at the existing one-story residence located at 7717 Cottonwood Lane.

Project Information:

Existing floor area: 1,587 square feet

Total floor area with addition: 2,545 square feet

Lot size: 7,789 square feet

Existing floor area ratio: 20.37 percent

Total floor area ratio with addition: 32.67 percent

Approved. (13 days)

PUD-81-30-64D-5M, Chris Mateo

Application for Design Review approval to remove and replace landscaping along the Willow Road, Stoneridge Drive and Hacienda Drive frontages within the public service easements and modifications to the garden area located at 4300 Hacienda Drive.

Approved. (1 days)

P23-0892, Mike Burgess

Application for Administrative Design Review to enclose the existing single-story covered patio, replace doors and windows at the rear of the residence, construct a second-story balcony on the northwest corner of the residence, and create approximately 797 square feet of new living space at 4150 West Ruby Hill Drive.

Project Information:

Existing floor area: 7,742 square feet

Total floor area with addition: 8,539 square feet

Lot size: 27,350 square feet

Existing floor area ratio: 28.31 percent

Total floor area ratio with addition: 31.22 percent

Approved. (33 days)

P23-0901, Douglas Harwood

Application for Administrative Design Review approval to construct an approximately 504-square-foot, 12-foot-tall pavilion on the rear (south) of the existing residence at 1316 Piemonte Drive.

Approved. (16 days)

Planning Commission, December 13, 2023

Commissioners Present: Matt Gaidos, Anurag Jain, Ken Morgan, Stephanie Wedge,
and Chair Brandon Pace
Commissioners Absent: Vivek Mohan




PUD-148, Meenu Gochhwal, 2207 Martin Avenue

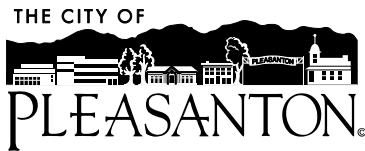
Review and affirm the conditions of approval as modified by the Planning Commission at the August 23, 2023 public hearing, and finalize recommendation to the City Council for final approval.

Action Recommended: Adopt Resolution No. PC-2023-18 recommending City Council approve the addition of Item 4E, which states tennis court lighting above 8 feet shall require an Administrative Design Review

Action Taken: Approved Resolution No. PC-2023-18 recommending City Council approve the addition of Item 4E, which states tennis court lighting above 8 feet shall require an Administrative Design Review

Vote: 4-1

Prepared by:	Submitted by:	Approved by:
 Melinda Denis Zoning Administrator	 Ellen Clark Director of Community Development	 Gerry Beaudin City Manager



CITY COUNCIL AGENDA REPORT

December 19, 2023
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P23-0891, Jerome Hoban

Application for Administrative Design Review approval to construct an approximately 72-square-foot single-story addition to the rear of the existing residence located at 4444 Foothill Road.

Project Information:

Existing floor area: 3,512 square feet

Total floor area with addition: 3,584 square feet

Lot size: 114,123 square feet

Existing floor area ratio: 3.08 percent

Total floor area ratio with addition: 3.14 percent

Approved. (9 days)

P23-0878, Dheeraj Sharma & Mukul Vahisht

Application for Administrative Design Review approval to construct an approximately 57-square-foot single-story addition to the southwest (front) and construct an approximately 1,072-square-foot addition to the east (right) of the home located at 4755 Woodthrush Court.

Project Information:

Existing floor area: 1,629 square feet

Total floor area with addition: 2,760 square feet

Lot size: 6,901 square feet

Existing floor area ratio: 23.61 percent

Total floor area ratio with addition: 39.99 percent

Approved. (12 days)

P23-0856, Will DiMichele/Banducci Associates Architects Inc.

Application for Design Review approval to remove the water feature of the fountain, infill it with decking and construct a pergola at the front entrance (northwest) of the building located at 596 W. Las Positas Boulevard.

Approved. (14 days)

P23-0858, Richard Liu/The RWOFF INC

Application for Design Review approval to demolish approximately 1,950 square feet of an existing residence and construct a new main residence of approximately 3,538 square feet at 1828 Tanglewood Way.

Approved. (35 days)

P23-0902, Maria Molina/Humankind Cookies

Application for Cottage Food Operation to prepare baked goods with sales to a grocery store at the existing residence located at 1541 Maple Leaf Drive.

Approved. (1 day)

P23-0879, Milan Markovic

Application for Administrative Design Review for a 114-square-foot addition to the porch and modifying the roof at 1124 Vintner Way.

Project Information:

Existing floor area: 2,078 square feet

Total floor area with addition: 2,140 square feet

Lot size: 8,139 square feet

Existing floor area ratio: 25.53 percent

Total floor area ratio with addition: 26.29 percent

Approved. (11 days)

P23-0894, Paresh Hule

Application for Administrative Design Review to construct a 520-square-foot accessory structure located at 6115 Clubhouse Drive.

Project information:

Existing floor area: 5,038 square feet

Total floor area with addition: 5,558 square feet

Lot size: 25,584 square feet

Existing floor area ratio: 19.69 percent

Total floor area ratio with addition: 21.72 percent

Approved. (23 days)

P23-0897, Juan Vazquez Landscaping

Application for Administrative Design Review approval to construct an approximately 492-square-foot, 15-foot tall, detached patio cover in the northeast (rear) yard and a 560-square-foot, 13-foot, 10-inch tall, detached patio cover in the southeast (right) side yard located at 5766 Hidden Creek Court.

