

ECONOMIC VITALITY COMMITTEE AGENDA

**THURSDAY, DECEMBER 19, 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 October 17, 2024
2. Approve Economic Vitality Committee Meeting Dates for 2025

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

PUBLIC HEARINGS AND OTHER MATTERS

3. Receive Retail Development Program Update
4. Receive presentation on proposed Downtown Pleasanton Property-based Business Improvement District and Make Recommendation to the City Council
5. Selection of Chair and Vice Chair for 2025
6. Receive Economic Development Information/Updates

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

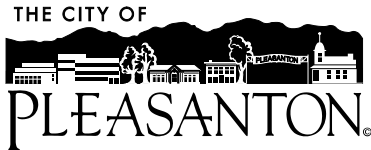
ADJOURNMENT

Notice

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

Accessible Public Meetings

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ECONOMIC VITALITY COMMITTEE REGULAR MEETING MINUTES

**October 17, 2024
7:30 a.m.
200 Old Bernal Avenue, Council Chambers**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:32 a.m. by Acting EVC Chair Steve McCoy-Thompson followed by the Pledge of Allegiance. Introductions were made by all EVC members.

ROLL CALL

Present: Acting Chair Steve McCoy-Thompson, Davinder Channon, Gavin Shea, Igor Leonov, Josh Chanin, and Ken Benhamou

Absent: Reena Gupta

City staff: Community Development Director Ellen Clark, Economic Development Manager Lisa Adamos, Management Analyst Jennifer Miller, Economic Development Program Specialist Simone Pereira

AGENDA AMENDMENTS

None were noted.

1. CONSENT CALENDAR

Approval of the August 15, 2024, meeting minutes were approved as presented on motion by Ken Benhamou and second by Davinder Channon. Acting Chair McCoy-Thompson abstained from the vote.

MEETING OPEN TO THE PUBLIC

Acting Chair McCoy-Thompson opened public comment. There were no public comments. Acting Chair McCoy-Thompson closed public comment.

PUBLIC HEARINGS AND OTHER MATTERS

2. Receive Citywide Development Impact Fees, Affordable Housing Fee, Sewer and Water Connection Fees, and Inclusionary Zoning Ordinance Update

Community Development Director Ellen Clark provided an overview of the progress to study the City's impact fees, affordable housing fee and IZO. The next steps will include the completion of the Impact Fee and Connection Fee studies and updated IZO which will be reviewed and considered by the City Council in November and also available for public review.

Acting Chair McCoy-Thompson opened public comment. There were no public comments.
Acting Chair McCoy-Thompson closed public comment.

Feedback was provided by EVC members on the information presented. No action was taken by the committee.

3. Overview of Support Local Initiatives for 2024 Holiday Season

Economic Development Manager Lisa Adamos presented an overview of the Support Local Initiatives that will be introduced this coming holiday season, which includes Gift Pleasanton eGift card bonus program, holiday gift guide, and Small Business Saturday partnership with the Pleasanton Downtown Association.

Acting Chair McCoy-Thompson opened public comment. There were no public comments.
Acting Chair McCoy-Thompson closed public comment.

Feedback was provided by EVC members on the initiatives presented. No action was taken by the committee.

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

No matters were initiated by the committee.

MEETING ADJOURNED

The meeting was adjourned at 9:00 a.m.

2025 MEETING SCHEDULE

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

February 20

April 17

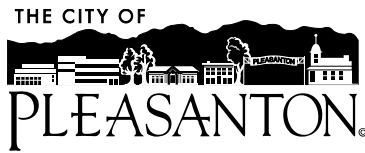
June 19

August 21

October 16

December 18

Location: 200 Old Bernal Avenue, Council Chamber



ECONOMIC VITALITY COMMITTEE REPORT

December 19, 2024
Economic Development

TITLE: RECEIVE RETAIL DEVELOPMENT PROGRAM UPDATE

BACKGROUND

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

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

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

3.1 Expand Citywide Retail and Tenant Support Program

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

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

DISCUSSION

An overview of this new initiative and the retail landscape was provided to the EVC at its meeting on June 20, 2024, by the City's consultant, Alex Greenwood of Alex Greenwood Group. Several key tasks have been completed since this meeting which are part of the Scope of Work.

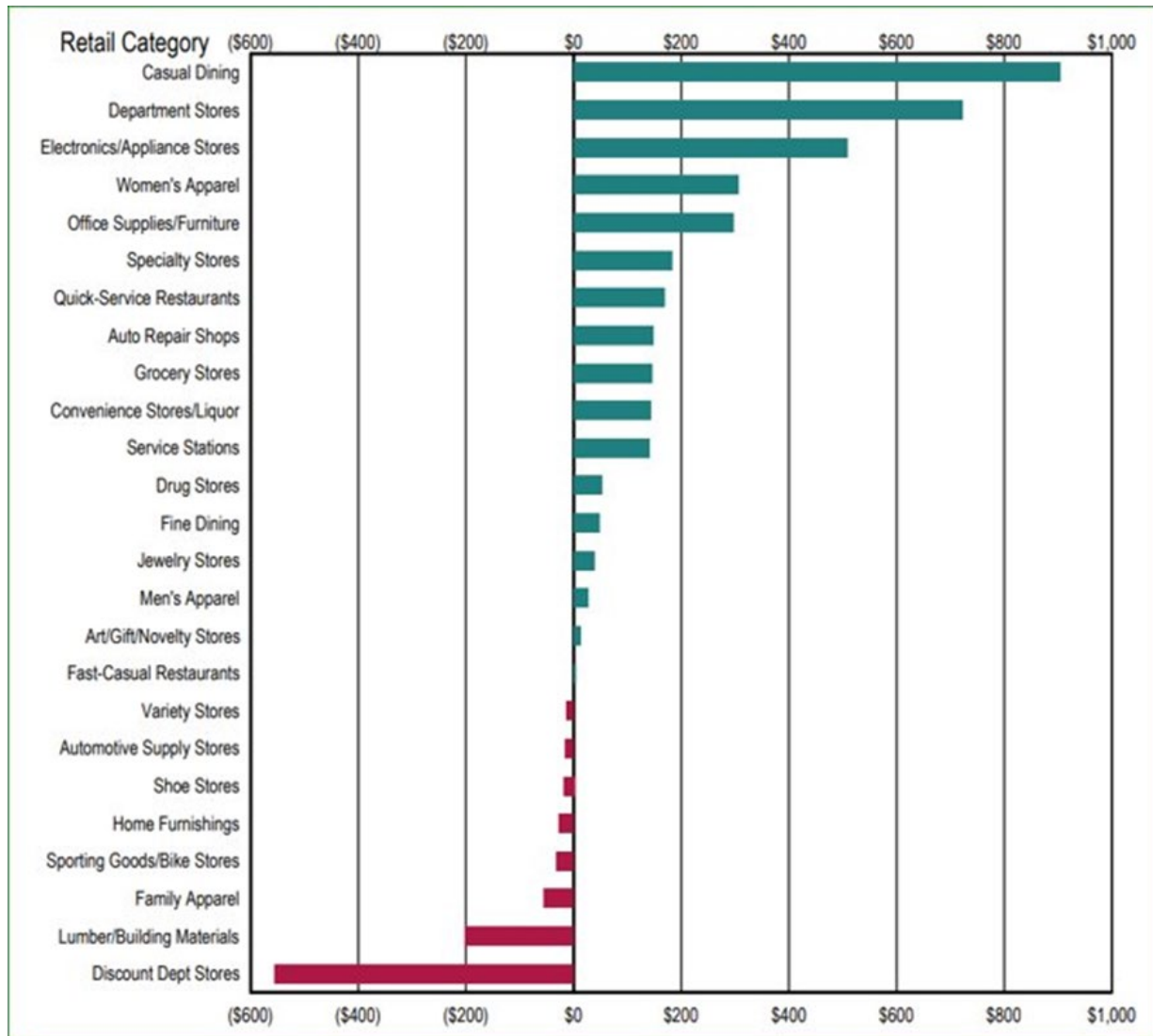
On July 18, 2024, Economic Development staff and Mr. Greenwood conducted a retail centers tour to assess vacancies throughout the city. Twenty retail centers were visited:

1. Pleasanton Square
2. Gateway Square
3. Crossroads
4. Val Vista
5. Hopyard Village
6. Gene's Fine Foods/Rite Aid
7. Pleasanton Gateway
8. Bernal Plaza
9. Downtown District
10. Pleasant Plaza
11. Oak Hills Shopping Center
12. Vintage Hills Shopping Center
13. Santa Rita Square/Meadow Plaza
14. Mission Plaza/Valley Plaza
15. Amador Center
16. Metro 580
17. Rose Pavilion
18. Trader Joe's Plaza
19. Vintage Plaza
20. Pacific Pearl

Approximately 60 vacant spaces were noted which were compiled in a database to assist staff in identifying opportunities for targeted businesses. Multiple vacant spaces were noted at Pleasanton Square, Hopyard Village, Rose Pavilion, and Pacific Pearl.

