



MEMORANDUM

Date: December 12, 2018

To: Chamber of Commerce

From: Gerry Beaudin, Director of Community Development

Subject: Overview and Discussion of Public Review Draft Downtown Specific Plan

STAFF RECOMMENDATION

Staff recommends that the Chamber of Commerce review the draft Downtown Specific Plan Update and provide feedback.

BACKGROUND/HISTORY

In January 2017, the City of Pleasanton commenced a planning process to update the DSP. The City Council appointed a ten-member Task Force to lead the plan update, with representatives from City Council, Planning Commission, at-large members, the Economic Vitality Committee, and the Chamber. The Task Force has met over the course of 2017 and first half of 2018 to help develop the updated DSP including, reviewing strategies and options for the most desirable mix of land uses, design improvements, future development opportunities for the existing civic center site, and multi-modal mobility throughout the specific plan area.

Chamber of Commerce Meeting

Staff presented to the Chamber on November 8, 2017 with the objective of soliciting preliminary options and strategies for downtown. Specifically, staff requested feedback on a series of alternatives that had been developed for streetscape improvements and strategies, Civic Center land uses, and treatment of active ground floor uses. A summary from the meeting is attached to this memo as Attachment 1. Staff communicated comments from the Chamber to the Task Force in November 2017, along with the comments from other outreach events.

Public Review Draft Downtown Specific Plan

The Task Force has considered the recommendations and comments from the Chamber along with other groups consulted during the process to date in formulating the Public Review Draft of the DSP. The Public Review Draft of the DSP is Attachment 2 to this memo. Key changes to the plan as a result of Task Force recommendations are summarized in the memo dated November 13, 2018 that accompanies the draft specific plan.

In addition to these topics, the Chamber may find of particular interest the following:

- **Economic Vitality Chapter.** While the Public Review Draft DSP does not make substantial changes to the Economic Vitality Chapter, new policies have been included to address active ground floor uses, the Town Square District, and to reflect Division Street becoming a potential venue for more special events. (*Economic Vitality Chapter, Pages 105-113*)
- **Massage Businesses.** On August 21, 2018, the City Council adopted a moratorium on the establishment or expansion of massage businesses in the downtown area, pending discussion of additional new regulations through the DSP process. Staff has developed a series of options, discussed in more detail in Attachment 3 to this memo.
- **Civic Center Relocation – Approvals and Next Steps.** Since the Chamber last reviewed the DSP, the concept for redevelopment of the existing civic center site and 4-acre City owned adjacent to the ACE train station property has been refined. It more broadly incorporates the Mixed Use - Downtown land use designation (which supports a mix of commercial uses and allows upper-story residential), all ground floor residential is removed, the size of the town square is increased, the parking structure is relocated, and phasing is added to the plan. The concept includes pedestrian paths and connections throughout the area, and complete streets for all new public streets, to ensure there is a high degree of connectivity to and through the site.

Redevelopment of the civic center site is predicated on the existing City offices and functions including City Hall, Police Department, and Library (existing building to remain and be repurposed) moving to new facilities at the Bernal Property. In 2016, the City Council “accepted” the Library and Civic Center Master Plan, which includes a conceptual plan for the new facilities at the Bernal Property. A formal amendment of the Bernal Property Specific Plan is required to reflect the Library and Civic Center Master Plan. Since the Bernal Property Specific Plan was originally adopted by Pleasanton voters, it also requires voter approval for amendment. The Draft Downtown Specific Plan identifies this voter approval as an essential step required for implementation of any land use changes for the existing Civic Center site.

- **Environmental Review** – A Draft EIR is being prepared for the Downtown Specific Plan Update which will provide the City, public agencies, and the public with detailed information about the environmental effects of the proposed development and identifies methods of mitigating any adverse environmental impacts should the proposed development be approved. The Draft EIR is expected to be released in January 2019, and will then be circulated for a 45 day public review period.

ACTION

Review and provide input on the draft Specific Plan including comments on the following specific plan topics in particular:

- Economic Vitality Goals, Policies, and Implementation Actions
- Options for Massage Businesses Downtown, including whether these businesses should be excluded from the active ground floor uses definition and policies.

ATTACHMENTS

1. November 8, 2017 Chamber Meeting Summary
2. Downtown Specific Plan Update Task Force Memo dated November 13, 2018, Item 3, with attachments
3. Downtown Specific Plan Update Task Force Memo dated November 13, 2018, Item 4C, with attachments