

PLEASANTON PLANNING AREA

Proposed General Plan

GUIDE TO DEVELOPMENT 1965-1990

The proposed General Plan is the product of a year of study by the City Council, the City Planning Commission, an 82-member Citizens' Committee, the City staff, and the City's planning consultants. Anticipated rapid development in the 44 square mile planning area which had 7,000 residents in 1964 will increase population to 25,000 by 1970, 60,000 in 1980, and 90,000 in 1990. Residential areas shown on the plan will accommodate 123,000 persons when fully built-up. The City of Pleasanton, (pop. 5,500, 1964) is expected to annex large portions of the planning area, and ultimately may extend beyond it. Meanwhile, the Alameda County Planning Commission and Board of Supervisors will regulate development in the unincorporated area. The proposed General Plan has been developed in consultation with County officials, and the County will be requested to adopt it following adoption by the City.

The adopted General Plan will serve as a basis for both public and private development decisions, but unlike a zoning ordinance, the plan does not legally control the use of each parcel of land. While boundaries of many uses and locations of many facilities are not precise, the relationships among uses and facilities proposed are definite. Periodic review and revision will be necessary to adjust the plan to changing conditions and to keep it current.

Major policies reflected in the design of the plan are: To preserve the natural beauty of Pleasanton's site to the maximum extent.

To create a community of distinctive physical form, avoiding the monotonous subdivisions, the strip commercial thoroughfares, and the undifferentiated street and land use patterns that have made "slurbs" of so many communities at the edges of California's rapidly growing metropolitan areas. To provide the best possible living environment for a wide range of income groups.

To develop the Pleasanton central district to its maximum potential.

To attract to the city the single regional shopping center that the Livermore-Amador Valley can support during the next 25 years.

To attract diversified, non- nuisance industries that will provide employment equalling the number of employed residents of the planning area.

To minimize conflicts between gravel harvesting operations and residential neighborhoods.

RESIDENTIAL AREAS

Slope Conservation areas are located on the densely wooded side of Pleasanton Ridge and on other slopes averaging 25 per cent or more. Restrictions on tree cutting and an average of one single family house per two acres will preserve the city's green backdrop and prevent drainage problems.

Low density areas, with an average density of two houses per gross acre (including streets) are on slopes of 10 to 25 per cent and in a portion of Happy Valley where large lots will conform with the existing pattern and residents' preferences. Low density areas should have sewers and may have lots as small as 10,000 square feet, although the average would be nearly twice that size.

at Hopyard Road and at Foothill Road. Approval should be given to the first developer who obtains a major full-line department store lease.

The population anticipated by 1970 will support a community shopping center with a junior department store. A 1½ acre site on Pico Avenue in Vintage Hills is proposed. Ten neighborhood shopping centers of 4 to 6 acres each will have an average supporting population of 7,000 in 1990. The City already has approved four sites: Mission Park (Sunol Boulevard), Pleasanton Valley (Hopyard Road), Rose Ranch or Fairlands (Santa Rita Road), and Castlewood.

Highway commercial sites for motels, gas stations, and restaurants total 44 acres located at six freeway interchanges.

A 140 acre commercial service area bordering Stanley Boulevard north of Arroyo del Valle will provide sites for automobile sales and service, building materials sales, nurseries, contractors yards and the like. This location has good access both to the Pleasanton central district and to Livermore and offers exposure to heavy traffic without allowing often unsightly service uses to line one of the freeway entrances to the city. Although the portion of the area near El Charro Road now includes scattered shallow gravel pits, at least 25 acres at the west end can be developed without filling.

INDUSTRIAL AREAS

Pleasanton will need about 10 gross acres per 1,000 population for manufacturing, warehousing, and research and development, if there is to be a balance between employees commuting in and out of the planning area. This figure does not include the gravel operators and the General Electric Vallecitos Laboratory, both very low-density employers. To maintain competition and to allow for technological change, twice as much land should be reserved as will be used - ~~total of 1,600 acres for 90,000 population and 2,600 acres for 123,000 population.~~ The Upper Amador Valley Plan (San Ramon Village) adopted by the County provides 250 acres of industrial land north of Route 580 Freeway for a future population of 55,000, creating a "deficit" of 850 acres. The Pleasanton Area General Plan proposes industrial areas totaling 2,960 acres, as compared with the desirable total of 3,450 acres (2,600 acres and 850 acres) if the entire area is to be in balance.

