

ECONOMIC VITALITY COMMITTEE AGENDA

**THURSDAY, FEBRUARY 20, 2025
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 December 19, 2024

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

PUBLIC HEARINGS AND OTHER MATTERS

2. Receive Updates on Stoneridge Mall Planning and Current Mall Activities
3. Receive Economic Development Information/Updates

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

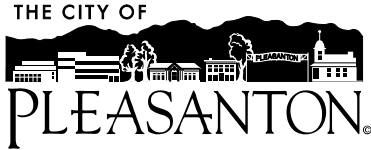
ADJOURNMENT

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**

**December 19, 2024
7:30 a.m.
200 Old Bernal Avenue, Council Chambers**

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:36 a.m. by EVC Chair Brian Wilson followed by the Pledge of Allegiance.

ROLL CALL

Present: Chair Brian Wilson, Gavin Shea, Josh Chanin, Ken Benhamou, and Steve McCoy-Thompson. Davinder Channon and Reena Gupta joined the meeting after roll call.

Absent: Igor Leonov

City staff: Economic Development Manager Lisa Adamos, Economic Development Program Specialist Simone Pereira

AGENDA AMENDMENTS

None were noted.

CONSENT CALENDAR

Approval of the Consent Calendar which included the October 17, 2024, meeting minutes and EVC Calendar for 2025 were approved as presented on motion by Gavin Shea and second by Steve McCoy Thompson. The motion passed unanimously.

MEETING OPEN TO THE PUBLIC

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

PUBLIC HEARINGS AND OTHER MATTERS

3. Receive Retail Development Program Update

Alex Greenwood of The Alex Greenwood Group provided an overview of the progress to date on the Retail Development Program. This project was introduced to the EVC at its June 20, 2024, meeting. The following three tasks have been completed:

1. Retail Centers Tour to develop opportunity site database
2. Void Analyses to identify retail categories with greatest potential
3. Retail Market Outlook Scan

Findings from these activities and recommendations for next steps in the project were presented.

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

The committee provided feedback on the information presented and asked clarifying questions about the region, retail categories and city permitting processes. No action was taken by the committee.

4. Receive Presentation on Proposed Downtown Pleasanton Property and Business Improvement District and Make Recommendation to the City Council

Economic Development Manager Lisa Adamos introduced this item which has been a priority of the Pleasanton Downtown Association (PDA) to consider a restructure of the current Business Improvement District. A feasibility study was initiated by the City to explore a proposed Property and Business Improvement District (PBID). City staff has been working with Civitas Advisors on this project since August 2024.

Kelly Rankin with Civitas Advisors attended the meeting via Zoom and provided an overview of the project and feasibility study results, noting that additional engagement with property owners is necessary to gain further support for a PBID formation. She also provided the formation steps which include the Management District Plan development, petition drive to obtain 50%+ in agreement as represented by assessment value, public hearings, and ballot mailing.

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

Feedback and statements were provided by EVC members on the value of a PBID for downtown or other parts of the city, transparency of potential services that could be funded, and potential recalibration of the PDA. Questions were raised about the types of services a PBID could provide to address challenges identified in the feasibility study, i.e., downtown parking. It was noted by a few EVC members that since the feasibility study revealed continued stakeholder outreach and education are needed to determine levels of support, particularly from stakeholders that have not been engaged, advancing to the next phase in the project is worthwhile. Phase 2 could be split into two segments; Phase 2A would allow the City, PDA, and stakeholders the opportunity for additional engagement and an evaluation of the support level, prior to moving to Phase 2B which would involve the formal formation activities.

Chair Wilson made a motion to recommend the City Council consider advancing to a two-segmented Phase 2 of the proposed PBID formation. Phase 2A would be comprised of additional outreach and education to the property owners and a support level evaluation before considering advancement to Phase 2B which would consist of the final plan development and petition drive. The motion was seconded by Josh Chanin. The motion passed 7-1-0 with Reena Gupta voting no.

5. Selection of Chair and Vice Chair for 2025

Brian Wilson and Steve McCoy-Thompson were approved as Chair and Vice Chair, respectively on motion by Ken Benhamou and second by Gavin Shea by a vote of 7-0-0.

6. Receive Economic Development Information/Updates

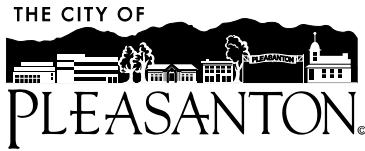
Ms. Adamos provided a brief update on the Gift Pleasanton egift card holiday bonus promotion which has garnered over \$20,000 in gift card sales in the first two weeks of the campaign, surpassing last year's 5-week campaign which resulted in \$15,000 in overall gift card sales.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

Chair Wilson requested an update on the Stoneridge Mall Framework project at a future meeting.

MEETING ADJOURNED

The meeting was adjourned at 9:18 a.m.



ECONOMIC VITALITY COMMITTEE REPORT

February 20, 2025
Community Development

TITLE: RECEIVE UPDATES ON STONERIDGE MALL PLANNING & CURRENT MALL ACTIVITIES

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 and 5.0 Major Projects Accelerator Program that are related to the Stoneridge Shopping Center:

3.1 Expand Citywide Retail and Tenant Support Program

5.0 Major Projects Accelerator Program

The EVC received an update on the citywide retail initiative at the December 19, 2024, meeting which provided an overview of the retail landscape and opportunities within Pleasanton. As noted in that presentation, over the last several years the City has faced increasing competition for retail and commercial development from surrounding communities compounded by the effects of a global pandemic. It was noted that reinvestment in some retail centers was necessary to achieve healthy sales. The Stoneridge Shopping Center (Stoneridge Mall) is a major redevelopment opportunity, and the goal of these priority areas is to sustain Pleasanton’s economic health and long-term resilience, so that it can continue to provide high-quality public services and amenities.

The Stoneridge Mall planning area consists of approximately 75 acres spread across six parcels located within Stoneridge Mall Road. Four separate owners control the properties, with Simon Property Group (SPG) being the largest single owner. Construction of the Stoneridge Mall began in 1979 with stores and the parking structure being added over time. The central mall building has a variety of retail shops, restaurants, and service businesses. No new development has occurred at the mall since 2005.

The City entered into a Development Agreement (DA) in 1981 and subsequently in 1992 (with the property owners at the time) that outlined allowable development beyond the existing mall square footage. SPG succeeded the previous property owners and is now the sole party to the DA with the City. There have been subsequent amendments to the DA, but the basic terms have remained unchanged.

In August 2022, the City began work on the Stoneridge Mall Framework (Framework). The Framework was a focused six-month planning effort to identify and provide guidance for the location, configuration and desired land use, circulation, and urban design intent for the properties in the Stoneridge Mall, concurrent with planning for the City's 6th Cycle Housing Element. The planning effort included community workshops, broad outreach meetings, and public hearings. In January 2023, the City Council adopted the *Stoneridge Shopping Center Framework Components*, Exhibit A.

The adopted Framework includes:

- Background information;
- Vision statement;
- Guiding principles;
- Allocation of housing units for each of the six mall parcels for the 2023-2031 (6th Cycle) Housing Element; and
- Design and placemaking elements that would be reflected in a future Framework Plan or other comprehensive master plan.

The intent of the document is to provide guidance for any subsequent efforts related to the comprehensive, long-range planning of the mall.

DISCUSSION

Since approval of the Framework, Stoneridge Mall planning has continued to progress with the four property owners in the planning area. In June 2024, the City Council approved a sixth extension of a Development Agreement with Simon Property Group. As part of the extension, the City Council required funding and an initial commitment from SPG to collaborate with the other property owners and City staff to make progress on master planning for the Stoneridge Mall properties. As a further condition of the DA, if SPG and/or the other owners provided additional funding for planning before the end of 2024, the DA was to be extended for a further two years (also tied to an expectation that progress will be made toward development of a master plan).

From June 2024 through December 2024, City staff had a series of productive meetings with the four property owners. The City and owners discussed existing conditions and constraints at Stoneridge Mall, each owners' development interests and priorities, assessed key issues to be identified as part of the next phase (i.e., a master planning effort), and discussed elements of developing a master plan.

In December 2024, the City received additional funding from SPG to continue the Stoneridge Mall master planning effort. As a next step, staff will be working with the property owners to develop a more detailed work plan and schedule for the master planning process.

Future Efforts

Although the exact scope and timing of the next phase of work are yet to be determined, the City anticipates the next phase of planning to commence in the coming months. This effort will include ongoing work with the ownership group, preparation of additional technical studies and analysis, and further touchpoints with, and input from, the City Council, to ensure adequate planning for future uses.

Director of Community Development Ellen Clark will provide an overview of the Stoneridge Mall planning process to date at the EVC meeting.

Current Mall Activities

Concurrently with the master planning effort, Stoneridge Mall, under its mall management, Simon Property Group, is actively supporting its current tenants with activities and events to increase foot traffic and strengthen connections with the Pleasanton Community, as well as continuing to attract new tenants. Stoneridge Mall General Manager Kevin Saldana will provide an overview of these efforts and activities at the EVC meeting.

RECOMMENDATION

Receive updates on Stoneridge Mall planning and current mall activities.

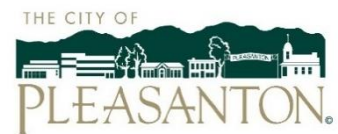
Exhibit A - Stoneridge Shopping Center Framework Components

Stoneridge Shopping Center Framework Components



City of Pleasanton

Adopted by City Council: January 26, 2023



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Introduction

This document outlines initial components and concepts that provide guidance for development of the Stoneridge Mall Framework and any subsequent efforts related to the comprehensive, long-range planning of the Stoneridge Regional Shopping Center, also known as Stoneridge Mall.

The planning area addressed by this document comprises the approximately 75 acres bounded by Stoneridge Mall Road, as shown in Figure 1.

Framework components in this document include:

- A Vision Statement, setting forth the long-range vision for the future of Stoneridge
- Guiding Principles which establish broad guidance for future planning related to land use, multi-modal circulation, financial and fiscal considerations, public open space, urban design, and architectural and site planning concepts
- Allocation of housing units in accordance with the 2023-2031 (6th Cycle) Housing Element
- Design and placemaking elements to be reflected in a future Framework Plan or other comprehensive master plan, including required and recommended elements, and illustrative diagrams and images that illustrate possible configurations of the future circulation, distribution of open space areas, and relationships between existing and future buildings.

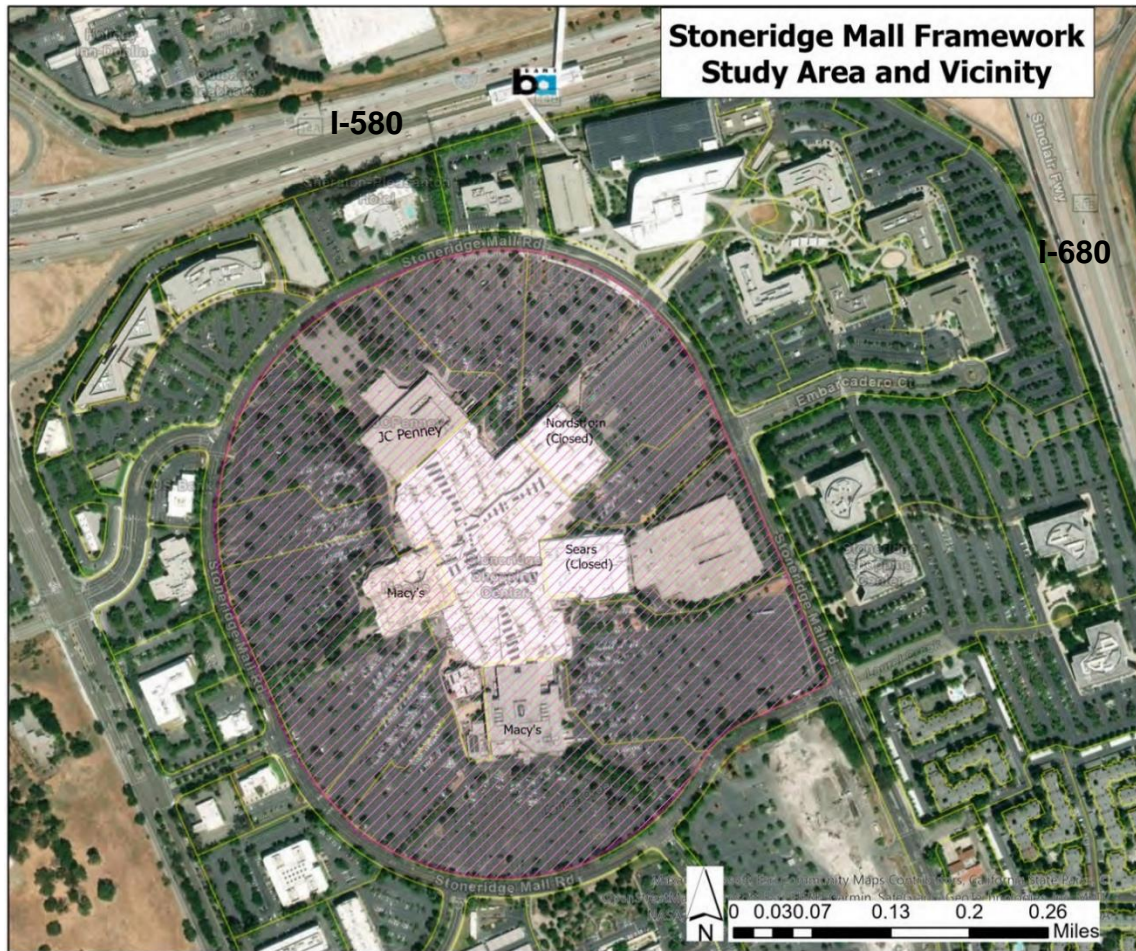


Figure 1: Stoneridge Mall Framework Study Area

Background

Stoneridge Mall (“Mall”) is part of the overall mixed-use retail/office/hotel development located within the northwest area of Pleasanton generally defined by I-580, I-680, Stoneridge Drive, and Foothill Road. Stoneridge Mall itself lies completely within Stoneridge Mall Road, a looped two- to four-lane collector street that connects to Stoneridge Drive and Foothill Road.