The next step in the program development was a void analysis, which is an analytic tool used by retail brokers and developers to identify the types of retail tenants that are missing from the community and, therefore, may have potential for retail attraction. Two different void analyses were used and cross referenced with each other. The void analyses were screened to focus on specific stores where the distance to the nearest existing store is much greater than the typical, average distance between stores in the chain. The results were cross referenced with the sales tax surplus and leakage analysis performed by the City's sales tax consultant, HdL shown below in Figure 1.

Figure 1: Sales Tax Leakage Analysis (HdL)



The void analyses were further screened to account for retail trends, market forces, potential synergy with Pleasanton's retail goals, and other factors. The results include a list of 18 retail categories that show the greatest potential for attracting new retail tenants in Pleasanton, noted in Table 1 below.

All of these the categories, along with specific tenants identified in each category, merit further study and exploration, but 11 of the categories are recommended to receive special focus and priority as the City develops its retail attraction plans. These categories include Apparel & Footwear, Auto Parts & Automotive, Convenience Stores & Gas Stations, Discount Department Stores, Health & Fitness, Healthcare & Clinics, Home Improvement & Building Materials, Housewares & Home Furnishings, Personal Care & Beauty, Restaurants & Specialty Food, and Sporting Goods & Apparel.

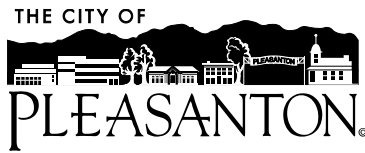
Table 1: Retail Categories & Tenants with the Greatest Potential

Apparel & Footwear	Entertainment & Experiential	Housewares & Home Furnishings
Auto Parts & Automotive	Financial Services	Jewelry
Child Care, Education & Community	Grocery	Office & Computer
Convenience Stores & Gas Station	Health & Fitness	Personal Care & Beauty
Discount Department Store & Wholesale	Healthcare & Clinics	Restaurants & Specialty Food
Electronics / Distributors	Home Improvement / Building Materials	Sporting Goods & Apparel

The third step in the program development included a high-level scan of Pleasanton's retail market outlook, including regional trends, market conditions, and general recommendations. Mr. Greenwood will provide an overview of these findings and recommendations for next steps in the program.

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

ACTION: RECEIVE RETAIL DEVELOPMENT PROGRAM UPDATE



QWAS

ECONOMIC VITALITY COMMITTEE REPORT

December 19, 2024
Economic Development

TITLE: RECEIVE PRESENTATION ON PROPOSED DOWNTOWN PLEASANTON PROPERTY & BUSINESS IMPROVEMENT DISTRICT AND MAKE RECOMMENDATION TO THE CITY COUNCIL

BACKGROUND

In August 2023, the City Council adopted the updated Economic Development Strategic Plan (Plan). The five-year plan is comprised of five 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 action items under 3.0 Local Revenue Growth that are related to downtown Pleasanton:

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

To ensure economic vitality in Downtown Pleasanton, it is recommended that the City and Pleasanton Downtown Association evaluate the current business improvement district structure for increased funding for economic development opportunities.

Several decades ago, the City established a Downtown Pleasanton Business Improvement District (BID) with the purpose and boundaries of which are set forth in Chapter 5.28 of the Pleasanton Municipal Code. The Pleasanton Downtown Association (PDA) serves as the manager of the BID. The current agreement between the PDA and the City requires the City to match the annual assessments paid by businesses in the BID. These City funds are remitted to the PDA and used to conduct promotions, programs and activities that benefit downtown Pleasanton.

The assessment formula is based on the annual business license payment and is calculated as follows:

- businesses located curbside and downstairs on Main Street are assessed at two times (2X) their business license;

- businesses with a Main Street address located upstairs, or not curbside, are assessed at a rate of one and a half times (1½X) their business license;
- all other businesses (those located off Main Street) pay an amount equal to one times (1X) their business license.

The minimum assessment is \$50 and the maximum is \$350. Non-profit businesses within the district are not assessed.

DISCUSSION

Under the previous and current agreement between the PDA and the City, the City matches the annual BID assessment. While staff anticipates the 2025 annual assessments will similarly be around \$80,000, the full amount of the City's matching funds will be considered based on current financial constraints.

Over the decades, it has become apparent that the funding generated through the annual BID assessment does not provide sufficient revenue to support the PDA in the PDA's and City's shared expectations to sustain and increase the vitality and economic health of the downtown district.

To that end, the staff has been working with Civitas Advisors for the past four months to evaluate the current downtown Pleasanton business improvement district structure and the feasibility of a Property & Business Improvement District (PBID) as Phase 1 of the project. It is anticipated that creating a PBID would generate significantly more revenue than the approximately \$80,000 provided through the current assessment.

PBIDs are funded through an assessment on properties within the district. The amount of the assessment is determined by property owners at the formation of the district, within particular legal guidelines. Certain types of property can be exempt from all or part of the assessment if they do not benefit from district services. Funds raised through the assessment must be spent within the district for the benefit of the properties paying the assessment. A PBID is typically formed for five years, initially. After five years, it can be renewed by property owners for up to 10 years.

PBID assessments would be managed by the PDA and tailored to benefit the property owners paying the assessment. Possible services may include:

- | | |
|---------------------------------------|--|
| • Marketing and Advertising | • Installation of bus benches, trash cans, tree wells, and art |
| • Signage Improvements and Wayfinding | • Landscape maintenance |
| • Street and Sidewalk Sweeping | • Special event sponsorship |
| • Graffiti removal | • Business attraction and retention |
| | • Capital improvements |

The PBID feasibility (Phase 1) included the following six steps:

1. Project Initiation & Infrastructure

A steering committee of property owners was formed to determine the district parameters and assess potential stakeholder support.

2. Database Development

The foundation of the District formation process is an accurate database which was prepared by Civitas.

3. Boundary Map

Civitas with City input created a map of the District boundaries, any benefit zones, and assessment scenarios. The current district map was used as a basis for this step.

4. Property Owner Outreach

Outreach to property owners consisted of an open house and a survey to engage stakeholders within the District. The purpose of the outreach included the identification of priorities for specific services and the level of support for financing these services.

5. District Service Plan & Assessment Scenarios

Based on input from stakeholders, Civitas provided the City a draft service plan, which includes proposed boundaries, assessment rate, budget, and services. Civitas also worked with the City to clarify the base level of services the City will continue providing in the District. The draft service plan was shared with the PDA Interim Executive Director and Board of Directors for feedback.

6. Financial Analysis and Recommendation

A feasibility study report, provided as Attachment 1, was prepared based on input received from the property owner outreach and includes the draft service plan, assessment of stakeholder support, and recommendations for PBID formation (Phase 2). A service plan will be the basis of the Management District Plan (MDP), if it is recommended to proceed with the PBID formation.

For reference, Civitas Advisors was the consultant for the development and renewal of the Tri-Valley Tourism Marketing District that's managed by Visit Tri-Valley, so they have familiarity with the Pleasanton community.

Civitas Project Manager Kelly Rankin will provide an overview of the feasibility process, draft service plan, results, and recommendations to the Economic Vitality Committee at the meeting.

The EVC is asked to provide feedback on the feasibility study results and make a recommendation to the City Council regarding the formation of a PBID. Additional options will be considered by the City Council at the January 21, 2025, meeting. If the City Council approves to proceed with a PBID formation, Phase 2 of the process will take approximately 8 months to complete and consist of the following actions:

City Council Approval to proceed with PBID/Phase 2	January 21, 2025
Steering Committee & City staff review and approval of MDP	January/February 2025
Submit Final MDP to Engineer; draft Engineer's Report	February 2025
Final MDP + Engineer's Report and Petition approved by City staff	March 2025
Property owner meetings: Petition drive	April 2025
City Council Authorize City to sign Petition & Ballot for City-owned properties	April 2025
Submit Petitions totaling over 50% of assessment to City	April 2025
City Council – Initial Hearing Resolution of Intention (<i>can be on consent calendar</i>)	May 2025
Mail Ballot / Notice of Public Hearing	May 2025
City Council – Public Hearing & Resolution of Formation <i>Must be held at least 45 days after Notice/Ballot are mailed</i>	June 2025
Deadline to complete District renewal for tax rolls	July 2025
New District begins collecting assessment	January 1, 2026

If the City Council decides not to proceed with the PBID formation, staff will begin an evaluation toward the transition of the current business improvement district from the Parking and Business Improvement Area Law of 1989 to the 1994 law, as the 1994 law allows the district term to be formed for up to five years, which aligns with the current five-year term of the City-PDA agreement. The initiation process would also be based on the submission of petitions signed by businesses that will pay at least 50% of the proposed assessment rather than by resolution adopted by the City Council. The calendar year 2026 would be the target for implementing a new or updated structure.

As the partnership between the City and PDA is essential in the downtown's success in stimulating economic growth, both parties will work collaboratively throughout the process. It is intended that completion of the project will identify priorities of stakeholders and focus on strengthening existing downtown businesses and attracting new businesses to create a balance of commercial offerings for the community.