Limited industrial areas are intended to provide an industrial park-type environment for research and development, publishers, electronics plants, and similar enterprises that want to maintain high architectural and site development standards. The presence of Harper and Row, publishers, and Scholastic Magazines, and the announced plans of Kaiser Aluminum and Chemical Corporation and D. C. Heath, publishers, are evidence of Pleasanton's attraction for high quality industries. A total of 1,240 acres is designated for limited industry including 480 acres of San Francisco Water Department land south of Bernal Avenue. An 87 acre parcel on Santa Rita Road at Valley Avenue should be used for industry only by an outstanding occupant who will meet the highest development standards. The alternate use shown on the plan is medium density residential. The abandoned Kaiser Sand and Gravel pits west of Valley Avenue Extension will provide 103 acres of limited industrial area on land now being filled.

The 1,720 acres of general industrial area will accommodate all types of non- nuisance industries. Direct access from both freeways and rail service to the 1,265 acres west of Santa Rita Road will minimize truck traffic on city streets. About half of the 455 acre general industrial area east of El Charro Road adjoins the proposed Livermore Airport and probably will be annexed to Livermore. Both the limited and general industrial areas take advantage of the advertising value of freeway frontage sites.

The plan meets both the need of the sand and gravel industry for more material and the necessity to protect residential areas from nuisances. All land currently under County sand and gravel permit plus land south of the proposed Livermore Airport is designated for harvesting and a 600 acre westerly expansion of Kaiser Sand and Gravel holdings is added. Together with the site east of the planning area, reserves of the four major producers are estimated to last until after the year 2000. Where the gravel pit expansion area adjoins Mohr Avenue and Trenery Drive, a landscaped buffer strip to be built on Kaiser land will provide an average width of 250 feet. Dense screen planting along the edge of the pits and restrictions on plant location and the types of equipment used will eliminate sight and sound nuisances. If gravel pit expansion were not permitted, it would be difficult to obtain an adequate buffer area because it probably would have to be on land not owned by Kaiser.

The problem of reclaiming worked out gravel pits is being studied by consultants to the producers. When satisfactory proposals are made, the General Plan can be amended.

COMMUNITY FACILITIES

Parks and Recreation: Park site acquisition is Pleasanton's most urgent need because land prices are likely to increase faster than the City's financial capability. The proposed system, providing two acres of city park per 1,000 residents, is below the usually recommended standard, but is about average for Bay Area cities and will require a strong tax effort.

The City is trading annexation fees for neighborhood park sites in Mission Park, Pleasanton Valley, Vintage Hills, and the Rose Ranch (Fairlands). The Vintage Hills park contains 18 acres, most of which is creek channel useful primarily as visual open space. The plan includes 12 additional neighborhood parks of 2 to 4 acres each. When separated from an elementary school a park of at least 4 acres is needed, but for parks adjoining schools 2 acres of park land is sufficient provided at least 2 acres of the school site is turfed for active play.

First priority is purchase of a 20 to 25 acre major community or city-wide park site at a prominent, central location on Santa Rita Road near Black Avenue. The plan calls for six community parks of 15 to 20 acres, each serving 10,000 to 15,000 persons living within one mile. The city-wide and community parks would contain swimming pools, tennis courts, playfields, a community center building, and extensive landscaped areas in addition to the children's play areas provided at neighborhood parks. An 8.4 acre park on the site of Kottinger Village public housing, which must be demolished by 1970, would be an ideal site for a senior citizens center on land that is already owned by the City. Proposed County Fairgrounds improvements include a 2,000 seat outdoor arena, a 6 acre park, a lagoon, swimming pool, picnic and barbeque area, and a 9 hole, par-3 golf course.

Annexation of the planning area to the nationally acclaimed East Bay Regional Park District will be necessary if the two large parks shown on the plan are to be acquired. The 1,600 acre Pleasanton Ridge Park would offer many of the same pleasures as the District's parks in the Oakland hills, while Shadowcliffs Park on Stanley Boulevard mainly would be used for water sports. Most of this 190 acre site is a worked-out Kaiser gravel pit that probably would be available without cost.

