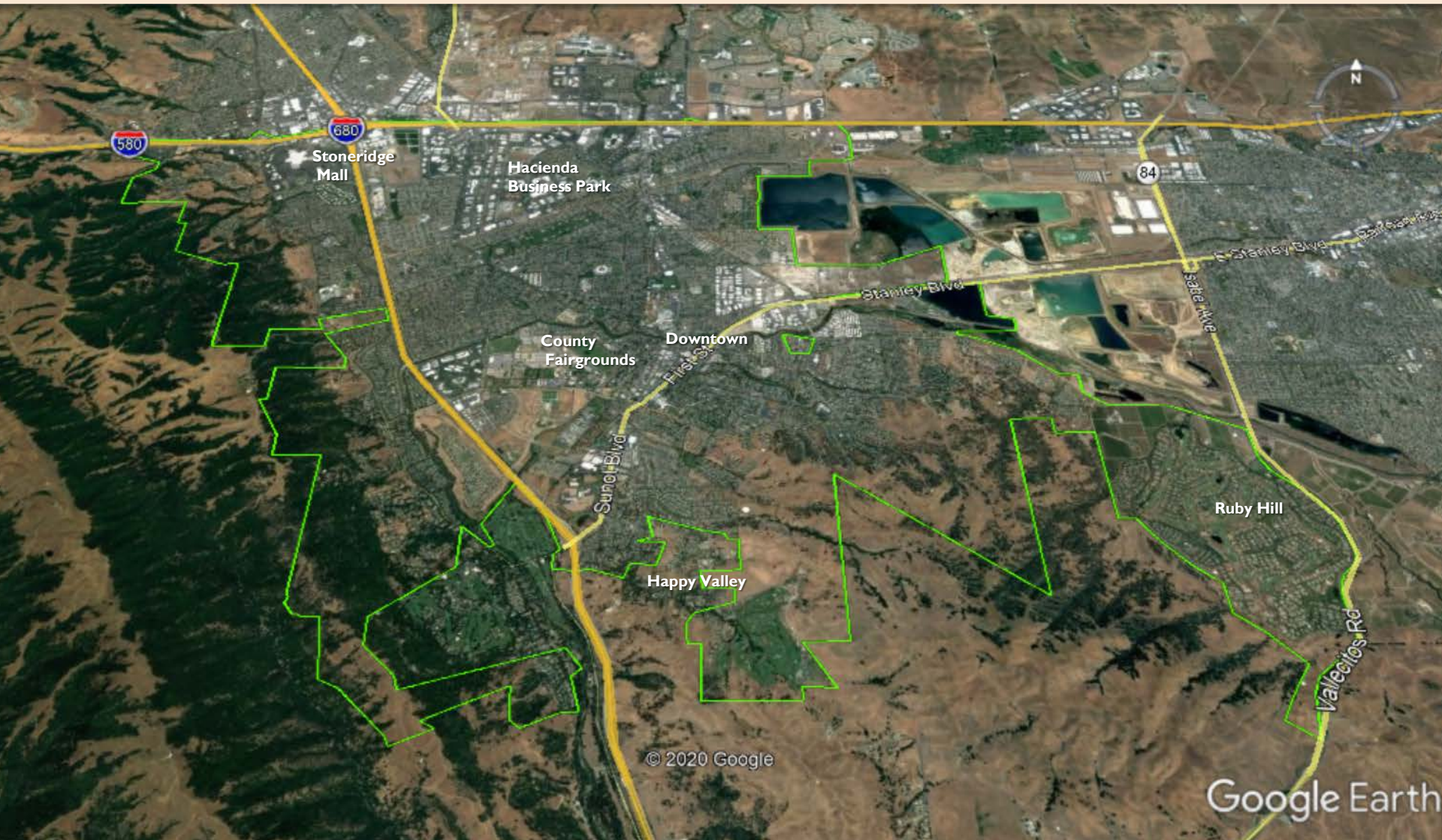




What's Happening in Pleasanton?