ACTION: RECEIVE PRESENTATION ON PROPOSED DOWNTOWN PLEASANTON PROPERTY & BUSINESS IMPROVEMENT DISTRICT AND MAKE RECOMMENDATION TO THE CITY COUNCIL

Attachment 1 – Downtown Pleasanton Property & Business Improvement District Formation Feasibility Study, November 2024

Downtown Pleasanton Property and Business Improvement District Formation

Feasibility Study

November 2024

SECTION 1: EXECUTIVE SUMMARY

The purpose of this study is to determine the need for services and the feasibility of establishing a Property and Business Improvement District (PBID) to provide needed services within a proposed boundary in the City of Pleasanton (City). With over 100 PBIDs established throughout California, PBIDs have become a popular means of generating stable funding for additional, needed services. A PBID in the downtown area of Pleasanton would provide the resources to market Downtown Pleasanton through events, maintaining and improving the physical environment and general cleanliness, enhancing safety and security, funding capital improvements, and potentially increasing property values. Formation of a PBID will provide funding for essential services necessary to meet Downtown Pleasanton's needs.

Civitas, in conjunction with the City, conducted outreach to property owners to determine what concerns they have regarding the long-term prosperity of their communities and the services that are needed to improve these areas. Outreach has taken place in the form of a survey emailed and mailed to property owners within the proposed district, one open house for property owners, two steering committee meetings, and one presentation to the Pleasanton Downtown Association Board of Directors to gauge support for the proposed district.

Based on feedback resulting from these meetings and the survey, limited support was shown for the formation of the proposed district. However, this support was not universal, and property owners have expressed interest in additional education around PBIDs to better understand the process, benefit to the area, and services to be provided. Substantially more outreach and education efforts are necessary to garner optimal support for a successful PBID formation. This study is intended to provide information and further educate property owners within the proposed district.

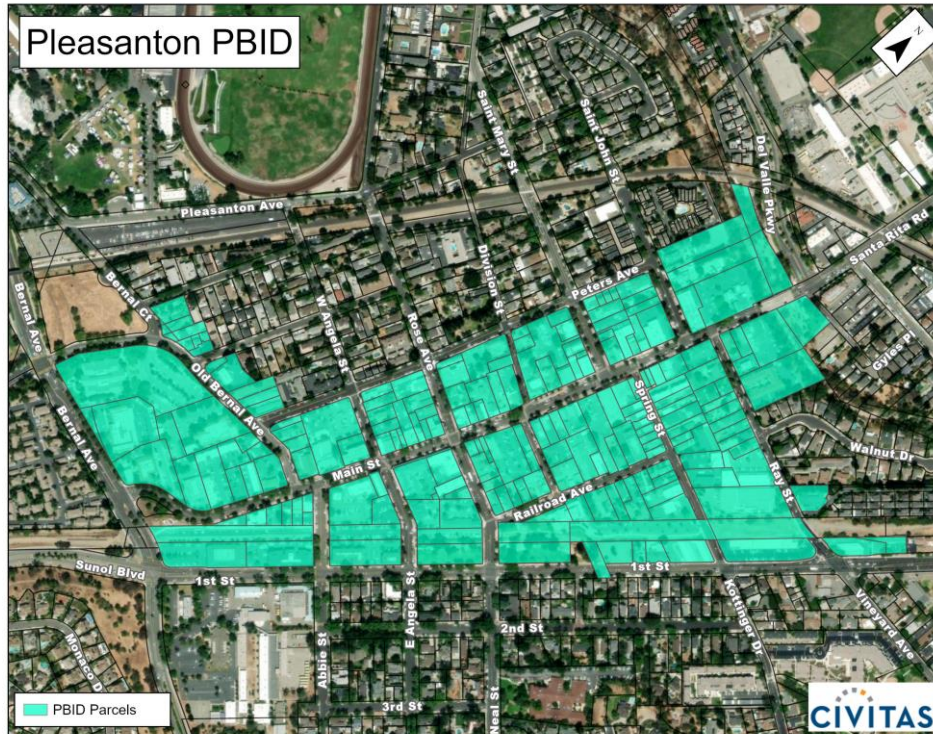
SECTION 2: BACKGROUND

In recent months, Civitas has worked with the City to conduct discussions about forming a PBID to finance current programming managed by the Pleasanton Downtown Association and explore additional services in Downtown Pleasanton. Funds were allocated by the City to hire Civitas to examine the needs of the area and to subsequently draft a Feasibility Study gauging property owner support. Should the City and property owners within the proposed boundary decide to move forward with PBID formation, Civitas will provide a proposal and assist with the formation process. This report is a summary of stakeholder meetings and the first steps, as well as potential next steps, in the process to form a PBID in the downtown area of Pleasanton.

SECTION 3: METHODOLOGY

Several methods were used to gather information:

- The City and Civitas identified the area for a potential PBID, as shown on the map on the following page:



- A survey was distributed to property owners within the proposed district to gather information about property demographics and offer the opportunity to learn more or participate in the PBID formation process. The survey was conducted online, but property owners were also given the option of completing a paper survey. The survey also aimed to identify the desired services among property owners and gauge property owner willingness to pay the assessment to fund the desired services;
- Additional outreach was conducted to property owners within the proposed PBID boundary through an open house held on November 18, 2024, with two timeframes for property owners to further gauge support levels and deliver educational information. The postcard can be found in Appendix II;
- Two Steering Committee meetings were held on October 10th and October 16th, 2024 to discuss the parameters of the proposed PBID and coordinate outreach efforts to property owners; and
- One presentation was given to the Pleasanton Downtown Association Board of Directors at its August 20, 2024 meeting to provide educational information and answer questions about the proposed district.

The outreach process yielded some support among property owners within the proposed district. However, responses to the survey distributed to property owners were not universally supportive. Many property owners expressed interest in learning more about PBIDs and the benefits that a PBID in Downtown Pleasanton could provide to the area before supporting the formation process. Additional outreach to property owners will need to be conducted to further secure support for the proposed PBID. The survey can be found in Appendix III.

This study examines these findings in detail, highlighting the need for continued property owner outreach and comprehensive education for both property owners and the community to advance a successful PBID formation process.

SECTION 4: LEGAL MECHANISMS

The primary method of forming PBIDs within the State of California is the Property and Business Improvement District Law of 1994, California Streets and Highways Code section 36600 et seq. (94 Law).

The International Downtown Association estimates that more than 2,500 Property and Business Improvement Districts (PBIDs) currently operate throughout North America. PBIDs are a time-tested tool for property owners who wish to come together and obtain collective services which benefit their properties.

PBIDs provide supplemental services in addition to those provided by local government. They may also finance physical and capital improvements. These improvements, maintenance and activities are concentrated within a distinct geographic area and are funded by a special parcel assessment. Services and improvements are only provided to those who pay the assessment.

Although funds are collected by the local government, they are then directed to a private nonprofit. The nonprofit implements services and provides day-to-day oversight. The nonprofit is managed by a Board of Directors representing those who pay the assessment, to help ensure the services meet the needs of property owners and are responsive to changing conditions within the PBID.

PBIDs all over the globe have been proven to work by providing services that improve the overall viability of commercial districts, resulting in higher property values, lease rates, occupancy rates, and sales volumes.

Key provisions of the law include:

- Allows a wide variety of services which are tailored to meet specific needs of assessed properties in each individual PBID;
- Requires property owner input and support throughout the formation process;
- Requires written support on both a petition and ballot from property owners paying 50% of proposed assessments;
- Allows for a designated, private nonprofit corporation to manage funds and implement programs, with oversight from property owners and the City;
- Requires limits for assessment rates to ensure that they do not exceed the amount owners are willing to pay; and
- Requires the PBID to be renewed after a certain time period, making it accountable to property owners.

SECTION 5: PROPOSED DISTRICT PARAMETERS

The following parameters represent a sample Service Plan of a PBID in Downtown Pleasanton, developed based on feedback from the survey, Steering Committee meetings, and open houses:

TERM

The proposed Downtown Pleasanton Property and Business Improvement District (DPPBID) could have a five (5) year life beginning January 1, 2026 through December 31, 2031. After the five (5) year term, the DPPBID may be renewed again for up to ten (10) years if property owners support continuing the programs.



MANAGEMENT

The Pleasanton Downtown Association will serve as DPPBID Owners' Association to provide improvements and activities for the DPPBID. The City will enter into a contract with the Owners' Association regarding the provision of improvements and services for the DPPBID. Property owners paying the assessment will sit on the Board of Directors and have the ability to determine how funds are spent within the designated programs. The Owners' Association is charged with managing funds and implementing programs in accordance with the Management District Plan and must provide annual reports on activities and expenditures to the City, which is also available to property owners.

ASSESSMENT RATE

Three different assessment scenarios are considered for the DPPBID, as illustrated below. The varying scenarios will be presented to affected property owners to achieve varying annual budgets.

