

**Appendix B:**  
**Downtown Cleaveland Multi-family Specific Plan Text**  
**and General Plan Amendment**

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## **B.1 - Pleasant Hill 2003 General Plan Amendment**

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October 21, 2019

City of Pleasant Hill  
Attn: Daniel Hortert, Planning Dept  
100 Gregory Lane  
Pleasant Hill, CA 94523

**RE: PLN 18-0359 / 85 Cleaveland Road Development / Proposed General Plan Amendment**

Dear Mr. Hortert,

This letter is regarding the proposed development of 85 Cleaveland Road in Pleasant Hill, CA and related amendments to the City's General Plan. Currently, the City's General Plan does not allow for any very high-density residential projects. Rather, the City's General Plan accommodates residential projects that, at most, could provide housing at 30-40 units per acre, even in areas close to Downtown Pleasant Hill and near major transportation corridors (e.g., I-680) and public transit (e.g., Pleasant Hill BART); these limitations significantly constrain housing opportunities within the City, which is already fairly built out.

To provide for the most efficient use of land on this important underutilized site within the Downtown area, and to enhance opportunities to provide a significant housing that could serve several economic segments of the community, the applicant is proposing to develop a multi-family residential project with up to a maximum of 210 units and related amenities and improvements (the "Project"). To ensure consistency between the Project and the City's General Plan, the applicant seeks to amend the General Plan as set forth below.

In summary, the applicant proposes to introduce a new land use designation referred to as "Multifamily Very High Density", which will allow very high-density multi-family housing at the proposed density on the Project Site only. This approach is more desirable than simply modifying an existing land use designation; with the proposed amendment, the new land use designation (and related development standards, design guidelines and policies etc.) would apply only to the Project Site based on its unique characteristics, and therefore it would not have broader planning or CEQA implications to other lands within the City in terms of its application.

In addition to creating the new Very High designation, the applicant proposes to make a few other text

amendments to ensure internal consistency; otherwise, no other changes are proposed. Suggested revisions are shown in underline text, with proposed deletions shown in ~~strike through~~ text.

2. Create new GP land use designation in the Community Development Element:

- a. Page 9: “....The new General Plan carries forward the 14 land use designations established in the 1990 plan, except that the Multifamily Low category has been split to create a new Multifamily Very Low designation, and the Neighborhood Business designation has been added (see the attached General Plan Land Use map, adopted as part of this General Plan). Also, the General Plan has incorporated a new limited Multifamily Very High Density designation (MRVH) which only applies to approximately 2.3-acre site described in the Downtown Cleaveland Multifamily Specific Plan (DCMSP) situated near major transportation corridors (e.g., I-680) and public transit (e.g., Pleasant Hill BART), as shown on the General Plan Land Use map.”
- b. Page 9: Modify Table CD1 (Development Potential) to insert “Downtown Cleaveland” (with Footnote 4, which indicates a new land use designation) under the existing Multifamily High row, with the following information: (Allowed Density): 41-105 units per acre; (Existing Development 2002): 0; (General Plan Buildout): Parcels = 1, Acres = 2.3, Additional Potential = 210 units; and then update the total figures for the Table accordingly.

Table CD1 (Development Potential)

Land Use Designation	Allowed Density <sup>1</sup>	Existing Development 2002			General Plan Buildout				Vacant Land 2002	
		SF Units	MF Units <sup>2</sup>	Comm. SF	Parcels	Acres	Additional Potential <sup>3</sup>		Units	Acres
							Units	SF		
Multifamily Very High <sup>4</sup>	41-105	0	0	0	1	2.3	210	228,870	0	0

- c. Page 10: Insert the following text after the “Multifamily Very High Density” description: “Multifamily Very High Density allows multi-family residential uses (i.e., apartments and condominiums) at 41-105 units per acre, and applies only to the approximately 2.3-acre area covered by the Downtown Cleaveland Specific Plan.”
- d. Page 12: Amend Community Development Program 1.2 as follows: “....Except for the area covered by the “Multifamily Very High Density” land use designation, which shall be exempt from the 75-percent rule and instead governed by the Downtown Cleaveland Multifamily Specific Plan, the City shall continue to allow land use redesignations that

<sup>1</sup> Units/acre for residential uses; Floor Area Ratio for nonresidential uses; both for Mixed Use.

