

ECONOMIC VITALITY COMMITTEE AGENDA

THURSDAY, JUNE 20, 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 April 18, 2024

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

PUBLIC HEARINGS AND OTHER MATTERS

2. Receive Presentations on Citywide Sales Tax Revenue and Retail Development Program and Provide Feedback
3. Receive Update on Economic Development Strategic Plan Implementation
4. Receive Economic Development Information/Updates

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

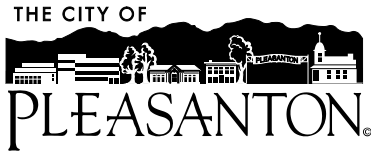
ADJOURNMENT

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

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**ECONOMIC VITALITY COMMITTEE
REGULAR MEETING MINUTES**

**April 18, 2024
7:30 a.m.
3333 Busch Road, Remillard Meeting Room**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:35 a.m. by EVC Chair Brian Wilson followed by the Pledge of Allegiance.

ROLL CALL

Present: Chair Brian Wilson, Steve McCoy-Thompson, Reena Gupta, Roderick O'Brien, and Shareef Mahdavi

Absent: Daniel Watson

City staff: Economic Development Manager Lisa Adamos

AGENDA AMENDMENTS

None were noted.

1. CONSENT CALENDAR

Approval of the November 16, 2023, meeting minutes and February 15, 2024, meeting minutes were approved as presented on motion by Shareef Mahdavi and second by Roderick O'Brien by a vote of 5-0-0.

MEETING OPEN TO THE PUBLIC

EVC Chair Brian Wilson opened public comment. There were no public comments. Chair Wilson closed public comment at 7:45 a.m.

PUBLIC HEARINGS AND OTHER MATTERS

2. Approval of 2024 Meeting Dates

The 2024 meeting dates were approved as presented on motion by Steve McCoy-Thompson and second by Shareef Mahdavi by a vote of 5-0-0.

3. Presentation on Visit Tri-Valley's Destination Strategic Plan

Visit Tri-Valley President & CEO Tracy Farhad presented an overview of tourism activity in the region and an overview of the new 5-year Destination Strategic Plan.

4. Presentation on Pleasanton Unified School District's Workforce Development Programs and Provide Feedback

Director of Career Pathways & Adult Learning Dr. Amos Nugent III presented an overview of three of the District's workforce development programs and initiatives, which included Career Technical Education (CTE), Workability, and Adults with Disabilities. Dr. Amos shared how PUSD partnered with the Pleasanton Chamber of Commerce and Pleasanton Partners in Education. After general discussion, the EVC made a recommendation for the City to partner with PUSD to engage the business community in considering these programs offered by PUSD. A follow-up meeting will be held between ED staff and PUSD for next steps.

5. Receive Economic Development Information/Updates

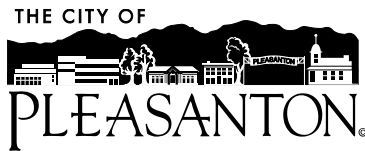
No further action required.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None were noted.

MEETING ADJOURNED

The meeting was adjourned at 9:13 a.m.



ECONOMIC VITALITY COMMITTEE REPORT

June 20, 2024
Economic Development

TITLE: OVERVIEW OF CITYWIDE SALES TAX REVENUE AND RETAIL DEVELOPMENT PROGRAM

BACKGROUND

In August 2023, the City Council adopted the updated Economic Development Strategic Plan (EDSP) 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 3.0 Local Revenue Growth that are related to a retail development program:

3.1 Expand Citywide Retail and Tenant Support Program

The City will conduct a retail assessment to obtain retail sales and shopping center performance data to establish focus areas for assistance. The City should also explore the demand for expedited tenant improvement (TI) permitting for cosmetic modifications to help catalyze retail development.

Pleasanton's quality of life can be attributed to its strong job base and diversity of land uses which provide public revenues for high-quality services and amenities. The City contains retail centers, employment centers, and hotel properties, all of which contribute to the City's economic resilience. Historically within the Tri-Valley, Pleasanton generated the highest volume of taxable retail sales, one of the indicators of economic health. However, over the last several years the City has faced increasing competition for retail and commercial development compounded by the effects of a global pandemic. At the same time, the number of available sites for new development has decreased and some of the smaller, unanchored centers may require reinvestment to achieve healthy sales. The goal for this Priority Area is to sustain Pleasanton's economic health and long-term resilience, so that it can continue to provide high-quality public services and amenities.

DISCUSSION

Noting increasing retail competition in neighboring cities and a trend toward decreasing sales tax revenues to the City, among the initiatives included in the Economic Development Strategic Plan was the enhancement of a Citywide Retail and Tenant Support Program, also known as a retail development program. As conceived, this program would consist of several elements including an in-depth citywide analysis of Pleasanton's retail offerings toward developing a plan to work with property owners, businesses and commercial brokers to provide targeted assistance and/or encourage reinvestment in or redevelopment of existing retail centers to maintain the city's economic competitiveness.

To initiate this process, Economic Development staff hired Alex Greenwood Group consulting firm and developed a Scope of Work as follows:

1. Support for City's retail attraction efforts, including any of the following:
 - a. Retail market analysis, assessment of Pleasanton's position in the current and future retail market, and development of list of recommended retail tenants to target.
 - b. Assessment of retail opportunity sites, including possible redevelopment strategies.
 - c. Development of collateral marketing materials for retail attraction.
 - d. Support staff efforts for: outreach to retail tenants & developers, effective planning and participation in ICSC events, and other related efforts.
2. Support for the City's ongoing efforts to support Downtown Pleasanton, including any of the following, as requested/directed by staff:
 - a. Analysis & recommendations to increase vitality, investment, retail activity, foot traffic, marketing exposure, and other performance metrics for the Downtown.
 - b. Identify and assess pivotal downtown sites that need focused attention by the City, with recommendations for how to activate and redevelop those sites.
 - c. Work with downtown property owners, merchants, brokers, or other stakeholders.
 - d. Provide business retention assistance to Downtown establishments and connect downtown merchants to technical assistance and financial resources.
 - e. Identify potential opportunities to attract chef-driven restaurants, independent shops, experiential retail and entertainment venues, or other unique and upscale establishments.
 - f. Other analysis or support, as requested.