The central mall building currently has a variety of smaller retail shops, restaurants, and service businesses; it is owned by Simon Property Group (“SPG,” or “Simon”) and is located on its own property that includes peripheral parking areas adjacent to the mall. Attached to and interconnected with the central mall building are several department stores, each located on its own property, including Macy’s Men’s Store, Macy’s Women’s Store, J.C. Penney, Nordstrom, and Sears. The Sears store closed in 2018, and the property was subsequently purchased by SPG. The Nordstrom store closed in 2021 and as of December 2022 the property was in the process of being acquired by a new owner.

The entirety of the mall property within the inner loop is comprised of 6 parcels totaling approximately 75 acres. Four separate owners control the properties at the Mall, with Simon Property Group being the largest single owner. There are two parcels totaling 10 acres within the study area that were rezoned to Mixed-Use as part of the 4th Cycle Housing Element process in 2012. Peripheral properties located between Stoneridge Mall Road and I-580, I-680, Stoneridge Drive, and Foothill Road are developed with a variety of office, hotel, medical, restaurant, and retail uses.

The address, assessor parcel number (APN), property owner, size, zoning, General Plan Designation, as well as existing uses located on properties within the inner loop are outlined in Table 1.

Table 1: Summary of Existing Parcels and Ownership

Address	APN	Property Owner ¹	Size	Zoning	General Plan Designation	Existing Use
1008 Stoneridge Mall Road	941 12019403	Stoneridge Properties ²	28.75 acres	CR(m) and PUD-MU	Commercial and Mixed Use (split, see Figure 2)	Mall “core” retail shops and parking
1300 Stoneridge Mall Road	941 120103006	Pleasanton Properties	11.87 acres	CR(m)	Commercial	Macy’s Women’s Store, parking
1400 Stoneridge Mall Road	941 120102800	Stoneridge Parcel LLC ²	9.76 acres	CR(m)	Commercial	Macy’s Men’s Store
1500 Stoneridge Mall Road	941 120102900	CTL Propco I LLC	9.76 acres	CR(m)	Commercial	JC Penney Store, Parking
1600 Stoneridge Mall Road	941 120109200	Nordstrom Inc.	8.37 acres	CR(m)	Commercial	Nordstrom store (closed/vacant)
1700 Stoneridge Mall Road	941 120109500	Stoneridge S & S LLC ²	6.23 acres	CR(m)	Commercial	Sears Store and parking structure (closed/vacant)
1. Per December 2022 Alameda County Assessors Record						
2. An affiliated company/business entity of Simon Property Group						

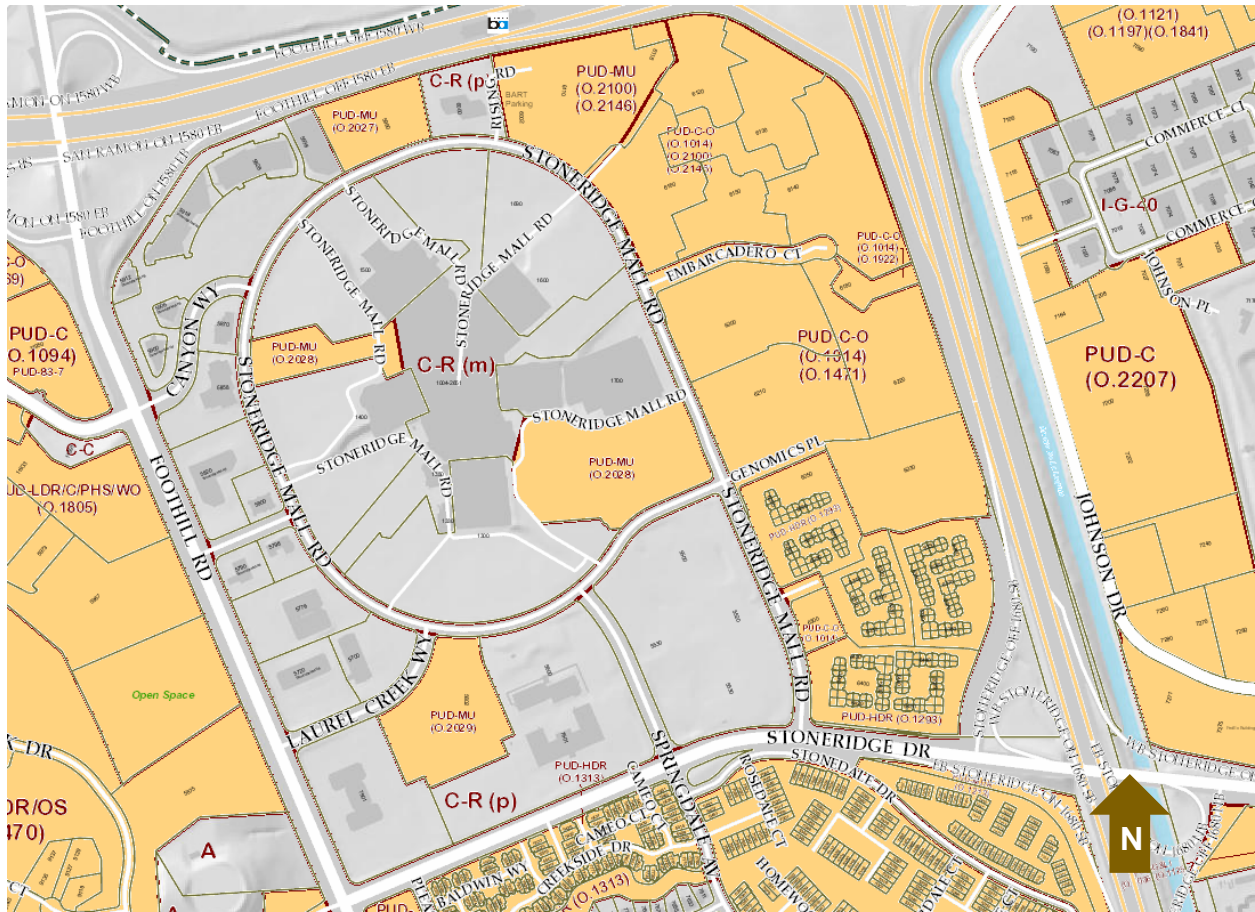


Figure 2: Existing Zoning

Background: Development of the Stoneridge Regional Shopping Center

The Taubman Company was the original developer of the mall, which was planned on lands annexed into Pleasanton and subdivided in the 1960's. Construction of Stoneridge Mall began in 1979 with the central mall building and the J.C. Penney, Emporium Capwell, and Macy's department stores. The Nordstrom store was added in 1989, Sears store and its parking structure were added in 1995. Two restaurants, a Cheesecake Factory and P. F. Chang's China Bistro were added in 2005. No new development has occurred at the mall since 2005.

Development Agreements

Following the initial land use approvals that facilitated the development of the various properties, the City entered into a Development Agreement (DA) in 1981 with Wells Fargo Bank (the then-named property owner), addressing allowable development for properties in the broader area, including both the central mall parcels and peripheral properties. That DA expired in June 1991.

A new Development Agreement between the City and Taubman Company was approved in September 1992 (Ordinance 1578), governing the more limited inner loop properties containing the mall. With its acquisition of various properties at the mall,

Simon Property Group has since succeeded Taubman as the property owner that is sole party to the DA with the City of Pleasanton. The agreement originally allowed for construction of an additional 178,000 sf of retail above what was existing at the time and had been contemplated in prior planning approvals. In January, 1998, the City Council adopted Ordinance 1732 approving the first amendment to the DA, to allow an additional 202,000 square feet, for a total of up to 380,000 square feet of expansion area. An amendment to the Sewer Agreement was also approved at that time which reserved 10,000 gallons of sewer capacity for the shopping center. Since then, in 2005, the City approved construction of the P.F. Chang's and Cheesecake Factory restaurants; this drew the remaining development capacity down to 362,790 square feet of floor area.

Three subsequent amendments to the DA left the basic terms of the agreement unchanged but extended the DA term through the current expiration date of December 2023.

Reciprocal Easement Agreement

A Reciprocal Easement Agreement (REA) is in place among all of the property owners at the Mall. The REA is a private agreement (the City is not a party to the REA), that broadly establishes all of the owners' rights, obligations, and requirements, including required permissions and approvals that must be provided by each owner when modifications to individual properties are made. Written largely to encompass the operation of a regional shopping center, the Framework's contemplated land uses, site and building reconfigurations and other changes to the Mall properties will require amendment of the REA. Accordingly, agreement among owners as to the nature of the changes contemplated as part of the Framework will be important.

Land Use Changes since development of the Stoneridge Shopping Center

Since the original development of the mall, the most significant change in planned land use with the area came with adoption of the 4th Cycle Housing Element in 2012, which designated sites at the mall to allow high-density residential development. Two areas of the Mall totaling 10 acres were zoned, Planned Unit Development – Mixed Use District, allowing housing at a density of up to 40 units to the acre, for a maximum of 400 housing units.

The two areas include an approximately eight-acre portion of the Simon-owned property in the southeast quadrant of the mall, south of the Sears building; and an approximately two-acre portion in the west area of the study area, also owned by Simon. (See Figure 2). Related to these sites and other re-zoned for high density housing in the 4th Cycle Housing Element, the City adopted the *Housing Design Standards and Guidelines* in 2012, which provide more detailed guidance and standards with respect to both site and architectural design. These Housing Design Standards and Guidelines will be modified (and retitled as the "*Objective Design Standards for Housing Sites*") concurrently with the 6th Cycle Housing Element update such that they reflect objective standards for residential development on each of the Housing Sites previously zoned and in the 6th Cycle Housing Element. These Objective Design Standards may be further revised

and/or separate standards adopted as part of the future comprehensive Framework plan or other master development plan for Stoneridge.

An application by Simon Property Group for a 360-unit high density residential project¹, on approximately six acres of the larger eight-acre site designated for housing, is in process with the City as of December 2022 and is expected to come before the Planning Commission and City Council at public hearings in early 2023. If approved and constructed, four acres of the original ten acres zoned will remain available for development, at a density of up to 40 dwelling units per acre, with a capacity of 160 units. This future development is in addition to any housing units allowed in the 6th Cycle Housing Element.

Framework Process to Date

The City Council authorized work to develop the Stoneridge Mall Framework in August 2022, with the goal of establishing planning guidance for the mall properties in light of the site's inclusion in the 6th Cycle Housing Element.

A professional services team including Van Meter Williams Pollack (VMWP), Economic and Planning Systems (EPS) and Fehr & Peers was engaged to assist with development of the Framework, and ensure planning concepts were developed based on appropriate urban design principles, consideration of financial and fiscal feasibility, and an understanding of potential traffic impacts and constraints.

The process included a number of touchpoints with the City Council and Planning Commission, as well as community workshops to receive input on the framework as it was developed. Key meetings held include:

- August 16, 2022 City Council Meeting – Scoping and Key Planning Considerations
- September 26, 2022 – Joint Community and Planning Commission Meeting: Issues, Opportunities and Constraints
- December 8, 2022 – Community Meeting: Framework Options
- December 15, 2022 – Joint Planning Commission and City Council Meeting: Framework Options
- January 11, 2023 – Planning Commission: Framework Components – Recommendation for Adoption
- January 26, 2023 – City Council Framework Components Adoption

Additional information and summaries or minutes from each of these meetings can be found on the project website: [Stoneridgemallframework.com](https://stoneridgemallframework.com).

¹ The project is proposed at a density of 60 du/acre, which includes a base density of 40 du/acre plus a 50 percent density bonus as allowed under state law.