<sup>2</sup> Townhomes, condominiums and mobile homes in multifamily and commercial categories are counted as multifamily units.

<sup>3</sup> Assumes residential on 25 percent of Mixed Use parcels; assumes an additional 250,000 sq. ft. of commercial and 50,000 sq. ft. of office at the Contra Costa Shopping Center under a specific plan; excludes other nonresidential redevelopment potential.

<sup>4</sup> New designation created by this General Plan [date adopted Res/Ord #].

increase residential density only when 75 percent of the boundary of the area to be redesignated is adjacent to land with the same or higher-density land use designation. Exempt from the 75-percent rule is the area covered by the Downtown Cleveland Multifamily Specific Plan as well as the property that is ~~properties~~ deemed by City Council, following a hearing and recommendation from the Planning Commission, as unsuitable for single family residential use by virtue of noise, traffic, and proximity to nonresidential uses. Lack of profitability from lower density development of a property (as opposed to higher density) shall not be a factor in deeming properties unsuitable for single family residential use: considering 'profitability' as a criterion is inappropriate in any and all land use decisions. Development of the area or property to be redesignated shall not have significant growth inducing impacts or significant traffic or noise impacts on existing residential neighborhoods. Intensification of land use on properties larger than 40,000 square feet and not on Table H22 is presumed to have significant growth inducing impacts unless it is shown that appropriate design and mitigations will minimize impacts on schools, traffic and residential neighborhoods."

3. Economic Strategy Element

- a. Page 37: Amend Economic Strategy Program 2.5 as follows: "...Create a mechanism to identify and create redevelopment/ reuse opportunities that respond to the needs of specific potential retail and commercial users, and encourage redevelopment of underutilized lands within the Downtown Cleveland Multifamily Specific Plan area with very high density residential uses to "bring more rooftops" to the Downtown area and facilitate pedestrian connectivity and activation to support economic growth and activity in the Downtown."

4. General Plan Land Use Map – amend to incorporate new "Multifamily Very High Density" land use designation.

Thank you for your consideration of these proposed changes to the General plan and let me know if you have any questions or comments.

Sincerely,

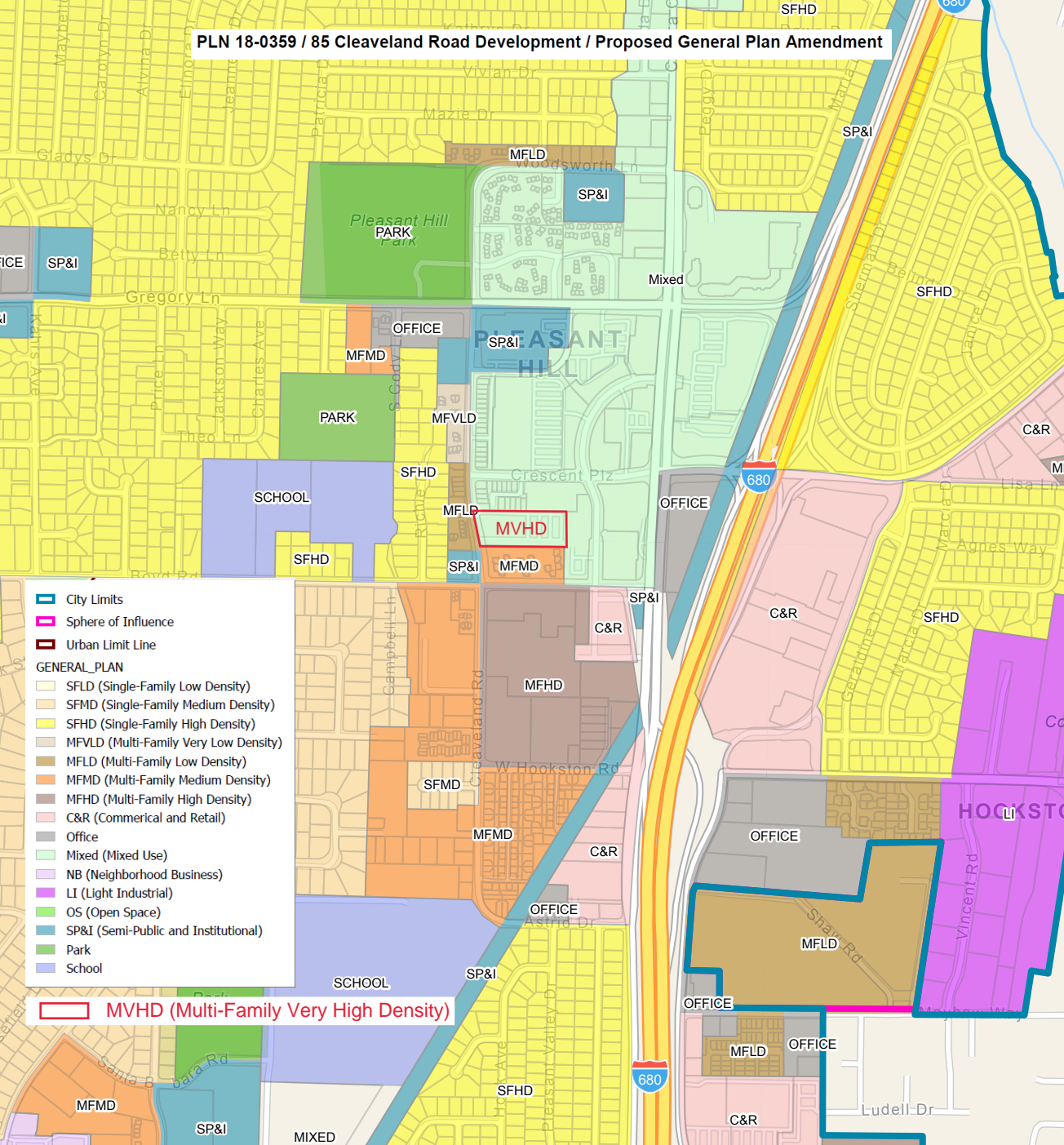


Ryan McNamara  
VP, Development

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# PLN 18-0359 / 85 Cleaveland Road Development / Proposed General Plan Amendment



City Limits

Sphere of Influence

Urban Limit Line

## GENERAL PLAN

- SFLD (Single-Family Low Density)
- SFMD (Single-Family Medium Density)
- SFHD (Single-Family High Density)
- MFVLD (Multi-Family Very Low Density)
- MFLD (Multi-Family Low Density)
- MFMD (Multi-Family Medium Density)
- MFHD (Multi-Family High Density)
- C&R (Commercial and Retail)
- Office
- Mixed (Mixed Use)
- NB (Neighborhood Business)
- LI (Light Industrial)
- OS (Open Space)
- SP&I (Semi-Public and Institutional)
- Park
- School

MVHD (Multi-Family Very High Density)

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## **B.2 - Downtown Cleaveland Multi-family Specific Plan Excerpt**

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## Downtown Cleaveland Multi-family Specific Plan

### Chapter II Downtown Cleaveland Multi-family Specific Plan Goals, Guiding Policies, and Implementation Measures

#### Goals

The goals of this DCMSP are:

- Develop the DCMSP Area with a thoughtful and high-quality multi-family residential project that includes underground parking, amenities such as a clubhouse, fitness center, pool, and roof deck, along with affordable housing units, which fits in with the downtown area of the City of Pleasant Hill.
- Provide high-quality development within the City close to its downtown area that caters to families and the local workforce, and that complements the surrounding uses.

#### Guiding Policies

This DCMSP includes numerous guiding policies as set forth in full below.

1. To provide a high-quality residential development that is in general harmony and compatible with the neighborhood and surrounding uses within the broader context of an intensified downtown area along major transportation and public transit corridors.
2. To repurpose an underutilized infill site with much-needed multi-family housing that responds to market demand in the City of Pleasant Hill and accords with State mandates regarding the provision of a range of housing options to meet the needs of different economic segments.
3. To provide highly desirable and necessary affordable housing units in the City.
4. To create an aesthetically pleasing, appropriately-scaled development that enhances the Project Site and its vicinity within the broader context of an intensified downtown area along major transportation and public transit corridors.
5. To create housing to bring residents in close proximity of Downtown Pleasant Hill, which will enhance the downtown's economic viability and lessen the need for automobile trips.
6. To repurpose an underutilized infill site with much-needed multi-family housing that responds to market demand in the City of Pleasant Hill and accords with State mandates regarding the provision of a range of housing options to meet the needs of different economic segments.
7. To provide highly desirable and necessary affordable housing units in the City.
8. To create an aesthetically pleasing, appropriately-scaled development that enhances the project site and its vicinity within the broader context of an intensified downtown area along major transportation and public transit corridors.
9. To site housing along public transit corridors that are connected to the Pleasant Hill BART Station and take appropriate advantage of the project site PDA designation.

#### Implementation Measures

Based on the information generated from community input, staff, consultants, and potential developer(s) regarding population and economic growth, traffic and circulation constraints, responsible land use planning, and the development of a downtown image, the guiding policies have been refined to include the following implementation measures, which shall be treated as mandatory development standards in addition to the development regulations set forth in Chapter V below.

##### Land Use

- Overall development within the DCMSP Area includes up to a maximum of 210 multi-family residential units.
- Residential buildings should be a maximum of five stories at approximately 65 feet in height.

- Ten percent (10%) of units will be designated and deed-restricted as affordable (5% very low income and 5% moderate income residents).
- Provide a density range of between 40 to 104 dwelling units per net acre (excluding EVA).
- Allow a floor area ratio of up to 2.26.

#### Urban Design

- Provide high-quality design in the DCMSP Area that is harmonious with the surrounding development and Downtown within the broader context of an intensified downtown area along major transportation and transit corridors.
- Develop an appropriately scale and character for the DCMSP Area that enhances and complements Downtown by bringing residents in close proximity, within the broader context of an intensified downtown area along major transportation and public transit corridors.
- Encourage foot traffic within the DCMSP Area and Downtown by bringing residents in close proximity with and through implementation of an appropriate pedestrian circulation plan.
- Provide outdoor courtyards and amenities.
- Incorporate building massing and scale within greater Downtown area including residential and commercial buildings;
- Consider four to five story buildings that is harmonious with surrounding development within the broader context of an intensified downtown area;
- Engage the ground plane / pedestrian scale with features such as stoops, lobbies, amenities, etc. along frontages;
- Utilize minimal setbacks;
- Provide special architectural treatment on frontage;
- Provide below grade parking where feasible to create pleasant frontage;
- Open up buildings with courtyards to break large expanses of wall.

#### Open Space

- Provide on-site amenities such as courtyards, roof decks, pools, outdoor kitchen and dining areas, lounge areas, fire pits, and pet lounges that are appropriate to the infill, downtown context of the DCMSP Area.
- Provide for pedestrian needs by ensuring wide sidewalks and related amenities to facilitate pedestrian connectivity on-site as well as to the Downtown and other areas of community interest (e.g., library).
- Use solar orientations to create comfortable outdoor settings.
- Provide for land uses that support the use of adjacent outdoor public spaces.
- Provide an atmosphere consistent with the surrounding area and Downtown.

## Chapter IV      Design Guidelines

The purpose of the Design Guidelines is to ensure high quality architecture, visual consistency, and appropriate form throughout the DCMSP Area within the broader context of an intensified downtown area along major transportation and public transit corridors , including architecture, circulation, open space, signage, and landscaping while allowing sufficient flexibility to meet the needs, market demand and other relevant considerations of the development contemplated hereunder . These guidelines are intended to work together to provide guidance and direction for development in the DCMSP Area within a flexible yet comprehensive planning framework. Future development submittals are expected to be

designed in keeping with the general intent of the guidelines, while the development and use regulations set forth herein shall be treated as mandatory development parameters. More specifically, these design guidelines are in addition to the Goals, Guiding Policies and Implementation Measures in Chapter II above and the mandated development regulations in Chapter V below. Design guidelines are not mandatory requirements, but rather provide a defined framework of the design principles that supplement zoning development standards and regulations, thereby providing direction on the more qualitative aspects of development

The Design Guidelines for the DCMSP Area are shown on the plans and drawings included as A of the DCMSP. Layout, materials, signage, lighting, and landscaping should be substantially consistent with those shown in Appendix A of the DCMSP, though flexibility is granted to facilitate the creative, thoughtful and high-quality buildout of the DCMSP Area to meet the changing needs and requirements of any project actually implemented hereunder.