The annual cost to the parcel owner is based on parcel lot size, benefit zone, and parcel use. Tax-exempt parcels such as non-profits, parking lots, and government owned parcels will be assessed at 50% of the standard commercial assessment rate. Parcels with single-family residential uses will not be assessed. The initial annual assessment rate scenarios for the DPPBID are:

Scenario #1			
Parcel Type	Annual Assessment Rate (\$/sq ft)		
	Zone 1	Zone 2	Zone 3
Commercial Uses	\$0.0500	\$0.0375	\$0.0250
Non-Profit/Parking Lots/Government	\$0.0250	\$0.01875	\$0.0125
Single-Family Residential Uses	Not Assessed		

Scenario #2			
Parcel Type	Annual Assessment Rate (\$/sq ft)		
	Zone 1	Zone 2	Zone 3
Commercial Uses	\$0.1000	\$0.0750	\$0.0500
Non-Profit/Parking Lots/Government	\$0.0500	\$0.0375	\$0.0250
Single-Family Residential Uses	Not Assessed		

Scenario #3			
Parcel Type	Annual Assessment Rate (\$/sq ft)		
	Zone 1	Zone 2	Zone 3
Commercial Uses	\$0.1500	\$0.1125	\$0.0750
Non-Profit/Parking Lots/Government	\$0.0750	\$0.05625	\$0.0375
Single-Family Residential Uses	Not Assessed		

PROPOSED BUDGET

The following budgets are examples of how funds may be allocated in the initial year of the DPPBID's term. Budget categories may require adjustments up or down to continue the intended level of services. The Owners' Association will have the authority to re-allocate up to fifteen percent (15%) of the total service budget between categories. The proposed budget below references scenarios #1, #2, and #3 in the assessment rate section above.

	Scenario #1		Scenario #2		Scenario #3	
Service	%	2026 Budget	%	2026 Budget	%	2026 Budget
Marketing, Special Events & Business Development	45%	\$47,124.83	45%	\$94,249.67	45%	\$141,374.50
Enhanced Maintenance & Safety	25%	\$26,180.46	25%	\$52,360.93	25%	\$78,541.39
Capital Improvements, Wayfinding, & Art Installations	15%	\$15,708.28	15%	\$31,416.56	15%	\$47,124.83
Administration	10%	\$10,472.19	10%	\$20,944.37	10%	\$31,416.56
Contingency/Reserve	3%	\$3,141.65	3%	\$6,283.30	3%	\$9,424.96
City Collection Fee	2%	\$2,094.44	2%	\$4,188.87	2%	\$6,283.31
TOTAL	100%	\$104,721.85	100%	\$209,443.70	100%	\$314,165.55

PROPOSED SERVICES

Marketing, Special Events & Business Development

The DPPBID will have a unified marketing, special events, and business development program that will collaborate with property owners within the DPPBID boundaries to market and promote the DPPBID to the public as a single destination with a rich collection of attractions, businesses, events, and services. The DPPBID will coordinate exciting and fun events for the Downtown area. Further, the marketing and special events program will garner positive media coverage and frequent communications with parcel owners and tenants. The business development program will seek to attract and retain tenants for the assessed parcels.

The marketing and special events program may include, but is not limited to:

- The development and distribution of visitor guides, press releases, e-newsletters, e-calendars, and a dedicated DPPBID website to enhance communication and engagement with the community;
- Funding the purchase and installation of decorative lighting, holiday décor, and other decorative adornments throughout the DPPBID, designed to celebrate various shopping seasons while presenting a cohesive image of community personality and identity;
- Execution of marketing research to identify trends and opportunities;
- Organization of special events that foster community interaction and coordination of necessary street closures that facilitate activities; and
- Similar projects aimed at increasing visitation and commerce on assessed parcels, ultimately contributing to a vibrant and economically thriving DPPBID.

The business development program may include, but is not limited to:

- Retail and business recruitment activities to encourage businesses to locate on assessed parcels;
- Marketing and branding efforts to increase awareness of the assessed parcels;
- Cooperative marketing efforts with property owners within the DPPBID to increase visitation and commerce on the assessed parcels;
- Market research and maintenance of a business databases;



- Advocacy for business-friendly policies on behalf of assessed parcels;
- Providing staff who will serve as a liaison between property owners, brokers, tenants, businesses, and government agencies to facilitate growth and retail development on assessed parcels; and
- Creating an active evening and weekend environment to increase commerce on assessed parcels.

Enhanced Maintenance & Safety

The enhanced maintenance program will make Downtown Pleasanton cleaner, more accessible, and more attractive to potential tenants and customers. The DPPBID maintenance activities to be provided constitute and create special benefits to assessed parcels. The DPPBID will work with the City to encourage a clean and aesthetically pleasing environment. The safety program's goal is to increase usability of assessed parcels and address issues which discourage property owners, tenants and customers from visiting assessed parcels, ultimately providing unique, special benefits to assessed parcels. Safety services will focus on making Downtown Pleasanton a safer place to do business.

A maintenance program may include, but is not limited to:

- Pressure washing sidewalks and gum removal;
- Regular litter removal services and installation and management of additional receptacles, including garbage, debris, and leaves;
- Landscape improvements and maintenance, such as weeding, mulching, planting of trees and flowers and subsequent trimming and upkeep; and
- Similar services designed to maintain a clean, attractive environment.

A safety program may include, but is not limited to:

- Enhancing lighting and linkages to improve the pedestrian experience and increase access to assessed parcels at all times of day and night;
- Provide directions and assistance to pedestrians in need throughout Downtown to assist them in accessing the assessed parcels;
- Support crime prevention on assessed parcels by working closely with the City's Police Department;
- Partnerships with local law enforcement to provide property and business owners direct communication with local law enforcement;
- Working with property owners and local agencies to address blighted areas; and
- Respond and work to reduce nuisance behaviors which can deter tenants and customers on assessed parcels.

Capital Improvements, Wayfinding, & Art Installations

The capital improvements, wayfinding and art installations will be funded to make the district more accessible, inviting and useable. The program will use a multi-faceted approach to planning, design and management of public spaces to become a clean, safe and beautiful community. DPPBID dollars will be leveraged to create a unique sense of place. The capital improvements, wayfinding and art installations program may include, but is not limited to:

- Directional, wayfinding and gateway signage that establishes a sense of place, promotes patronage and activity, and connects the parcels of the DPPBID service area with the larger community;
- Bus benches, landscaping features, and trash receptacles will enhance comfort and aesthetics in public spaces, encouraging longer visits and greater community interaction;
- Pedestrian and bike amenities that promotes sustainable transportation options and make it easier for residents and visitors to navigate the DPPBID;
- Point of interest tours that highlights the DPPBID and enrich the visitor experience;



- Demonstration "pop up" efforts to attract additional event promoters into the DPPBID, showcasing local talent and fostering a vibrant atmosphere;
- Identifying and pursuing grant opportunities or otherwise fund capital improvements in public spaces around the DPPBID which feature and celebrate the community's distinctive history and vitality;
- Collaboration with public and private entities for parking development and availability, enhance visitor convenience, and support infrastructure improvements that align with property owner needs; and
- Enhanced street amenities that improve the streetscape and create a more inviting environment that promotes safety and accessibility.

Administration

The administration portion of the budget will be utilized for administrative costs associated with providing the services. Those costs may include rent, telephone charges, legal fees, accounting fees, postage, administrative staff, insurance, and other general office expenses.