Framework Components

A. Vision Statement

The following vision statement provides a statement of the overall long-range vision for the future development/redevelopment of the Stoneridge Mall properties:

Stoneridge² shall continue to be a community destination that will evolve into a more vibrant mixed-use community with retail, housing, commercial, dining and entertainment activities that are strong economic contributors to the City of Pleasanton. The City, in collaboration with the Stoneridge landowners, will establish a new district that facilitates development of an integrated, sustainable, mixed-use neighborhood, with well-connected walking, biking, vehicular and transit corridors throughout the property, and a range of high-quality public and private gathering spaces and placemaking amenities.

B. Guiding Principles

The following principles shall guide future planning at Stoneridge:

1. Assure the long-term economic viability of Stoneridge as a regional and community destination supporting the core mall shops and stores, with the addition of future housing, retail, commercial, and park and open space uses on the site.
2. Retain and/or expand job opportunities, property taxes, sales taxes and other amenities and benefits Stoneridge offers the City and its residents.
3. Integrate housing, retail, parking, and other commercial uses in a cohesive manner, that respects and supports adjacent land uses, while providing pedestrian mall entrances that are highly visible, attractive and inviting.
4. Design cohesive and well-planned pedestrian, bike, and vehicular circulation, with connections to the surrounding neighborhoods and transit (including BART).
5. Create thoughtful and integrated outdoor gathering and active and passive open spaces for recreation, entertainment, gathering, reflection, placemaking and civic opportunities.
6. Develop integrated parking solutions that are dispersed throughout the site and are convenient for a variety of uses. Provide parking in both parking garages and surface parking within Stoneridge. Shared parking will be explored and integrated as appropriate to support mixed uses, reduce traffic and manage parking demand.

² As the properties evolve from their current, retail focused land use, the term “Stoneridge” rather than “Stoneridge Mall” is used here to as the name for the new mixed-use neighborhood that will encompass the regional mall and a range of other uses.

7. Fairly distribute affordable housing amongst the landowners, with assurance that all affordable housing requirements will be satisfied in accordance with the City's Inclusionary Zoning Ordinance.
8. The Framework Plan and subsequent zoning will contemplate a variety of uses (including office and hospitality) and densities, depending upon market demands and project economics, and in recognition of the terms, conditions and restrictions set forth in the REA and other agreements, easements and licenses between the landowners that govern development of Stoneridge.
9. Landowners will work with each other, the City and the community to establish a more specific framework and subsequent zoning district, which will identify locations and details for these land uses.
10. Landowners may propose property line adjustments, transfer of housing units and shared uses (e.g., parks and open spaces, parking and affordable housing solutions, roadways, and other project features and amenities) to facilitate equitable, rational, feasible development patterns and phasing that maximize opportunities for Stoneridge to be a regional destination for housing, shopping, dining, work, and play.
11. The Framework shall include preparation of a fiscal and market study in accordance with General Plan Land Use Element Program 14.2, which states: "For large-scale commercial projects, require the preparation of a fiscal impact and market study that is peer-reviewed or vetted by City staff to determine the costs and benefits of the project for the City and the economic viability of the project."
12. The Framework Plan's aggregate quantities of land uses of all types, including any housing beyond that already zoned, contemplated in the 6th Cycle Housing Element or otherwise allowable through State housing density bonuses, shall be established in consideration of traffic and other environmental impacts, and shall be set at levels that would not create unacceptable impacts as determined through CEQA review and other studies.
13. Until more detailed or tailored development standards are created and adopted by the City as part of the Framework or other master planning document, development at Stoneridge shall be governed by the regulations specified in the Objective Design Standards for Housing Sites, as applicable, this Framework Components document, and the Pleasanton Municipal Code.

C. 6th Cycle Housing Element – Residential Development Allocations and Housing Quantities

The 2023-2031 6th Cycle Housing Element anticipates up to 18 acres of the Stoneridge properties to be redeveloped with housing, at a density of between 50 and 65 dwelling units to the acre, for a maximum of 1,170 housing units. This total is exclusive of any additional dwelling units for which an individual project may qualify under State Housing Density Bonus law.

To ensure equity among the current ownership, each of the six legal parcels at the Mall shall be initially allocated between 150 and 195 units (exclusive of any housing density bonuses), based on 3 acres of redevelopment at between 50 and 65 dwelling units/acre. This concept is illustrated in Figure 3 in Appendix 1, and summarized as follows by APN.

Table 3: 6th Cycle Housing Element Allocations by Parcel

Address	APN	Property Owner ¹	Area Designated for Housing	Allowable Density (Min-Max)	Unit Range (Min-Max)
1008 Stoneridge Mall Road	941 12019403	Stoneridge Properties ²	3 acres	50-65 du/ac	150-195 units
1300 Stoneridge Mall Road	941 120103006	Pleasanton Properties	3 acres	50-65 du/ac	150-195 units
1400 Stoneridge Mall Road	941 120102800	Stoneridge Parcel LLC ²	3 acres	50-65 du/ac	150-195 units
1500 Stoneridge Mall Road	941 120102900	CTL Propco I LLC	3 acres	50-65 du/ac	150-195 units
1600 Stoneridge Mall Road	941 120109200	Nordstrom Inc.	3 acres	50-65 du/ac	150-195 units
1700 Stoneridge Mall Road	941 120109500	Stoneridge S & S LLC ²	3 acres	50-65 du/ac	150-195 units
1. Per December 2022 Alameda County Assessors Record					
2. An affiliated company/business entity of Simon Property Group					

The foregoing is considered an initial distribution only, and through the subsequent planning process, property owners may agree to and propose alternative distribution of

units for consideration by the City as part of its approval a future Framework plan or other master planning document. It is further noted that, in addition to units allocated to properties owned by Simon Property Group (and affiliated entities), units permitted by existing zoning as of December 2022 that are not yet constructed may be allocated to any of SPG's other properties, including being combined with one or more of the allocations made as part of the 6th Cycle Housing Element.

Recognizing the complexity of the Stoneridge site, and the numerous constraints and other factors that will need to be considered in the overall Framework, as well as in individual site plans, the City will allow flexibility in the location of housing projects within specific parcels, or for an allocation to be placed on a larger or smaller area than 3 acres, provided that the minimum and maximum densities specified in the Housing Element are met.

Finally, the maximum densities have been established based on known and expected conditions and constraints as the time of adoption of the 6th Cycle Housing Element. The City may, with sufficient supporting information and analysis, elect in the future to grant an increase the total housing allocation for Stoneridge, if such an increase would not, in the determination of the City Council, cause unacceptable traffic, environmental or public services impacts, and that doing so would be in the best interest of the redevelopment of the mall and the interests of the Pleasanton community.

D. Design and Placemaking Elements to be Reflected in a Future Framework Plan

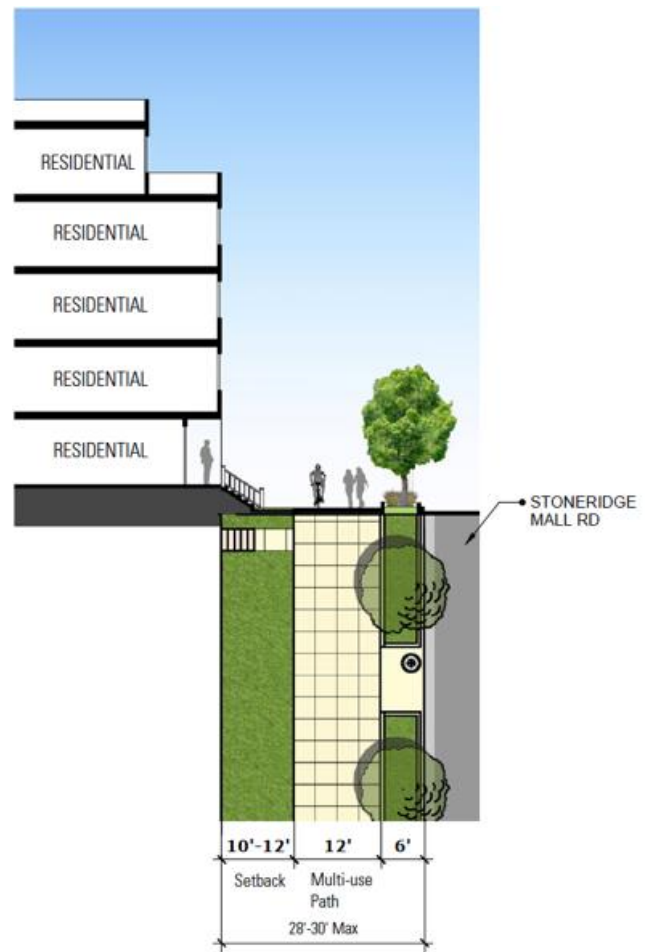
The following Elements should be reflected in any future Framework plan or other master plan for Stoneridge Mall. It is acknowledged that final standards will be established based on more detailed planning and site-specific studies for Stoneridge, and may be modified from those shown, provided that the overall design and placemaking intent expressed in this document is determined to have been met:

1. The Framework Circulation Plan shall provide for an interconnected network of pedestrian, bike and vehicle circulation including the following features. A conceptual circulation plan is shown in Appendix A, Figure 2 :

- An Internal Street/Drive which provides slow-moving vehicle and safe pedestrian circulation around the perimeter of the Mall building(s). Some segments may be pedestrian only due to grades.
- A multi-use path (minimum 12 feet wide) around the entire perimeter of the Mall along Stoneridge Mall Road, which shall accommodate pedestrians and cyclists on a facility separated from vehicle travel lanes. (See diagrams below)
- The street network currently connecting to the Mall should be extended to provide an organized series of intersections and streets or drives into the interior of the site(s), generally at locations shown on the conceptual Circulation Plan.

New streets or drives should be aligned with existing roads and intersections whenever possible, and pedestrian crossings provided at all intersections.

- As properties redevelop, the current pattern of numerous parking lot drive aisles that connect directly to Stoneridge Mall road should be eliminated or significantly reduced, so that vehicles connect from parking lots to Stoneridge Mall Road, via a smaller number of formalized roads/drives and intersections. This change will allow for continuous curb, gutter and sidewalk/multi-use path around the perimeter of the mall, with a reduction in vehicle access points and a reduced potential for vehicle conflicts.



Stoneridge Mall Road: Conceptual Street Section and Rendering

2. Each future development should have a mix of housing and commercial/retail development and publicly-accessible open spaces to provide an active interface between the new development and the Mall, and ensure that active spaces are integrated into the various new development projects in a manner that connects new and existing development. Conceptual locations and configurations for common open space areas are illustrated in Appendix A, Figure 2 and below, but may be configured differently provided that the following principles are met:

- Each development should include at least one active, publicly-accessible, Common Open Space, generally located between the residential development and the Mall's entries to provide a strong connection between the developments and the existing mall.
- The total of all publicly-accessible open space area(s) shall be equivalent to at least 120 square feet per unit (e.g., a 300-unit project would provide a minimum of 0.82 acres of open space), with a minimum dimension of 60 feet including any surrounding sidewalks. This Common Open Space shall be in addition to the residential private open space or group open space provided within each project as an amenity for residents.
- If the property owner has multiple projects and sufficient housing units, open spaces may be combined into a single larger open space, provided that it meets the same ratio of open space per unit.
- Common open space areas may be located on the Mall side of the internal road circulation, with adjacent new active spaces (e.g. retail and restaurant uses), or may be across a road or a drive from the Mall.
- A variety of types and sizes of publicly-accessible open spaces shall be provided, including hardscaped plazas and landscaped areas, open spaces that can accommodate active and passive recreation including some open spaces with play equipment or activity areas for children and families, locations for outdoor entertainment and dining, and shaded and unshaded spaces to account for weather at different times of the year. The publicly accessible open spaces are to be gathering spaces for the community as well as an exterior extension of the mall and connection to the mixed use housing developments.

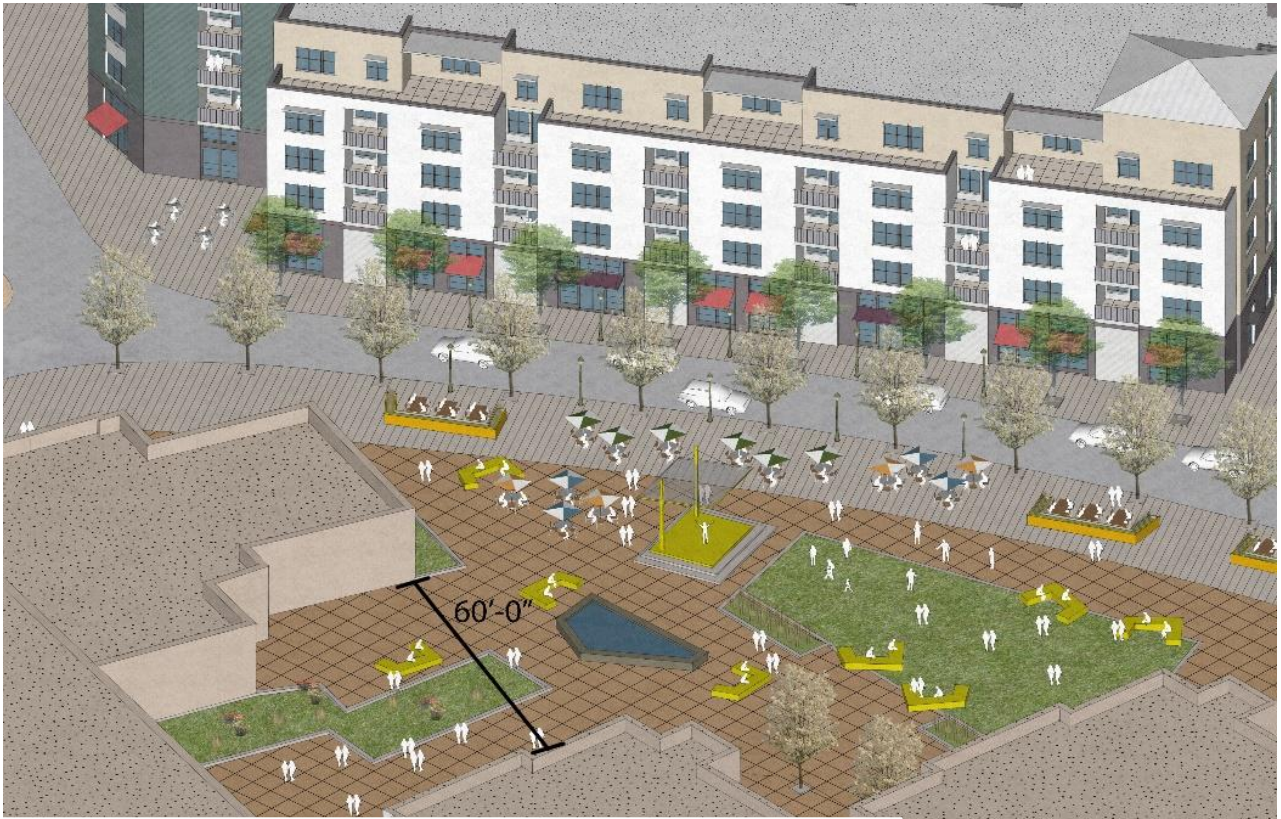


Illustration: Open Space Adjacent to Mall Buildings



Illustration: Open Space Adjacent to New Mixed-Use and Residential Development

3. Buildings should provide active frontages that connect each of the developments together and connect to the existing mall and surrounding developments.

- New mixed-use residential development shall have ground floor active uses within any frontage(s) along common open space areas. Active commercial uses, such retail and restaurant space, should constitute a minimum of half of such frontages, and shall be configured to be of sufficient depth (minimum of 30 feet recommended). The remaining frontage may be active spaces dedicated to the residential development such as community rooms, exercise rooms, bike lounges with maintenance facilities or lobby space. Outdoor dining and other similar activity, as well as creation of smaller gathering spaces with benches or seating is strongly encouraged along these active frontages.³
- Residential developments should be designed to address the street, with design standards reflecting elements such as:
 - Individual entries facing the street with a porch, stoop or patio connected to the sidewalk by steps and/or a walk (such features as well as elements like bays should be allowed to extend into front setbacks.
 - Limiting the elevation of the first floor (ground floor) to be no more than 5 feet above the adjacent sidewalk frontage.
 - Pedestrian-scaled features and amenities along residential frontages including minimum 6 foot sidewalks, landscape strip (minimum 4 feet to accommodate tree planting), street trees, and pedestrian scaled street lighting.
 - While exceptions or adjustments to the above parameters may be allowed to accommodate site-specific conditions, the above features should be reflected in the majority of residential-facing street frontages.

³ Active frontages are defined in the Housing Sites Objective Design Standards:

4. Building massing and articulation should break down the scale of the buildings, provide a rhythm, and ensure that buildings have a human scale

- Long building facades (over 400 feet) should include a massing break or major recess at each 300 feet. (See Objective Design Standards for Housing Sites, Standard B.1.2 for reference)
- Buildings shall have an articulated rhythm that generally reflects the pattern of the residential units within. (See illustration, below)
- While initial dimensional standards to meet the above standards are illustrated below, a façade may incorporate breaks or change in pattern through alternative means, such as using an element of different material, color and architectural treatment, in lieu of providing a physical massing break. However, this approach should be used sparingly, for example when a portion of the facade is used to highlight the entry or another important feature. In such instances, higher quality materials or special design treatments should be used.

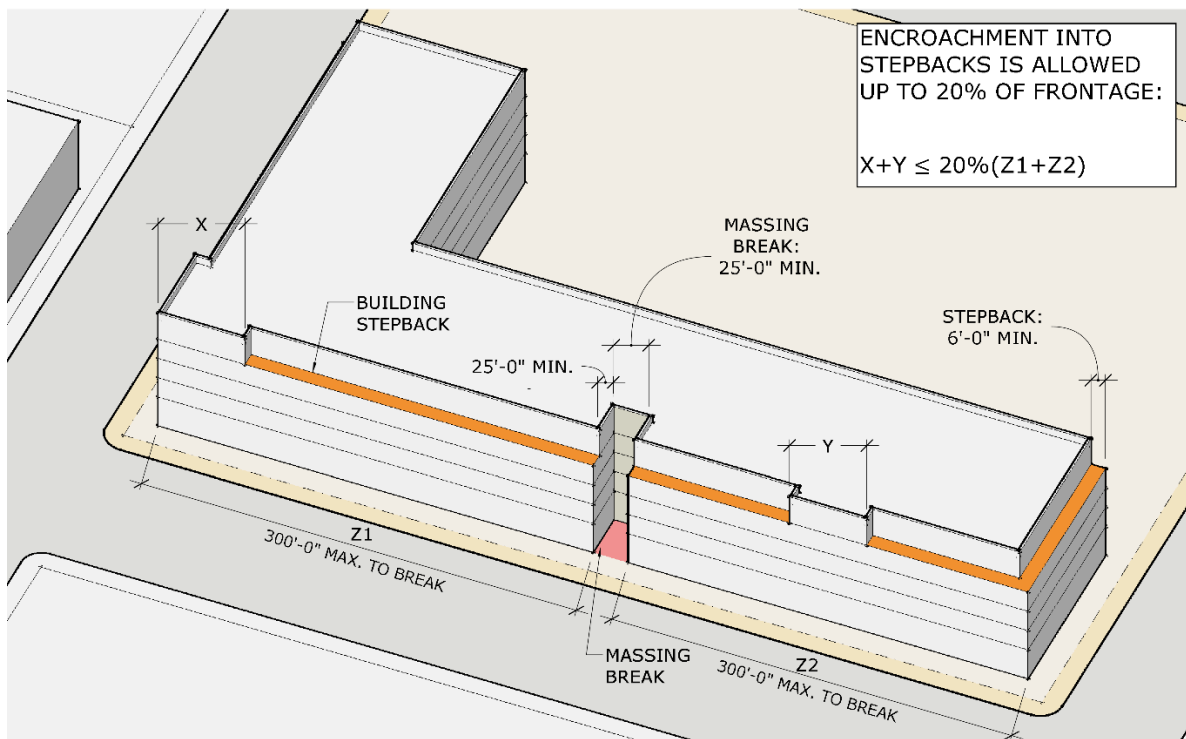


Illustration: Massing Break

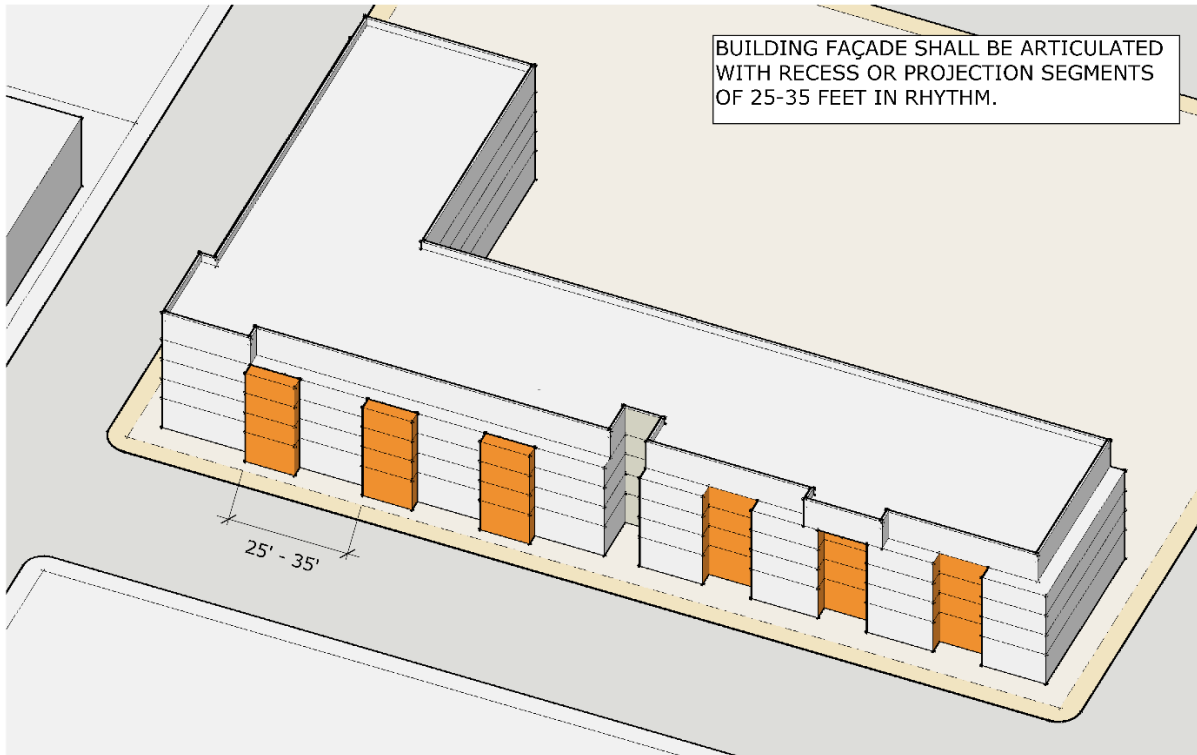
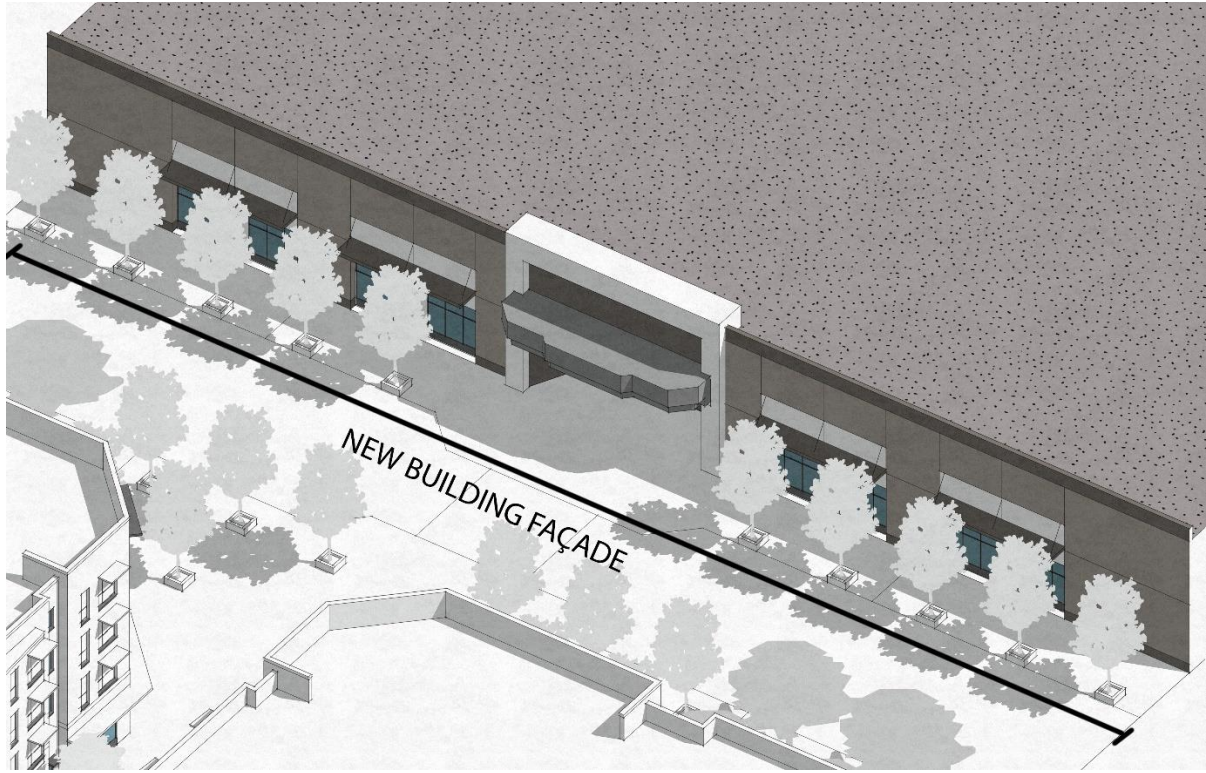


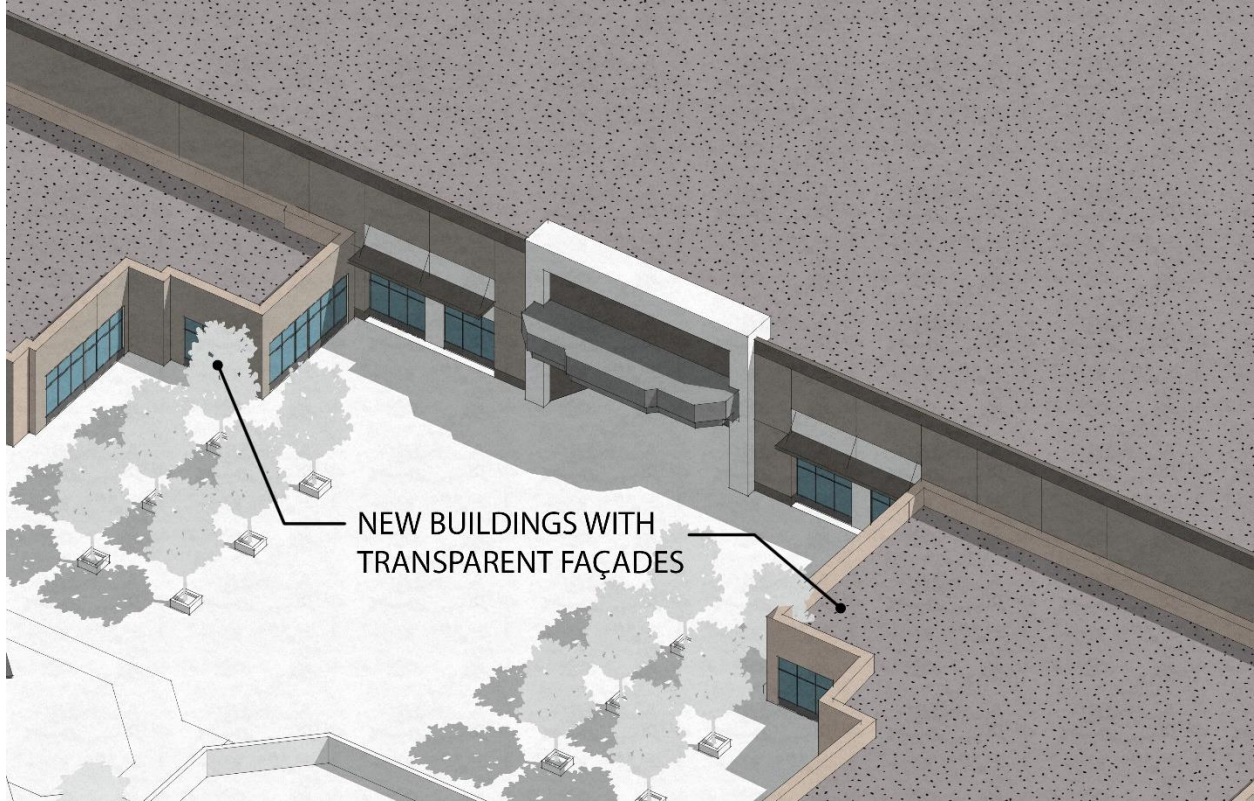
Illustration: Building Articulation

5. Mall Building Renovations: When a major existing mall building (e.g. existing major tenant space) is removed, the exposed façade shall be upgraded or renovated to improve the connectivity and transparency of the mall to adjacent development.

- Upgraded facades should include new windows into the interior shops, or creation of a new pedestrian entry.
- Additional buildings or space may be added to the existing mall building that provides active uses such as retail or restaurant uses that face out into a plaza or other active open space.



Mall Building Renovation - Illustration of New Building Façade Concept



Mall Building Renovation – Illustration of Additional Building Concept

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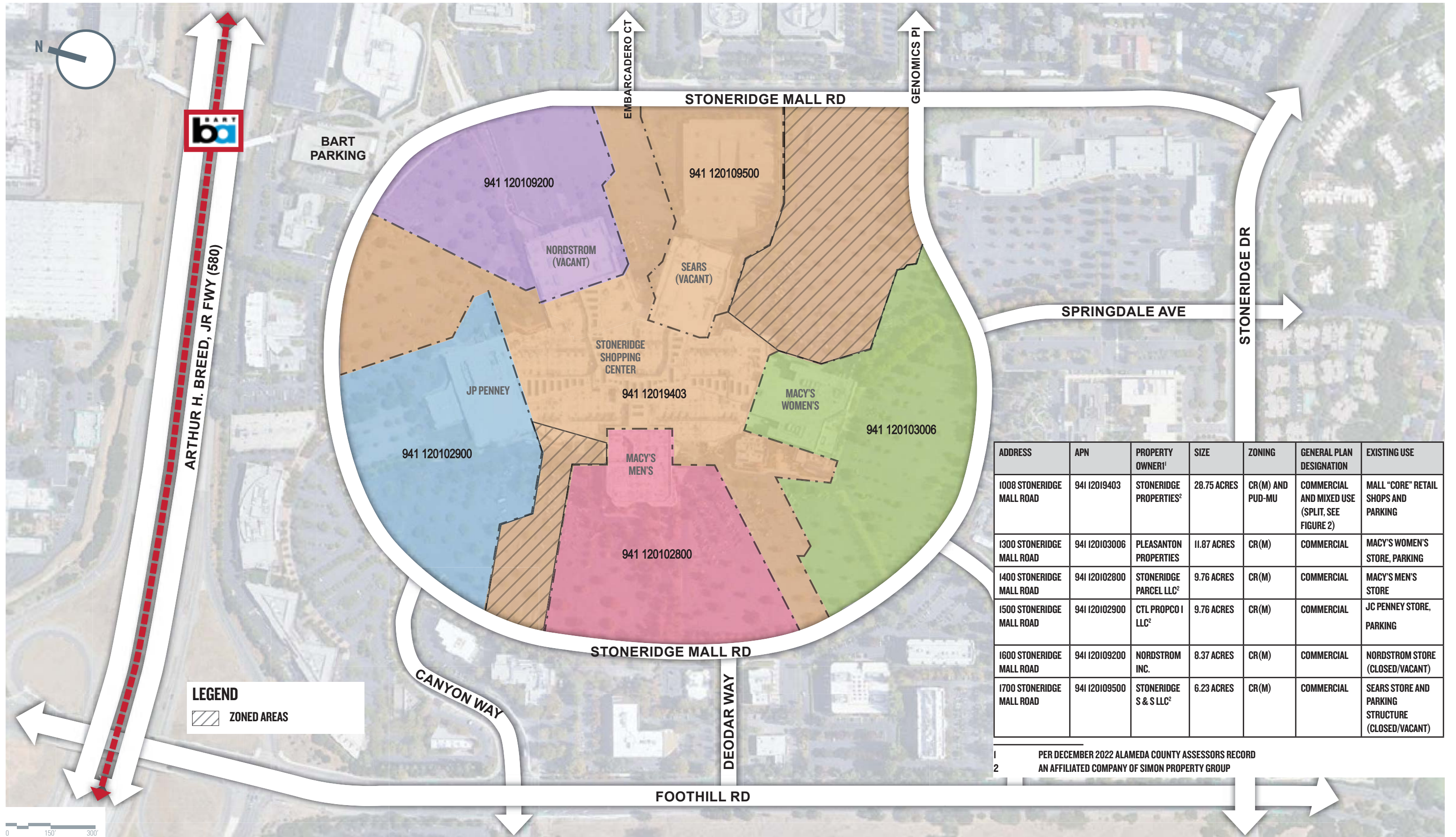
APPENDIX A: FRAMEWORK CONCEPT DIAGRAMS

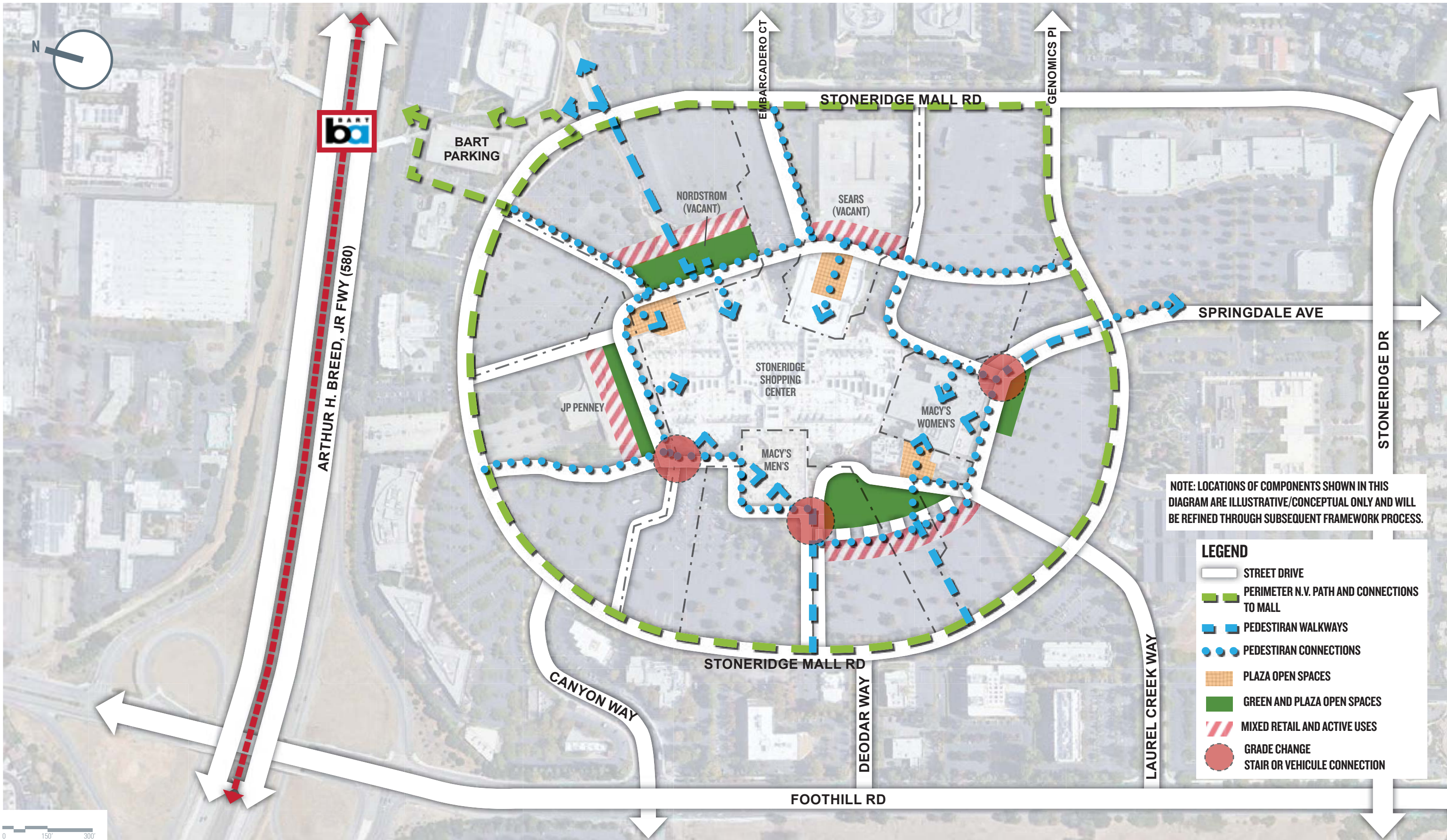
Figure 1: Parcelization and Ownership

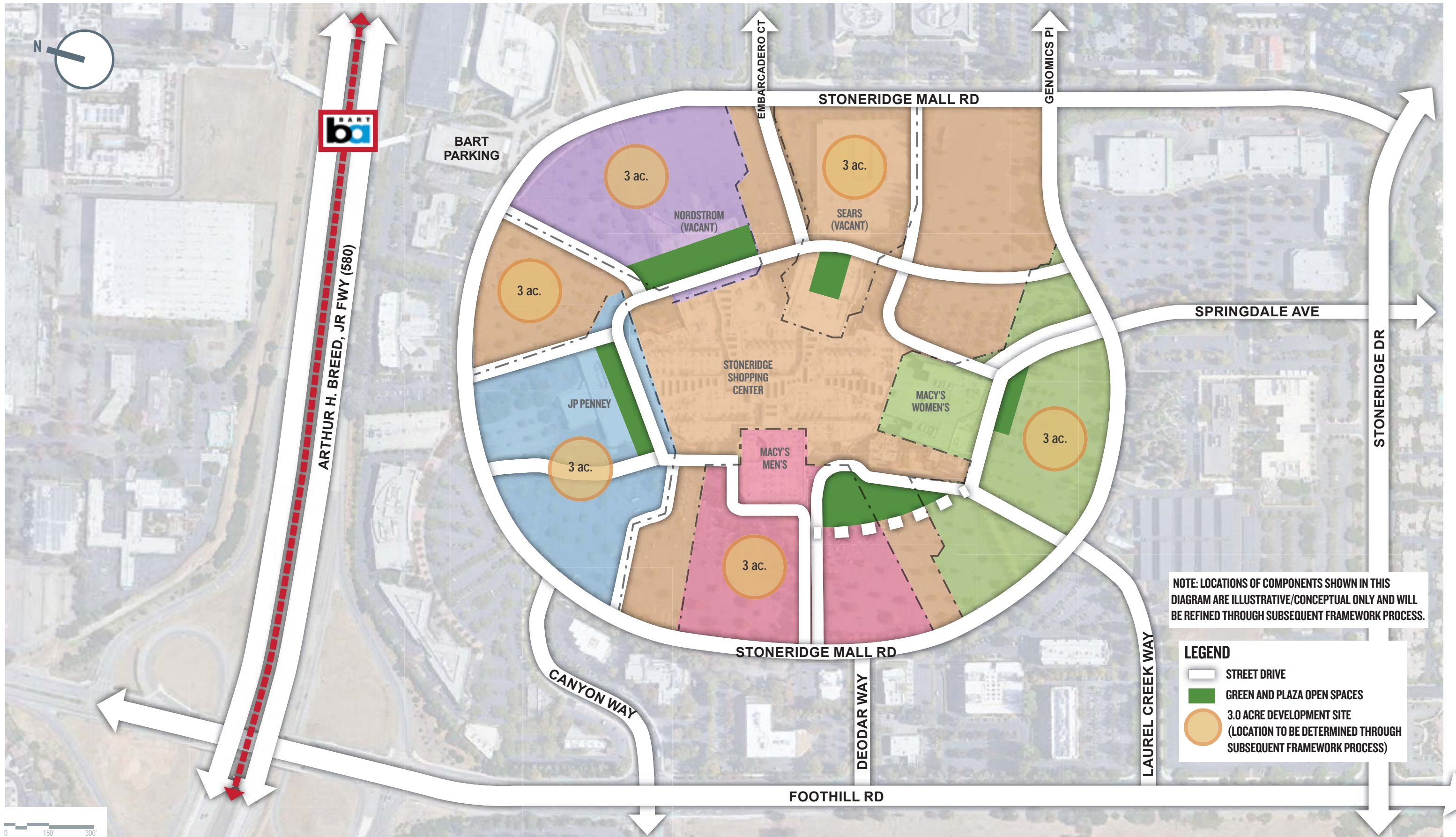
Figure 2: Circulation and Open Space Concepts

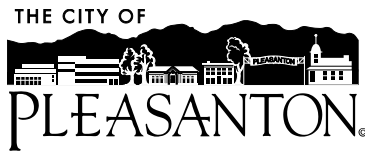
Figure 3: 6th Cycle Housing Element Allocations

FIGURE 1









ECONOMIC VITALITY COMMITTEE REPORT

February 20, 2025
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. Downtown Pleasanton PBID Feasibility City Council Agenda Report, January 21, 2025 [Feasibility Report Formation Timelines Presentation Slides City Council Meeting Minutes \(for approval 2/18/2025\)](#)
2. Gift Pleasanton eGift Card Holiday Campaign Results
3. Actions of the Zoning Administrator & Planning Commission, February 18, 2025
4. Actions of the Zoning Administrator & Planning Commission, February 4, 2025
5. Actions of the Zoning Administrator & Planning Commission, January 21, 2025
6. Actions of the Zoning Administrator & Planning Commission, January 9, 2025
7. Sales Tax Update, 3Q 2024 (July – September)

Upcoming Business Meetings, Events and Other Items:

1. **Taste Tri-Valley Restaurant Week**, February 21 – March 2, 2025 | This 10-day event brings together the best restaurants and wineries in the Tri-Valley, offering special prix-fixe menus, special discounts, and must attend foodie events.
 - Presented by Visit Tri-Valley [More Information](#)
 - [A South American Street Food Jubilee at Oyo Pleasanton](#), February 28
2. **Business Assistance Series: Restaurant Menu & Foodware Workshop**, Tuesday, March 11, 2025, 8:30 am – 12 pm | Pleasanton Library Community Room, 400 Old Bernal Avenue, Pleasanton
 - In partnership with East Bay Small Business Development Center - The first workshop of the Business Assistance Workshop Series focused on restaurants to help owners structure their menu and understand pricing strategies for greater profits.
 - A new reusable foodware program will also be introduced by City Waste & Recycling staff.
 - [Registration](#)
3. **Pleasanton Chamber of Commerce Networking Mixer**, Wednesday, March 12, 2025, 5 – 7 pm, Aloft Dublin-Pleasanton, 4075 Grafton Street, Dublin | 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-3-12-25-4514?calendarMonth=2025-03-01>
4. **State of the City** featuring Mayor Jack Balch, Tuesday, March 25, 2025, 11 am – 1:30 pm, Palm Event Center in the Vineyard, 1184 Vineyard Avenue, Pleasanton | \$75 through 2/28, \$85 beginning 3/1; registration ends on 3/7
- Presented by the Pleasanton Chamber of Commerce
 - Register at <https://business.pleasanton.org/events/details/state-of-the-city-pleasanton-2025-4836?calendarMonth=2025-03-01>

ACTION: RECEIVE ECONOMIC DEVELOPMENT INFORMATION/UPDATES

January 21, 2025
City Manager

TITLE: ACCEPT DOWNTOWN PLEASANTON PROPERTY AND BUSINESS IMPROVEMENT DISTRICT FEASIBILITY REPORT AND ALLOCATE UP TO \$70,000 TO IMPLEMENT THE PBID FORMATION PROCESS FOR DOWNTOWN PLEASANTON

SUMMARY

Under previous agreements with the Pleasanton Downtown Association (PDA), through which the PDA manages the Downtown Pleasanton Business Improvement District (BID), the City matches the annual Business Improvement District assessment. While staff anticipates the 2025 annual assessments will similarly be around \$80,000, under a new one-year agreement the City will provide matching funds up to 50 percent of the collected assessments.

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

RECOMMENDATION

Accept Downtown Pleasanton Property and Business Improvement District Feasibility Report and Allocate up to \$70,000 to Implement the PBID Formation Process for Downtown Pleasanton.

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 several action items under *3.0 Local Revenue Growth* that are related to downtown Pleasanton, specifically including:

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

To ensure economic vitality in Downtown Pleasanton, it is recommended 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. Through an agreement with the City, the Pleasanton Downtown Association (PDA) serves as the manager of the BID. The recent 5-year agreement that expired on December 31, 2024, obligates 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. Under a new one-year agreement for 2025 - which allows time for Phase 2 of the PBID process to be conducted - staff recommends the City provide matching funds up to 50 percent of the collected assessments; this percentage could be reevaluated by the City Council at a later date in 2025 based on the City's financial position. This one-year agreement is presented to the City Council as a separate agenda item at this January 21 meeting.

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

The feasibility of a Property & Business Improvement District (PBID) is being explored to sustain and increase the vitality and economic health of the downtown district. 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
- Signage Improvements and Wayfinding
- Street and Sidewalk Sweeping
- Graffiti removal

- Installation of bus benches, trash cans, tree wells, and art
- Landscape maintenance
- Special event sponsorship
- Business attraction and retention
- Capital improvements.

The recently conducted PBID feasibility study (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 consider an initial assessment potential stakeholder support.

2. Database Development

The foundation of the District formation process is an accurate property owner database.

3. Boundary Map

Civitas with City input created a map of the District boundaries, any benefit zones, and assessment scenarios. The current business improvement district map was used as a basis for this step. The boundary map was then divided into three zones based on the highest level of benefit from PBID services.

4. Property Owner Outreach

Outreach to property owners consisted of an open house and a survey to engage stakeholders (all property owners) 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 with a draft service plan, which includes proposed boundaries, assessment rate, budget, and services. A service plan will be the basis of the Management District Plan (MDP), if it is recommended to proceed with the PBID formation. 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 proposed district parameters, assessment of stakeholder support, and recommendations for PBID formation (Phase 2).

For reference, Civitas Advisors was the consultant for the development and renewal of the Tri-Valley Tourism Marketing District that is managed by Visit Tri-Valley, so Civitas has familiarity with the Pleasanton community. Civitas Project Manager Kelly Rankin will provide an overview of the feasibility process, draft service plan, results, and recommendations at the January 21

City Council meeting.

Economic Vitality Committee Recommendation

The Economic Vitality Committee (EVC) received an overview of the feasibility process, draft service plan, and results at its December 19, 2024, meeting for a recommendation to the City Council on the formation of a PBID. The proposed schedule for Phase 2 PBID formation as presented to the EVC was approximately five months to complete.

Based on the feasibility study results that noted additional education with property owners to reach a level of engagement necessary to generate majority support for PBID formation, the EVC voted to proceed with Phase 2 of the PBID feasibility comprising of two parts. The first part, Phase 2A – Outreach consists of additional education and engagement with the property owners which would include additional Open House events, Steering Committee meetings, and one-on-one stakeholder meetings. The Service Plan would also be finalized during this period. Phase 2A is recommended to take approximately four months to complete, at which point it will be determined if enough support has been generated for the PBID formation, which Civitas recommends being 30-40 percent of the assessed value from property owners.

The second part, Phase 2B – Formation would take six months to complete and include the following steps:

1. Develop, review and approval of Management District Plan (MDP)

The Steering Committee and City staff will use the finalized Service Plan as the basis for the MDP. The final MDP, Engineer's Report and Petition will be approved.

2. Hold the Petition Drive

The Petition Drive must obtain Greater than 50 percent in signatures, representing the assessment value to form the PBID. The City Council would sign the Petition and Ballot for City-owned properties.

3. Initial Hearing at City Council Meeting

The City Council would adopt a Resolution of Intention to hold an initial hearing. The ballot and notice of Public Hearing would be mailed to all property owners.

4. Public Hearing and Resolution of Formation

The City Council would hold a Public Hearing and adopt a Resolution of Formation, which must be held at least 45 days after notice and ballot is mailed.

Based on the EVC's recommendation to divide Phase 2 into two parts, a conservative timeline was recommended for the City Council to consider: the original ambitious timeline presented to the EVC outlined five months to complete the District renewal for the County tax roll in July 2025 to begin collection in January 2026. A EVC-proposed conservative timeline provides additional outreach and education and would take approximately 10 months. With the conservative timeline, the City could consider collecting the assessment for the first year and the County assessment could begin in January 2026, otherwise the assessment would not begin until January 2027 through the County tax roll. The Proposed Formation Timelines are

provided as Attachment 2.

Pleasanton Downtown Association Board of Directors Feedback

The feasibility process, draft service plan, and results were shared with the PDA board of Directors at its meeting on December 17, 2024. The PDA Board was asked for feedback on the draft service plan, particularly the services a PBID could provide and the level of assessments that could be raised by a PBID. Within the proposed PBID parameters, three assessment scenarios were prepared which include annual assessment rates for parcel types and corresponding budget categories for intended services (refer to pages 10-11 in Attachment 1). There was support from the PDA Board for Scenarios #2 or #3 as those would yield more funding than the current BID assessment collection, estimated at annual budgets of \$209,444 and \$314,166, respectively. Clarification on certain services the PBID could provide was requested since items such as enhanced maintenance would be in addition to what the City is currently providing and whether that level of service would be reduced given the City's current financial constraints.

Business Improvement District Structure Renewal Alternative

If the City Council determines not to proceed with a PBID formation, staff will begin an evaluation toward the transition of the current business improvement district (BID) 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 previous five-year terms 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 percent 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 BID 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.

EQUITY AND SUSTAINABILITY

Not applicable, as this item is a routine matter of City business.

OUTREACH

The feasibility report findings and draft service plan were reviewed by the Pleasanton Downtown Association Board of Directors at its December 17, 2024, meeting and the Economic Vitality Committee at its December 19, 2024, meeting.

STRATEGIC PLAN ALIGNMENT

Approval of this action advances the ONE Pleasanton strategic plan goal of *Building a Community Where Everyone Belongs* by ensuring the vibrancy of Pleasanton's downtown as prioritized in the City's Economic Development Strategic Plan.