Golf Courses: Two 18 hole golf courses are proposed in addition to the present two private Castlewood courses and the planned City of Livermore golf course adjoining the new airport. One course would be on a U.S. Government-owned well field adjoining Hopyard Road that currently is used for crops and possibly would be available on a long-term lease for a similar use and the other would be on rolling San Francisco Water District land adjoining Route 84 Freeway. According to accepted recreation standards, the 1990 planning area population will need three golf courses. Taking account of the fact that Livermore and East Bay residents will use the courses and the fact that the Castlewood courses are not open to the public, it is clear that the proposals of the plan are not over-generous.

Landscaped Buffers and Greenways: Drainage channels that are part of the Alameda County Flood Control District system are planned as greenways wherever existing trees can be saved. Greenways are not proposed where substantial additional right of way would have to be bought and planting added because park dollars will accomplish more elsewhere. Wooded ravines in the southeast hills are to be preserved as greenways, and natural drainage courses, possibly by permitting smaller lots than would otherwise be required on adjoining land. Planted buffers should separate residential areas from freeways, and industrial areas and gravel pits from all other uses.

Schools: In view of statewide efforts to encourage school district unification, it is reasonable to assume that there will be changes in present district boundaries during the planning period. Only the Pleasanton Joint Elementary School District and the Amador Valley Joint Union High School District have schools in the planning area now, but portions of four other elementary districts and the Livermore High School District are included. Consultants to the Pleasanton Elementary District have recommended a system of K-5 and 6-8 grade schools. By 1990 16 sites will be in use, including Alisal, Valley View, 6 other already acquired or designated sites, and 8 additional locations shown on the plan. Average enrollment will be 660 students on a 10 acre site. The five 6-8 grade schools, with an average enrollment of 1,090, will include the Pleasanton Elementary School, designated sites in Vintage Hills and on Valley Avenue, and two other sites of approximately 20 acres. The Murray School District prefers the K-8 system, so 7 K-8 grade schools are shown in that portion of the planning area.

Three proposed new high schools are on an approved site on Sycamore Road, west of the Route 680 Freeway, and on Vineyard Avenue.

The Roman Catholic Church owns a site for an elementary school on Pico Avenue and will need a high school site. Parochial school enrollments typical of the Bay Area have been assumed in projecting public school needs.

The South Bay Junior College District will build its first college in the Livermore-Amador Valley north of Route 580 Freeway near Route 84 Freeway. A second junior college, not shown on the plan but presumably located near the southern or western edge of the Pleasanton planning area, will be in operation late in the planning period.

Public Areas: A seven acre civic center is to be located just south of existing Bernal Avenue adjoining the center district. The proposed Civic Center Development Plan includes a site plan and a building program. The Alameda County Fairgrounds is shown expanded to 261 acres including the land now being acquired by the Fair Association and eventually the 60 acre U.S. Department of Agriculture Plant Materials Center. Other large public areas are the sewage treatment facilities of the City of Pleasanton and of the Valley Community Services District which is expected to serve Camp Parks.

INSTITUTIONS

Existing and planned churches, and private recreation centers occupying two acres or more are shown on the plan. Encouragement of selection of institutional sites that create opportunities for outstanding urban design is provided by designating the low bluff above Sunol Boulevard, the bend in Hopyard Road at Arroyo Mocho, and other prominent locations for such use.

AGRICULTURE

Although agriculture is unable to pay the price for level land in the planning area, the rural beauty of Pleasanton's southern approach will be preserved thanks to the legal prohibition on sale of San Francisco Water Department land. The Department intends to lease the 2,300 acres south of Castlewood for farming, grazing, and recreation.

CIRCULATION

Freeways: The Route 580 and Route 680 Freeways are expected to be complete within five years, and Route 84 Freeway will be built two or three years later. Completion of Route 680 will cut travel time to the Fremont-San Jose area by 10 minutes. Interchanges are shown in detail on the plan where they have been designed. The Pine Street Extension interchange has been approved by the state and approval of the El Charro interchange has been recommended by the state highway engineers. Local streets have been designed to handle peak hour 1990 traffic flow as indicated by mathematical model.

Six lane and four lane thoroughfares:

Bernal Avenue-Bernal Extension: 4 lanes with median, Foothill Boulevard to Freeway; 6 lanes with median, Freeway to Valley Avenue Extension; 4 lanes with median, Valley to Pico Avenue. Overpass at Western Pacific tracks.

Del Valle Parkway-Vineyard Avenue: 4 lanes with median, Hopyard Road to Route 84 Freeway. Overpass at Western Pacific tracks.