Contingency/Reserve

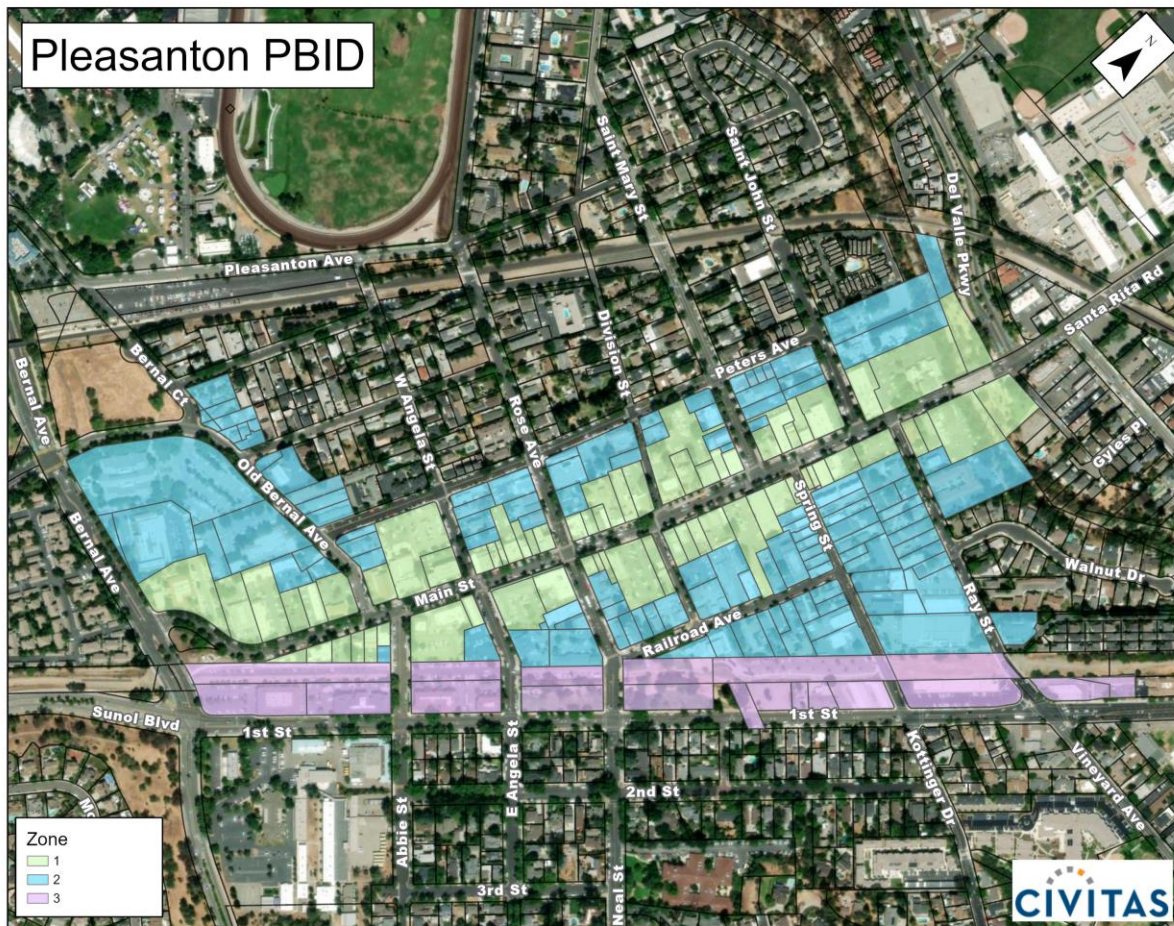
The contingency line item is included as a buffer to account for delinquent assessments. If any funds allocated to contingency are collected, they may be used as a reserve. Changes in parcel data, increasing service costs, delinquencies, and other issues may change the revenue and expenses. The reserve, if any, is intended to buffer the organization for unexpected changes in revenue and allow the DPPBID to fund other program expenses or renewal costs. If at the end of the DPPBID's term there are funds remaining and property owners wish to renew, those funds may be used for the costs of renewing the DPPBID.

City Collection Fee

The City shall retain a fee equal to two percent (2%) of the amount of the assessment collected to cover the costs of collection and administration for the City.

PROPOSED BOUNDARIES

The map below illustrates DPPBID proposed boundaries.



SECTION 6: CONCLUSION AND NEXT STEPS

After assessing the financial benefits of forming a PBID in Downtown Pleasanton, it is our opinion that forming the DPPBID poses an exciting opportunity to generate a stable source of revenue for Downtown Pleasanton property owners. However, significantly more education is needed among property owners in order to achieve the level of engagement necessary to generate majority support for the formation of the DPPBID.

Support Analysis

An analysis was conducted to evaluate the level of support among property owners regarding the proposed DPPBID. Approximately 14% of the engaged property owners, weighted by the proportion of the total assessment they would pay, expressed support for the DPPBID. However, it is important to note that 13% of this supportive group represents the City of Pleasanton's weighted vote reflecting its property ownership in the proposed DPPBID. An additional 19% of respondents indicated that they are leaning toward support- a signal that requires further education and outreach is needed to solidify their position. The remaining 12% of participating property owners are either undecided, leaning toward opposition, or fully opposed to the formation of the DPPBID. These results underscore the need for targeted outreach and education efforts to address concerns and build broader support among property owners within the boundaries of the proposed

DPPBID. The figures represent the property owners that have explicitly stated their level of support. It is safe to assume the remaining 55% are unknown until outreach is continued.

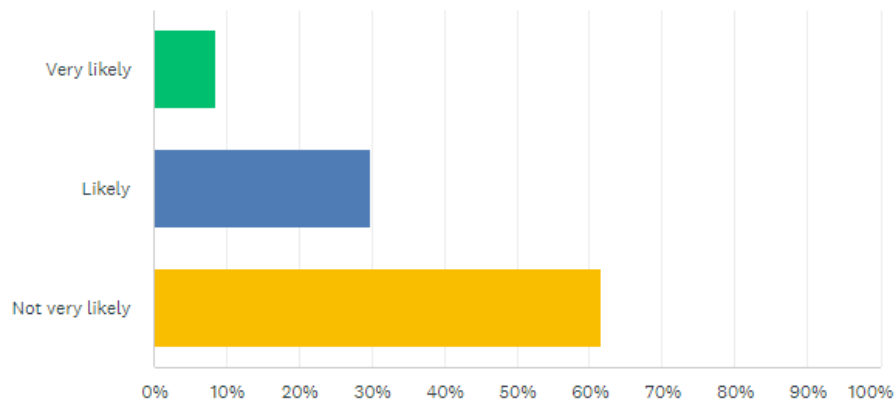
Survey

In addition to the support analysis, a survey of property owners was also conducted to gauge sentiments regarding certain DPPBID characteristics such as desired services, challenges facing the Downtown Pleasanton area, and more. In one key question, property owners were asked what they saw as a “continual challenge” for Downtown Pleasanton. An analysis of survey responses for this question revealed that public parking emerged as the top concern, followed closely by property vacancies. Services of a “clean and safe” nature were not indicated as a primary priority, with some respondents expressing overall satisfaction with the current level of services provided by the City.

In another key question of the survey, participants were provided with a list of possible services that the DPPBID could provide, and were asked to indicate which services felt most important to the respondents. Placemaking was identified as the lowest priority, along with transportation/micro mobility shuttle initiatives. Business attraction and recruitment services, litter abatement and additional receptacles, and destination branding and marketing services received the most indicators of priority. However, these areas were also highly polarizing, with nearly equal numbers of respondents marking them as non-priorities. The only program that achieved broad consensus of importance was holiday lighting and décor.

The following question in the survey also presented the prospective services for the DPPBID, but instead asked respondents to rank the services by level of priority. Interestingly, despite the lower emphasis on “clean and safe” services in the previous question, the responses highlighted that property safety and lighting programs were seen as the highest priority for property owners that participated. Transportation/micro mobility shuttle initiatives and placemaking, and dog waste stations ranked as the lowest priorities, aligning with the indicators from the previous question.

Finally, the survey asked respondents to indicate the likelihood of supporting the formation of the DPPBID, should the DPPBID be designed to provide the services indicated as important in the survey. The responses to this question served as a critical litmus test for the DPPBID’s formation viability. 61.7% of respondents indicated they were “Not Very Likely” to support the DPPBID’s formation, while 29.79% were “Likely” and 8.51% were “Very Likely” (see chart below). These results suggest significant outreach efforts are needed to shift perceptions and build support for a successful formation.



At the conclusion of the survey, there was a prompt to allow participants to provide open-ended feedback. Responses further reflected negative sentiment toward the DPPBID formation. Many respondents expressed satisfaction with existing City services, and indicated a misunderstanding that the DPPBID would replace, rather than supplement, the Pleasanton Downtown Association's funding. Some property owners also expressed concerns about passing the DPPBID assessment costs onto tenants, and were hesitant to impose additional fees.

The survey served as an invaluable resource to guide the efforts towards formation of the DPPBID going forward. The takeaway of these survey responses is clear: enhanced education and outreach are essential to address misconceptions, highlight the benefits of DPPBID formation, and generate broader support among property owners within the DPPBID. The survey indicated an encouragingly high level of support, with 38.3% of respondents showing that they would be "likely" or "very likely" to support the DPPBID formation; this figure is based on individual respondents, and does not reflect assessment value or how an official DPPBID vote would be weighed. Furthermore, while the support analysis reflects that approximately 14% of assessed value from engaged property owners support the PBID; it is anticipated that this figure will likely increase following additional outreach and consensus building. If the DPPBID is desired by key stakeholders, it is highly recommended that outreach continue, and the support analysis metrics which reflect assessed value reaches approximately 30-40% before a formation process is initiated.

If the DPPBID project moves forward, the following steps must be taken in order to form the DPPBID.

1. CREATION OF FORMATION RESOURCES

The beginning of any successful formation process is the development of the project's infrastructure. The parameters of the project must be outlined to provide clear objectives and assignments to the appropriate parties. The Steering Committee will lead the project's education and outreach program to enhance the requisite support for the project.

2. BUDGET CONFIRMATION

Civitas will work with the Steering Committee to ensure that the appropriate properties have been identified and compiled into a database. The Steering Committee may adjust the assessment scenarios or budget determined during the feasibility phase, which will then need to be confirmed by the City.

3. OWNER OUTREACH & EDUCATION

Continued owner outreach and education is a critical component of the formation process. Civitas will work with the Steering Committee to continue an effective outreach and education program. The program will include educating property owners within the boundaries of the DPPBID, as well as seeking their input on strategies for formation and DPPBID parameters.