Castro Valley Rotary

May 26, 2020



Pleasanton Today

- Incorporated June 18, 1894
- Population: Approx. 83,000
- Area: 24 square miles

2019 Household Information:

- Median Household Income \$148,852
- Housing Units: 28,054
- Median Home Price \$1.15 million
- ~63,000 jobs

Recent Development Trends

- Residential: Uptick in multi-family construction, after several decades of slow growth
 - Legal challenge to local housing cap; State housing policies
- Office: Strong growth/low vacancy in office space
 - Biotech cluster – 10X Genomics, Gritstone
 - Workday Campus
- Retail: On-line sales, regional competition, flat/declining sales tax

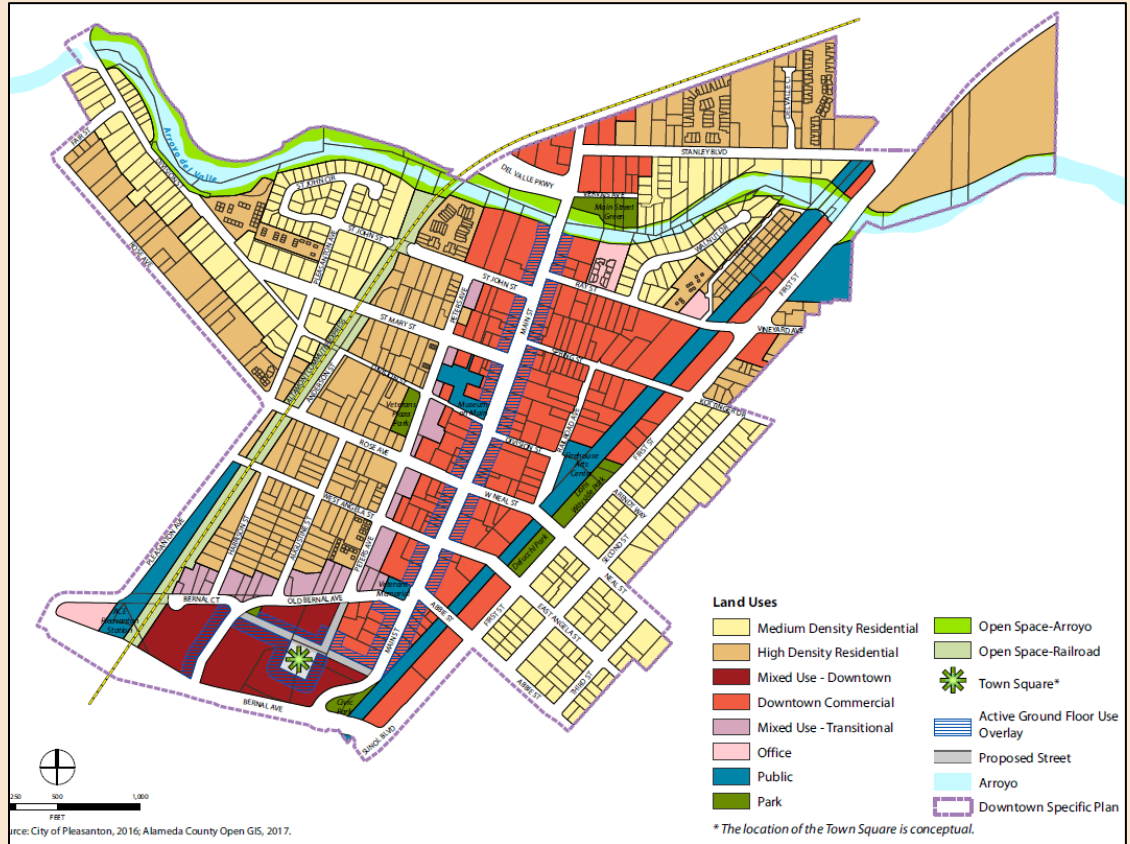
Projects and Planning

A vibrant street scene in a historic town. The street is lined with brick buildings, some with arched windows and doorways. Large, leafy green trees line the sidewalks, casting shadows on the street. Several cars are parked along the street, including a red SUV and a black sedan. A traffic light is visible in the foreground, showing a green light. The overall atmosphere is bright and sunny, suggesting a pleasant day in a well-maintained urban environment.