El Charro Road: 4 lanes with median, Route 580 Freeway to Vineyard Avenue. Overpass at Western Pacific tracks and Stanley Boulevard.

Foothill Boulevard: 4 lanes with median, Route 580 Freeway to Hacienda Road.

Hopyard Road-Division Street-St. Marys Street: 6 lanes with median north of Valley Avenue; 4 lanes with median Valley to Division Street and 4 lanes on Division and St. Marys Street to Main Street. Frontage roads, Arroyo Mocho to Arroyo del Valle.

Pico Avenue: 4 lanes with median at major intersections and where topography permits; two level street may be appropriate for some portions; 2 lanes south of Sycamore Road. Pine Street Extension: 6 lanes with median west of Hopyard Road; 4 lanes with median, Hopyard to El Charro Road; 2 lanes east of El Charro; 4 lanes west of Route 680.

Santa Rita Road-Main Street: 6 lanes with median north of Valley Avenue; 4 lanes with median Valley to Arroyo del Valle; Main Street 2 lanes (plus space to pass car waiting to park) with median, Arroyo del Valle to Sunol Boulevard. Limited access north of Arroyo Mocho; frontage roads Arroyo Mocho to Western Pacific tracks; overpass at Western Pacific tracks.

Sunol Boulevard-First Street-Stanley Boulevard: Route 680 Freeway to Main Street, 6 lanes with median and limited access or frontage roads; Main to El Charro Road, 4 lanes with median; El Charro east, 4 lanes with median at access points.

Valley Avenue-Valley Avenue Extension-Sycamore Road: 4 lanes with median, west from Stanley Boulevard to Pico Avenue.

Other four lane thoroughfares occur at the entrance to Mission Park and in the large Ruby Hill neighborhood at the east edge of the planning area. Two lane thoroughfares are shown where they are links essential to a complete street system but will not carry enough traffic to warrant four lanes.

The skeleton system of residential streets indicates the desired character of the street pattern, but is not intended to be complete or precise. Some of these streets will serve as neighborhood collectors and others will serve only a few houses. Detailed street design will depend on lot sizes, phasing, and the style of the designer of each subdivision. The reason for designating a character for each sector of the community is that in most new cities subdivision street patterns are too much alike, even though they may have individual merit. The intent of the General Plan is to create imageable residential sectors —distinguishable one from another by the street pattern. Thus the area west of Hopyard Road emphasizes large circular streets, the Martin Avenue-Trenery Drive area design is rectilinear in keeping with present property lines, and the area north of Valley Avenue has a meandering pattern. In each area the resident or visitor can quickly gain a sense of how the street system is organized.

Rapid Transit: The Bay Area Rapid Transit District's 1958 engineering report recommends a "possible future extension" connecting Livermore with the San Lorenzo station of the system scheduled to begin operating in 1968. The route would follow Route 580 Freeway and the Southern Pacific's San Ramon line. The General Plan proposes a station at Valley Avenue and Stanley Boulevard, where plenty of parking could be provided.

Railroads: The Southern Pacific Railroad, which two years ago announced its intention to abandon its line between Fremont and Tracy in favor of joint use of the Western Pacific track, now states that the proposal is being given no further consideration. The General Plan indicates removal of Southern Pacific tracks, and every effort should be made toward this goal in order to eliminate crossing problems and free land for development in the Pleasanton central district. The Southern Pacific's San Ramon line would remain to serve industrial areas including land owned by the railroad. The plan proposes overpasses at major Western Pacific crossings.

Airport: The new Livermore Airport with a 4,000 foot runway will serve the entire Livermore-Amador Valley.

CARRYING OUT THE GENERAL PLAN

Adoption: After public hearings, formal adoption by the City and County will give the General Plan the status of official policy and make it the basis for regulating development.

Annexation: All recently urbanized portions of the planning area have been annexed to Pleasanton prior to development. Continuation of this policy is essential to ensure adequate municipal services, fair sharing of costs, and full participation in local government decisions by new residents of the planning area. Annexation of the entire planning area to the East Bay Regional Park District will ensure provision of parks that the planning area alone could never afford.

Zoning, Subdivision Control, Precise Street Plans: Pleasanton's zoning ordinance will need substantial revision to carry out the proposals of the plan, particularly those relating to residential densities. Subdivision design approval will be the most important means of achieving diversity among residential sectors. Precise alignments for proposed thoroughfares must be established soon to prevent construction of buildings that would have to be moved or demolished later.

Annual Review and Capital Improvement Program: Each year prior to approval of expenditures for public projects affecting the plan, the City Planning Commission and City Council should review both capital improvement proposals and the General Plan to eliminate any conflicts and to make sure that the plan represents their current thinking. A capital improvement program for the succeeding five years should be prepared and reviewed at the same time.

General Obligation Bonds: The park system and the civic center, as well as expansion of utilities and fire protection systems not shown on the plan, will have to be financed by general obligation bonds approved by the City's voters. Without sizeable bond issues, no rapidly growing city could achieve the community facilities standards proposed by the plan. The General Plan itself, by presenting a unified picture of the future city, should be persuasive aid in winning bond elections.

Detailed Development Plans: Plans already have been prepared for the central district and the civic center. Similar plans for other areas will be needed as the City fills up and more City assistance is needed to coordinate the efforts of private developers. Development plans serve as a basis for precise street plans, formation of assessment districts for street improvements or off-street parking, and for land acquisition and site planning for public and private projects.

Federal Aids: Federal open space grants amounting to 20 per cent of the cost should be secured for all park sites over 10 acres. Federal urban renewal grants covering three-fourths of the project cost will prove necessary in the older part of the city only if market forces do not stimulate rebuilding.

Group Initiative: Pleasanton civic organizations have shown their ability to carry out city development projects ranging from construction of small parks to attraction of choice industries. Now the General Plan will point the direction for intensified efforts. The General Plan Citizens' Committee should not be disbanded, but should continue to represent the interests of all planning area residents during the public hearings and after adoption of the plan. Where development pressures are great and the stakes are high, special interest views are forcefully presented. The often silent majority must maintain constant vigilance if Pleasanton is to achieve its goals.

PLEASANTON CITY COUNCIL

John Long, Mayor
Reno Cairo, Vice-Mayor
Charles Bubic
Warren Harding
John McWilliams

James M. Fales, Jr., City Manager
Alan Campbell, City Engineer

PLEASANTON CITY PLANNING COMMISSION

Phillip Landon, Chairman
Joseph Antonini
Ted Johnston
Frank Lozano
Gene Rega

James M. Fales, Jr., Secretary

PLEASANTON PLANNING AREA

Proposed General Plan

RESIDENTIAL

- SLOPE CONSERVATION**
Typical ground slope over 25 per cent. Single family houses on sites increasing in area as ground slope increases; average one unit per two gross acres.
- LOW DENSITY**
Typical ground slope 10 to 25 per cent. Single family houses; average two units per gross acre.
- MEDIUM DENSITY**
Predominantly single family houses on 6,500 square foot lots; some larger lots balanced by apartments and town houses; average 4.7 units per gross acre.
- HIGH DENSITY**
Predominantly apartments; average 15 units per gross acre.

COMMERCIAL

- PROFESSIONAL AND ADMINISTRATIVE OFFICES**
- RETAIL BUSINESS AND OFFICES** (Central District, Shopping Centers)
- HIGHWAY COMMERCIAL** (Motels, Gas Stations, Restaurants, etc.)
- SERVICE COMMERCIAL** (Automobile Sales and Service, Building Materials, etc.)

INDUSTRIAL

- LIMITED** (Research and Development, Publishing, etc.)
- GENERAL** (All Types of Non-Nuisance Industry)
- SAND AND GRAVEL HARVESTING AND PROCESSING**

COMMUNITY FACILITIES

- PARKS AND RECREATION** ▲ **COMMUNITY PARKS**
- LANDSCAPED BUFFERS AND GREENWAYS**
- K-5 SCHOOLS** (Grades)
- PUBLIC**
- INSTITUTIONS**
Major existing uses and particularly desirable sites for churches, clubs, private recreation centers, etc.

AGRICULTURE AND GRAZING



CIRCULATION

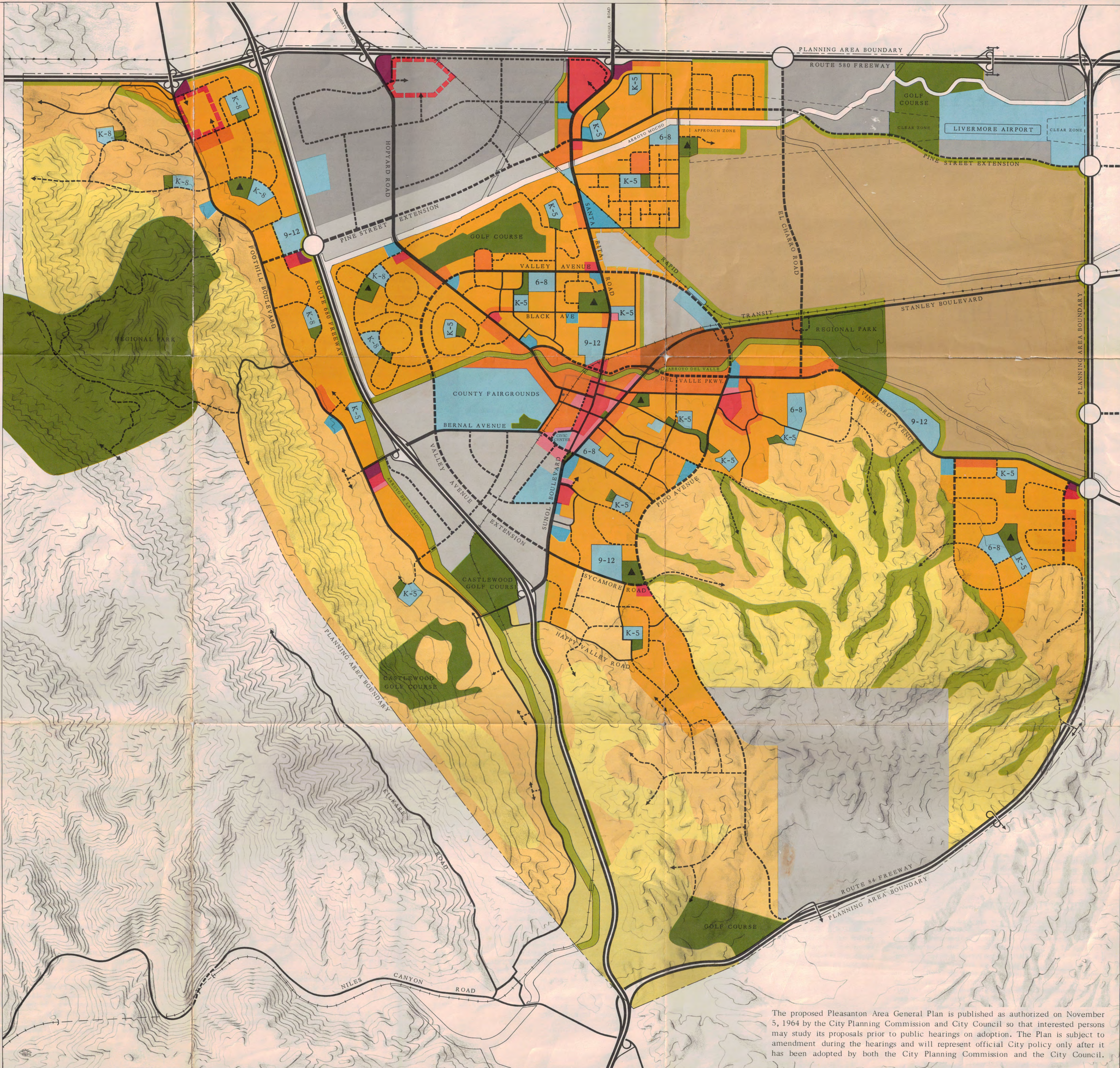
(Solid lines indicate existing and adopted alignments.)

- FREEWAY**
- SIX LANE THOROUGHFARE**
- FOUR LANE THOROUGHFARE**
- TWO LANE THOROUGHFARE**
- RESIDENTIAL STREET PATTERN**
(Proposed skeleton systems indicate desired character only and are not complete or precise.)
- RAPID TRANSIT LINE AND STATION**
- RAILROAD**



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LIVINGSTON AND BLAYNEY, CITY AND REGIONAL PLANNERS



The proposed Pleasanton Area General Plan is published as authorized on November 5, 1964 by the City Planning Commission and City Council so that interested persons may study its proposals prior to public hearings on adoption. The Plan is subject to amendment during the hearings and will represent official City policy only after it has been adopted by both the City Planning Commission and the City Council.