4. DISTRICT PLAN & ENGINEER'S REPORT DEVELOPMENT

As parameters for the DPPBID are being solidified during the outreach process, Civitas will draft the required documents for DPPBID formation. The Service Plan drafted by Civitas in collaboration with the Steering Committee will eventually become the basis for the Management District Plan (Plan). Once district parameters have been finalized, the Plan and a sample petition will be drafted. The Plan and sample petition will undergo a review process by the Steering Committee and City staff. Civitas will make final edits to the Plan and petition. The Plan will also include an Engineer's Report. The California Constitution provides that only special benefits are assessable and requires that an Engineer separate the general benefits from the special benefits conferred on a parcel in an assessment district. The Engineer must ensure special benefits are truly particular and



distinct, and fairly appointed among the assessed parcels, therefore the Engineer must quantify special and general benefits conferred on parcels and the public-at-large due to activities and improvements provided by an assessment district.

5. PETITION DRIVE

Before the hearing process can begin, a successful petition drive must be completed. Property owners representing over fifty percent (50%) of the total assessments to be paid must submit petitions in favor of DPPBID formation to complete the petition drive. This step includes identifying key property owners and collecting signed petitions. This process is led by the Steering Committee, whose outreach efforts prior to the petition process have primed the support needed to complete the petition drive. Civitas will assist City staff to act as a monitor of the petition support threshold.

6. INITIAL HEARING

The initial hearing, referred to as the Resolution of Intention (ROI), is the first hearing held by the Pleasanton City Council regarding DPPBID formation. Civitas will work with City staff to prepare for the ROI and provide the necessary documents to complete this step.

7. NOTICE/PROPOSITION 218 BALLOT & PROTEST PERIOD

Shortly following the adoption of the ROI, a mailed notice and assessment ballot must be sent to all property owners proposed to be assessed. Civitas will draft the notice and assessment ballot and work with City staff to mail the notice to property owners. Mailing of the notice starts the mandatory forty-five (45) day window which must occur before the public hearing may be held. During the time between the mailed notice and assessment ballot and the close of the public hearing, property owners in opposition to DPPBID may submit protests against formation of DPPBID. If property owners representing over fifty percent (50%) of the total assessments to be paid protest formation of the DPPBID, the DPPBID shall not be formed.

8. FINAL PUBLIC HEARING & BALLOT COUNT

The public hearing, or Resolution of Formation (ROF), is the final step in the DPPBID formation process. The Pleasanton City Council must hold the public hearing and allow for public comment and shall direct tabulation of assessment ballots submitted and not withdrawn to determine whether there is a majority protest against the assessment. If there is no majority protest by property owners, the City Council may adopt the ROF levying DPPBID assessments and forming the DPPBID.

If formed, the assessment will be collected by the County of Alameda in conjunction with property taxes. In order for the assessment to be on the property tax bill per the County's billing system, the formation process must be completed no later than July 31st for the DPPBID to begin January of the upcoming calendar year.

In the event that the City and Pleasanton Downtown Association do not wish to proceed with the formation of the DPPBID, there exists an opportunity for the City and the Pleasanton Downtown Association to explore the option of converting the existing Downtown Pleasanton Business Improvement District from a district formed pursuant to the Parking and Business Improvement Area Law of 1989 to one formed under the 94 Law. However, this option would still require the same level of stakeholder education and engagement necessary to achieve the desired support.



APPENDIX I: FORMATION PROCESS TIMELINE

The following timeline is a sample timeline of a PBID formation based on similar projects.

Action	Date
Phase I – Feasibility (4 months)	
Initiate project	August 1, 2024
Compile District data: Mapping, Study Area Research, Ownership Landscape Analysis, Data Acquisition	August 2024
Civitas Presentation to PDA Board	August 20, 2024
Identify Steering Committee	September 2024
Send Survey	September 2024
Steering Committee meetings: discuss & determine PBID parameters; <i>ongoing</i>	August – November 2024
Property owner meetings: ongoing outreach and consensus building	September – November 2024
Develop initial draft Service Plan; <i>ongoing review</i>	September – November 2024
Open House	November 18, 2024
Develop Feasibility Report; <i>ongoing review</i>	November 2024
Phase II – Formation (8 months)	
Develop initial draft Management District Plan (MDP)	February 2025
Steering Committee & City staff review and approval of MDP	February 2025
Submit Final MDP to Engineer; draft Engineer's Report	February 2025
Final MDP + Engineer's Report and Petition approved by City staff	March 2025
Property owner meetings: Petition drive	April 2025
City Council Authorize City to sign Petition & Ballot for City-owned properties	April 2025
Submit Petitions totaling over 50% of assessment to City	April 2025
City Council – Initial Hearing Resolution of Intention (<i>can be on consent calendar</i>)	May 2025
Mail Ballot / Notice of Public Hearing - typically mailed 1-2 days after ROI is adopted.	May 2025
City Council – Public Hearing & Resolution of Formation <i>Must be held at least 45 days after Notice/Ballot are mailed</i>	June 2025
Deadline to complete District renewal for tax rolls	July 2025
New District begins collecting assessment	January 1, 2026



APPENDIX II: POSTCARD

Front

Open House Invitation

NOVEMBER 18, 2024

What? The City of Pleasanton is exploring the formation of a Property and Business Improvement District (PBID) in Downtown Pleasanton. We are contacting you because your property is currently within the proposed boundaries.

Why? Owners within the PBID work together, through the Pleasanton Downtown Association, to make significant area improvements, attract tenants and new businesses, and support the area overall. PBIDs can have many functions, all of which are aimed at promoting growth and improving the area. District operations are determined by the property owners who fund it.

We invite you to an Open House to learn more on
Monday, November 18, 2024, from 10 am - 1 pm and 3 - 5 pm

Location: **Pleasanton Veterans Memorial Hall at
301 Main Street, Pleasanton, CA 94566**

Economic Development Division | (925) 931-5038 | econdev@cityofpleasantonca.gov

RSVP



Back



We Need Your Input!

We ask you to participate in a survey because your property would be located in the PBID boundaries. To access the survey, open the camera app on your phone and scan the QR code below or go to:

<https://www.surveymonkey.com/r/DowntownPleasantonPBID>



The survey will take 5 minutes to identify the improvements and activities that are most important to Downtown Pleasanton property owners

Your input will help make the Downtown Pleasanton PBID formation a success!



APPENDIX III: SURVEY

Welcome to the Downtown Pleasanton PBID Exploration Survey!

The City of Pleasanton is studying the formation of a Property and Business Improvement District (PBID). We have asked you to participate in this survey because your property is currently within the proposed boundaries. Please take a moment to complete this survey - your input is important!

* 1. What is the address (or APN if available) of the property you own/rent/lease?

2. What do you see as a continual challenge for Downtown Pleasanton? **Select all that apply**

- ☐ Litter/Trash/Trash Can Maintenance
- ☐ Cleanliness/Dirty Sidewalks
- ☐ Graffiti
- ☐ Vacancies
- ☐ Vandalism/Property Crime
- ☐ Placemaking/Common Space
- ☐ Landscaping Maintenance/Beautification
- ☐ Wayfinding Signage
- ☐ Public Parking
- ☐ Lighting, Benches, etc
- ☐ Other (please specify)



* 3. The following is a list of possible services the Downtown Pleasanton PBID could provide. Which of the following do you feel are important to the district?

	Not Important	Least Important	Somewhat Important	Important	Very Important
Landscape Improvements & Maintenance - i.e. Flower Bowls, Trees, etc.	☐	☐	☐	☐	☐
Powerwashing Sidewalks	☐	☐	☐	☐	☐
Beautification/Image Enhancement	☐	☐	☐	☐	☐
Litter Abatement and Additional Receptacles	☐	☐	☐	☐	☐
Dog Waste Stations with Bags	☐	☐	☐	☐	☐
Enhance Wayfinding Signage/Artistic Signage/Landmark Signage	☐	☐	☐	☐	☐
Placemaking	☐	☐	☐	☐	☐
Destination Branding and Marketing Services	☐	☐	☐	☐	☐
Business Attraction and Recruitment Services	☐	☐	☐	☐	☐
Holiday Lighting & Décor	☐	☐	☐	☐	☐
Transportation/Micro Mobility Shuttle Programs	☐	☐	☐	☐	☐
Property Safety and Lighting Program	☐	☐	☐	☐	☐

4. What other services or improvements would you like to see in the Downtown Pleasanton District?

* 5. Please prioritize the following services by ranking them from 1 to 3, where 1 is the highest priority and 3 is the lowest priority. How willing are you to pay an assessment to fund each service?

	1	2	3
Landscape Improvements & Maintenance - i.e Flower Bowls, Trees, etc.	☐	☐	☐
Powerwashing Sidewalks	☐	☐	☐
Beatification/Image Enhancement	☐	☐	☐
Litter Abatement Additional Receptacles	☐	☐	☐
Dog Waste Stations with Bags	☐	☐	☐
Enhance Wayfinding Signage/Artistic Signage/Landmark Sign	☐	☐	☐
Placemaking	☐	☐	☐
Destination Branding and Marketing Services	☐	☐	☐
Business Attraction and Recruitment Services	☐	☐	☐
Holiday Lighting & Décor	☐	☐	☐
Transportation/Micro Mobility Shuttle Programs	☐	☐	☐
Property Safety and Lighting Program	☐	☐	☐

If you have additional comments about the answers above, please put them here

* 6. How likely are you to support the formation of the Downtown Pleasanton PBID if it were designed to provide the services you identified as important in question 3?