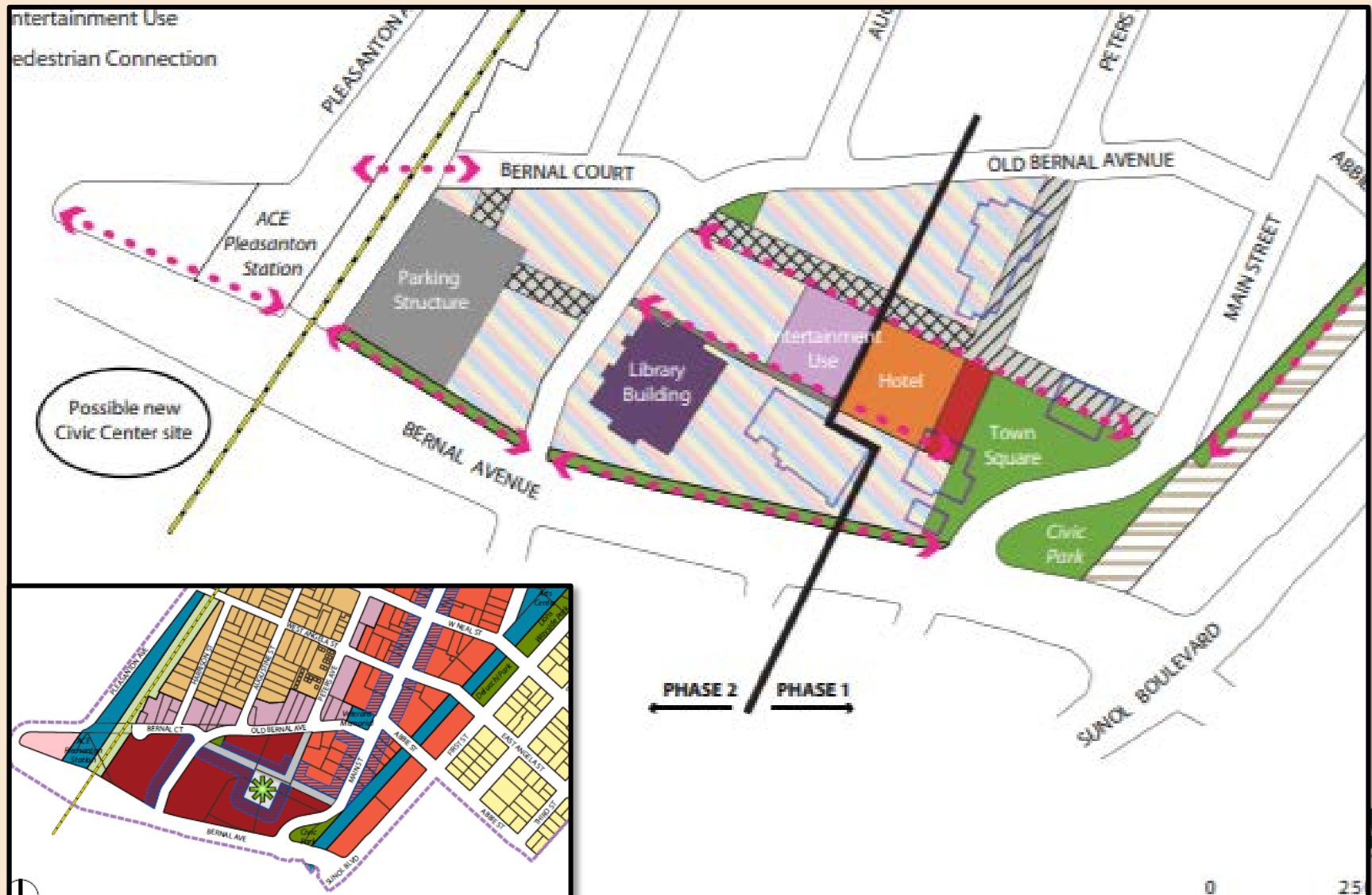
Irby Ranch/Sunflower Hill



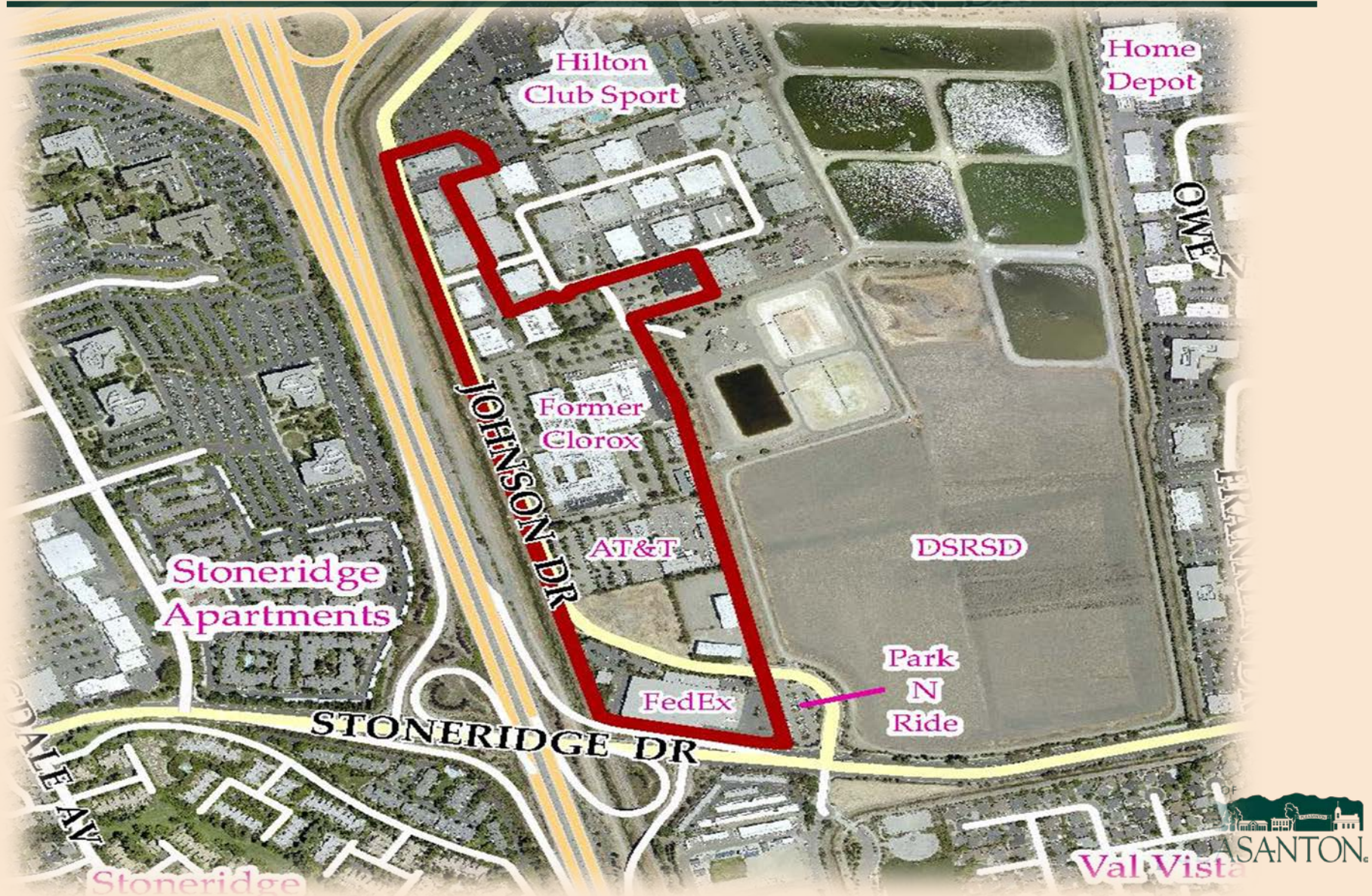
Downtown Specific Plan Update



Downtown Specific Plan: Civic Center



Johnson Drive EDZ (AKA Costco Project)



Workday Campus



Stoneridge Mall Redevelopment



Stoneridge Mall: Commercial Expansion



Stoneridge Mall: Residential Project



Mixed Commercial/Residential Option



Stoneridge Mall Framework: Planning for the Future



COVID-19 Response

- Regional Testing Site at Fairgrounds:
 - 2,000+ tests to date (and counting)
 - Expanded criteria – anyone 10+ eligible
- Food distribution site at Fairgrounds
- Meals-on-Wheels; Senior Lunch Program
- Small business support program: \$3M in microloans available
- Downtown vitality: Main Street closure plan
- City services: Phased “Re-entry”



Thank You!