### Landscape Guidelines

With respect to landscaping, the following guidelines, along with the plant selection found in Appendix A of the DCMSP, should be incorporated, as appropriate, into development within the DCMSP Plan Area:

- Consistent with the City of Pleasant Hill City Wide Design Guidelines 2017 for Multi-Family residential projects required.
- Design planting to express an overall concept. Dominant plantings should act as architectural elements. Utilize plant materials in a logical, orderly manner to define spaces; define, support and enhance individual and group outdoor spatial use; create privacy; and relate to buildings and structures.
- Use plant materials in a way that responds to the need for solar control. Deciduous trees should generally be used on southern and western exposures to screen summer sun and permit winter light.
- Select planting to relate to the scale of the intended viewer and neighborhood. For example, in areas where the primary viewer is the person in the automobile, large trees should be selected to respond to the scale of the road and the speed of movement while enhancing the pedestrian experience.
- Use of root barriers or other approved surface protective apparatus to minimize future cracking of pavement or curbs and sidewalk upheaval.
- Landscape structures should be incorporated into or adjacent to the buildings at appropriate locations that will enhance the outdoor lifestyle of residents for group, including trellises, arbors, and planters.
- Landscaping should be located to permit adequate sight distances for motorists and pedestrians at corners.
- Removal of trees shall be in accordance with applicable City of Pleasant Hill tree removal requirements and applicable provisions in the City of Pleasant Hill Tree Preservation Ordinance (P.H.M.C. §18.50.110).
- Trees should be planted from a minimum 15-gallon size container with a 50/50 mix of 24 inch box and 15 gallon sizes. 50% of shrubs not used as a groundcover should be planted from a 5-gallon container.
- At planting, trees should have a minimum branching height of 10 feet above a road or parking surface, and 8 feet above paths. Trees should be located so as not to unreasonably restrict movement along paths nor block signs.

- Selection of plant materials should be based on year-round beauty (deciduous color, spring flower, fruit, branching pattern) as well as form, texture, shape, and ultimate growth.
- Preferred street trees should be deep-rooted, canopy-type trees suited to urban conditions.
- Tree placement should allow for sufficient root space adjacent to paved surfaces and underground utilities. Trees should be located a minimum of 2 feet away from curbs and sidewalks.
- Select plants of the appropriate size for the intended use. Sensible initial plant selection should eliminate the need for high maintenance when the plants outgrow the space. (See Appendix A)
- Use plant materials with deep non-invasive root systems and that will withstand drought.
- Street trees should be designed for continuity with existing streetscapes, complement the Downtown Plan identity and be appropriate to the surrounding neighborhood.
- Landscaping within the DCMSP Area shall be in accordance with applicable State and local water conservation measures, including, without limitation, AB 1883. Landscaped areas should be maintained in a generally healthy, thriving, and weed free condition. Maintenance should include, where appropriate, pruning, mowing, weeding, cleaning, fertilizing, and regular watering.
- Plant materials should be served by a city-approved automatic underground irrigation system. All backflow devices, controllers, and other exposed irrigation elements should be screened, as feasible, from public view.
- Irrigation systems shall be designed in accordance with applicable State and local water conservation measures, including, without limitation, AB 1883. Irrigation system layout should acknowledge existing tree locations. Irrigation water should not encroach within the dripline of existing trees which have been previously unwatered and are susceptible to water damage, e.g. native oaks.
- Use of drip irrigation systems should be encouraged to reduce water consumption.

### Signage Guidelines

The primary purpose of general signage programs are to identify uses and offer public information. A well-designed sign program will not only provide information, but also enhance the aesthetics and legibility of a building (or group of buildings).

To achieve this purpose the following guidelines should be incorporated, as appropriate, into any development within the DCMSP Area:

- The primary purpose of the DCMSP sign program is to provide information and identification pertaining to the use.
- Each sign should be designed to complement the architectural and landscape styles of the main building or buildings with respect to visual elements such as construction materials, color, or other design details.
- Each sign should take into consideration visual compatibility with the Downtown area.
- The scale of signs, letters, and symbols should be appropriate to their use, whether to catch the eye of a passing motorist or strolling window shopper.



- Color should be used carefully. Limited use of several colors with strong contrast between background and signing is recommended to make the signs easily readable.
- Signs should be constructed with quality materials and in a craftsman-like manner to ensure both an attractive appearance and a durable project.
- Public signing and graphics for traffic control and public information should be consistent throughout the DCMSP Area. Special colors and consolidation of signs on special frames could add a positive element to the streetscape.
- Promotional banners, balloons, inflatables, or similar promotional devices should be discouraged, except when used to celebrate a specific event (including Grand Openings and promotional events) and approved by the city.
- Moving, flashing, or sound emitting signs are prohibited.
- An effort should be made to reduce copy down to the minimum necessary to convey the message.
- Indirect sign illumination shall not cast a glare which will adversely impact any adjacent uses.
- Temporary development and leasing signs shall be permitted during development of uses under this DCMSP for the purpose of identifying the business or company developing and leasing the parcel.
- Exposed lamps or tubing should be discouraged.
- All conduit, wiring, transformers, raceways, and all fastening devices for sign, face, side, and exposed structures should be concealed from public view to the extent feasible.
- Building numbers and addresses shall be provided in conformance with the applicable Contra Costa County Consolidated Fire Protection District regulations, and shall be clearly visible.

#### Lighting Guidelines

Site lighting should serve functional, safety, and aesthetic purposes. Light can be used to identify important buildings, thus giving cohesion to the physical structure of the community. It can be used to convey a private image for residential development, and it can be used to increase the use of public places at night.

The objectives of a lighting program for development within the DCMSP Area are to:

- Encourage a sufficient amount of high-quality outdoor lighting to give the DCMSP Area an appropriate sense of vitality.
- Have on-site lighting contribute to site security.
- Have on-site lighting complement and reinforce the architecture and parcel design character.
- Have on-site parking area lighting fixtures and illumination levels be consistent throughout the DCMSP Area.
- Prevent on-site lighting from casting glare onto adjacent parcels and streets.
- Encourage lighting design that is in conformance with energy saving guidelines.

To achieve these objectives, the following guidelines should be incorporated, as appropriate, into any development under this DCMSP:

- Light fixtures, functional only at night, are also viewed during the day, and therefore, should be integrated into the street furniture planning. The selection of any special light fixtures for the DCMSP Area can be utilized to give cohesion to the area's visual image and identify it as separate from other neighborhoods and development in Pleasant Hill. Therefore, all public street and pedestrian lighting in the DCMSP Area should be compatible in style, fixture color, and lamp color. The light fixtures will help to give the DCMSP Area streetscape a unified appearance during the day and distinctive lighting at night. An overall lighting plan for the DCMSP Area should be prepared and approved by the City in connection with any development under this DCMSP.
- The style of light fixtures and their location should complement the architectural and landscape design character. Imaginative lighting designs are encouraged.
- Within the DCMSP Area, exterior lighting for pedestrian areas, building facades, and landscape design features should be complementary in style, color, and lamping with public street and pedestrian lighting. It is not necessary to duplicate light fixtures used on city streets but fixtures proposed for building exteriors must work effectively with street lighting. Night lighting of buildings should be done in a selective fashion and shall be indirect in character (no light source visible). The following formats are among the acceptable means of architectural lighting:
  1. Keynoting any special building features.
  2. Emphasizing repetitive elements such as columns.
  3. Using light to articulate architectural composition, such as spotlighting vertical elements of a vertical building or illuminating roof eaves.
  4. Using interior light sources as part of the total design. Architectural lighting should articulate and animate the particular building design.
- Day and night lighting in garages should provide adequate illumination for safety and security of all areas, including corners, stairwells, entries, and ramps.
- Light standard heights should be related to the lighting need of the use:
  1. Parking areas: up to 18 feet high
  2. Walkway and mall: up to 15 feet high
  3. Planting areas: up lights or lowlights, up to 3 feet high.
- Lighting for pedestrian movement should illuminate changes in grade, path intersections, seating area, and any other areas along a path which, if left unlit, would cause the user to feel insecure. As a rule of thumb, one-foot candle per square foot is adequate.
- Building-mounted light fixtures are to be used judiciously. Their primary purpose shall be to illuminate pedestrian spaces. Subtle accent lighting of unique architectural elements may be considered. The arbitrary lighting of building facades and roofs should be discouraged.

- Light posts should be located in such a manner that they will not become safety hazards to pedestrians or vehicles.
- Lights should not blink, flash, or change intensity. Use of low-pressure sodium lamps is not recommended due to poor color rendition.
- Shatterproof or vandal resistant coverings are recommended for low-level lighting where there is danger of breakage.
- Lighting systems should be energy efficient and adhere to applicable energy conservation measures.
- Lighting should not intrude on adjacent property or glare into drivers' eyes. Any light source over 10 feet high should incorporate a cut-off shield to prevent light spill.
- Service area lighting should be contained within the service yard boundaries and enclosure walls. No light spillover should occur outside the service area. The light source within any service areas should not be visible from the street.
- Lighting should conform to City parking lot lighting provisions.

## Chapter V Land Use and Development Regulations

### Land Use

The land use and development regulations set forth in this Chapter V shall serve as the zoning for the DCMSP Area and shall control the development in the DCMSP Area. These are mandatory regulations that must be satisfied by all development to which they apply, except in the event and to the extent a minor exception is approved by the City pursuant to Chapter VI below. These standards are regulatory tools that are critical to the performance of each use, such as maximum development capacity, building height, setbacks, required parking, etc. The design guidelines set forth in Chapter IV, on the other hand, are not mandatory requirements, but provide a defined framework of the design principles that supplement the development standards. Together, the development regulations and design guidelines provide a coherent planning framework for the DCMSP Area, with sufficient standards, guidance and flexibility to ensure quality development that will implement the goals of the DCMSP.

### Development Regulations

The basic regulations that control building height, bulk, and setbacks within the DCMSP Area are set forth as follows:

Regulation	DCMSP Requirement
Minimum Parcel Size	2 acres
Minimum Parcel Width	150 feet
Minimum Front Yard	10 feet (B)
Minimum Side Yard	10 feet (B)
Minimum Rear Yard	10 feet(B)
Maximum Height of Structure (feet)	65 feet (C) (D)
Maximum Height of Structure (stories)	5 stories(C) (D)
Maximum Floor Area Ratio (FAR)	2.26
Fences and Walls	15 feet (C)
Parking Ratio (stalls per unit) <sup>1</sup>	293 stalls for residents 50 stalls for guests
Density (units per net acre)	90.3
Off-Street Parking & Loading	See Chapter III, Parking (A) & PHMC Chapter 18.55
Vehicular Access	See Chapter IV, Design Guidelines (A)
Signs	See Chapter IV, Design Guidelines (A) & PHMC Chapter 18.60
Outdoor Facilities	See Chapter IV, Design Guidelines (A)
Mechanical Equipment	See Chapter IV, Design Guidelines (A)
Refuse Storage Areas	See Chapter IV, Design Guidelines (A)

#### Reference to Use Regulations Above

(A) Applicable provisions of the City's Zoning Ordinance shall apply unless expressly covered under this DCMSP, in which case the development regulations in the DCMSP shall govern.

(B) Projections into the required yard shall be permitted as follows:

1. Cornices, eaves and ornamental features: 2 feet.
2. Uncovered porches, terraces, platforms, decks, subterranean garages, and patios: 3 feet.
3. Balconies, stairs, canopies, elevators, and awnings: 6 feet.

4. Bay windows: 2.5 feet
5. Signs

(C) Height shall be measured from average finished grade to an equal average height above.

(D) Towers, spirals, cupolas, chimneys, elevator penthouses, monuments, lofts, and similar structures and necessary mechanical appurtenances covering not more than 20 percent of the ground area covered by the structure to which they are accessory may exceed the maximum permitted height by 10 feet

Minor exceptions to the development regulations set forth in this Chapter V shall be permitted as set forth in Chapter VI of the DCMSP. Any such exception shall not require an amendment to the DCMSP.

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