- ☐ Very likely
- ☐ Likely
- ☐ Not very likely

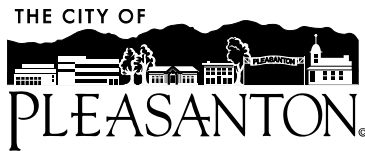


* 7. How would you prefer to receive information about the formation of a PBID in Downtown Pleasanton? This could include attending an open house, receiving information via email or mail, participating in public workshops, etc. Please specify your preferred method(s).

8. Are there any additional comments about the formation of a Downtown Pleasanton PBID you would like to share?

9. Contact Information: *This information will only be used for purposes related to the Downtown Pleasanton PBID efforts.*

Name	
Company Name	
Email Address	
Mailing Address	
City, State, Zipcode	
Phone Number	



ECONOMIC VITALITY COMMITTEE REPORT

December 19, 2024
Economic Development

TITLE: SELECTION OF EVC CHAIR AND VICE-CHAIR FOR 2025

At a regularly scheduled EVC meeting each year, the committee is asked to appoint a Chairperson and Vice-Chairperson for the coming year. Below is Section 7 of the current resolution that defines the structure of the EVC, which pertains to committee officers:

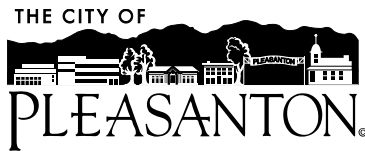
Committee officers shall be selected and serve as follows:

- a. The Committee by majority vote shall elect for a term of one year a chairperson and vice chairperson from among its members. Officers shall be elected at the last meeting of each calendar year and assume office at the first meeting of the next calendar year.
- b. The chairperson shall be responsible for the conduct of the meetings, working with staff for the preparation of agenda and other duties normally associated with a chairperson.
- c. The vice chairperson shall perform those duties assigned by the chairperson and act for the chairperson in the latter's absence.
- d. No member of the Committee shall serve more than two successive full terms as chairperson.

Brian Wilson previously served as Vice Chair in 2023 and Chair in 2024. He has expressed interest in serving a second and final term as the Chair for 2025. EVC member Steve McCoy-Thompson has expressed interest in serving as Vice Chair in 2025.

It is the EVC's usual practice to ask for and accept nominations during the discussion of this item at the meeting. It would also be appropriate for any committee member desiring to serve as the Chair or Vice-Chair, or suggesting another member for nomination to these positions, to contact Lisa Adamos prior to the meeting.

ACTION: SELECT AN EVC CHAIR AND VICE-CHAIR FOR 2025



ECONOMIC VITALITY COMMITTEE REPORT

December 19, 2024
Economic Development

TITLE: ECONOMIC DEVELOPMENT INFORMATION/UPDATES

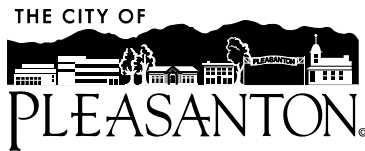
To ensure the Economic Vitality Committee is informed of actions and information pertaining to business-related projects and current business climate, the following documents are provided:

1. Actions of the Zoning Administrator & Planning Commission, December 17, 2024
2. Actions of the Zoning Administrator & Planning Commission, December 3, 2024
3. Actions of the Zoning Administrator & Planning Commission, November 19, 2024

Upcoming Business Meetings, Events and Other Items:

1. **Pleasanton Chamber of Commer Network Mixer**, Wednesday, January 8, 2025, 5 – 7 pm, Prodigy Fitness & Performance | No cost for Chamber members. Prospective members and guests are welcome to attend one mixer to evaluate membership benefits. For more information, contact jamie@pleasanton.org.
 - Register at <https://business.pleasanton.org/events/details/networking-mixer-01-8-25-4487?calendarMonth=2025-01-01>
2. **I-GATE Startup Tri-Valley Podcast**
 - Presented by Startup Tri-Valley and hosted by Yolanda Fintschenko. Keep up with Startup News from the Tri-Valley. View past podcasts from all four seasons.
 - Register at <https://startuptrivalley.org/podcast/>

ACTION: RECEIVE ECONOMIC DEVELOPMENT INFORMATION/UPDATES



CITY COUNCIL AGENDA REPORT

December 17, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0702, Jill Buck

Application for Administrative Design Review approval to construct an approximately 730-square-foot detached covered patio structure at 2529 Via Espada.

Approved. (8 days)

P24-0719, Navin Veerapal

Application for Administrative Design Review approval to construct an approximately 1,062-square-foot, second-story addition to an existing residence located at 7620 Fair Oaks Drive.

Project Information:

Existing floor area: 1,668 square feet

Total floor area with addition: 2,730 square feet

Lot size: 7,230 square feet

Existing floor area ratio: 23.07 percent

Total floor area ratio with addition: 37.76 percent

Approved. (8 days)

P24-0721, Nico Echeverria Landscape / Nico Echeverria

Application for Administrative Design Review approval to construct an approximately 520-square-foot, 13'6" tall, detached patio cover in the southeast (rear) of the property located at 1332 Montrose Place.

Approved. (10 days)

P24-0673, Meenu Gochhwal / Ashish Choudhary

Application for Administrative Design Review approval to construct a detached, approximately 1,056-square-foot pergola on a raised platform with an approximate total height of 12-feet and 6-inches towards the rear at 2207 Martin Avenue.

Approved. (28 days)

P24-0634, Adam DeLeon / Backyard Unlimited

Application for Administrative Design Review approval to construct a detached, approximately 192-square-foot pavilion with an approximate height of 11-feet and 3-inches located at 1873 Paseo Del Cajon.

Approved. (9 days)

P24-0724, Neil Ginty / Dwelling Lab

Application for Administrative Design Review approval to add two windows on the second story (one facing west and one facing east) of the existing two-story residence located 4447 Sandalwood Drive.

Approved. (8 days)

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

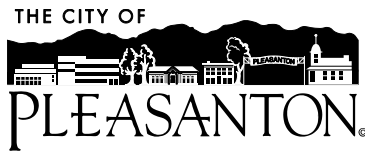


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



CITY COUNCIL AGENDA REPORT

December 3, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0622, Sandeepkumar Seethaapathy / Amritha Amarnath

Application for Administrative Design Review approval to construct an approximately 523-square-foot addition and an approximately 563-square-foot California room (non-habitable) at an existing residence located at 3302 Prairie Drive.

Project Information:

Existing floor area: 2,323 square feet

Total floor area with addition: 2,846 square feet

Lot size: 11,277 square feet

Existing floor area ratio: 20.60 percent

Total floor area ratio with addition: 25.24 percent

Approved. (21 days)

P24-0526, Sunny Ghai

Application for Administrative Design Review approval to construct a 489-square-foot addition to 1904 Via di Salerno.

Project Information:

Existing floor area: 4,755 square feet

Total floor area with addition: 5,244 square feet

Lot size: 29,798 square feet

Existing floor area ratio: 15.96 percent

Total floor area ratio with addition: 17.60 percent

Approved. (22 days)

PUD-81-22-16M & P24-0318, Leah Bauer / Workday

Application for site-specific Planned Unit Development (PUD) Minor Modification to PUD-81-22 and Lot Line Adjustment to modify the previously approved development plan to construct a new approximately 18,800-square-foot structure, renovate approximately 13,000 square feet within the existing building footprint, and adjust parcel lines accordingly, located on Assessor Parcel No(s). 941-1201-870-0 and 941-1201-880-0 located at 6120 Stoneridge Mall Road.

Approved. (4 days)

P24-0699, Anderson Arbors / Tyler Anderson

Application for Administrative Design Review approval to construct an approximately 480-square-foot (non-habitable), 12'6" tall, detached patio cover in the same location as the to-be-removed patio cover located at 285 Sullivan Court.

Approved. (8 days)

P24-0718, California Outdoor, Inc. / Shawn Czirban

Application for Administrative Design Review approval to construct an approximately 270-square-foot, 11'10" tall, attached patio cover in the northwest side (rear) of the property located at 4009 Schween Court.

Approved. (9 days)

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:

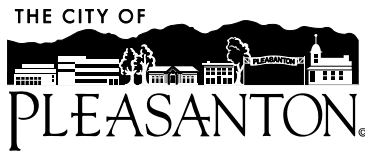


Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager



CITY COUNCIL AGENDA REPORT

November 19, 2024
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0500, Yung Chen / Heng Su

Application for Administrative Design Review approval to construct an approximately 160-square-foot single-story addition on the northwest side of the home located at 4190 Garatti Court.