FISCAL IMPACT

The PBID feasibility study and anticipated expenses for formation are included in the Economic Development Division FY 2024/25 budget. The cost of the original five-month Phase

2 timeline is \$31,200 plus travel expenses. The cost of the proposed conservative Phase 2A – Outreach for 4 months is \$24,960 and Phase 2B – Formation for 6 months is \$37,440 for a total of \$62,400 plus travel expenses. Travel for Civitas Advisors staff to attend open houses and meetings would be required, and expenses are estimated to be approximately \$650-1,000 per trip. While some portion of the cost is currently budgeted in FY 2024/25, an allocation of up to \$70,000 to complete the PBID Formation is necessary to complete the restructure in FY 2025/26.

If a business improvement district structure update is chosen, it would take approximately seven months to complete at a cost of \$43,680 plus travel expenses. This amount is currently budgeted in FY 2024/25.

Prepared by:



Lisa Adamos, Economic
Development Manager

Submitted by:



Pamela Ott, Assistant City Manager

Approved by:



Gerry Beaudin, City
Manager

Attachments:

1. Downtown Pleasanton PBID Feasibility Report
2. Proposed PBID Formation Timelines
3. PBID Feasibility Study Meeting Presentation Slides

2024 Gift Pleasanton Campaign

THE HOLIDAY BUY-ONE, GET-ONE (BOGO) RESULTED IN...

\$31,900

WORTH OF GIFT PLEASANTON CARDS PURCHASED

\$9,400

WORTH OF BONUS CARDS

294

GIFT PLEASANTON CARDS

165

GIFT PLEASANTON PURCHASERS

\$9,500

DOLLARS REDEEMED

SALES REPORT

AVAILABLE DOLLARS

\$22,400

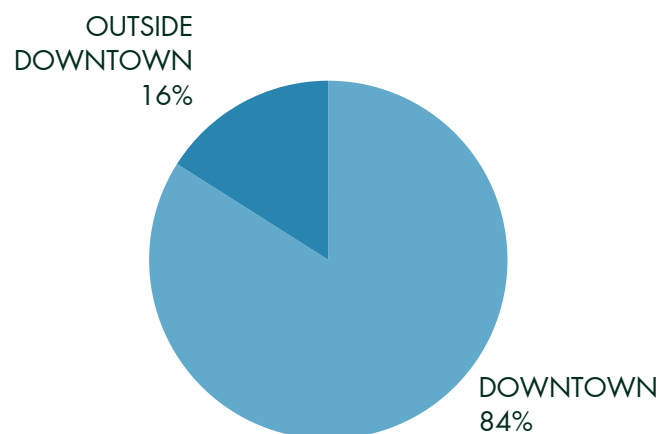
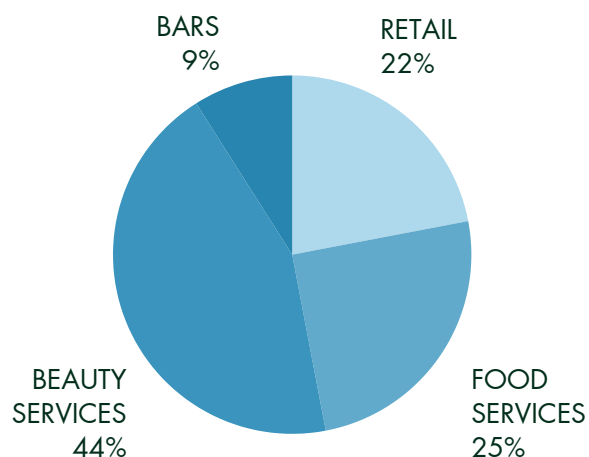
AVAILABLE BONUS DOLLARS*


\$6,040

**The remaining bonus dollars will expire by March 1, 2025*

REDEMPTION REPORT | 11/30 - 12/31

Percentage of Gift Pleasanton dollars redeemed during the 2024 Holiday BOGO Campaign:



 (925) 931-5038

 inpleasanton.com

THE CITY OF

PLEASANTON.

COMPARISON CHARTS

HOLIDAY CAMPAIGN	TOTAL AMOUNT	BONUS AMOUNT	AMOUNT REDEEMED	# OF PURCHASERS
2022	\$13,680	\$3,670	\$4,329	67
2023	\$17,040	\$4,790	\$3,613	77
2024	\$31,900	\$9,400	\$9,500	165

	2023 HOLIDAY BOGO SALES	2024 HOLIDAY BOGO SALES
WEEK 1	\$3,225	\$9,525
WEEK 2	\$4,450	\$12,965
WEEK 3	\$5,450	\$19,230
WEEK 4	\$7,900	\$21,495
WEEK 5	\$12,250	\$22,500

MARKETING PERFORMANCE

INSTAGRAM | 30 - DAY REVIEW

67k PROFILE VIEWS	307 PROFILE VISITS	192 INTERACTIONS	49 EXTERNAL LINK TAPS
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HOLIDAY GIFT GUIDE | YOUR TOWN MONTHLY

28,913 IMPRESSIONS	1,061 READS	119 EXTERNAL LINK TAPS
	IMPRESSIONS	LINK TAPS
INPLEASANTON.COM	779	7

CITY COUNCIL AGENDA REPORT

February 18, 2025
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0741, Rajani Rangan

Application for Administrative Design Review approval to construct an approximately 194-square-foot addition to the rear of an existing residence located at 2359 Greenberry Court.

Project Information:

Existing floor area: 2,319 square feet

Total floor area with addition: 2,513 square feet

Lot size: 6,306 square feet

Existing floor area ratio: 36.77 percent

Total floor area ratio with addition: 39.85 percent

Approved. (9 days)

P24-0760, Gary and Cynthia Stafford

Application for Administrative Design Review approval to construct an approximately 494-square-foot single-story addition to an existing single-family residence located at 5272 Ridgevale Way.

Project Information:

Existing floor area: 1,377 square feet

Total floor area with addition: 1,871 square feet

Lot size: 6,824 square feet

Existing floor area ratio: 20.18 percent

Total floor area ratio with addition: 27.42 percent

Approved. (9 days)

PUD-87-1-5M, Chris and Beverly Louie

Application for site-specific Planned Unit Development (PUD) Minor Modification to PUD-87-1-5M to allow for a reduction in the required side yard setback to construct an addition at 3310 Sorrel Downs Court.

Approved. (31 days)

P24-0762, Kalyana Gayatri Devi Kalluru

Application for Non-Exempt Home Occupation approval to conduct classical singing lessons for groups of up to 6 students between 4 p.m. and 8 p.m., Monday through Friday, at a residence located at 7239 Valley Trails Drive.

Approved. (9 days)

P24-0749, Seigo Designs & Interiors

Application for Administrative Design Review approval to construct an approximately 412-square-foot, single-story addition to the southwest (left front) of the home located at 584 Tawny Drive.

Project Information:

Existing floor area: 1,964 square feet

Total floor area with addition: 2,376 square feet

Lot size: 11,700 square feet

Existing floor area ratio: 16.79 percent

Total floor area ratio with addition: 20.31 percent

Approved. (7 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

February 4, 2025
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0204, Jinah Kim

Application for Administrative Design Review approval for an approximately 584-square-foot addition to the first and second floors of an existing residence located at 1258 Hearst Drive.

Project Information:

Existing floor area: 3,411 square feet

Total floor area with addition: 3,995 square feet

Lot size: 19,166 square feet

Existing floor area ratio: 17.8 percent

Total floor area ratio with addition: 20.84 percent

Approved. (3 days)

P24-0769, Hayoung Lee

Application for Administrative Design Review approval to restore a fire-damaged attached garage and construct an approximately 194-square-foot first-floor addition with an attached approximately 150-square-foot covered front porch, and an approximately 240-square-foot rear addition of an existing residence located at 400 Junipero Street.

Project Information:

Existing floor area: 1,867 square feet

Total floor area with addition: 2,301 square feet

Lot size: 7,800 square feet

Existing floor area ratio: 23.94 percent

Total floor area ratio with addition: 29.50 percent

Approved. (10 days)

PUD-80-08-3M, Travis Rodrigues

Application for a site-specific Planned Unit Development (PUD) Minor Modification to PUD-80-08, to establish maximum floor area ratio allowed for the construction of a new approximately 162-square-foot second-story bedroom addition within the existing main residence located at 1861 Crestline Road.

Project Information:

Existing floor area: 1,596 square feet

Total floor area with addition: 1,758 square feet

Lot size: 2,111 square feet

Existing floor area ratio: 75.60 percent

Total floor area ratio with addition: 83.27 percent

Approved. (11 days)

P24-0770, Chikashige Nii / Nii Designs

Application for Administrative Design Review approval to construct an approximately 572-square-foot first-floor front addition at an existing residence located at 3411 Arbor Drive.

Project Information:

Existing floor area: 1778.10 square feet

Total floor area with addition: 2,349.7 square feet

Lot size: 8,589 square feet

Existing floor area ratio: 20.7 percent

Total floor area ratio with addition: 27.36 percent

Approved. (8 days)

P24-0729, Mahsa Manavi / M2 Design and Development Inc.

Application for Administrative Design Review approval to construct an approximately 631-square-foot first-floor rear addition, an approximately 823-square-foot second-story balcony to the rear, and an approximately 10-foot tall, 143-square-foot detached gazebo in the rear of an existing residence located at 3932 Vierra Street.

Project Information:

Existing floor area: 4,418 square feet

Total floor area with addition: 5,074 square feet

Lot size: 20,473 square feet

Existing floor area ratio: 21.58 percent

Total floor area ratio with addition: 24.78 percent

Approved. (8 days)

P25-0018, Kamal Obeid / Landtech Consultants

Application for Design Review approval to construct an approximately 2,440-square-foot vehicle storage carport, repave approximately 26,300 square feet of the corporate yard, and associated site improvements located at 2500 Stanley Boulevard (Shadow Cliffs Service Yard).

Approved. (0 days)

P25-0013, Todd Swalley / TS Construction

Application for Administrative Design Review approval to construct an approximately 437-square-foot first-floor rear addition of an existing residence located at 1738 Peru Court.

Project Information:

Existing floor area: 1,104 square feet

Total floor area with addition: 1,541 square feet

Lot size: 6,795 square feet

Existing floor area ratio: 16.25 percent

Total floor area ratio with addition: 22.68 percent

Approved. (14 days)

Planning Commission, January 22, 2025

Commissioners Present: Vivek Mohan, Brandon Pace and Chair Ken Morgan

Commissioners Absent: Anurag Jain, Stephanie Wedge

P24-0635 and P24-0636, Tony Wang, 6622 Owens Drive

Application for Conditional Use Permit to operate a religious facility within an existing building with no more than 110 participants at any one time, and for Design Review to change the existing exterior roll-up door to a storefront window located at 6622 Owens Drive.

Action Recommended: Adopt Resolution No. PC-2025-01 approving the application.

Action Taken: Adopted Resolution No. PC-2025-01, as recommended.

Vote: 3-0

P24-0492 and P24-0493, Sean Kim / Slowark Design, 6111 Johnson Court

Applications for: 1) Conditional Use Permit approval to operate a religious facility for up to 250 members; and 2) Design Review approval to construct an approximately 405-square-foot lobby entrance, parking lot modifications, and related site improvements for the existing facility located at 6111 Johnson Court.

Action Recommended: Adopt Resolution No. PC-2025-02 approving the applications.

Action Taken: Adopted Resolution No. PC-2025-02, as recommended.

Vote: 3-0

P24-0720, Trumark Homes, 0 Vineyard Avenue

Application for General Plan Amendments to the Housing Element and the Land Use Element to allow for the required 3-acre park/open space on Housing Element Area 27

to be split into more than one area within the approximately 10.64-acre site located at 0 Vineyard Avenue (APN 946-4619-1).

Action Recommended: Adopt Resolution No. PC-2025-03 approving the application, with amendments to specify that the open space adjacent to Vineyard Avenue shall be a contiguous area comprising at least 60% of the total open space provided.

Action Taken: Adopted Resolution No. PC-2025-03, as recommended.

Vote: 3-0

P24-0747, City of Pleasanton, 0 Vineyard Avenue

City-initiated application to amend the Vineyard Avenue Corridor Specific Plan to align with Housing Element permitted uses for the property and other conforming changes for the site located at 0 Vineyard Avenue.

Action Recommended: Adopt Resolution No. PC-2025-04 approving the application.

Action Taken: Adopted Resolution No. PC-2025-04, as recommended.

Vote: 3-0

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:



Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager

CITY COUNCIL AGENDA REPORT

January 21, 2025
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0739, Chris and Trista Crowe

Application for Administrative Design Review approval to construct an approximately 480-square-foot detached garage and 585-square-foot pavilion at 1796 Equestrian Drive. (Non-habitable structures not included in floor area ratio.)

Approved. (8 days)

P24-0745, Shetty Family

Application for Administrative Design Review approval to convert an existing breezeway into residential floor area, with associated exterior improvements at 1616 Courtney Avenue.

Project Information:

Existing floor area: 3,275 square feet

Total floor area with addition: 3,644 square feet

Lot size: 20,385 square feet

Existing floor area ratio: 16.07 percent

Total floor area ratio with addition: 17.88 percent

Approved. (7 days)

P24-0744, Harish Ramachandra Bhat

Application for Administrative Design Review approval to construct an approximately 168-square-foot gazebo in the rear yard of an existing residence located at 4391 Bristolwood Road.

Approved. (8 days)

P24-0748, Ramesh and Lynne Menon

Application for Administrative Design Review approval to construct an approximately 105-square-foot addition to the rear of an existing residence located at 1194 Blanc Court.

Project Information:

Existing floor area: 2,679 square feet

Total floor area with addition: 2,784 square feet

Lot size: 14,847 square feet

Existing floor area ratio: 18.04 percent

Total floor area ratio with addition: 18.75 percent

Approved. (11 days)

P24-0723, Molinar Home Design

Application for Administrative Design Review approval to construct an approximately 571-square-foot, single-story addition to the west (left) rear of the house located at 4576 Fisher Court.

Project Information:

Existing floor area: 1,883 square feet

Total floor area with addition: 2,454 square feet

Lot size: 10,001 square feet

Existing floor area ratio: 18.83 percent

Total floor area ratio with addition: 24.54 percent

Approved. (7 days)

PUD-85-08-1D-6M, Nora Collins / AvalonBay Communities, Inc.

Application for a minor Planned Unit Development (PUD) Modification to an approved high-density residential development, adding a fifth story containing 31 additional residential units to the approved yet-to-be constructed Podium Building located at 5601 Owens Drive, with other minor associated changes to parking and amenities.

Approved. (11 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

January 9, 2025
Community Development

TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION

P24-0565, Vikrum Deol / Deol Data Corporation

Application for Non-Exempt Home Occupation approval to conduct online sales of wine and beer with on-site storage within the hours of 8 a.m. to 5 p.m., Monday through Friday with no on-site direct sales to customers at a residence located at 3749 W. Ruby Hill Drive.

Approved. (20 days)

P24-0725, Anmol Garcha

Application for Administrative Design Review approval to construct an approximately 440-square-foot arbor in the rear yard of 583 Dolores Place.

Approved. (13 days)

P24-0738, Ross and Natasha Gottlieb

Application for Administrative Design Review approval to construct an approximately 240-square-foot sunroom with a maximum height of 10'-3" on the side of an existing residence located at 4581 Black Avenue.

Project Information:

Existing floor area: 2,087 square feet

Total floor area with addition: 2,327 square feet

Lot size: 8,100 square feet

Existing floor area ratio: 25.77 percent

Total floor area ratio with addition: 28.73 percent

Approved. (7 days)

P24-0726, Rudy Parra / Parra Builders, Inc.

Application for Administrative Design Review approval to construct a single-story, approximately 605-square-foot addition to the front of an existing residence located at 1511 Loganberry Way.

Project Information:

Existing floor area: 1,520 square feet

Total floor area with addition: 2,125 square feet

Lot size: 7,405 square feet

Existing floor area ratio: 20.53 percent

Total floor area ratio with addition: 28.7 percent

Approved. (10 days)

PUD-91-11-04M, Amanda Waler

Application for Planned Unit Development (PUD) Minor Modification to PUD-91-11-04M, to modify PUD-91-11 to allow for the removal and replacement of 13 trees along Persimmon Way.

Approved. (13 days)

Planning Commission, December 11, 2024

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

Commissioners Absent: Vivek Mohan

P24-0370, Fei Xiang Bilingual School, 6663 Owens Drive

Application for Conditional Use Permit approval to operate a preschool with a maximum of 93 students at an existing building located at 6663 Owens Drive.

Action Recommended: Adopt Resolution No. PC-2024-18 approving the application.

Action Taken: Adopted Resolution No. PC-2024-18, as recommended.

Vote: 5-0

P24-0670, -0671 & -0672, Patti Nelson and Eric Price for Philz Coffee, 1803 Santa Rita Road

Applications for Conditional Use Permit, Design Review, and Sign Design Review to operate a drive-through restaurant within an existing commercial building with an existing drive-through located at 1803 Santa Rita Road.

Action Recommended: Adopt Resolution No. PC-2024-19 approving the application.

Action Taken: Adopted Resolution No. PC-2024-19, as recommended.

Vote: 5-0

Prepared by:



Melinda Denis
Zoning Administrator

Submitted by:



Ellen Clark
Director of Community
Development

Approved by:



Gerry Beaudin
City Manager

CITY OF PLEASANTON

SALES TAX UPDATE

3Q 2024 (JULY - SEPTEMBER)



PLEASANTON

TOTAL: \$ 6,552,970

0.2%

3Q2024



0.0%

COUNTY



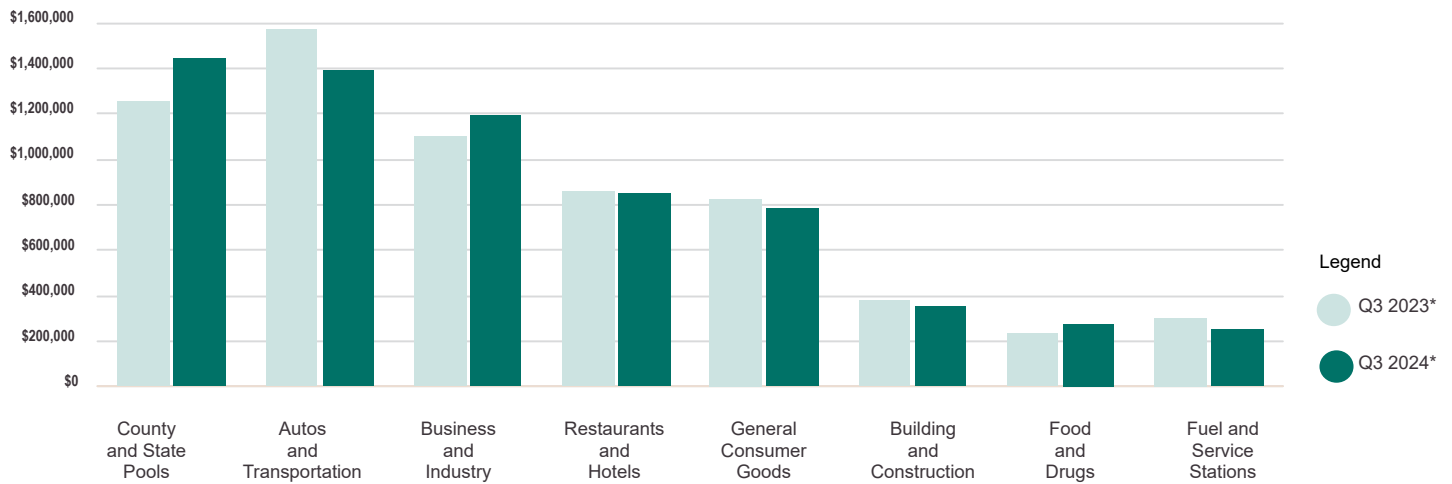
-2.3%

STATE



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

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF PLEASANTON HIGHLIGHTS

Pleasanton's gross receipts from July – September 2024 were 4.2% below the third sales period in 2023. However, after adjusting for reporting modifications such as audit adjustments and delayed payments, actual sales were essentially even at 0.2%. Most tax groups declined.

New and recreational vehicle sales slumped, resulting in a 14.7% drop in autos-transportation revenues – marking the fifth consecutive quarter of decline. The price of crude oil dropped during the period and directly affected fuel-service station receipts – with revenues sliding almost 17%.

Casual and quick service dining both waned – pulling down restaurant-hotels returns. In-store shopping receipts decreased, with department, electronics/appliances and specialty stores all contributing to a fall in general

retail. Lower building materials sales and reduced contractor activity caused an 8.2% drop in building-construction.

On the positive, the City's allocation from the countywide use tax pool skyrocketed almost 15% due to pool share adjustments caused by a large taxpayer audit. Although medical/biotech payments decreased – gains in other business-industrial sectors, including business services and office equipment pulled the group up 8.4%. A large taxpayer payment made (possibly made in error) in the convenience/liquor store segment boosted food-drugs results.

Net of adjustments, taxable sales for all of Alameda County were flat over the comparable time period; the Bay Area was down 1.9%.





STATEWIDE RESULTS

California’s local one cent sales and use tax receipts during the months of July through September were 2.3% lower than the same quarter one year ago after adjusting for accounting anomalies. The calendar year third quarter traditionally is noted for pleasant weather and statewide tourism; however, taxes fell when compared to a year ago. As such, it also means a weak start of the 2024-25 fiscal year for many California agencies.

Once again, autos-transportation receipts took a hit and declined 4.8%. This period marks the seventh consecutive quarter of downturn for the sector. While used autos returns and leasing activity have improved, revenues from new car sales struggled due to sustained high interest rates, tightened credit standards, and increased cost of auto insurance. As such, inventories for many dealers remain elevated, applying downward pressure on prices and growth into 2025.

The summer season is usually an advantageous time for home repairs and construction work, however, this industry is also struggling with high consumer interest rates and limited access to equity for homeowners. New projects remain sidelined as developers await more favorable investment conditions.

Brick-and-mortar general consumer retailers pulled back 3.8% - worsened by lower gas prices. Consumers appear more interested in lower priced/discounted items vs higher priced/luxury goods, forcing merchants to again consider inventory needs. Additionally, competition from online merchants is as fierce as ever, as shoppers look for greater value. With holiday shopping around the corner, local store expectations remain soft.

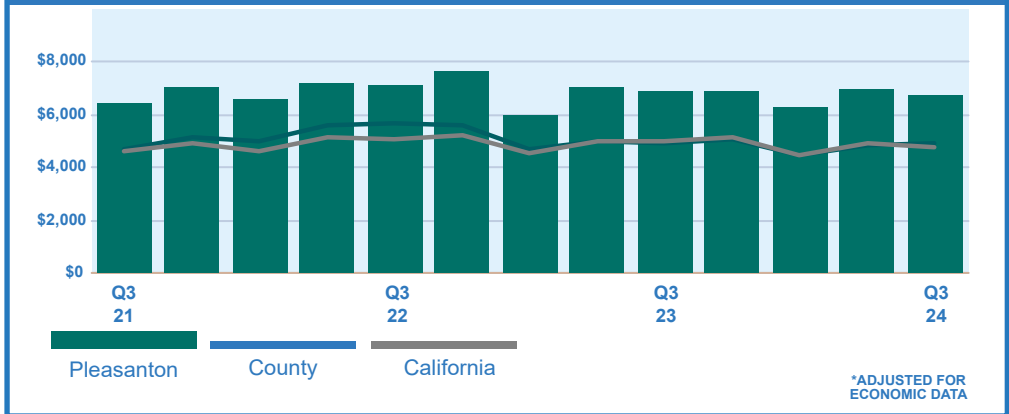
Fuel generating taxpayers had a rough quarter; a combination of consumption declines and falling fuel prices thrust comparisons down by 13%. Further contraction of national drug store locations coupled with the steady fall from cannabis merchants dating back to 2021, caused a decrease of 2.8% in the food-drugs category. Expect similar percentage declines for the upcoming end of 2024 quarter.

Although statewide tourism appears to have improved over 2023, revenue from restaurants experienced only a modest gain of 0.7%, which included a dramatic drop from fine dining establishments – consistent with spending trends in other sectors. State

mandated minimum wage requirements remained a challenge, with higher menu prices reducing patron visits.

These sluggish results solidify 2024 as a down year. Recent reductions to the Fed Funds Rate aren’t considered to help until later in 2025. Agencies should expect fiscal year 2024-25 sales taxes to stay flat or decline slightly as sluggish economic conditions leave consumers cautious in their spending patterns, especially for big ticket items and discretionary products.

SALES PER CAPITA*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Pleasanton Business Type	Q3 '24*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	857.9	-14.1% ↓	-11.9% ↓	-8.0% ↓
Casual Dining	451.3	-1.0% ↓	0.8% ↑	1.1% ↑
Medical/Biotech	424.9	-6.7% ↓	-7.2% ↓	-2.2% ↓
Service Stations	251.0	-15.6% ↓	-16.1% ↓	-12.8% ↓
Building Materials	201.0	-5.2% ↓	-6.6% ↓	-4.2% ↓
Quick-Service Restaurants	188.2	-4.9% ↓	0.7% ↑	1.1% ↑
Department Stores	142.5	-9.2% ↓	-9.4% ↓	-5.2% ↓
Contractors	137.6	-12.3% ↓	6.9% ↑	-1.9% ↓
Business Services	131.5	77.3% ↑	12.6% ↑	4.5% ↑
Convenience Stores/Liquor	128.5	62.3% ↑	-4.0% ↓	-2.1% ↓

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