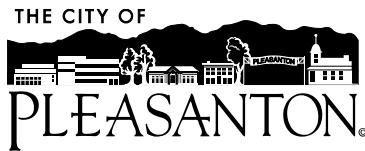
3. Business Retention/Expansion (BRE) support & technical assistance, as requested.
4. Support Pleasanton's ongoing efforts to partner with other cities to develop a regional approach to business attraction and retention, as requested.
5. In collaboration with city staff, design, launch and implement economic development marketing initiatives to communicate Pleasanton's vision and business friendly approach to the real estate community. This support may include advisory on branding, positioning, and messaging; content for City's economic development website; social media posts; press release/advisory and outreach to key editorial/reporters; content for brochures and collateral materials; outreach/advertising with site selection publications; potential print & online content in the SF Business Times; and/or other press, marketing and promotional activities.

To better understand how the retail environment affects economic resilience in Pleasanton, Director of Finance Susan Hsieh will provide an overview of sales tax revenue, industry highlights, and position within the Tri-Valley.

Alex Greenwood of Alex Greenwood Group will provide an overview of Pleasanton's existing retail sector and initial steps in developing Pleasanton's Citywide Retail Development Program.

The EVC is asked to provide feedback on the information presented.

ACTION: RECEIVE PRESENTATIONS ON CITYWIDE SALES TAX REVENUE AND RETAIL DEVELOPMENT PROGRAM AND PROVIDE FEEDBACK



ECONOMIC VITALITY COMMITTEE REPORT

June 20, 2024
Economic Development

TITLE: ECONOMIC DEVELOPMENT STRATEGIC PLAN IMPLEMENTATION UPDATE

BACKGROUND

In August 2023, the City Council adopted the updated Economic Development Strategic Plan (EDSP) which the Economic Vitality Committee uses as the foundation for its work. The strategic plan defines the City's economic development goals, strategies, and implementation actions over the five years from 2023 through 2028. The EDSP is available here: https://www.cityofpleasantonca.gov/wp-content/uploads/2024/05/CityOfPleasanton_EconomicDevelopmentPlan_FINAL_Web.pdf.

Implementation of the EDSP is included in the citywide strategic plan, ONE Pleasanton's key goal: Building a Community Where Everyone Belongs: Livability and Community Development. A summary of ONE Pleasanton is available at: <https://www.cityofpleasantonca.gov/assets/our-government/city-manager/strategic-plan-summary.pdf>.

The EDSP 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

Each plan priority includes key initiatives outlining specific programs and tasks proposed to advance the plan priorities and are assigned under specific years for implementation. This report updates the EVC on the progress during FY 2023-2024 toward completing these key initiatives and plans for continued implementation in the upcoming fiscal year (FY2024-2025).

DISCUSSION

This report shares the progress toward implementation of the five Implementation Plan Priorities identified for FY 2023/24, as well as identifies the planned tasks to continue these priorities into FY 2024/25. As the EDSP was adopted in August 2023, shortly thereafter, the Economic Development Division saw a reduction in staff by 0.5 FTE due to the departure of its Senior Office Assistant, which played a significant support role in

the division. An evaluation of priorities was conducted to accommodate the division's capacity to accomplish the intended key initiatives within each priority.

1. Economic Development Capacity Building

The EDSP is designed with the primary role/function of the Economic Development Division, building upon the Economic Development staff's current roles and responsibilities. Several initiatives within this priority have been initiated and are currently in progress:

- Adopt and Incorporate DEI Best Practices in Economic Development
An update for the Business License application to gather demographic data will be implemented with the 2025 renewal process.
- Formulate Community & Business Partnerships
Agreements with Visit Tri-Valley, Pleasanton Chamber of Commerce, Pleasanton Downtown Association, and I-Gate Innovation Hub were executed this year.

2. Business Retention, Attraction & Expansion Program

Several initiatives were currently in place, while new tasks have been initiated and currently in progress:

- Enhance Visibility, Marketing and Branding Strategy
 - Digital and print collateral to define Pleasanton's value proposition are in the process of being designed. Completion is expected in FY 2024/25.
 - Partnered with i-Gate Innovation Hub on the Tri-Valley Life Sciences Summit, Innovation Tri-Valley on the #GameChangers event, and Pleasanton Chamber of Commerce on the Economic Drivers luncheon to recognize four outstanding Pleasanton companies.
- Formulate Recurring Employer/Business Meetings to Create Touchpoints with City
Contact list of key business types and new businesses has been created and used for outreach. Connections included Tarlton Properties/Pleasanton Labs, Kaiser Permanente, The Clorox Company, and Villa Sport Fitness.
- Assess and Strengthen Talent/Workforce Development Offerings
Partnership with Pleasanton Unified School District's Workforce Development programming was formed. Staff will make connections with Pleasanton companies and PUSD in FY 2024/25.