Project Information:

Existing floor area: 1,473 square feet

Total floor area with addition: 1,633 square feet

Lot size: 8,051 square feet

Existing floor area ratio: 18.29 percent

Total floor area ratio with addition: 20.28 percent

Approved. (9 days)

P24-0589, Yao Chen Architecture Studio

Application for Administrative Design Review approval to construct an approximately 663-square-foot, single-story detached accessory structure (pool house) on the southside of the lot at 9472 Blessing Drive.

Project Information:

Existing floor area: 6,175 square feet

Total floor area with addition: 6,838 square feet

Lot size: 55,382 square feet

Existing floor area ratio: 11.15 percent

Total floor area ratio with addition: 12.35 percent

Approved. (9 days)

P24-0566, Linda Hoig

Application for Administrative Design Review approval to construct an approximately 78-square-foot addition to an existing residence located at 1462 Groth Circle.

Project Information:

Existing floor area: 1,345 square feet

Total floor area with addition: 1,423 square feet

Lot size: 6,209 square feet
Existing floor area ratio: 21.66 percent
Total floor area ratio with addition: 22.92 percent

Approved. (10 days)

P24-0568, Leon Sullivan

Application for Administrative Design Review approval to construct an approximately 657-square-foot single-story addition to an existing residence located at 4380 Dorman Court.

Project Information:

Existing floor area: 1,822 square feet
Total floor area with addition: 2,479 square feet
Lot size: 10,001 square feet
Existing floor area ratio: 18.22 percent
Total floor area ratio with addition: 24.79 percent

Approved. (10 days)

P24-0567, Ashok Bhayal

Application for Administrative Design Review approval to construct an approximately 445-square-foot single-story addition to an existing residence located at 7609 Fair Oaks Drive.

Project Information:

Existing floor area: 1,357 square feet
Total floor area with addition: 1,802 square feet
Lot size: 7,405 square feet
Existing floor area ratio: 18.33 percent
Total floor area ratio with addition: 24.33 percent

Approved. (10 days)

P24-0527, Kevin Stracner / Greenberg Farrow

Application for Design Review approval to construct an approximately 140-square-foot pump room addition to the existing building and associated site improvements located at 6000 Johnson Drive.

Approved. (0 days)

P24-0564, Nikhl Chandrika Jayakumar

Application for Administrative Design Review approval for the construction of the following: 1) an approximately 495-square-foot addition on the first floor at the front of the existing residence; 2) a new front entry porch, and 3) an approximately 58-square-foot storage area on the second floor located at 3657 Shenandoah Court.

Project Information:

Existing floor area: 1,744 square feet

Total floor area with addition: 2,312 square feet

Lot size: 6,534 square feet

Existing floor area ratio: 26.69 percent

Total floor area ratio with addition: 34.04 percent

Approved. (8 days)

P24-0581, Doug Harward

Application for Administrative Design Review approval for the construction of an approximately 105-square-foot addition and an approximately 342-square-foot covered porch at the rear of the existing residence located at 3125 Berkshire Court.

Project Information:

Existing floor area: 2,985 square feet

Total floor area with addition: 3,090 square feet

Lot size: 11,307 square feet

Existing floor area ratio: 26.4 percent

Total floor area ratio with addition: 27.33 percent

Approved. (8 days)

P24-0590, Daniel Vargas / AKD Homes

Application for Administrative Design Review approval to remove the existing attached patio cover and construct a new approximately 13-foot-tall, 625-square-foot patio cover attached to the rear of the house located at 1466 Ridgewood Road.

Approved. (8 days)

Project Information: No Change.

P24-0584, Laura Cuda

Application for Administrative Design Review approval for the construction of an approximately 244-square-foot addition at the rear of the existing residence located at 1970 Harvest Road.

Project Information:

Existing floor area: 2,047 square feet

Total floor area with addition: 2,291 square feet

Lot size: 6,500 square feet

Existing floor area ratio: 31.49 percent

Total floor area ratio with addition: 35.25 percent

Approved. (12 days)

P24-0563, Kamran Dadgari

Application for Administrative Design Review approval to construct an approximately 863-square-foot single-story addition and second-story balcony to an existing home located at 3404 Vermont Place.

Project Information:

Existing floor area: 2,209 square feet

Total floor area with addition: 3,072 square feet

Lot size: 7,512 square feet

Existing floor area ratio: 29.41 percent

Total floor area ratio with addition: 40.89 percent

Approved. (14 days)

P24-0588, Tejpal Singh / Kiran Bal

Application for Administrative Design Review approval to construct an approximately 14'-4" high cabana in the rear yard located at 3553 Villero Court.

Approved. (16 days)

P24-0587, Parmdeep Singh

Application for Administrative Design Review approval to construct an approximately 448-square-foot pavilion at 1587 Germano Way.

Approved. (19 days)

P24-0632, Hereld & Ayres Architects

Application for Administrative Design Review approval to include five clearstory windows on the northeast side of the previously approved addition currently under construction (filed under P23-0862) at 4348 Second Street.

Approved. (9 days)

P24-0646, Fan Xiong

Application for Cottage Food Operation approval to prepare baked goods with direct sales to customers at 3892 Stanley Boulevard.

Approved. (7 days)

P24-0659, Leanne Cavellini

Application for Cottage Food Operation approval to prepare baked goods with direct sales to customers at 4587 Black Avenue.

Approved. (2 days)

Planning Commission, October 23, 2024

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

Commissioners Absent: Brandon Pace

P21-1173, PUD-146 and TRACT 8631/Robson Homes

Consideration of recommendations to the City Council for: (1) the adoption of an addendum to the Downtown Specific Plan Final Environmental Impact Report; (2) approval of applications for: (a) rezoning (P21-1173) two parcels totaling approximately 2.3-acres in area from C-C (Central-Commercial) to PUD-MU (Planned Unit Development-Mixed-Use) District; (b) a certificate of appropriateness to demolish structures; (c) PUD-MU development plan (PUD-146) approval to: (1) retain the two-story single-family home and construct an approximately 1,360-square-foot two-story addition to the north side of the home; (2) demolish the detached accessory dwelling unit, Barone's restaurant, and all other structures and site modifications; and (3) construct; i) an approximately 676-square-foot single-story detached accessory dwelling unit; ii) 14 detached single-family homes, iii) two commercial buildings totaling approximately 3,125 square feet in area with a public courtyard, new private streets, and related site improvements; and (4) a Vesting Tentative Tract Map (Tract 8631) to subdivide the 2.3 acres into 15 single-family lots, one commercial lot, and three private common space parcels.

Action Recommended: 1. Find the addendum to the Downtown Specific Plan Final Environmental Impact Report satisfies the requirements of CEQA and adopt a resolution recommending adoption of the addendum to the Downtown Specific Plan Final Environmental Impact Report (FEIR). 2. Adopt a resolution recommending approval of: (1) Rezoning (P21-1173) two parcels totaling approximately 2.3-acres in area from C-C (Central-Commercial) to PUD-MU (Planned Unit Development-Mixed-Use) District; (b) a certificate of appropriateness to demolish structures; (c) PUD-MU development plan (PUD-146) approval to: (1) retain the two-story single-family home and construct an approximately 1,360-square-foot two-story addition to the north side of the home; (2) demolish the detached accessory dwelling unit, Barone's restaurant, and all other structures and site modifications; and (3) construct; i) an approximately 676-square-foot single-story detached accessory dwelling unit; ii) 14 detached single-family homes, iii) two commercial buildings totaling approximately 3,125 square feet in area with a public courtyard, new private streets, and related site improvements; and (4) a Vesting Tentative Tract Map (Tract 8631) to subdivide the 2.3 acres into 15 single-family lots, one commercial lot, and three private common space parcels.

Action Taken: Approve as recommended with additional recommendations that: (1) The City Council review the proposed PUD-MU permitted and conditionally permitted uses and list specific allowable uses for the commercial property; and (2) The Developer consider adding a second story or roof deck to the commercial buildings if feasible and

3) City Council consider addition of a condition of approval for a maintenance agreement for the on-site common areas .

Vote: 5-0

P24-0585, City of Pleasanton, Work Session to review and discuss draft amendments to the Objective Design Standards for Housing sites and Pleasanton Municipal Code

Work session to review and discuss amendments to the Objective Design Standards for Housing Sites and Chapter 18.84 of the Pleasanton Municipal Code.

Action Recommended: Receive presentation, review and discuss draft amendments to the Objective Design Standards for Housing Sites and Pleasanton Municipal Code.

Action Taken: Receive staff presentation, review and discuss draft amendments to Objective Design Standards for Housing Sites and Pleasanton Municipal Code.

Vote: N/A

P24-0633, Steve Elliot

Application for Administrative Design Review approval to construct an approximately 35-square-foot second-story balcony with French doors to the rear of an existing residence located at 3121 Tokay Court.

Project Information:

Existing floor area: 2,795 square feet

Total floor area with addition: 2,795 square feet

Lot size: 9,234 square feet

Existing floor area ratio: 30.27 percent

Total floor area ratio with addition: 30.27 percent

Approved. (7 days)

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:



Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager