

ECONOMIC VITALITY COMMITTEE AGENDA

**THURSDAY, OCTOBER 17, 2024
7:30 AM**

City Council Chamber, 200 Old Bernal Avenue, 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 August 15, 2024

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

PUBLIC HEARINGS AND OTHER MATTERS

2. Receive Citywide Development Impact Fees, Affordable Housing Fee, Sewer and Water Connection Fees, and Inclusionary Zoning Ordinance Update
3. Receive Overview of Support Local Initiatives for 2024 Holiday Season
4. Receive Economic Development Information/Updates

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

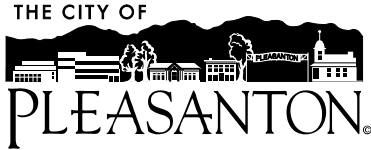
ADJOURNMENT

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**

**August 15, 2024
7:30 a.m.
200 Old Bernal Avenue, Council Chambers**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:34 a.m. by EVC Chair Brian Wilson followed by the Pledge of Allegiance.

ROLL CALL

Present: Chair Brian Wilson, Davinder Channon, Igor Leonov, Ken Benhamou, Roderick O'Brien, and Shareef Mahdavi. Reena Gupta arrived after roll call.

Absent: Steve McCoy-Thompson, Daniel Watson

City staff: Economic Development Manager Lisa Adamos, Deputy Director of Community Development/Planning and Permit Center Manager Melinda Denis, Economic Development Program Specialist Simone Pereira

AGENDA AMENDMENTS

None were noted.

1. CONSENT CALENDAR

Approval of the June 20, 2024, meeting minutes were approved as presented on motion by Roderick O'Brien and second by Shareef Mahdavi.

MEETING OPEN TO THE PUBLIC

Chair Brian Wilson opened public comment. There were no public comments. Chair Wilson closed public comment.

PUBLIC HEARINGS AND OTHER MATTERS

2. Presentation on Life Sciences/Biotech Industry Sector and City Zoning and Permitting Overview

Alex Greenwood of Alex Greenwood Group, who is assisting the City to formulate a business roadmap to enhance Pleasanton's ability to support the attraction of life science, biotechnology, and closely related high-value industrial businesses, provided an overview of the existing market dynamics, trends, facility needs of the biotech industry, and overview of the scope of work. EVC members asked numerous questions regarding the zoning process, infrastructure needs to support target sectors, available space, and missing business types. Planning and Permit Center Manager Melinda Denis provided an overview of the City's zoning and permitting process and potential opportunities for updates.

Chair Wilson opened public comment. Vice Mayor Julie Testa stated that the Housing Element update requires zoning for the state-mandated regional housing needs allocation (RHNA) and posed the question – how can the City preserve industrial sites for commercial development – for consideration of this project.

Feedback was provided by EVC members on the presentation and after additional discussion, Economic Development Manager Adamos noted that progress will be shared with the EVC throughout the year-long process.

3. Overview of i-Gate Innovation Hub/Startup Tri-Valley

Executive Director of i-Gate Innovation Hub Yolanda Fintschenko provided an overview of i-Gate Innovation Hub's mission and progress in growing the startup ecosystem in the Tri-Valley. The overview included the impact of Daybreak Labs, Startup Tri-Valley, and events including the upcoming Tri-Valley Life Sciences Summit.

Chair Wilson opened public comment. Vice Mayor Julie Testa acknowledged the work of i-Gate as she sits on its Board of Directors and informed the EVC of the workforce development opportunities offered by Las Positas College.

4. Receive Economic Development Information/Updates

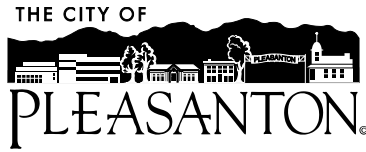
Ms. Adamos referred to the business-related events provided in the agenda packet.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

Shareef Mahdavi bid farewell to the EVC as this was his last meeting after serving for two terms, a total of eight years. EVC members and City staff acknowledged Shareef's service and offered sentiments of appreciation and congratulations.

MEETING ADJOURNED

The meeting was adjourned at 9:07 a.m.



ECONOMIC VITALITY COMMITTEE REPORT

October 17, 2024
Community Development

TITLE: CITYWIDE DEVELOPMENT IMPACT FEES, AFFORDABLE HOUSING FEE, SEWER AND WATER CONNECTION FEES, AND INCLUSIONARY ZONING ORDINANCE UPDATE

SUMMARY

Staff and a professional services team are undertaking work to update the City’s Development Impact Fees and Sewer and Water Connection Fees. These one-time fees are charged to new development to help address the costs of new and expanded facilities and infrastructure to meet the demands of residential and commercial growth. Concurrently, the City is updating the Inclusionary Zoning Ordinance (IZO) and related Affordable Housing Fee, which are in place to address the community’s need for affordable housing that comes with new development. State law and best practice demand that these sorts of fees be studied and re-examined on a regular basis to ensure that they are being charged at an appropriate level.

Following an extensive study process since early 2024, including three workshops with City Council to report initial analysis and receive feedback on the fee and IZO updates, staff is preparing to bring the final reports and studies to the City Council for a recommendation on adoption of fees, and amendments to the IZO by the end of 2024. This report updates the Economic Vitality Committee on the work to date, and provides an opportunity for comments and questions, prior to consideration by City Council.

RECOMMENDATION

Receive report from staff on updates to Development Impact Fees, Affordable Housing Fee and Inclusionary Zoning Ordinance.

BACKGROUND

Development Impact Fees and Sewer and Water Connection Fees

Pleasanton, like almost all local jurisdictions, levies a variety of fees on new development, including a Transportation Impact Fee (TIF) and Capital Facilities Fee (CFF), which help offset the impacts of that new development on City infrastructure and facilities. Separately, the City charges connection fees for projects that create new connections to and demands on the municipal sewer and water network, and which similarly address the physical improvements necessary to serve that demand. The City’s TIF and CFF were last updated in 2018, the Sewer Connection fee was last updated in 2008, and the Water Connection Fee updates last updated more than 30 years ago, in 1992.

State law, under AB 1600, also known as the Mitigation Fee Act, establishes strict requirements for establishing impact fees to ensure that there is an appropriate relationship, or “nexus” between the fees charged to new development and its impacts. State law and best practice also require fees to be updated regularly, typically every five to eight years. This documentation is provided in the form of a Nexus Study, which includes the necessary data and analysis to demonstrate the relationship between fees charges and the costs of the new infrastructure and facilities they will support. Pursuant to AB 1600, fees cannot be imposed on new development to correct existing deficiencies or meet pre-existing needs. And, impact fees may only be used for capital and related expenses for the construction or expansion of facilities – they cannot be used to pay for ongoing maintenance or operational costs.

Affordable Housing: Inclusionary Zoning Ordinance and Affordable Housing Fees

The City adopted the Inclusionary Zoning Ordinance (IZO) in 2000, and has not updated the Ordinance since then. The IZO includes requirements for larger residential projects to build or “include” affordable housing units on-site as part of their development, with projects required to provide between 15 and 20 percent of total units at rental or sales prices that are affordable to low and/or moderate-income households. Since 2000, the IZO has resulted in the production of hundreds of units of affordable housing, benefitting many lower-income households in Pleasanton and contributing to the current inventory of over 1,200 affordable units. While providing these units comes at a cost to new development, it has significant community and economic benefit in providing housing for the local workforce, meeting equity goals, and ensuring access to the high quality of life that Pleasanton enjoys, for all segments of the community.

Despite the success of the IZO in supporting production of affordable housing, update to the Ordinance is needed. The Ordinance relies on relatively broad and flexible standards that the City was previously able to use to negotiate project-specific agreements regarding affordable housing. However, recent changes in State law significantly limit local discretion and do not allow the application of non-objective standards, which has reduced the City’s ability to effectively enforce the IZO’s requirements.

In addition to these improvements, at the request of City Council, the update provides an opportunity to review/revisit the percentage of required on-site affordable units required by the IZO (the “inclusionary rate”), and to consider other aspects such as the target affordability of required units, to ensure they are meeting community needs and housing and other policy goals.

Related to the IZO, Pleasanton has had an Affordable Housing Fee in place since 1990. This fee is paid by commercial development; by smaller residential projects not subject to requirements to build on-site affordable housing; and by projects approved to pay the fee “in-lieu” of otherwise required on-site units to mitigate their effect on demand for affordable housing units. The recent fee studies include evaluation of changes to this fee, with a particular interest from the Council in trying to set the fee at a level more equivalent to the cost of the subsidy necessary to construct and provide affordable units

at a below-market cost – doing so will incentivize builders to create units rather than requesting to “fee out” of the inclusionary requirement, which occurs when fees are substantially less than the cost to build.

DISCUSSION

Work to update the various impact fees, affordable housing fee and IZO has been underway since early 2024 by City staff with a professional services firm, Economic and Planning Systems (EPS). Update to the City’s water and sewer connection fee has been supported by professional services firm Raftelis, Inc.

City Council Input and Direction to Date

To date, three study sessions have been held with City Council to consider various aspects of the impact fee and IZO update:

May 7, 2024 Workshop

On May 7, 2024, staff held an introductory workshop with City Council to discuss the results of EPS’ and Raftelis’ initial analysis, including initial findings and recommendations with respect to impact fees more generally, and an evaluation of potential changes to the inclusionary rate.¹

With respect to impact fees, the analysis generally found that new growth and the cost of infrastructure and facilities to serve it could justify significantly higher impact fees. However, the report notes there are tradeoffs to be considered – in particular, setting fees at a very high level could have the negative consequence of discouraging, or making infeasible, new development or investment in the city – which could have longer-term fiscal impacts.

With respect to housing fees, the EPS analysis evaluated various inclusionary rate scenarios, including scenarios that would increase the current inclusionary rate and others that would retain or reduce it. EPS also looked at the resultant equivalent in-lieu fee, if set at a level reflecting the equivalent cost to construct, as well as the overall feasibility of setting fees at those rates.

Based on the analysis, it was staff’s initial recommendation to set in-lieu fees for all types of projects at 15% (i.e., decrease the current single-family/ownership rate and retain the existing multi-family rate). The report noted that the current market is extremely challenging for multi-family projects, and so increasing either the rate or the in-lieu fee could further impact the feasibility of multi-family development – thus an increase in the inclusionary rate is unlikely to be feasible in the near term.

August 20, 2024 Workshop

¹ Link to May 7, 2024 Agenda Item and Attachments:
<https://weblink.cityofpleasantonca.gov/WebLink/0/doc/308907/Page1.aspx>

The City Council held a follow-up workshop on August 20, focused on the Inclusionary Zoning Ordinance.² At this meeting, EPS provided additional analysis and refined scenarios for the inclusionary rate and in-lieu affordable housing fee. Staff also provided information and analysis and requested direction on several key policy questions regarding the content of the IZO. A majority of the City Council provided consensus direction on these items, including a recommendation to reduce the current inclusionary rate from 20% to 15% for single-family ownership residential development, the same as multi-family/rental development.

October 15, 2024 Workshop

On October 15, the City Council reviewed the draft updated IZO based on their feedback at the August 20 meeting, and on a recommendation by the Planning Commission. (Due to the timing of this EVC meeting, outcomes of the City Council meeting will be reported verbally to the EVC).

Impact Fee Studies

While work is continuing to finalize the fee studies, the consultant has developed estimates of the updated fee amounts, provided in the various tables on the following pages. It is important to note that the studies, and each of the tables identifies and calculates the maximum fee amount that can be justified based on the analysis. It is then a policy decision of the City Council to decide on the level at which those fees are set, which may be at or below the maximum. It is noted that in May, 2024, staff provided initial estimated fee amounts to help inform City Council discussion at that time; since then, the Fee Study has progressed and its inputs and variables refined, such that numbers provided below differ to some degree from those initial estimates.

As described above, a key point in the early analysis was to consider the aspect of financial feasibility – if fees are set at a level substantially above the costs that new development can support, then it may discourage or impede economic development that will contribute longer term revenues in the form of property tax and sales tax. Conversely, if fees are set too low, then it may impact the City’s ability to pay for infrastructure and facilities upgrades to keep pace with new development.

Capital Facilities and Transportation Impact Fee Estimates

The following methodology and assumptions are used to calculate the CFF and DIF, including the following basic steps

- Estimates of projected future population and employment growth – combined to create an estimated future service population” of residents and employees. EPS estimates the service population growth, as a percentage of total service population, will grow by approximately 22.7%.

² Link to August 20, 2024 City Council Agenda Item and Attachments:
<https://weblink.cityofpleasantonca.gov/WebLink/0/doc/309074/Page1.aspx>

- Evaluation of the necessary infrastructure and capital improvements to serve the future service population, exclusive of water and sewer improvements that are part of a separate fee study (see below).
- Cost estimates of these infrastructure and capital improvements, based on information provided by City staff and other research.
- The allocation of costs between existing and future development, and between residential and commercial uses to derive a cost per resident and per employee
- Multiplication of those costs per resident or employee, by the future service population.

Table 1: Capital Facilities and Transportation Fee, Maximum Amounts¹

Land Use	Capital Facilities Fee	Transportation Impact Fee	Total Maximum Fee	Current Fee Amount
Residential (per unit)				
Single-Family	\$29,095	\$20,162	\$49,257	\$32,122
Multi-Family	\$20,604	\$10,939	\$31,543	\$21,751
Non-Residential (per square foot)				
Office	\$13.41	\$31.50	\$44.91	\$21.14
Retail	\$9.15	\$48.35	\$57.50	\$28.87
Industrial	\$4.02	\$17.94	\$21.96	\$11.94
Lodging	\$1.34	\$25.82	\$27.16	\$8,849 (per room) ²
1. Includes 2% administrative charge				
2. Equivalent to \$17.70/square foot, based on 500 gross square feet/room				

Pursuant to State law (AB 602), jurisdictions are required to calculate impact fees for residential development for fees such as the CFF and TIF, on a per square foot basis; this conversion results in the following values (Table 2).

Table 2: Capital Facilities and Transportation Fee (Combined) Maximum Residential Fee Per Square Foot Equivalent¹

Unit Type	Capital Facilities Fee	Transportation Impact Fee	Total
Single-Family	\$8.23	\$11.87	\$20.10
Multi-Family	\$23.48	\$12.47	\$35.95
1. Includes 2% administrative charge			

Commercial Linkage Fee Estimates

The “Commercial Linkage Fee”, a category of Affordable Housing Fee, is a one-time fee charged to commercial projects (i.e. office, retail, industrial developments) to offset or mitigate the demand such development generates for new affordable housing units. The methodology used estimates the “affordability gap” between market-rate units to

accommodate the residential demand from new employee households at different affordability levels (based on employment sectors and wage distribution), and the subsidy necessary to provide housing at an affordable cost to those households. The aggregate subsidy is divided among the projected square footage of new non-residential development, to determine the commercial linkage fee on a per square foot basis. The maximum fee amounts resulting from this calculation are summarized in Table 3, below.

Table 3: Commercial Linkage Fees, Maximum Fee Amounts¹

Land Use Category	Maximum Justifiable fee (per Square Foot)	Current Fee Amounts (per square foot)
Commercial/Retail	\$578.73	\$5.38
Office	\$142.42	\$3.71
Lodging	\$72.86	\$8.98
Industrial	\$143.39	\$14.42
Includes 2% administrative charge		

As shown, the maximum justifiable fee amounts are considerable, and far exceed the feasible amounts that could be paid by new commercial development – this imbalance is a common result in these types of analyses. As such, and as discussed in more detail below, it will be necessary to set the fee at a fraction of the maximum, as was the case in the prior update.

Affordable Housing Fee

The maximum justifiable amount of this fee is established based on the cost otherwise incurred to subsidize construction of affordable units on-site, in the proportion and at the affordability levels specified in the City’s Inclusionary Zoning Ordinance, which as noted proposes an inclusionary rate of 15% for all housing types, including ownership and rental projects.

To calculate the maximum supportable fee, EPS developed prototype projects (single-family detached, townhome and multifamily apartments) to model overall development costs, and market-rate and affordable home values to understand the subsidy necessary for the affordable units. The maximum justifiable in-lieu fee is summarized in Table 4, below:

Table 4: Inclusionary Housing In-Lieu Fee, Maximum Amounts¹

Unit Type	Maximum Fee (per square foot)	Current Fee (per unit)	Current Fee, Equivalent Cost/Sq. Foot²
Single-Family Detached	\$84.24	\$52,203	\$17.40
Townhome	\$42.10	\$51,077	\$25.54
Multi-Family (Condominiums)	\$54.87	\$51,077	\$63.84
Multi-Family (Rental)	\$69.19	\$51,077	\$63.84
1. Includes 2% administrative charge 2. Assumes: Single Family Detached Unit is 3,000 sq.ft, Townhome is 2,000 square feet, and multi-family condos and rental units are 800 square feet			

Sewer and Water Connection Fee

The City’s professional consultant, Raftelis, is preparing the necessary studies to update the City’s water and sewer connection fees. The connection fee is a one-time charge, levied at the time of building permit issuance, versus the water and sewer user rates that are assessed to residential and commercial customers on an ongoing basis for daily or monthly usage/flow. Water connection fees are based on a Single-Family Residence (SFR) “base rate” which is then scaled based on the capacity of different meter sizes, relative to that base. The sewer fee is similarly based on a Single-Family Residential “Equivalent Dwelling Unit” or EDU, with other uses scaled proportionately to that EDU metric based their relative sewer flow.

Note that Pleasanton’s local connection fees are separate from the connection fees charged by Zone 7, which provides the majority of Pleasanton’s water to the City’s local distribution system, and Dublin San Ramon Sanitary District (DSRSD) which operates the wastewater treatment plant in Pleasanton, treating flows within the City’s sewer network. Table 5 summarizes the estimated maximum Water Connection Fee amounts, and Table 6 the maximum sewer connection fee amounts.

Table 5: Maximum Water Connection Fee (Sample Meter Sizes)

Meter Size	Meter Capacity)	2024 Update Maximum Allowable Fee	Current Fee
5/8"	25	\$2,721	\$1,200
3/4"	35	\$3,809	\$1,800
1"	55	\$5,986	\$3,000
1.5"	160	\$17,416	\$6,000
2"	160	\$17,416	\$19,200

Table 6: Maximum Sewer Connection Fees (Equivalent Dwelling Unit) Sample EDU Rates

	EDU Ratio	Factor	2024 Update Maximum Allowable	Current Fee
Single Family Residential (SFR)	1	unit	\$556.24	\$500
Secondary Dwelling Unit	0.004	square foot	\$2.22	\$2.00
Townhome/Duplex	1	per unit	\$556.24	\$500
Condominium	0.75	per unit	\$417.18	\$375
Apartment/Mobile Home	0.66	per unit	\$367.12	\$330

Next Steps: Development Impact and Affordable Housing Fees

In the coming weeks, EPS’ and Rafetelis’ Impact Fee and Connection Fee Studies will be finalized and published in draft form for City Council and public review. A City Council workshop is scheduled in November to introduce the studies, and to request City Council input and direction on establishment of the appropriate fee rates. As noted, the fee studies identify the maximum level of fees that can be justified, but fees may be set at any level up to this amount.

Staff is reviewing and developing its recommendations with respect to the fees. However, the options that will be presented for City Council discussion will consider the maximum fee amounts, and the aggregate fee burden on various types of new development. A key consideration will be the overall financial feasibility of potential fee increases, and the level to which they can be supported; with the goal of seeking to balance the objective of continuing to support new investment in Pleasanton, with mitigation of growth impacts, through collection of both one-time impact fees and on-going revenues from property and sales tax.

It is noted that, because sewer and water connection fees have not been updated for many years, and the increases are relatively modest in dollar terms, staff previously recommended and City Council supported setting those fees at the maximum rate. And, with respect to the Commercial Linkage fee, the justifiable rates are so far above a feasible level, staff will continue to recommend these be set at just a fraction of the maximum supportable level, as they are today.

However, with respect to TIF, CFF and Affordable Housing Fees, there will be important policy tradeoffs to consider when setting the fees, including, if fees are to be set below the maximum, how to balance potential reductions among the various fee categories (e.g. whether to charge a higher proportion of the maximum Traffic Impact Fee, or Capital Improvement Fee, versus Housing Fee, or vice versa.)

In addition to financial feasibility, there is the opportunity to consider how Pleasanton's fees (individually and in aggregate) compare to those of neighboring and "peer" jurisdictions³, as a means to help assess whether local fees are likely to make Pleasanton more or less competitive as a place to build or do business. It is notable, for example, that Pleasanton's aggregate fees for office construction are some of the highest among the peer cities surveyed, including; whereas, Pleasanton's affordable housing fees in some categories, such as single-family residential, are well below those of neighboring communities.

Inclusionary Zoning Ordinance

On September 11, 2024, the Planning Commission recommended adoption of a comprehensive update to the IZO, based on key policy direction provided by City Council. The City Council will be considering the draft Ordinance at an October 15 Study Session. The October 15 Agenda Report to City Council is available at : <https://pleasantonca.portal.civicclerk.com/event/303/files/report/654>

Key substantive changes recommended in the updated IZO include:

- Reducing the inclusionary rate from 20% to 15% for single family projects, making it consistent with the multi-family rate (i.e., the rate would be 15% across the board)
- Establishing a moderate-income target affordability for for-sale inclusionary units (up to 120% AMI), and low-income target (50% and 60% AMI) for rental inclusionary units.
- Disallowing Accessory Dwelling Units (ADUs) from "counting" toward IZO-required units, since the City cannot compel such units to be rented, and monitoring and enforcing affordability restrictions of such units is extremely challenging.
- Providing more clear and objective standards for the design, configuration and location of inclusionary units within market-rate projects, such as minimum unit sizes, bedroom counts, clustering of affordable units, and amenities. The revisions in some cases provide more flexibility around aspects such as unit size and clustering than the current ordinance, to help improve the financial feasibility of constructing those units.
- Continuing to allow alternative means of compliance with the IZO (for example, building units off-site, or dedicating land for housing), but providing more clear and objective criteria for approval, as well as making the City Council the approving body for all alternative compliance proposals, including payment of in-lieu fees.

³ Peer cities for the purposes of the study include Danville, Dublin, Fremont, Livermore, San Ramon and Walnut Creek

If the draft changes are supported by City Council, staff would bring the IZO back for formal review and adoption in November.

Conclusion

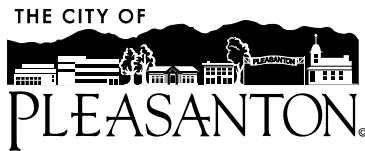
The Impact Fee updates provide an important opportunity to ensure that the fees charged to new development are in alignment with the necessary and actual costs to provide new facilities, infrastructure, and affordable housing demands caused by that development.

In coming weeks, the City Council will have the opportunity to consider the outcomes of the fee studies and in particular evaluate the balances and trade-offs between charging fees at the maximum amounts supported by the study, versus strategic or targeted reductions to reflect fee amounts feasible for new development. And if fees are reduced, the City Council will have to consider by what amount, and in what fee categories.

Prepared and Submitted By: _____ :

A handwritten signature in black ink, appearing to read "Ellen Clark". The signature is fluid and cursive, with the first name "Ellen" and last name "Clark" clearly distinguishable.

Ellen Clark
Community Development Director



ECONOMIC VITALITY COMMITTEE REPORT

October 17, 2024
Economic Development

TITLE: SUPPORT LOCAL INITIATIVES FOR 2024 HOLIDAY SEASON OVERVIEW

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

There are specific actions items under 3.0 Local Revenue Growth that are related to a Support Local program:

3.3 Manage and Enhance the City's "Support Local" Program

Implement the City's "Support Local" Marketing Plan Strategies to encourage patronage from residents, employees, and visitors to Pleasanton.

DISCUSSION

Businesses are an integral part of the Pleasanton community, from the jobs they provide for residents to the essential services and amenities supported by the revenues they generate. The small business sector in Pleasanton, having between 1 and 150

employees comprise of nearly half of all licensed businesses. In recognition of the importance of small businesses and their contributions to Pleasanton's economic resilience, the City initiated the implementation of a support local brand marketing plan which establishes a stronger brand presence with target audiences and outlines a variety of marketing strategies and objectives to increase shopping, dining, and visits to Pleasanton.

The primary marketing objectives include:

1. Increase inPleasanton.com website traffic
2. Increase Instagram social media followers
3. Increase Facebook social media followers
4. Increase Gift Pleasanton eGift card sales

To reach these objectives and to support businesses throughout the year with a focus on the holiday shopping season, the following programs and activities are planned:

inPleasanton.com Support Local Website & Social Media

Transition the City's inPleasanton.com support local website to the recently redesigned City website within an expanded Visit Pleasanton page. New shopping and dining pages will be added to highlight Pleasanton businesses through featured videos and photos.

Staff will continue marketing and communication efforts to support and promote Pleasanton businesses using the City's inPleasanton social media platforms including LinkedIn, Facebook and Instagram.

Pleasanton Holiday Gift Guide

Last holiday season, the City introduced an opportunity for retail, restaurants, personal services, fitness studios, and entertainment businesses to advertise in a new Holiday Gift Guide to highlight what makes Pleasanton unique and all the holiday offerings from businesses this season. The City contributed to the overall design of the 24-page guide. Businesses paid for an advertising space to feature their business. A similar guide is planned for the 2024 holiday season.

The holiday gift guide is mailed to over 34,000 households in the Tri-Valley through the *Your Town Monthly* December publication. Additionally, a digital version of the guide, which will be shared through the City's inPleasanton social media platforms, will maximize multimedia reach and online visibility. The City will also have 1,500 printed gift guides at city facilities and other public locations throughout the holiday season.

Business ad buys range from \$45 to \$250 depending on the ad size, which include business listing with logo, 1/6-page, 1/4-page, and 1/2-page ad sizes. Last year, over 60 Pleasanton businesses confirmed ad space in the sold-out publication, and it is expected to sell out again this year.

Gift Pleasanton eGift Card Program

Pleasanton's eGift card program, *Gift Pleasanton* keeps spending local in Pleasanton. The program provides businesses with an electronic gift card platform through the City's digital partner, Yiftee. Launched in 2021, over 48 Pleasanton businesses participate and accept *Gift Pleasanton* eGift cards. There is no cost to participate. Since inception in June 2021, over \$53,000 in eGift cards have been sold and about \$36,000 redeemed.

Customers purchase eGift cards at www.inPleasanton.com. To make a purchase using eGift cards in store, recipients show the card on a mobile device or printout. To encourage customers to purchase eGift cards, "Buy 1, Get 1" (BOGO) bonuses are offered throughout the year.

To encourage customers to purchase *Gift Pleasanton* eGift cards this holiday season, the City is sponsoring holiday bonuses with purchase beginning on November 30, which is Small Business Saturday. Bonus amounts will be available with purchase through December 31, 2024, or until all allocated funds are used. Customers that buy \$25 or more, get a \$10 bonus card; buy \$50 or more, get a \$20 bonus card, or buy \$100 or more, get a \$40 bonus card. Three bonus cards are allowed per purchaser, while supplies last. Bonus cards are redeemable through March 1, 2025, to encourage purchasers to use cards as soon as possible so businesses can receive those dollars. Over \$14,000 was sold during the 2023 holiday shopping season from late November through December.

The 2024 campaign will be promoted through the City's inPleasanton social media platforms, paid Instagram and Facebook ads, and electronic ads on the Pleasanton Weekly website and Express emails. Social media posts will highlight participating businesses that accept *Gift Pleasanton*.

Pleasanton Downtown Association (PDA) recently joined the City as a partner for *Gift Pleasanton* and will discontinue the downtown gift card program. A corporate sponsorship program for *Gift Pleasanton* will begin in FY 2024/25.

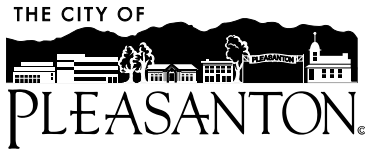
Small Business Saturday

The City and PDA partner each year on the Small Business Saturday campaign to highlight the contributions small businesses make to the Pleasanton community. Small Business Saturday is on November 30, 2024, the Saturday after Thanksgiving. The PDA is working with downtown businesses to celebrate the day by offering special holiday offerings. Commemorative tote bags, sponsored by the City, will be provided to downtown businesses to distribute to customers that make minimum purchases.

The campaign was founded by American Express in 2010 and is branded as *Shop Small*. Businesses can visit www.shopsmall.com to obtain free tools to market their stores. The campaign will be promoted on the City's inPleasanton and PDA's social media platforms through posts and paid advertising. While the PDA will focus its efforts on the downtown district, the City's promotional efforts will be spread citywide to support all Pleasanton small businesses.

Results from these campaigns and activities will be measured and reported to the EVC in the new year.

**ACTION: RECEIVE SUPPORT LOCAL INITIATIVES FOR 2024 HOLIDAY SEASON
OVERVIEW**



ECONOMIC VITALITY COMMITTEE REPORT

October 17, 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, October 15, 2024
2. Actions of the Zoning Administrator & Planning Commission, October 1, 2024
3. Actions of the Zoning Administrator & Planning Commission, September 16, 2024
4. Actions of the Zoning Administrator & Planning Commission, August 20, 2024
5. Community Development Department Update, September 2024
6. Sales Tax Update, 2Q2024 (April – June)

Upcoming Business Meetings and Events:

1. **Tri-Valley Life Sciences Summit**, Wednesday, October 23, 2024, 4:30 – 7:30 pm, Rosewood Commons Conference Center, 4400 Rosewood Drive, Pleasanton | No cost for attendees
 - Hosted and presented by Kaiser Permanente with Startup Tri-Valley and the City of Pleasanton
 - Register at <https://startuptrivalley.org/2024-tri-valley-life-sciences-summit/>
2. **East Bay Manufacturing Summit**, Tuesday, October 29, 2024, 9 am – 2 pm, Fremont Downtown Event Center, 3500 Capitol Avenue, Fremont | Fee: \$28.52
 - Presented by East Bay Economic Development Alliance. An initiative supported by [Resilient East Bay](#), the event will bring together East Bay manufacturers, community leaders, educators, and industry partners to foster connections in supporting a more dynamic, resilient, and inclusive manufacturing ecosystem and regional economy.
 - Register at <https://www.eventbrite.com/e/east-bay-manufacturing-summit-tickets-920395597007>
3. **Decarbonizing Our Economy**, Friday, November 8, 2024, 8:30 am – 12 pm, Las Positas College, 3000 Campus Hill Drive, Livermore, CA 94551 | No cost for attendees
 - Presented by The Livermore Lab Foundation, Lawrence Livermore National Laboratory, Startup Tri-Valley, Innovation Tri-Valley and the Chabot-Las Positas Community College District to share the latest information on the last step needed to get to net zero - direct carbon capture, as well as perspectives from industry and the national labs on enabling technology,

infrastructure requirements, and workforce development needs and opportunities.

- Register at https://www.eventbrite.com/e/decarbonizing-our-economy-tickets-1004008425227?aff=ebdssbdestsearch&utm_source=hs_email&utm_medium=email

4. Dreammakers and Risktakers Awards Ceremony, Thursday, November 21, 2024, 8:30 – 10:30 am, Shannon Community Center, 11600 Shannon Avenue, Dublin | Cost: \$71.51

- Presented by Innovation Tri-Valley to bring together the regional innovation ecosystem with students from Tri-Valley public school districts and Las Positas College who are innovating the future as they fearlessly pursue their dreams.
- Register at <https://innovationtrivalley.org/event/14th-annual-dreammakers-and-risktakers>

ACTION: RECEIVE ECONOMIC DEVELOPMENT INFORMATION/UPDATES

CITY COUNCIL AGENDA REPORT

October 15, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0498, Vinay Kumar

Application for Administrative Design Review approval to construct an approximately 91-square-foot addition to the rear of the existing residence and modify an existing trellis located at 6122 Allbrook Circle.

Project Information:

Existing floor area: 2,326 square feet

Total floor area with addition: 2,417 square feet

Lot size: 8,441 square feet

Existing floor area ratio: 27.56 percent

Total floor area ratio with addition: 28.63 percent

Approved. (11 days)

P24-0516, Ken Leung/Belinda Leung

Application for Administrative Design Review approval to repaint the exterior, modify second-floor windows and add a tile inset on the front of the existing residence located at 1976 Armando Court.

Approved. (11 days)

P24-0517, Gregory Kirk

Application for Administrative Design Review approval to construct an approximately 319-square-foot single-story addition to an existing residence located at 4614 Second Street.

Project Information:

Existing floor area: 2,241 square feet

Total floor area with addition: 2,560 square feet

Lot size: 9,276 square feet

Existing floor area ratio: 24.16 percent

Total floor area ratio with addition: 27.6 percent

Approved. (11 days)

P24-0422, Dzanela Husic

Application for Design Review approval to replace existing equipment within the carwash and install new concrete ramps, entry gate, POS system, cameras, and vacuums on the exterior building and parking stalls at an existing gas station and carwash located at 1875 Valley Avenue.

Approved. (0 days)

P24-0533, GADI Construction

Application for Administrative Design Review approval to construct an approximately 890-square-foot pavilion with a maximum height of 14 feet 8 inches in the rear yard located at 1012 Shotwell Ct.

Approved. (15 days)

P24-0562, Jeff Harteau/ J. Allen Builders

Application for Administrative Design Review approval to extend an existing pavilion with a maximum height of approximately 12 feet in the side yard of an existing residence located at 303 Neal Street.

Approved. (8 days)

P24-0501, Salil Bidaye

Application for Administrative Design Review approval to construct an approximately 473-square-foot single-story addition on the northwest side of the home at 3721 Rocky Mountain Court.

Project Information:

Existing floor area: 1,574 square feet

Total floor area with addition: 2,047 square feet

Lot size: 6,618 square feet

Existing floor area ratio: 23.78 percent

Total floor area ratio with addition: 30.93 percent

Approved. (18 days)

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

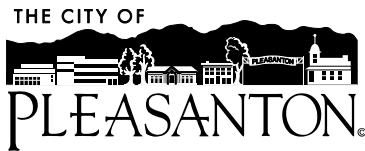


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



CITY COUNCIL AGENDA REPORT

October 1, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0504, Diane Catalano Rodriguez

Application for Administrative Design Review approval to replace two windows like-for-like on the east elevation of the historic home located at 541 St. Mary Street.

Approved. (12 days)

P24-0515, Jaime Arafiles

Application for Administrative Design Review approval to construct an approximately 288-square-foot first-story addition to the front of an existing residence located at 7229 Valley Trails Drive.

Project Information:

Existing floor area: 1,721 square feet

Total floor area with addition: 2,009 square feet

Lot size: 6,220 square feet

Existing floor area ratio: 27.67 percent

Total floor area ratio with addition: 32.3 percent

Approved. (9 days)

P24-0519, Laura Cuda

Application for Administrative Design Review approval to construct an approximately 864-square-foot first-story addition to the south of an existing residence located at 6523 Amber Lane.

Project Information:

Existing floor area: 1,885 square feet

Total floor area with addition: 2,749 square feet

Lot size: 11,731 square feet

Existing floor area ratio: 16.07 percent

Total floor area ratio with addition: 23.43 percent

Approved. (9 days)

P24-0525, Jaime Arafiles

Application for Administrative Design Review approval to construct an approximately 141-square-foot second-story addition with a bay window to the front of an existing residence located at 3710 W. Las Positas Boulevard.

Project Information:

Existing floor area: 2,071 square feet

Total floor area with addition: 2,212 square feet

Lot size: 8,004 square feet

Existing floor area ratio: 25.87 percent

Total floor area ratio with addition: 27.64 percent

Approved. (8 days)

P24-0508, Jeffrey Kim / The Ssam

Application for Design Review approval for a façade color change located at 4889 Hopyard Road.

Approved. (14 days)

P24-0528, Greg Johnson / USS United Sign Systems

Application for Sign Design Review approval to install one wall sign for a veterinary hospital located at 7 California Avenue.

Approved. (0 days)

P24-0507, Myat Kyaw

Application for Administrative Design Review approval to construct an approximately 528-square-foot addition at the rear of the existing residence located at 3548 S. Olympic Court.

Project Information:

Existing floor area: 1,311 square feet

Total floor area with addition: 1,839 square feet

Lot size: 6,700 square feet

Existing floor area ratio: 19.57 percent

Total floor area ratio with addition: 27.45 percent

Approved. (10 days)

P24-0545, Judy Yam/Bank of America

Application for Active Ground Floor Use Requirement Exemption approval for the installation of one ATM located at 310 Main Street, Suite E, based on PMC Section 18.81.050.A.2, the frontage of the tenant space is less than 10 feet.

Approved. (N/A)

PUD-06-10M, Ryan Callahan

Applications for: 1) a Planned Unit Development (PUD) modification to modify Conditions of Approval No. 3. c. of City Council Ordinance No. 1834 to allow the proposed agricultural building to be located outside the building envelope area on the subject site; and 2) a Design Review approval to construct an approximately 2,976-square-foot, 21-foot, 6-inch tall agriculture and equipment storage building to the southeast of the existing house located at 1201 Machado Place.

Approved. (28 days)

Planning Commission, September 11, 2024

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

Commissioners Absent: N/A

P24-0505, City of Pleasanton

Review, consider, and provide a recommendation for amendments to Chapters 17.40, 17.44, and 18.38 of the Pleasanton Municipal Code regarding inclusionary rates, affordable levels, design and development standards, approval processes, requirements, and administrative procedures for the affordable housing fee; and update the City's Objective Design Standards for Housing Sites to align with the proposed municipal code amendments.

Action Recommended: Recommend City Council approval of amendments to PMC Chapters 17.44, Inclusionary Zoning Ordinance and related amendments to Chapter 17.40, Affordable Housing Fee, Chapter 18.38, Housing Opportunity Zone District, and the Objective Design Standards for Housing Element Sites.

Actions Taken: Approve as recommended with an additional request for staff to provide additional information to City Council with respect to the basis for establishing minimum unit sizes for rental inclusionary units.

Vote: 4-1, Mohan opposed

P24-0334, City of Pleasanton

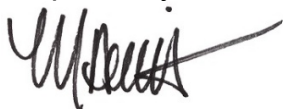
Review, consider, and provide a recommendation for amendments to Chapters 17.38, 18.08, 18.88, and 18.106 of the Pleasanton Municipal Code regarding density bonus, major transit stop, and separate conveyance of accessory dwelling units as identified in State law.

Action Recommended: Recommend Planning Commission discuss draft amendments to the municipal code related to the Density Bonus and Major Transit Stop and recommend City Council adopt the proposed changes. Recommend deferring an ordinance allowing separate conveyance of ADUs until a greater number of jurisdictions similar to Pleasanton adopt such an ordinance.

Actions Taken: Approve text amendments to the Pleasanton Municipal Code related to the Density Bonus and Major Transit Stop (as amended by supplemental memo), retain Section 17.38.140 to the Density Bonus ordinance, and recommend City Council consider directing staff to develop PMC text amendments that would allow separate conveyance of accessory dwelling units.

Vote: 5-0

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

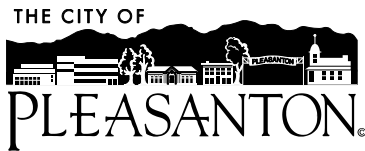


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



CITY COUNCIL AGENDA REPORT

September 17, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0424, Olga Rico

Application for Administrative Design Review approval to construct an approximately 492-square-foot addition with a maximum height of 15' to an existing detached garage located at 409 Neal Street.

Project Information

Existing floor area: 2,262 square feet

Total floor area with addition: 2,754 square feet

Lot size: 9,121 square feet

Existing floor area ratio: 24.8 percent

Total floor area ratio with addition: 30.19 percent

Approved. (13 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

August 20, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0292, Benjamin Levine/School of Rock

Application for Minor Conditional Use Permit (MCUP) approval to allow operation of a music school with up to 28 participants at any given time at 3059 Hopyard Road, Suite D (Hopyard Village).

Approved. (13 days)

P24-0371, John Montgomery

Application for Administrative Design Review approval to construct two accessory structures: 1) an approximately 660-square-foot detached pavilion to the rear with a maximum height of approximately 15 feet; and 2) an approximately 336-square-foot, attached trellis to the rear with a maximum height of approximately 10 feet and 4-inches, located at 8026 Kingbird Court.

Approved. (11 days)

P24-0349, Fatima Saleh

Application for Administrative Design Review approval to construct a second-story addition by converting 355 square feet of existing space to the south of an existing residence located at 973 Clinton Place.

Project Information:

Existing floor area: 1,646 square feet

Total floor area with addition: 2,001 square feet

Lot size: 5,376 square feet

Existing floor area ratio: 30.62 percent

Total floor area ratio with addition: 37.22 percent

Approved. (11 days)

P24-0323, Terry Townsend

Application for Administrative Design Review approval to construct an approximately 696-square-foot addition on the west side of the home at 6288 Corte Altamira.

Project Information:

Existing floor area: 2,219 square feet
Total floor area with addition: 2,915 square feet
Lot size: 11,073 square feet
Existing floor area ratio: 20.04 percent
Total floor area ratio with addition: 26.32 percent

Approved. (11 days)

P24-0331, Vishal Saboo & Priya Kudlu

Application for Administrative Design Review approval to construct an approximately 408-square-foot single-story addition on the west side of the home at 4575 El Dorado Court.

Project Information:

Existing floor area: 1,693 square feet
Total floor area with addition: 2,132 square feet
Lot size: 8,554 square feet
Existing floor area ratio: 19.79 percent
Total floor area ratio with addition: 24.92 percent

Approved. (8 days)

P24-0394, Maria Anderson

Application for Administrative Design Review approval to construct an approximately 88-square-foot single-story addition on the southeast side of the home at 4332 Second Street.

Project Information:

Existing floor area: 1,878 square feet
Total floor area with addition: 1,966 square feet
Lot size: 7,500 square feet
Existing floor area ratio: 25.04 percent
Total floor area ratio with addition: 26.21 percent

Approved. (9 days)

PUD-87-11-05M, Brandon Helton

Application for site-specific Planned Unit Development (PUD) Minor Modification approval to PUD-87-11, adding truck sales and display to the list of permitted uses for 4011 Pimlico Drive, subject to specific Conditions of Approval regulating the number of trucks parked on-site, vehicle loading and unloading, and on-site parking management.

Approved. (21 days)

P24-0297, Avichai Hazan

Application for Administrative Design Review approval to construct an approximately 312-square-foot one-story addition to the rear of the existing residence and an

approximately 557-square-foot second-story addition above the garage located at 5325 Ridgevale Road.

Project Information:

Existing floor area: 2,047 square feet
Total floor area with addition: 2,916 square feet
Lot size: 7,400 square feet
Existing floor area ratio: 27.66 percent
Total floor area ratio with addition: 39.41 percent

Approved. (79 days)

P24-0423, Niko Thysell

Application for Administrative Design Review approval to construct an approximately 175-square-foot first-story addition to the west side of an existing residence located at 3965 W. Las Positas Boulevard.

Project Information:

Existing floor area: 1,382 square feet
Total floor area with addition: 1,557 square feet
Lot size: 6,752 square feet
Existing floor area ratio: 20.47 percent
Total floor area ratio with addition: 23.06 percent

Approved. (9 days)

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

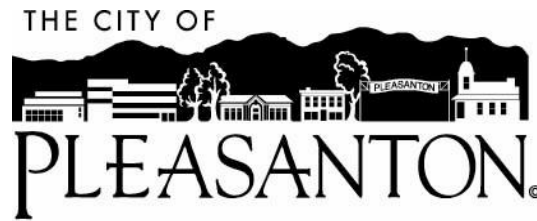


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



MEMORANDUM

Date: September 5, 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

1. **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: Entitlement review in Fall/Winter 2024.
 - Applicant: Safreno Family Living Trust
 - Staff Contact(s): [Jenny Soo](#)

2. **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

- 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. **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](#)

ELSEWHERE IN PLEASANTON

5. **Terminus of Lund Ranch Road** | **Residential- Single-Family**
PUD-25, Tract Map 8352 | **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 Fall 2024.

- Applicant: GHC Lund Ranch, LLC
- Staff Contact(s): [Eric Luchini](#)

6. **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](#)

7. **7200 Johnson Drive** | **Commercial**
P17-0967 | **Costco**

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

- Status: Under construction
- Next Steps/Details: Project under construction. Anticipated opening is late Fall 2024
- Applicant: Costco
- Staff Contact(s): [Eric Luchini](#)

8. **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](#)

9. **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](#)

10. **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 is preparing for permit submittal.
- Applicant: Guy Houston/Valley Capital Realty
- Staff Contact(s): [Jenny Soo](#)

11. **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: Project is under construction.
- Applicant: Nora Collins
- Staff Contact(s): [Jenny Soo](#)

12. **990 Sycamore Road PUD-135/P19-0030/P19-0031/P19-0033/Vesting Tentative Map 8528** | **Residential- Single-Family Bringham/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: Subdivision and improvement plans are in review prior to recordation.
- Applicant: Alaina Stewart
- Staff Contact(s): [Jenny Soo](#)

13. **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](#)

14. **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: Under construction
- 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](#)

15. **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](#)

16. **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](#)

17. **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: Approved
- Next Steps/Details: PUD, Tract Map and Annexation applications submitted in December 2022. Project is under review. Public hearings anticipated in summer 2024. The Planning Commission recommended approval on June 26, 2024. City Council approved the project on July 16, 2024. Second reading approved by City Council on August 20, 2024.
- Applicant: Pat Costanzo
- Staff Contact(s): [Eric Luchini](#)

18. **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: Approved
 - Next Steps/Details: Applicant preparing to submit permits.
 - Applicant: Bruce Myers
 - Staff Contact(s): [Diego Mora](#)
19. **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](#)
20. **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](#)
21. **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: Pending resubmittal.
- Applicant: Kelley Rutchena
- Staff Contact(s): [Diego Mora](#)

22. 1 Brozosky Hill Lane PUD-150 Residential- Single-Family

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](#)

23. 11991 Dublin Canyon Road P22-0902 Commercial

Application for design review approval for the construction of a new commercial building for Hana Japan restaurant.

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

ADVANCED PLANNING

24. Johnson Drive Economic Development Zone (JDEDZ) Commercial

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](#)

25. **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](#)

26. **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](#)

27. **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](#)

28. **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

29. 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: Anticipated completion in 12 months (May of 2025), with construction to follow in the summer of 2025. Two pilot quick build paint and plastic sections have been completed. The section between Hopyard and Stoneridge will be designed with elevated cycle tracks. The remaining segments will either receive quick build design or wait for a second phase when funding is available.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

TRAFFIC OPERATIONS

30. 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 May 2024. AECOM amended their contract in September 2023 to include project design and have begun exploratory field work. PS&E is anticipated to last 16 months. The Project is programmed to receive \$6 million in State Transportation Improvement Plan funds in FY 27/28. Soil Testing and exploratory work to support PS&E has begun. Staff was informed that the City was not awarded a RAISE Federal Grant.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

31. **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 started in June 2024. The first

milestone was met on August 7, 2024 - all civil related work to be completed. The next milestone is December 2024 - the installation of traffic signal poles, cabinets - which are in the manufacturing/delivery process.

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

TRAFFIC CALMING

32. 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. Only E. Angela petition was returned. Streets Division will install 2 speed lumps on E. Angela, anticipated by end of summer 2024.
- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novarino](#)

33. 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 the summer of 2024 awaiting PGE relocation of several utility vaults.

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

REGIONAL PROJECTS

34. 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 Fall 2024.
- Applicant: Caltrans
- Staff Contact(s): [Mike Tassano](#)

35. 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](#)

36. **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:

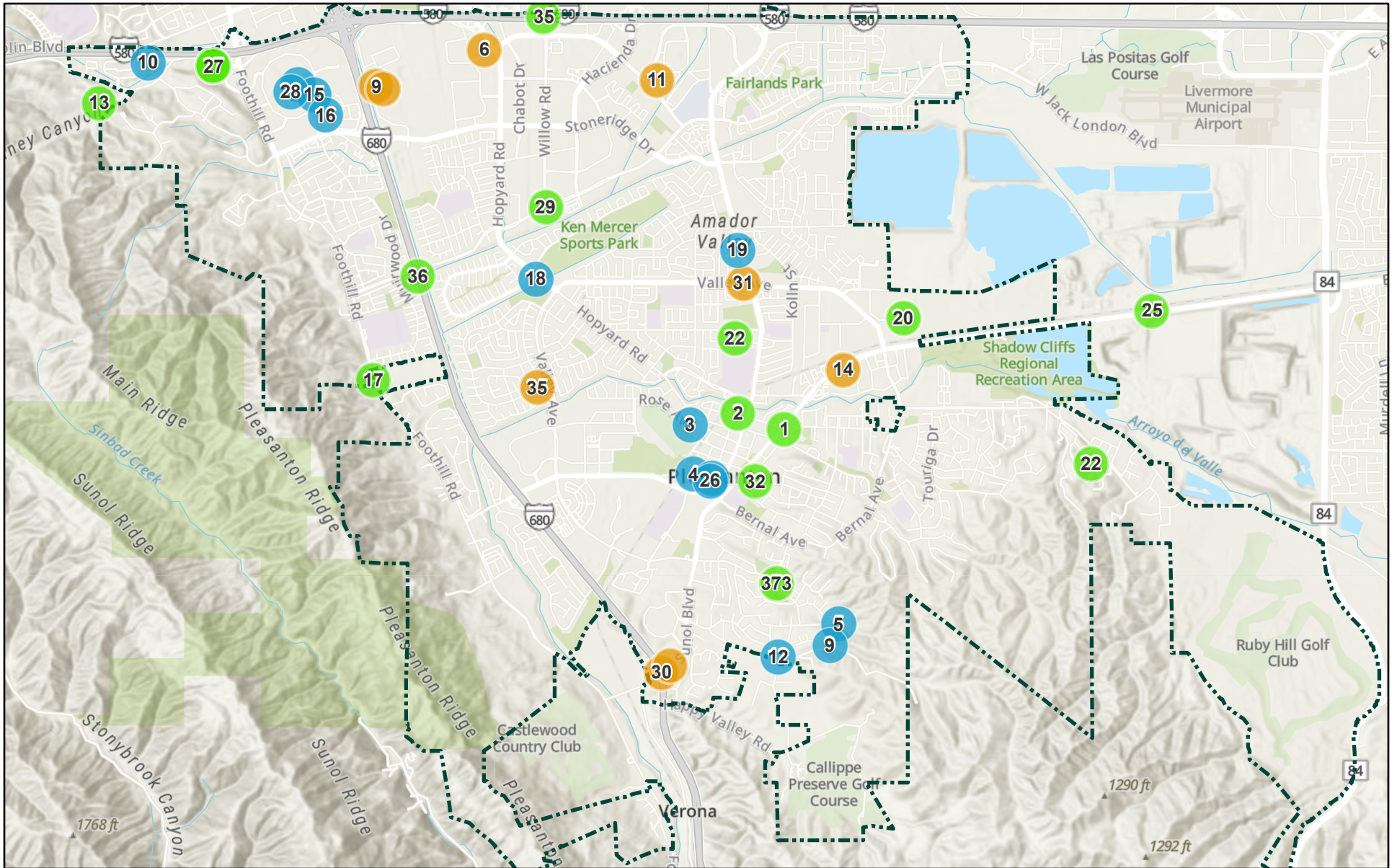
- Design and ROW start – Jan 2020
- Design and ROW completion – October 2021
- CTC allocation of SHOPP and other state funds – Dec 2021
- Construction contract advertisement – January 2022
- Construction start – April 2022
- Construction completion – Summer 2025

Caltrans

[Mike Tassano](#)

- Applicant:
- Staff Contact(s):

CDD Update 9/24



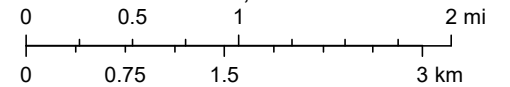
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CDD Development Project

● Approved
 ● Under Construction

● Under Review

1:72,224



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

Planning Division

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CITY OF PLEASANTON

SALES TAX UPDATE

2Q 2024 (APRIL - JUNE)



PLEASANTON

TOTAL: \$ 6,740,466

-0.1%

2Q2024



-3.0%

COUNTY



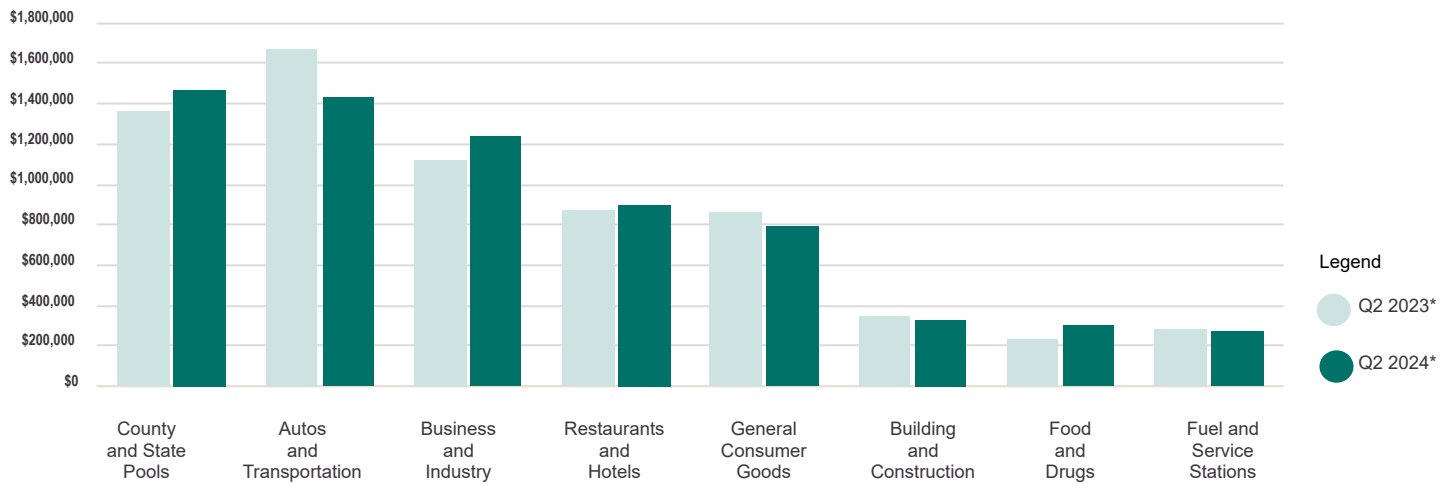
-0.6%

STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF PLEASANTON HIGHLIGHTS

Pleasanton's receipts from April through June were 12.8% below the second sales period in 2023. Excluding reporting aberrations, actual sales were flat.

The auto-transportation group was hit hard by the slowing in new motor vehicle sales; the luxury auto sector has seen more slowing than the value sector, leading to bigger declines for the City than the statewide average.

Building-construction is experiencing deflation for most supplies and the slowing was furthered by a closure in the group. The general consumer goods group declines were caused by a drop in the electronics/appliance stores.

The business-industry group was up for a variety of reasons including growth in the medical/biotech category. A fluctuating reporter in another category

had a strong quarter and a taxpayer in business services had a payment missing in the comparable quarter.

A bright spot this quarter was in restaurants-hotels, which were up with strong performances by several outlets, including new establishments that helped push the group up even further.

Even though the point of sale was down, the City's portion of the pool grew because another agency in the countywide pool had a large negative adjustment.

Net of aberrations, taxable sales for all of Alameda County declined 3.0% over the comparable time period; the Bay Area was down 1.7%.





STATEWIDE RESULTS

California’s local one cent sales and use tax receipts during the months of April through June were 0.6% lower than the same quarter one year ago after adjusting for accounting anomalies. The calendar year second quarter is traditionally the beginning of the summer spending season; however, returns were relatively flat when compared to a year ago. For many California agencies, this also marks the end of the 2023-24 fiscal year, where statewide sales tax revenues were down 1.3% from the 2022-23 fiscal year.

Consistent with recent trends, auto-transportation receipts fell 6.2% - the largest sector decline this quarter. Sustained high interest rates, tightened credit standards, and increased cost of insurance all converged to impact returns. While inventory-levels for many dealerships have rebounded, it’s only proving to create downward pressure on prices, further constraining receipts.

Summer weather usually marks fruitful periods for building-construction, however as property owners struggle to access equity for improvements, year-over-year receipts declined. The price of lumber and other materials are now more affordable, but new projects have been sidelined by developers until financing and mortgage costs drop further.

Similarly, as the price of consumer goods has cooled with moderate inflation rates, returns from multiple merchants have curtailed. Men’s and women’s apparel, home furnishings, electronic-appliance and specialty stores could not escape the change in shopper’s preferences for lower priced items from large brick-and-mortar retailers like discount department stores.

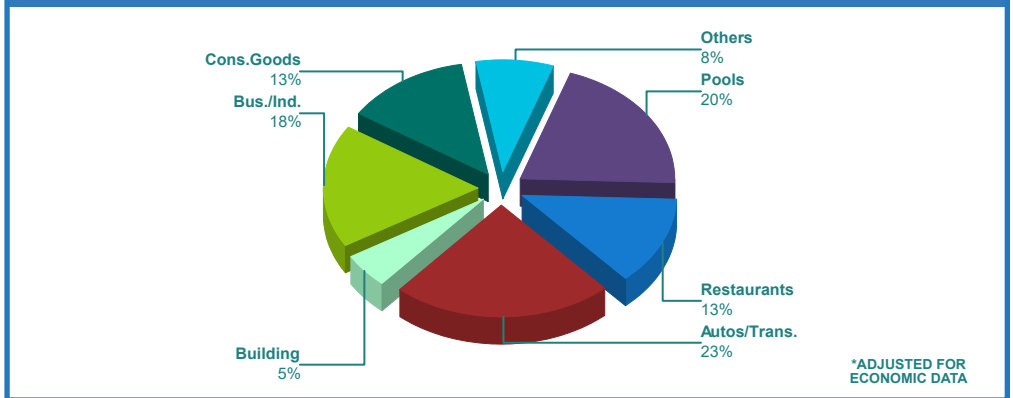
Restaurants experienced only a modest

gain of 0.7%. As AB 1228 is enacted – state law increasing California’s minimum wage at designated eateries – third party data reports that foot traffic to all such establishments decreased during this same time period. Not only are diners selecting less expensive places to eat, but many may have been pushed to limit their frequency to dine out.

Multiple of sectors experienced mild growth including allocations from the countywide use tax pool and the business-industrial group, both benefiting from online shopping, and fuel-service stations as drivers continue to hit the road even as gas prices remain elevated.

Halfway through the current calendar year, revenue trends remain slightly lower than a year ago overall. Although the Federal Reserve recently reduced the Fed Funds Rate helping temper the cost of financing, personal consumption forecasts remain insipid through the remainder of 2024. Consumers are more likely to wait for greater improvement of household economic conditions before extending themselves again, inspiring the next sales tax growth cycle.

REVENUE BY BUSINESS GROUP Pleasanton This Fiscal Year*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Pleasanton Business Type	Q2 '24*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	848.2	-15.9% ↓	-10.0% ↓	-7.7% ↓
Casual Dining	463.0	-1.5% ↓	0.7% ↑	0.7% ↑
Medical/Biotech	390.3	5.2% ↑	2.4% ↑	0.8% ↑
Service Stations	271.0	-2.4% ↓	-0.1% ↓	2.3% ↑
Quick-Service Restaurants	196.8	5.1% ↑	-0.7% ↓	1.2% ↑
Building Materials	185.8	-3.9% ↓	-7.4% ↓	-3.0% ↓
Department Stores	162.8	-3.4% ↓	-4.2% ↓	-5.1% ↓
Business Services	152.5	71.6% ↑	-14.3% ↓	1.6% ↑
Convenience Stores/Liquor	143.9	81.6% ↑	-0.7% ↓	-0.5% ↓
Contractors	135.6	-3.7% ↓	2.0% ↑	-0.2% ↓

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