Approved. (10 days)

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

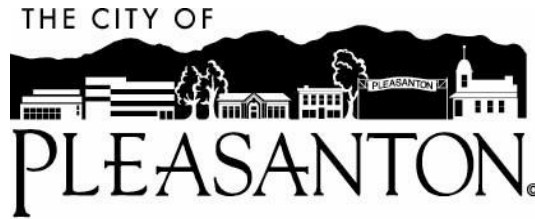


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



MEMORANDUM

Date: January 9, 2023

To: Ellen Clark, Director of Community Development

From: Emily Carroll, Associate Planner

Subject: **Community Development Department Update**

The purpose of this memorandum is to provide a summary and update on notable development projects, long-range planning efforts, and transportation planning projects in the city. A map is attached for reference (city-wide projects are not shown). These projects are also shown on an interactive map located on the [Community Development Department website](#):

DOWNTOWN

- 4212 and 4226 First Street PUD-143** | **Residential- Single-Family Safreno Property**
Application for a Planning Unit Development and Rezoning, General Plan Amendment, and Tentative Tract Map, to demolish an existing service station and single-family dwelling and construct six new detached two-story single-family homes with associated site improvements.
 - Status: Applicant Undergoing Plan Revisions
 - Next Steps/Details: The Planning Commission held a workshop on the project's Preliminary Review application February 24, 2020. The applicant submitted a formal PUD application in May 2021. The applicant resubmitted revised plans in December 2021 which are currently under review.
 - Applicant: Safreno Family Living Trust
 - Staff Contact(s): [Jenny Soo](#)
- 475 & 493 St. John Street P22-1009 and P22-0885** | **Mixed-Use Development Barone's**
Applications for: (1) an amendment to the Downtown Specific Plan requiring a Planned Unit Development application to redevelop 475 and 493 St. John Street; and (2) Design Review approval to: (a) retain the two-story (historic) single-family home; (b) demolish the detached accessory dwelling unit, Barone's restaurant, and all other structures and site modifications; and (c) construct 14 detached single-family homes, two commercial

buildings with a public courtyard, new private street, and related site improvements.

- Status Under Review
- Next Steps/Details: Consultant finalizing scope of work for the projects CEQA component.
- Applicant: Robson Homes
- Staff Contact(s): [Natalie Amos](#)

3. **715 Rose Avenue** | **Residential- Multi-Family/Apartments**
P19-0410

Application for Design Review approval to retain the single-family home, demolish the detached garage, and construct two new, two-story detached structures with three new dwelling units on the property.

- Status Approved
- Next Steps/Details: Approved by Planning Commission on April 27, 2022.
- Applicant: Hereld & Ayres
- Staff Contact(s): [Natalie Amos](#)

4. **236 Ray Street** | **Residential- Multi-Family/Apartments**
P22-0080

Application for Administrative Design Review approval to construct an approximately 25-foot tall, 1,510-square-foot two-story detached accessory structure with a carport in the rear yard of an existing residence at 236 Ray Street.

- Status Approved
- Next Steps/Details: Construction drawings have been approved.
- Applicant: Tim Ward
- Staff Contact(s): [Diego Mora](#)

5. **4884 Harrison Street** | **Residential- Multi-Family/Apartments/Mixed-Use**
P22-0728

SB 35 Application to construct a new, approximately 48,590-square-foot, five-story tall, mixed-use building consisting of 46 apartment units and an approximately 1,400 square-foot ground-floor commercial space.

- Status Approved
- Next Steps/Details: Complete plan check provided applicant elects to move forward. Potential revised project may come forward in 2024.
- Applicant: AMG & Associates
- Staff Contact(s): [Eric Luchini](#)

6. **4390 First Street** | **Single-Family, Other**
P22-0397 & P22-0510

Applications for Administrative Design Review to construct a 512-square-foot detached accessory dwelling unit over an existing detached garage and a Variance to 1) exceed the maximum height for a proposed accessory dwelling unit from 16-feet to 22-feet; and 2)

reduce the minimum required side yard setback of seven-feet to approximately three-feet and one-inch.

- Status: Approved
- Next Steps/Details: Construction drawings have been approved under plan check number B23-0518 (permit issued).
- Applicant: Daniel Warren
- Staff Contact(s): [Diego Mora](#)

STAPLES RANCH

7. **2694 Stoneridge Dr. PUD-123** | **Commercial Chrysler-Jeep-Dodge-Ram Parking Lot**
PUD development plan to construct a 201-stall parking lot for vehicle display/inventory to be shared by Stoneridge Chrysler-Jeep-Dodge-Ram and a future auto dealership.
- Status: Under Construction
 - Next Steps/Details: Approved by City Council on Sept. 19, 2017. Parking lot is under construction, waiting for landscaping completion.
 - Applicant: Mathew Zaheri
 - Staff Contact(s): [Melinda Denis](#)

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8. **Terminus of Lund Ranch Road PUD-25, Tract Map 8352** | **Residential- Single-Family Lund Ranch II**
Applications for: (1) PUD rezoning and development plan approvals to construct 43 single-family two-story homes and related site improvements on the approximately 195-acre Lund Ranch II property located at 1500 Lund Ranch Rd.; (2) Development Agreement to vest entitlements for the project; (3) certification of the Final Environmental Impact Report (EIR) prepared for the project; (4) Growth Management Agreement; and (5) Affordable Housing Agreement. Project includes approximately 160-acres of dedicated open space. Project submitted to June 7, 2016 ballot following February 2016 City Council approval; majority of voters supported project moving ahead.
- Status: Approved
 - Next Steps/Details: Construction of homes on individual lots began in Summer 2022. Final inspections completed on several lots as of December 2023 and will continue through mid 2024.
 - Applicant: GHC Lund Ranch, LLC
 - Staff Contact(s): [Eric Luchini](#)
9. **6455 Owens Dr. PUD-121, P16-1347, and** | **Commercial**

P16-1349

Application for a PUD development plan to demolish an existing restaurant building at 6455 Owens Dr. and construct a single-story multi-tenant commercial building totaling approximately 10,000-square-feet in area.

- Status Under construction
- Next Steps/Details: Anticipated completion date is early 2024. Applicant is in the process of working with staff on tenant improvements.
- Applicant: Abbas Mash
- Staff Contact(s): [Eric Luchini](#)

10. **7200 Johnson Drive** | **Commercial**
P17-0967 | **Costco**

Application for Design Review to construct a new 148,613-square-foot Costco.

- Status Approved
- Next Steps/Details: Project approved in July 2022. Permits to be issued by end of 2023. Construction to begin in early 2024.
- Applicant: Costco
- Staff Contact(s): [Eric Luchini](#)

11. **7280 Johnson Drive** | **Commercial**
P18-0068 | **Two Hotels**

Application for Design Review to construct two new hotels with 231 rooms and a drive-through coffee shop.

- Status Under construction
- Next Steps/Details: Hotels expected to be completed and open by early 2024.
- Applicant: Theraldson Hospitality Development
- Staff Contact(s): [Eric Luchini](#)

12. **1700 Stoneridge Mall Road** | **Commercial**
P18-0340 | **Stoneridge Mall Road**

Application for Design Review approval to demolish the existing Sears Department store (approximately 176,151-square-feet) and construct up to 255,420-square-feet (79,269-square-feet of net increase) of new retail, cinema, specialty, and health club facility uses.

- Status Approved
- Next Steps/Details: Approved by Planning Commission on April 24, 2019.
- Applicant: Simon Properties
- Staff Contact(s): [Eric Luchini](#)

13. **1000 Minnie Drive** | **Residential- Single-Family**
PUD-138 | **Spotorno Ranch**

Applications for: 1) PUD development plan approval for a 22-lot single-family residential development with related on- and off-site improvements; and 2) Vesting Tentative Subdivision Map approval to subdivide an approximately 33-acre portion of the

approximately 110-acre site into 22 residential lots with on-site improvements.

- Status Approved
- Next Steps/Details: The project was approved by the City Council on February 15, 2022.
- Applicant: John Spotorno
- Staff Contact(s): [Jenny Soo](#)

14. **11300 Dublin Canyon Rd. | Commercial**
PUD-114-01M | Greek Orthodox Church

Application for Planned Unit Development (PUD) Major Modification, Minor Subdivision, and Conditional Use Permit to construct and operate a 9,742-square-foot Greek Orthodox Church and 24,971-square-foot community center at 11300 Dublin Canyon Road

- Status Approved
- Next Steps/Details: City Council approved project on September 8, 2021.
- Applicant: Guy Houston/Valley Capital Realty
- Staff Contact(s): [Jenny Soo](#)

15. **4452 Rosewood Drive | Residential- Multi-Family**
PUD-85-08-01D-05M | Avalon Bay Project

Application for a PUD modification to the approved Residences at California Center on a currently vacant site identified as 4452 Rosewood Drive in Hacienda for the following: 1) modifying site layout including on-site circulation, parking, and open spaces areas; 2) updating exterior elevations of all buildings; 3) changing the retail use of the corner building to a daycare center subject to a conditional use permit approval, and 4) modifying related on- and off-site improvements. Zoning for the site is PUD-HDR (Planned Unit Development – High Density Residential) District.

- Status Approved
- Next Steps/Details: Applicant is preparing for building permit submittal and issuance.
- Applicant: Nora Collins
- Staff Contact(s): [Jenny Soo](#)

16. **990 Sycamore Road | Residential- Single-Family**
PUD-135/P19-0030/P19-0031/P19-0033/Vesting | Bringhurst/Sycamore Corner
Tentative Map 8528

Applications for: 1) an amendment to the North Sycamore Specific Plan (NSSP) to: a) change the land use designation of an approximately 1.01-acre portion of the site from Planned Unit Development – Agricultural (PUD-A) to Planned Unit Development – Low Density Residential (PUD-LDR); b) allow the proposed PUD-LDR lots to access from Sycamore Creek Way; c) realign the planned public trail on the project site; 2) PUD development plan approval for a five-lot single-family residential development with

related on- and off-site improvements; and 3) Vesting Tentative Subdivision Map approval to subdivide the 3.28-acre parcel into five residential lots for four new homes and one existing home.

- Status: Approved
- Next Steps/Details: Approved by Council on August 18, 2020 as proposed. Applicant is preparing improvement plans for City review and approval.
- Applicant: Alaina Stewart
- Staff Contact(s): [Jenny Soo](#)

17. **10807, 11033 and the two western parcels on Dublin Canyon Road PUD-130, P18-0078, P18-0079, P18-0081, P18-0081, & Tract Map (TM) 8472**

Residential- Single-Family

Lester/Hidden Valley Project

Applications for: (1) annexation of four parcels totaling approximately 128.5-acres; (2) amend General Plan Land Use designations to correspond to proposed residential and open space areas; (3) rezone the property from unincorporated and pre-zoned Agriculture to Low Density Residential and Open Space; (4) a PUD development plan to construct 33 single-family homes, including demolition and replacement of two existing homes, with private open space, and dedication of 72.1-acres of land to the East Bay Regional Park District (EBRPD), and construct an EBRPD staging area with trail connections to the Pleasanton Ridge.

- Status: Under Review
- Next Steps/Details: Waiting on a plan resubmittal. Application under review and continuing work on the Environmental Impact Report.
- Applicant: Ponderosa Homes
- Staff Contact(s): [Natalie Amos](#)

18. **3716 Stanley Blvd. P19-0128 and P19-0129**

Commercial Public Storage

Applications for Design Review and Conditional Use Permit to demolish existing storage facility buildings and office, and construct three new buildings totaling approximately 205,027-square-feet for Public Storage.

- Status: Approved
- Next Steps/Details: Approved by Planning Commission on October 28, 2020. City Council affirmed Commission's approval on December 15, 2020. Demolition approved and began in October 2022. Construction drawings (B21-3313) have been approved.
- Applicant: Pat Costanzo
- Staff Contact(s): [Megan Campbell](#)

19. **1008 and 1700 Stoneridge Mall Road PUD-136** | **Residential- Multi-Family/Apartments**
Stoneridge Mall Housing Project
 Application for a PUD development plan to construct 360 apartment units and parking structure on a site designated for housing at Stoneridge Mall. The project is located the northwest corner of Stoneridge Mall Road and Stoneridge Mall Road.
- Status: Approved
 - Next Steps/Details: Planning Commission recommended approval to Council on February 22, 2023. Council approved the project on March 21, 2023. Second Reading was held on April 18, 2023. Applicant preparing to submit for permits in 2024.
 - Applicant: Simon Property Group
 - Staff Contact(s): [Eric Luchini](#)
20. **1701 Springdale Drive 10X Genomics PUD-139 and P20-0973** | **Commercial**
Master Planned Campus
 Applications for a Planned Unit Development (PUD) Rezoning and Development Plan to: (1) demolish the existing approximately 163,500-square-foot commercial buildings; (2) rezone the subject parcel from C-R (p) (Regional Commercial - peripheral sites) District to PUD-C-O (Planned Unit Development – Commercial-Office) District; and (3) construct up to three new multi-story research and development, office and laboratory buildings totaling approximately 381,000-square-feet, a parking structure, and related site improvements over multiple phases.
- Status: Approved
 - Next Steps/Details: Phase I improvements completed in May 2023. Phase II improvements on hold as of August 2022.
 - Applicant: 10X Genomics
 - Staff Contact(s): [Eric Luchini](#)
21. **4141 Foothill Road PUD-147** | **Residential- Single-Family**
Merritt Property
 Applications for 1) annexation, 2) rezoning the property from Unincorporated to PUD-LDR and PUD-BMR, 3) a Planned Unit Development (PUD) development plan to construct a 111-home age-qualified community with 89 single-family detached homes, 22 affordable senior court-yard detached and duet homes and related on-and off-site improvements, 4) a Vesting Tentative Map, 5) a Development Agreement to vest entitlements, 6) an Affordable Housing Agreement, and 7) certification of the appropriate CEQA document.
- Status: Under Review
 - Next Steps/Details: PUD, Tract Map and Annexation applications submitted in December 2022. Project is under review.
 - Applicant: Pat Costanzo

- Staff Contact(s): [Eric Luchini](#)

22. **3200 Hopyard Road** | **Residential- Multi-Family/Condominiums**
P23-0177 & P23-0178

Application for Design Review and Tentative Tract Map to demolish an existing church and daycare facility and construct 57 multi-family residential units (48 condominium and 9 affordable rental) with associated site improvements pursuant to SB330 State law provisions; and Affordable Housing Agreement located at 3200 Hopyard Road.

- Status: Under Review
- Next Steps/Details: Project is undergoing CEQA review.
- Applicant: Bruce Myers
- Staff Contact(s): [Diego Mora](#)

23. **2025 Santa Rita Road** | **Residential- Multi-Family/Condominiums**
P23-0332

Application for Housing Site Compliance Review pursuant to SB330 and Tentative Tract map to demolish an existing motel and construct a housing development consisting of 42 three-story townhome style condominiums ranging from three to four bedrooms with approximately 1,400 to 2,150 square feet with associated site improvements pursuant to SB330 State law provisions; and Affordable Housing Agreement located at located at 2025 Santa Rita Road

- Status: Approved
- Next Steps/Details: The Zoning Administrator approved the Design Review application on October 30, 2023. The Planning Commission approved the Vesting Tentative Map on November 8, 2023. The project must bring an Affordable Housing Agreement forward to both the Housing Commission and City Council. The Affordable Housing Agreement is anticipated to be finalized by March 2024.
- Applicant: City Ventures
- Staff Contact(s): [Emily Carroll](#)

24. **5976 and 5994 West Las** | **Residential- Multi-Family/Condominiums**
Positas Boulevard
P23-0332

Applicaiton for Housing Site Compliance Review pursuant to SB330 for a housing development consisting of demolition of two existing commercial buildings and construction of 146 multi-family residential units with 38 accessory dwelling units and associated site improvements.

- Status: Under Review
- Next Steps/Details: The project is under review.
- Applicant: Kelley Rutchena
- Staff Contact(s): [Diego Mora](#)

25. **3300 Busch Road** | **Residential- Multi-Family/Condominiums**
P23-0480

Applications for Design Review and Vesting Tentative Subdivision Map approval pursuant to SB330 for a project consisting of 306 new single-family residential units (approximately 809,515 square feet total) with 57 junior accessory dwelling units (JADUs) and 84 new affordable multi-family units (approximately 68,600 square feet total) with related roadway and infrastructure improvements and an approximately 2.1-acre neighborhood park at the approximately 51.37-acre site located at 3300 Busch Road.

- Status: Under Review
- Next Steps/Details: Submittal items under review.
- Applicant: Square Mile Pleasanton, LLC
- Staff Contact(s): [Jenny Soo](#)

ADVANCED PLANNING

26. **Johnson Drive Economic** | **Commercial**
Development Zone
(JDEDZ)

General Plan Amendment to change the land use designation of the project site from Business Park (Industrial/Commercial and Office) and General and Limited Industrial to Retail/Highway/ Service Commercial; Business and Professional Offices and a Planned Unit Development (PUD) Rezoning to rezone the project site from Planned Unit Development-General and Light Industrial (PUD-G&LI) District, Planned Unit Development-Industrial/Commercial-Office (PUD-I/C-O) District, and General Industrial (I-G-40,000) District to Planned Unit Development – Commercial (PUD-C) District on 12 parcels at 7106 through 7315 Johnson Drive and 7035 and 7080 Commerce Circle, comprising approximately 40 acres.

- Status: Under Construction
- Next Steps/Details: Construction of off-site improvements is underway and will be completed in 2024.
- Applicant: City of Pleasanton
- Staff Contact(s): [Eric Luchini](#)

27. **East Pleasanton Specific** | **Other**
Plan

East Pleasanton Specific Plan

The East Pleasanton Specific Plan (EPSP) will provide a comprehensive long-range land use plan for an approximately 1,100-acre area on the east side of the city, extending into unincorporated Alameda County. The Pleasanton General Plan indicates that a specific plan should be prepared for this area; a planning process was originally initiated in 2012 under the guidance of a task force but was “paused” in 2015. In 2019 the City Council identified the East Pleasanton Specific Plan as a work plan priority, and in March 2020, provided direction to proceed with the planning effort, and that the City Council, Planning Commission, and City staff initiate a “clean slate” approach to the planning for East Pleasanton, which would consider multiple land use options for the entire area through the public process. Additional direction was provided that the Planning

Commission and City staff initiate a concurrent and separate pre-housing element process to establish a draft inventory of citywide sites to meet projected Regional Housing Needs Allocations (RHNA) in advance of the formal housing element process – this process will be separately scoped, but will be designed to dovetail with the EPSP process.

- Status Under Review
- Next Steps/Details: The project will commence in 2025.
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

28. **Objective Design Standards**

Other

Objective Design Standards

In 2017, the California Legislature passed a package of 15 laws related to housing, referred to as the “housing package.” The housing package included a number of changes to state law intended to streamline and increase housing production. A further series of housing-related legislation was passed by the legislature in 2019, including SB 330, the Housing Crisis Act. The streamlining provisions of SB 330 and other laws include measures to make approval processes more routine and predictable for developers, including limitations on discretionary review processes and placing an increased emphasis on objective design and development standards as the primary criteria that may be used as the basis for project approval or denial. With these new criteria in place, and expecting the emphasis on objective standards to continue in future legislation, it is in the City’s interest to have a robust body of residential design and development standards in place, to ensure those projects deliver high-quality design, appropriate site planning and amenities, and are compatible with surrounding neighborhoods and the community. Accordingly, the City will be updating the Housing Site Development Standards and Design Guidelines first adopted by City Council in August 2012 and establishing objective standards for other types of residential development, including smaller multi-family infill projects. Additional information can be found on the project website:

https://www.cityofpleasantonca.gov/gov/depts/cd/planning/objective_design_standards.asp

- Status Approved
- Next Steps/Details: The City adopted Objective Design Standards for Housing Element sites and the R-M, M-U, and C-C zoning districts on January 23, 2023. Modifications to the ODS for Housing Sites were approved by City Council on May 2, 2023. The adopted ODS is available [here](#).
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

29. **Housing Element Update**

**Other
Housing Element Update**

The Housing Element is part of the City’s General Plan and is a comprehensive statement by the community of its current and future housing needs and proposed actions to facilitate the provision of housing to meet those needs at all income levels. Preparation and periodic update of the housing element is required by state law; and thus, the element reflects the state’s housing goal of "attaining decent housing and a suitable living environment for every California family," as well as a reflection of the unique concerns of the community. State law establishes a series of very specific requirements as to the scope, content, and process by which a housing element is updated and adopted, including review and approval (known as certification) by the State Department of Housing and Community Development (HCD) by January 2023.

- Status: Approved
- Next Steps/Details: The City’s Housing Element has been adopted by City Council and certified by the State of California. The City will be implementing the Housing Element in the upcoming months.
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

30. **Stoneridge Mall Framework**

**Other
Stoneridge Mall Framework**

The City has begun the process to develop a Framework Plan for the Stoneridge Shopping Center, also known as the Stoneridge Mall. The focus of the Framework is the mall properties that lie within the area bounded by Stoneridge Mall Road and contain the Mall buildings and surrounding parking lots. The Framework Plan will provide policy guidance and a conceptual land use plan for future development and potential redevelopment of Stoneridge Mall.

Visit the project website at: <https://www.stoneridgemallframework.com/> to sign up for email updates and to obtain additional information.

- Status: Approved
- Next Steps/Details: The City adopted Stoneridge Mall Framework Components on January 26, 2023. Next steps, when available, will be identified on the project website; sign up for periodic emails to receive notifications about the project: <https://www.stoneridgemallframework.com/>
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

TRANSPORTATION PROJECTS

31. **Bicycle and Pedestrian**

Transportation/Traffic Project

Master Plan High Priority Corridor

The Pedestrian and Bicycle Master Plan, created in January 2010 was updated and adopted by City Council in June 2017. The update created an “All users and abilities” approach to facility design and provided a corridor construction priority. West Las Positas Boulevard was identified as the highest priority corridor and design is underway to develop bicycle and pedestrian improvements along the corridor.

- Status: Under Review
- Next Steps/Details: The City has combined the West Las Positas roadway reconstruction project with the West Las Positas Bicycle and Pedestrian Improvement Project. This combination of projects allows for the relocation of the curb and gutter and the Bicycle and Pedestrian improvement design has changed to an elevated cycle track along both the north and south sides of West Las Positas. This was the preferred design, but not originally selected by the Pedestrian, Bicycle and Trails Committee due to the high construction cost. With the need to reconstruct the curb and gutter as part of the roadway reconstruction, the overall cost to the pedestrian and bicycle project is reduced making this design alternative feasible. Preliminary design is underway with anticipated completion in 18 months (spring of 2024), with construction to follow in the summer of 2024. A pilot phase project will be installed using paint and plastic to create protected bicycle lanes between Hopyard Road and Hacienda Drive.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

TRAFFIC OPERATIONS

32. Sunol Boulevard Interchange

Transportation/Traffic Project

The Sunol Boulevard Interchange is in the Caltrans Right of Way, but any improvements to local interchanges are funded by the local agency. The City issued a request for proposals in late 2017 to design a set of signalized intersections at the two ramp locations. The Project Study Report- Project Development Study (PSR-PDS) document has been officially signed off by Caltrans on January 17, 2020. The PSR-PDS is the initial document required for the Caltrans project development process.

- Status: Under Construction
- Next Steps/Details: This project will construct 2 traffic signal on Sunol Boulevard, reconstruct the westbound to southbound loop ramp including the bridge section and extend the freeway

merge section by 1000 feet to allow for smoother transition onto the freeway mainline. City Council approved a contract amendment in June of 2020 with AECOM to complete the next step of the Caltrans project development phase, Preliminary Analysis & Environmental Document (PA&ED). This phase will require more in depth analysis of traffic impacts and environmental impact due to project improvement alternatives. This phase of the process is anticipated to take 1 year to complete (completion in July 2021). Caltrans has requested an additional "Safety Analysis" which has added 6 months to the project. Draft Environmental Document and Project report are being reviewed by Caltrans. The draft environmental document was publicly circulated in Spring 2023. It is anticipated that the PA&ED will be approved by Caltrans in September 2023. Upon acceptance, the PS&E phase will begin, which is anticipated to last 16 months.

- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

33. Valley Ave at Northway Rd | Transportation/Traffic Project
Traffic Signal Installation

This project will install a new traffic signal at the intersection of Valley Ave and Northway Rd, next to Harvest Park Middle School. Curb extensions will be added to the southeast and southwest corners to reduce crosswalk lengths. This location is the next intersection in the signal priority list. The overall work will improve pedestrian/bicycle safety and improve traffic operations.

- Status: Under Review
- Next Steps/Details: Currently, the project is approximately 100% traffic and 95% civil design. Staff from traffic and engineering are reviewing plans and specifications. A final review for plans and specs is anticipated before the end of the calendar year and the project is ready for advertisement.
- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novarino](#)

TRAFFIC CALMING

34. FY 22-23 Traffic Calming | Transportation/Traffic Project

Staff has completed speed lump installation on Paseo Santa Cruz between Valley and Calle Altamira and on Sycamore Creek Way between Sycamore Creek and Hidden Creek.

- Status: Under Review
- Next Steps/Details: Final speed lump on Touriga was installed in November

2023.

- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novarino](#)

35. FY 23-24 Traffic Calming | Transportation/Traffic Project

Staff has begun collecting traffic calming data for FY23-24. Currently, there are 11 streets requesting for traffic calming, primarily speed lumps. These streets are: Madeira Drive, Muirwood Drive, Valley Trails Drive, West Las Positas, E. Angela, Mohr Ave, Via De Los Cerros, Calle Altamira, Rose Ave, Arlington Way.

- Status: Under Review
- Next Steps/Details: Speed lump petitions have been provided to residents on E. Angela, Springdale, and Kottinger.
- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novarino](#)

36. Junipero Street and Independence Drive | Transportation/Traffic Project

In November 2015, City Council directed staff to meet with the residents of Junipero Street and Independence Drive to discuss potential solutions to their traffic-related concerns. Staff began meeting with the neighborhood in March 2016.

Staff and the steering committee met through the summer of 2016 and developed a traffic calming plan which included traffic signal metering, radar speed signs, new crosswalks, speed reduction on Independence Drive, six speed lumps and a major modification to the arterial intersection of Bernal Avenue at Sunol Boulevard/ First Street. The plan was presented to City Council in September 2017 and construction was completed in the winter of 2017 with the exception of the arterial intersection improvements. The arterial intersection design is underway (March of 2018) and design completion is expected in the spring of 2020. Prior to the completion of the design, alternatives will be presented to the surrounding neighborhoods and the Pleasanton Unified School District to receive feedback (Winter 2019).

- Status: Under Review
- Next Steps/Details: Installation of all of the traffic calming devices within the Junipero and Independence neighborhood have been completed. The design of the second left turn lane at the intersection of Bernal Avenue and First Street / Sunol Boulevard began in spring 2018. This project expanded to include entry features, upgrade to the mixed use path on Sunol Boulevard, resurfacing of Sunol Boulevard and alteration of all 4 legs of the intersection to provide a protected intersection for bicycles. 100% plans have been received and anticipated construction was for fall 2022. The project is delayed until summer 2024 awaiting PGE relocation of several utility vaults.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

REGIONAL PROJECTS

37. State Route 84

Transportation/Traffic Project SR 84

SR 84 from Pigeon Pass to I-680 has completed environmental review and Caltrans adopted the environmental document in the summer of 2018. Preliminary engineering and design has started. The design process and right of way acquisition will take approximately two years with construction to follow in 2021.

Construction of the segment of SR 84 from Pigeon Pass to I-680 will be the final segment in a series of improvements to widen SR 84 to expressway standards from I-580 in Livermore to I-680 in Sunol. Environmental review of the SR 84 project began in 2002, and completion of this final segment will conclude this nearly 20-year project.

- Status: Under Construction
- Next Steps/Details: The segment of SR 84 from Pigeon Pass to I-680 has completed environmental review and Caltrans adopted the environmental document in 2018. Preliminary engineering and design is complete and construction began in April 2021. Construction of the segment of SR 84 from Pigeon Pass to I-680 will be the final segment in a series of improvements to widen SR 84 to expressway standards from I-580 in Livermore to I-680 in Sunol. Alameda CTC envisions construction completion in March/April 2024.
- Applicant: Caltrans
- Staff Contact(s): [Mike Tassano](#)

38. Valley Link

Transportation/Traffic Project Valley Link

In October 2017 the Governor signed Assembly Bill 758 which created The Tri-Valley – San Joaquin Valley Regional Rail Authority. This new authority has been created for the sole purpose of connecting Bart to ACE. The Authority has selected a hybrid powered, multiple-unit vehicle technology with the ability to convert to fully electric power in the future

Valley Link is proposing to provide a new rail service from the existing Dublin / Pleasanton BART Station to San Joaquin County, utilizing existing rights-of-way in the center of the I-580 corridor to provide connectivity between ACE and Bart. Valley Link is proposed to provide frequent, all-day regional rail service with future expansion all the way to Lathrop in the Central Valley

As a first phase in the Valley Link project, the Authority has recommended an initial segment serving the RM3 project corridor, originating from a BART connection at Dublin/Pleasanton Station and continuing to a proposed station at Greenville Road in Livermore, in the I-580 median, including a proposed station at Isabel Road

The Bill also transfers all unencumbered local funds allocated to the BART extension from Bart to the Authority. This is 588 million of the anticipated 1.8 billion needed to construct the ultimate system.

- Status Under Review
- Next Steps/Details: Final EIR and Preferred Alternative adopted in May of 2021. NEPA process and 30% design began in November of 2021 with anticipated completion November of 2023.

Construction to begin after sufficient funding is awarded
rough estimate for start of construction is 2027/28

- Applicant:
- Staff Contact(s): [Mike Tassano](#)

39. **680 Express Lane Projects** | **Transportation/Traffic Project**
680 express lanes

The 680 Express Lane is two separate projects. One will construct a new 15-mile express lane from SR 237 in Milpitas to SR 84 in Sunol. The second will extend the express lane from SR 84 to Alcosta.

- Status Approved
- Next Steps/Details: I-680 Express Lane between SR 237 to Milpitas
The southbound direction was completed in 2010. The first phase of the northbound project will construct the nine-mile section from Auto Mall Parkway in Fremont to SR 84. The Construction was awarded in November 2017 and construction began in the summer of 2018 and should be completed in 2020. There is no current timeline for Phase 2 of the project.
I-680 Express Lane between SR4 and Alcosta Blvd:
Draft Environmental Release for public review – March 2020
Project Report and Final Environmental Document Approval – August 2020
Final Design and ROW completed - Fall 2021
Construction scheduled to begin Spring 2022 through Summer 2025.
Project Cost : Total cost estimate to implement express lanes for both NB and SB directions is \$480M. In the light of limited available & anticipated funding and to address near term traffic needs, a decision has been made to proceed with the design, right of way and construction work for the SB direction as the phase 1 of this project. The estimated cost for the SB direction is around \$252M. Caltrans has a project in works to pave the existing pavement within approximately the same limits as the

express lane. Caltrans has agreed to split their rehab project into NB and SB directions. They plan to move forward with the NB rehab as a stand-alone project which would go to construction in spring 2021. Their SB rehab will be combined with the SB express lane project and will begin construction in Spring 2022.

schedule for the combined SB rehab and express lane project:

- Design and ROW start – Jan 2020
- Design and ROW completion – October 2021
- CTC allocation of SHOPP and other state funds – Dec 2021
- Construction contract advertisement – January 2022
- Construction start – April 2022
- Construction completion – Summer 2025

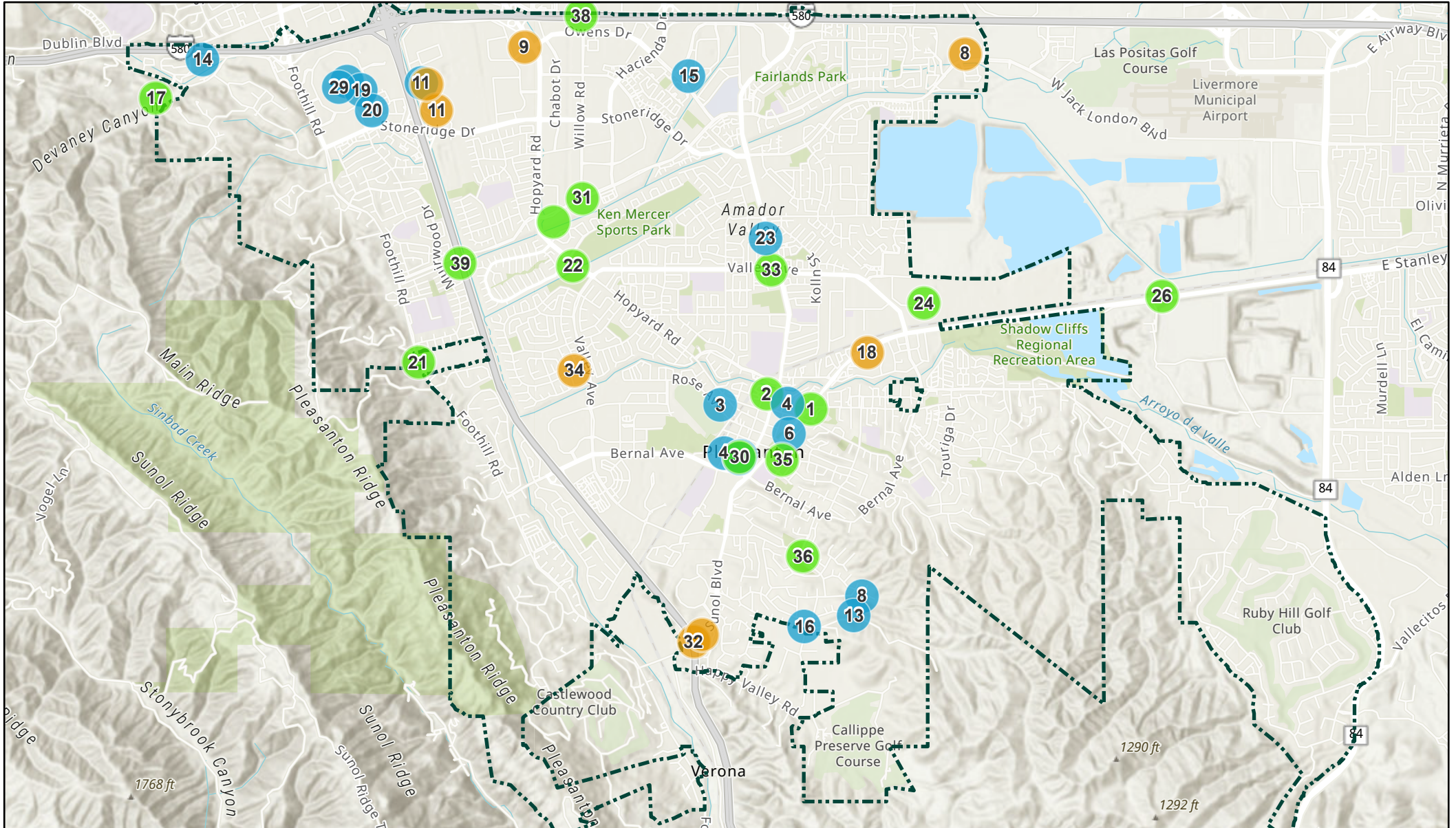
Caltrans

- Applicant:

- Staff Contact(s):

[Mike Tassano](#)

CDD Update January 2024



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CDD Development Project



Under Review

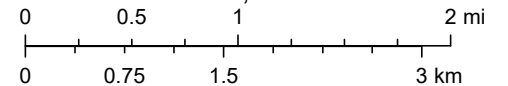


Approved



Under Construction

1:72,224



California State Parks, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA

Planning Division