3. Local Revenue Growth

- Expand Citywide Retail & Tenant Support Program

- Program has been initiated to analyze current business assistance efforts and conduct a retail inventory analysis. The anticipated completion of these initial steps is expected in FY 2024/25 with the addition of other initiatives and programs.
- Business Support Loan Program - Repayment for loan program is ongoing with staff working with some businesses that have requested alternative repayment terms.
- Downtown Parklet and Outdoor Dining Installation Programs will sunset on June 30, 2024. Nine businesses received parklet grants for a total of about \$75,000. One business received a grant for outdoor dining installation of \$10,000.
- Evaluate the Downtown Business Improvement District Structure
A Feasibility study for Property-based Business Improvement District structure has been initiated and will be completed in FY 2024/25. The feasibility study outcome and recommendation on next steps will then be considered with completion expected during FY 2025/26.
- Implement City's "Support Local" Marketing Plan Strategies
 - A Holiday Gift Guide was provided to support local holiday shopping. Over 60 businesses participated in the gift guide.
 - Special promotions held to market *Gift Pleasanton*, Pleasanton's egift card program. Over \$14,000 was sold during the 2023 holiday shopping season from late November through December. Since inception in June 2021, over \$53,000 in egift cards have been sold and about \$36,000 redeemed.
 - A corporate sponsorship program for *Gift Pleasanton* will begin in FY 2024/25.
- Formalize Partnerships with Community and Business Organizations for events and campaigns
 - Partnered with Pleasanton Downtown Association to promote Small Business Saturday.
 - Pleasanton Downtown Association is a partner for *Gift Pleasanton* and will discontinue the downtown gift card program.
 - Partnered with Visit Tri-Valley to promote Taste Tri-Valley Restaurant Week.
- Tourism & Hospitality Program
Staff is actively involved in Visit Tri-Valley's proposed multiuse development process which is included in the VTV Destination Strategic Plan. Work on this development process will continue into FY 2024/25.

4. Entrepreneurship & Innovation Outreach

The majority of initiatives are programmed to begin in FY 2024/25. Existing activities include enhancing regional partnerships with East Bay Economic Development Alliance, Innovation Tri-Valley, and i-Gate Innovation Hub.

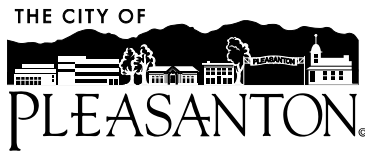
5. Major Projects Accelerator Program

- Create Business Roadmap to Provide a Clear Pathway for Zoning and Permitting

This initiative was started in the current fiscal year to create a business Roadmap to support attraction of life sciences, biotech and other related high value industrial businesses. The process, which will include an assessment of zoning and permitting, and formulation of recommendation is expected to be completed in FY 2024/25.

To date, implementation of Year 1 activities is on track and have been implemented or initiated.

ACTION: RECEIVE UPDATE ON ECONOMIC DEVELOPMENT STRATEGIC PLAN IMPLEMENTATION



ECONOMIC VITALITY COMMITTEE REPORT

June 20, 2024
Economic Development

TITLE: ECONOMIC DEVELOPMENT INFORMATION/UPDATES

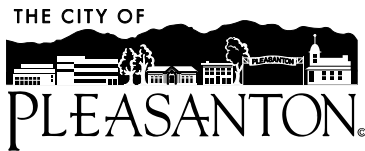
To ensure the Economic Vitality Committee is informed of actions and information pertaining to business-related projects and current business climate, the following documents are provided:

1. Actions of the Zoning Administrator & Planning Commission, June 18, 2024
2. Actions of the Zoning Administrator & Planning Commission, June 4, 2024
3. Actions of the Zoning Administrator & Planning Commission, May 21, 2024
4. Actions of the Zoning Administrator & Planning Commission, May 7, 2024
5. Community Development Department Update, May 2024
6. Sales Tax Update Newsletter, 4Q23/October – December 2023

Upcoming Business Meetings and Events:

1. **The Hertz Effect**, Thursday, June 20, 2024, 5 – 8 pm, 10X Genomics Headquarters, 6230 Stoneridge Mall Road, Pleasanton | No cost for attendees
 - Presented by Innovation Tri-Valley Leadership Group and the Hertz Foundation. This event will feature storytelling, networking and a celebration of the Hertz legacy in the Tri-Valley.
 - Register at <https://www.eventbrite.com/e/the-hertz-effect-tickets-878179026107?aff=oddtcreator>
2. **Artificial Intelligence: The Future of Medicine & Health Care is Here**, Tuesday, June 25, 2024, 9:30 am – 12 pm, Dublin Ranch Golf Course, 5900 Signal Hill Drive, Dublin | No cost for attendees
 - Presented by Stanford Health Care Tri-Valley. This event will feature a discussion on the transformative effects of AI on medicine and health care, and how AI is responsibly used for the benefit of the Tri-Valley community and beyond.
 - Register at <https://www.onlineregistrationcenter.com/register/222/page1.asp?m=4394&c=48>

ACTION: RECEIVE ECONOMIC DEVELOPMENT INFORMATION/UPDATES



CITY COUNCIL AGENDA REPORT

June 18, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0295, Kamran Dadgari

Application for Administrative Design Review approval to construct an approximately 828-square-foot second-floor addition to the northwest of the home located at 7620 Fair Oaks Drive.

Project Information:

Existing floor area: 1,668 square feet

Total floor area with addition: 2,540 square feet

Lot size: 7,230 square feet

Existing floor area ratio: 23.07 percent

Total floor area ratio with addition: 35.10 percent

Approved. (9 days)

P24-0293, Lynnewood United Methodist Church/Dennis Dillard

Application for Design Review approval to raise the height of the existing mechanical screen from 2'-6" to 5' tall at 4444 Black Avenue.

Approved. (6 days)

P24-0275, Dan Chou/Have Blue, LLC

Application for Minor Conditional Use Permit (MCUP) approval to allow Massage Envy Spa to be located at 4225 Rosewood Drive, Ste. 20 in the Rose Pavilion Shopping Center.

Approved. (8 days)

P24-0302, Tom Florini/Essex Property Trust

Application for Design Review approval to modify the color scheme for 16 existing buildings within Galloway Apartments and Galloway at Hacienda located at 4863 Willow Road and 5789 Gibraltar Drive.

Approved. (4 days)

P24-0305, AJS Architecture Planning/Anthony Sarboraria

Application for Administrative Design Review approval to construct an approximately: 1) 1,777-square-foot single-story addition with an approximately 479-square-foot second-floor addition to the north; and 2) an approximately 74-square-foot, 13-foot-tall covered front porch to the west of the home located at 6142 Corte Santiago.

Project Information:

Existing floor area: 3,099 square feet

Total floor area with addition: 3,578 square feet

Lot size: 13,666 square feet

Existing floor area ratio: 22.68 percent

Total floor area ratio with addition: 26.18 percent

Approved. (8 days)

P24-0285, Laura Dipper/Seigo Designs

Application for Administrative Design Review approval to construct a detached, approximately 192-square-foot accessory structure with an approximate height of 13-feet and 7-inches at 482 Sangro Court.

Project Information:

Existing floor area: 2,870 square feet

Total floor area with addition: 3,062 square feet

Lot size: 18,295 square feet

Existing floor area ratio: 15.69 percent

Total floor area ratio with addition: 16.74 percent

Approved. (15 days)

P24-0303, Alex Garduno/AGM Signs

Application for Sign Design Review approval to install two hanging signs for Park46 Real Estate located at 350 Main Street.

Approved. (1 day)

P24-0309, Kevin Dolder

Application for Administrative Design Review approval to construct two patio covers: 1) an approximately 384-square-foot, partially attached patio cover to the side yard with a maximum height of 12-feet; and 2) an approximately 256-square-foot, detached patio cover to the rear with a maximum height of 12-feet and 8-inches, located at 557 E. Angela Street.

Approved. (9 days)

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

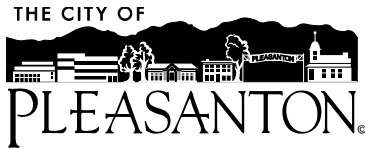


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



CITY COUNCIL AGENDA REPORT

June 4, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0286, James Singleton/MasTec

Application for Wireless Design Review approval to install six panel antennas with obscure reflective concealment film over the antennas, radio equipment, and other associated components on the rooftop of the existing mechanical screen located at 6700 Koll Center Parkway.

Approved. (1 day)

Planning Commission, May 22, 2024

Commissioners Present: Commissioners Anurag Jain, Ken Morgan, Stephanie Wedge, and Chair Matt Gaidos

Commissioners Absent: Commissioners Vivek Mohan and Brandon Pace

P24-0278, Meenu Gochhwal, 2207 Martin Avenue - Zoning Administrator referral of an application for Administrative Design Review to install six approximately 15-foot-tall tennis court lights located at 2207 Martin Avenue.

Recommendation: Adopt Resolution No. PC-2024-11 approving the application.

Actions Taken: Application denied.

Vote: 3-0; Jain Abstained

Prepared by:

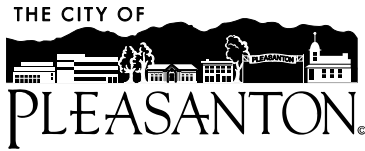
Melinda Denis
Zoning Administrator

Submitted by:

Ellen Clark
Director of Community
Development

Approved by:

Gerry Beaudin
City Manager



CITY COUNCIL AGENDA REPORT

May 21, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0276, Neil Ginty

Application for Administrative Design Review approval to construct an approximately 328-square-foot single-story and 328-square-foot second-story addition to the rear of the existing two-story residence located at 4447 Sandalwood Drive.

Project Information:

Existing floor area: 2,018 square feet

Total floor area with addition: 2,584 square feet

Lot size: 6,476 square feet

Existing floor area ratio: 31.16 percent

Total floor area ratio with addition: 39.90 percent

Approved. (9 days)

P24-0282, Tyler Carr/Dryco

Application for Design Review approval to construct a new perimeter fence located at 4747 Willow Road.

Approved. (1 day)

P24-0260, David Ford

Application for Sign Design Review approval to install one new internally illuminated wall sign and reface one monument sign located at 5100 Franklin Drive reading "Natera."

Approved. (7 days)

P24-0261, David Ford

Application for Sign Design Review approval to replace two illuminated wall-mounted signs and two monument signs for Marriot located at 11950 Dublin Canyon Road.

Approved. (2 days)

PUD-81-25-12M, Christen Soares/Field Paoli Architects

Application for site-specific Planned Unit Development (PUD) Minor Modification approval to PUD-81-25, adding brewpubs (on-site alcohol consumption) to the list of conditionally permitted uses for 3595 Utah Street.

Approved. (13 days)

Planning Commission, April 24, 2024

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

Commissioners Absent: Brandon Pace

P24-0127, Chevron Stations Inc., 1875 Valley Avenue – Application to amend PCUP-61, an existing Conditional Use Permit, which currently allows for the sale of beer and wine, to also allow for the sale of distilled spirits for off-site consumption (Type 21 ABC License) at an existing gas station located at 1875 Valley Avenue.

Recommendation: Adopt Resolution No. PC-2024-08 approving the application.

Actions Taken: Adopt Resolution No. PC-2024-08, as recommended.

Vote: 4-0.

Planning Commission, May 8, 2024

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

Commissioners Absent: None

Stoneridge Mall DA Extension - Application to amend and extend the Stoneridge Shopping Center Development Agreement (DA), governing a previously approved approximately 362,790-square-foot shopping center expansion, for one year, with a City Manager option to extend the DA for one additional year subject to the completion of performance standards set forth in this sixth amendment.

Recommendation: Adopt Resolution No. PC-2024-09 approving the extension.

Actions Taken: Adopt Resolution No. PC-2024-09, as recommended.

Vote: 4-1. Mohan abstained.

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

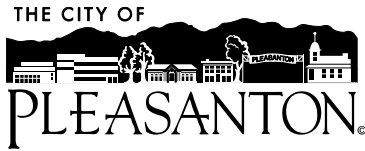


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



CITY COUNCIL AGENDA REPORT

May 7, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0195, Felipe Gutierrez

Application for Administrative Design Review approval to modify the flat roof to a gable roof at 2233 Goldcrest Circle.

Approved. (8 days)

P24-0132, Lorin Nelson, P.E.

Application for Administrative Design Review approval to construct an approximately 286-square-foot single-story addition to the northeast of the home located at 2542 Secretariat Drive.

Project Information:

Existing floor area: 1,504 square feet

Total floor area with addition: 1,790 square feet

Lot size: 4,837 square feet

Existing floor area ratio: 31.09 percent

Total floor area ratio with addition: 37.01 percent

Approved. (12 days)

P24-0200, Adam Jenkins/Proficient Landscape Inc

Application for Administrative Design Review approval to construct an approximately 630-square-foot, 13-foot and 2-inch-tall patio cover in the rear yard of the existing residence located at 3300 Medallion Court.

Approved. (9 days)

P24-0202, Angelo Madrigal

Application for Administrative Design Review approval to install one new window on the second-floor, rear elevation, of the existing single-family residence located at 1455 Maple Leaf Court.

Approved. (8 days)

P24-0203, Kumar Dhuvur

Application for Administrative Design Review approval to construct approximately 273-square-foot, single-story addition to the left (south) of the existing residence located at 3635 Portsmouth Court.

Project Information:

Existing floor area: 3,163 square feet

Total floor area with addition: 3,436 square feet

Lot size: 10,315 square feet

Existing floor area ratio: 30.66 percent

Total floor area ratio with addition: 33.31 percent

Approved. (10 days)

PUD-93-02-20M, (P24-0262), Terry Townsend

Application for a Planned Unit Development (PUD) Minor Modification to the approved PUD development plan (PUD-93-02) and an Administrative Design Review (P24-0262) to construct an approximately 1,341-square-foot addition to the first and second floors of an existing two-story structure, which will encroach approximately 2 feet, 6 inches into the required 30-foot rear yard setback area. Proposed addition includes four new second-story windows and a new second-story balcony to the rear (northeast) of the existing residence located at 1901 Via Di Salerno.

Project Information:

Existing floor area: 5,524 square feet

Total floor area with addition: 6,865 square feet

Lot size: 20,051 square feet

Existing floor area ratio: 27.55 percent

Total floor area ratio with addition: 34.24 percent

Approved. (14 days)

Planning Commission, April 10, 2024

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

Commissioners Absent: None

P23-0599, Kelley Rutchena, 5976 & 5994 West Las Positas Boulevard

Application for Design Review and a Vesting Tentative Map for a housing development that includes the demolition of two existing commercial buildings and construction of 146 multi-family residential units with 38 accessory dwelling units with associated site improvements located at 5976 & 5994 West Las Positas Boulevard.

Recommendation: Adopt Resolution No. PC-2024-07 denying the applications for Design Review and Vesting Tentative Tract Map, filed as P23-0599.

Actions Taken: Adopt Resolution No. PC-2024-07, as recommended.

Vote: 5-0.

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

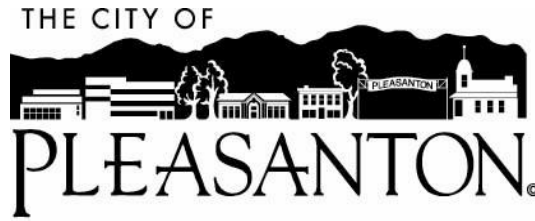


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



MEMORANDUM

Date: May 7, 2024

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 and building permits have been issued.
- 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](#)

ELSEWHERE IN PLEASANTON

7. **Terminus of Lund Ranch** | **Residential- Single-Family**
Road | **Lund Ranch II**
PUD-25, Tract Map 8352

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](#)

8. **6455 Owens Dr.** | **Commercial**
PUD-121, P16-1347, and
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: Tenant improvements and lease agreements being signed.

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

9. **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 under construction. Anticipated opening is late Fall 2024
- Applicant: Costco
- Staff Contact(s): [Eric Luchini](#)

10. **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](#)

11. **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](#)

12. **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](#)

13. **11300 Dublin Canyon Rd. PUD-114-01M** | **Commercial 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](#)
14. **4452 Rosewood Drive PUD-85-08-01D-05M** | **Residential- Multi-Family 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](#)
15. **990 Sycamore Road PUD-135/P19-0030/P19-0031/P19-0033/Vesting Tentative Map 8528** | **Residential- Single-Family Bringhurst/Sycamore Corner**
 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](#)

16. **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: Application under review and continuing work on the Environmental Impact Report.
- Applicant: Ponderosa Homes
- Staff Contact(s): [Natalie Amos](#)

17. **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](#)

18. **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](#)

19. **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](#)

20. **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. Public hearings anticipated in summer 2024.
- Applicant: Pat Costanzo
- Staff Contact(s): [Eric Luchini](#)

21. **3200 Hopyard Road**
P23-0177 & P23-0178

Residential- Multi-Family/Condominiums

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: Approved
- Next Steps/Details: Applicant preparing to submit permits.
- Applicant: Bruce Myers
- Staff Contact(s): [Diego Mora](#)

22. **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 applicant has submitted improvement and building plans.
- Applicant: City Ventures
- Staff Contact(s): [Emily Carroll](#)

23. **5976 and 5994 West Las** | **Residential- Multi-Family/Condominiums**
Positas Boulevard
P23-0332

Applicaition 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: City Council to hear applicant appeal of Planning Commission's action to deny applications tentatively scheduled for May 21, 2024.
- Applicant: Kelley Rutchena
- Staff Contact(s): [Diego Mora](#)

24. **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](#)

25. 4400 Black Avenue | Residential- Multi-Family/Apartments
P23-0563 & P23-0903

Application for Housing Site Compliance Review pursuant to SB330 for a housing development consisting of demolition of an existing commercial building and construction of 59 multi-family residential units and 7 accessory dwelling units with associated site improvements located at 4400 Black Avenue.

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

26. 1 Brozosky Hill Lane | Residential- Single-Family
PUD-150

Applications for Planned Unit Development (PUD) development plan approval and Minor Subdivision to subdivide an approximately 20-acre site to four lots, consisting of three new single-family lots with one remainder lot containing the existing residence and for the construction of three new homes.

- Status Under Review
- Next Steps/Details: Submittal items under review.
- Applicant: Terry Townsend
- Staff Contact(s): [Jenny Soo](#)

ADVANCED PLANNING

27. 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

- Applicant: City of Pleasanton
- Staff Contact(s): [Eric Luchini](#)

28. **East Pleasanton Specific Plan**

Other

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](#)

29. **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](#)

30. **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](#)

31. **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

32. Bicycle and Pedestrian Master Plan High Priority Corridor

Transportation/Traffic Project

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

33. 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](#)

34. 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: The project was advertised in February 2024 and bids were open on February 21, 2024. City Council Awarded the construction contract to Columbia Electric on April 16, 2024. Construction is slated to begin in the beginning of June.
- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novarino](#)

TRAFFIC CALMING

35. 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](#)

36. 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](#)

37. 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

38. 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](#)

39. 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 2024. Construction to begin after sufficient funding is awarded rough estimate for start of construction is 2027/28
- Applicant:
- Staff Contact(s): [Mike Tassano](#)

40. **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:

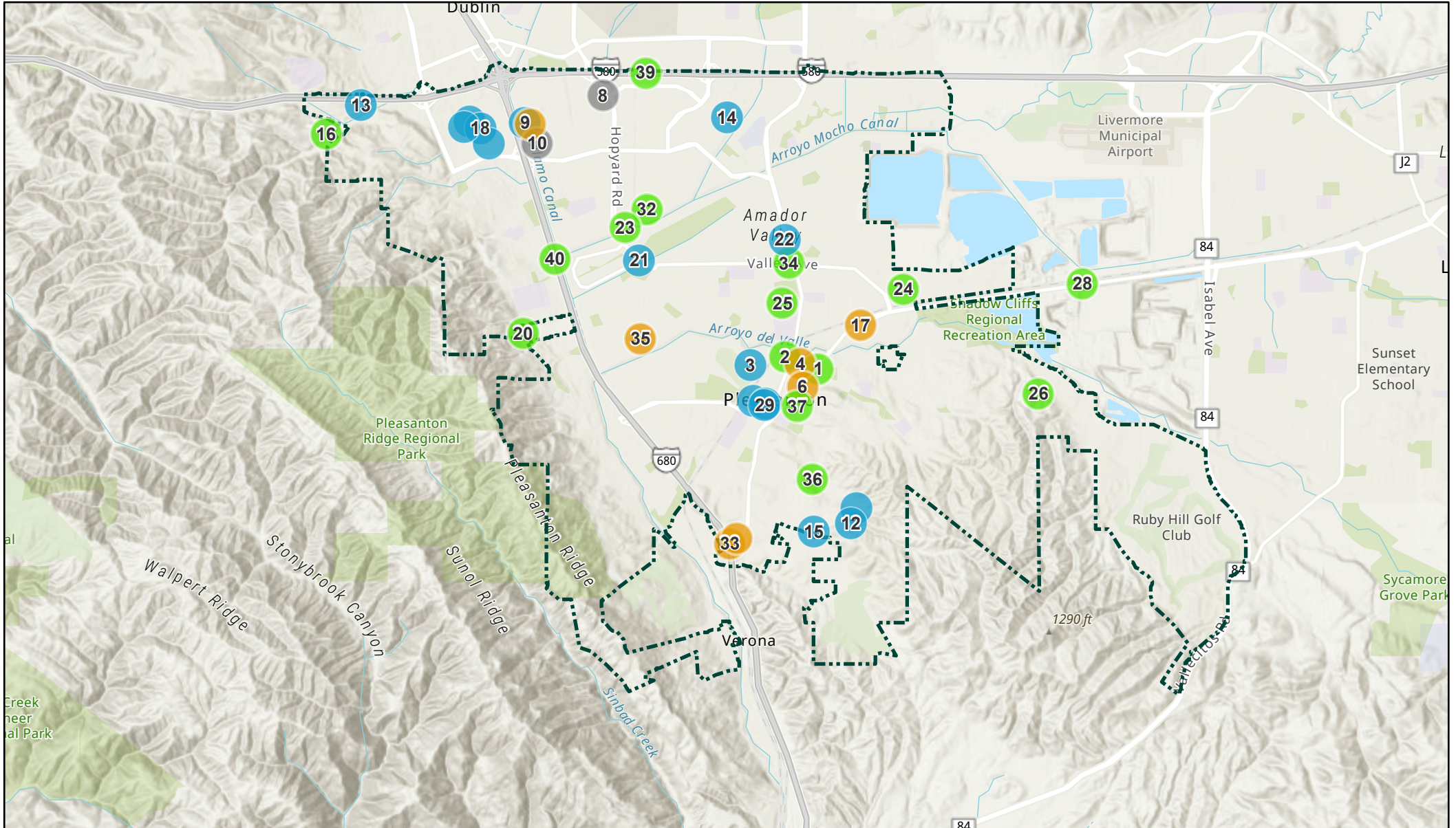
- Design and ROW start – Jan 2020
- Design and ROW completion – October 2021
- CTC allocation of SHOPP and other state funds – Dec 2021
- Construction contract advertisement – January 2022
- Construction start – April 2022
- Construction completion – Summer 2025

Caltrans

[Mike Tassano](#)

- Applicant:
- Staff Contact(s):

May 2024 CDD Update



5/7/2024, 3:59:49 PM

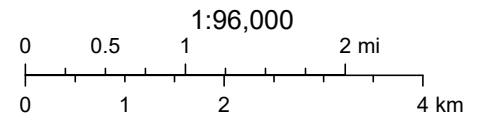
CDD Development Project

● Under Review

● Approved

● Under Construction

● Completed



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

CITY OF PLEASANTON

SALES TAX UPDATE

4Q 2023 (OCTOBER - DECEMBER)



PLEASANTON
TOTAL: \$ 6,636,387

-8.9%
4Q2023



-13.0%
COUNTY

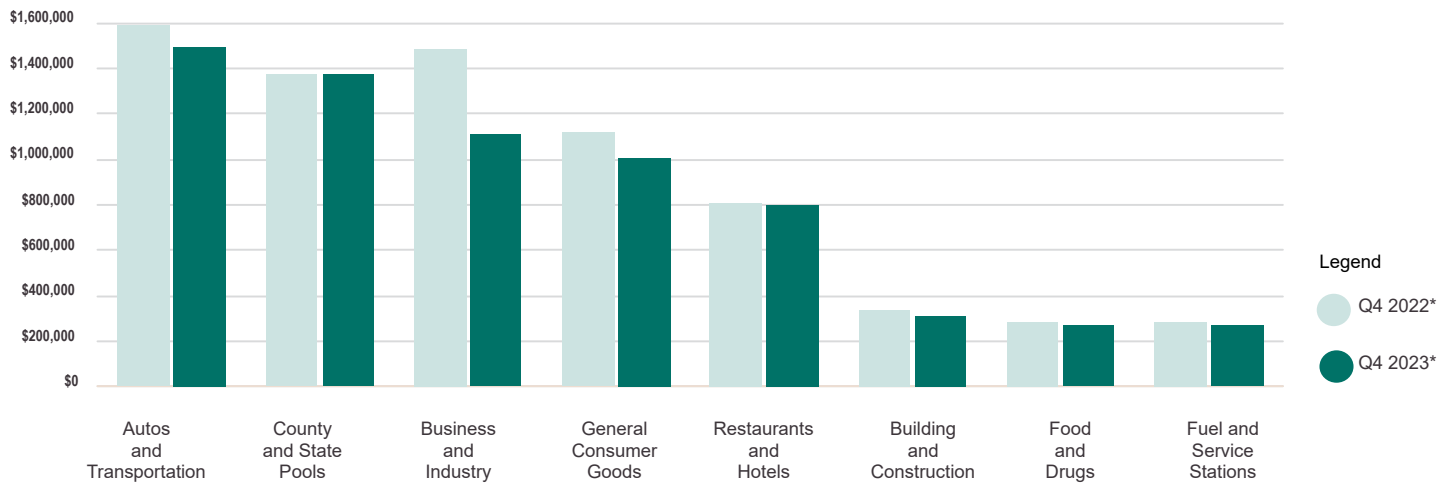


-2.5%
STATE



**Allocation aberrations have been adjusted to reflect sales activity*

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF PLEASANTON HIGHLIGHTS

Pleasanton's gross receipts from October through December were 6.2% below the fourth sales period in 2022. However, after adjusting for reporting modifications such as audit adjustments and delayed payments, actual sales were down 1.0%. Most tax groups declined for the period.

New car sales and transportation-rentals dropped, driving autos-transportation down 6.2%. Comparison to large, one-time allocations a year ago skewed business-industry results down - as did a weakening in medical biotech and business-services revenues.

In-store shopping dipped during the busy holiday season, with lower department and specialty store revenues contributing to the result. While casual dining and food delivery/catering receipts improved, overall returns landed down slightly.

Decreased building materials sales and

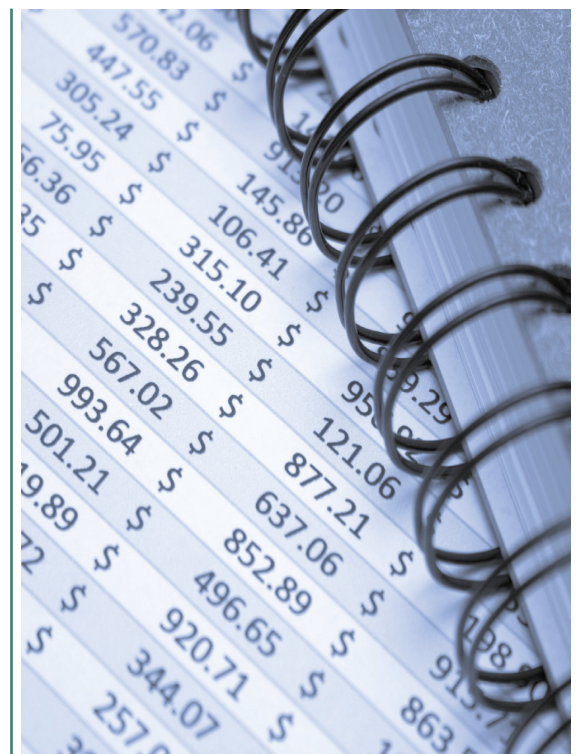
reduced contractor activity caused a 5.6% drop in building-construction. A pullback in grocery and convenience store spending sent the food-drugs group into negative territory. The fluctuating price of crude oil negatively affected service station returns.

The City's allocation from the countywide use tax pool was essentially even compared to last year. A shift by online retailers to fill more internet orders from instate fulfillment centers instead of out-of-state locations results in some revenues moving out of the pools and into direct allocation.

Net of adjustments, taxable sales for all of Alameda County declined 13.0% over the comparable period; the Bay Area was down 4.8%.



TOP 25 PRODUCERS





STATEWIDE RESULTS

California’s local one cent sales and use tax receipts during the months of October through December were 2.5% lower than the same quarter one year ago after adjusting for accounting anomalies. The fourth quarter is notably the highest sales tax generating quarter of the year and exhibited diminished year-over-year returns as consumers balanced higher prices and financing costs with essential household needs.

Higher interest rates impacted the auto-transportation sector, especially luxury vehicles, as the group dropped 6.2%. Inventories for many dealers returned, creating downward pressure on prices, further constraining receipts. Lenders have tightened credit standards, making loan financing challenging. Improved leasing activity was the lone bright spot. With slow movement expected by the Federal Treasury setting interest rate policy, future revenue growth may stagnate.

Fuel and service stations contributed a similar downturn, as lower fuel prices reduced receipts from gas stations and petroleum providers. While this has been the trend throughout 2023, recently global crude oil prices have been on the rise and should see growth in the coming year. This decline also impacted the general consumer goods category as those retailers selling fuel experienced a similar drop.

During this holiday shopping period, general consumer goods experienced lackluster sales as results pulled back 3.4%. Most sectors saw reductions with home furnishings, women’s apparel, shoe and electronic-appliance stores being the most significant. Returns also marked the fourth consecutive quarter showing comparable declines. Similar to the anticipated trend of new vehicles, consumer spending may be sluggish in the near term.

Even though revenue from most major

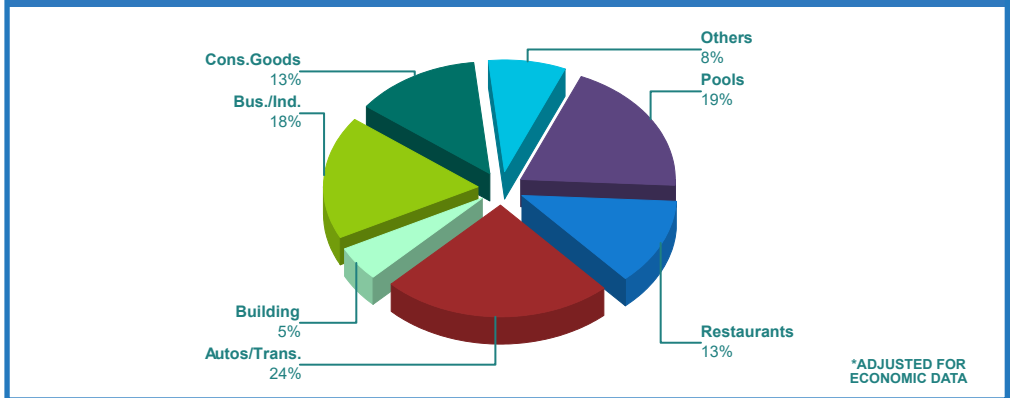
sectors slowed, restaurant sales remained steady with a modest gain of 1.0%. Results from casual dining establishments grew during the early winter period as patrons enjoyed indoor dining. However, following the greater trend of consumers looking for value, fine dining eateries experienced lower receipts. The industry is still bracing for implementation of AB 1228, a new law increasing minimum wages for ‘fast food restaurants’, on April 1, 2024.

Use taxes remitted via the countywide pools grew 1.0%, marking the first positive rebound after four consecutive quarters of decline. While overall online sales volume is steady, pool collections contracted with more taxes allocated directly to local agencies via in-state fulfillment and through

existing retail outlets.

Statewide, calendar year 2023 ended with a 2.3% decline from 2022. Elevated inflation and interest rates led to higher cost of goods resulting in consumers not spending as much as they had prior. Following multiple years of post-pandemic tax growth assisted by federal tax policy and temporary workplace accommodations, consumers reassessed their economic conditions and limited purchases. As the Federal Reserve considers delaying softening rates, consumer spending could likely stagnate delaying a return to the normal historical growth trend in 2024.

REVENUE BY BUSINESS GROUP
Pleasanton This Calendar Year*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Pleasanton Business Type	Q4 '23*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	966.1	-12.3% ↓	-49.6% ↓	-7.7% ↓
Casual Dining	453.5	1.2% ↑	1.8% ↑	1.8% ↑
Medical/Biotech	420.9	-25.3% ↓	-14.1% ↓	-7.5% ↓
Service Stations	261.2	-6.4% ↓	-8.5% ↓	-4.9% ↓
Department Stores	215.7	-2.6% ↓	22.9% ↑	1.5% ↑
Quick-Service Restaurants	170.2	-0.9% ↓	-3.7% ↓	0.3% ↑
Grocery Stores	124.0	-7.4% ↓	-6.0% ↓	-4.6% ↓
Contractors	114.3	-10.4% ↓	9.1% ↑	1.3% ↑
Light Industrial/Printers	114.1	-0.9% ↓	-9.9% ↓	-6.5% ↓
Family Apparel	112.7	-2.4% ↓	-1.2% ↓	-0.4% ↓

*Allocation aberrations have been adjusted to reflect sales activity *In thousands of dollars