

PLEASANTON Pathways

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'Soccer City' Wins West States Tourney

by Matt Lonergan

Girls soccer is big in Pleasanton. In fact, the 1000 girls who play in the Pleasanton Girls Soccer Association are so good that the rival teams around the Bay Area call us "Soccer City."

The Association has teams for every age and skill level. The Association is separated into two leagues; House and Al Caffodio. The House league has most of the girls and play other teams in Pleasanton. The Al Caffodio league plays all over the Bay Area and during tournaments has gone as far as Calgary, Canada.

The House and Al Caffodio teams are broken down into age groups from under 8 year olds to the under 19 year olds, in gradations of two years.

For the House league there are 10 games a year. For the Al Caffodio's they can play upwards of 39 games in a season, including competition.

This year the big soccer news was the



Al Caffodio under 16s win at the Western States Championship in Denver, Colo. They not only won, but stomped the competition; 3-0, 5-0, 4-1 and 5-1. For the year their record was

36 wins 1 loss and 2 ties.

The girls also competed in Calgary this year and did well, as usual. The league was able to finance the trip because of the efforts of team mem-

bers at bake sales, car washes and other events.

To fill in the rest of budget, Georgia Preciado, chairman of the Association, went to the local merchants to ask for donations, because the girls teams are not allowed to be publicly sponsored. She was surprised at the enthusiastic response. She said, "The girls felt proud that the local merchants felt that much of them."

With donations from companies like the Hacienda Business Park Owners Association, CPS and others Preciado was able to raise \$1,395. With the over \$6,000 the kids raised it was more than sufficient to show Canada why Pleasanton is known as "Soccer City."

The Association will be hosting their 6th Annual Friendship Classic Tournament on Labor Day at the Sports Park. 58 teams from around the country were attended last year including Hawaii, Las Vegas, Texas and Arizona. It is always a popular event and it should be bigger than ever this year.

Traffic Computer Eases Traffic Flow

by Mary Perry

A sophisticated new traffic computer looking for all the world like something out of Star Wars has been installed in Pleasanton's City Hall.

Featuring a system of blinking lights, the computer will regulate the signal changing sequence so cars travelling at the speed limit can pass through a "green" for long stretches at a time.

City-wide computerized traffic signals help to improve traffic flow, minimize screeching brakes and ease the grinding of driver's teeth.

The computer, installed this month in city hall, will not eliminate red lights of course, but it will reduce the number you're likely to hit. In addition, the computer will display the entire city's traffic light system — and how it works.

Originally, computer regulated lights were planned for inside Hacienda Business Park only.

The park's developers, Prudential Insurance Company of America and Callahan Pentz, hired TJKM, a traffic consulting firm, to recommend the best possible traffic flow solution for the park.

Part of TJKM's research showed that all of Pleasanton could benefit

from a computerized traffic light system. The developers worked with the Pleasanton City Staff and eventually reached an agreement to plug most of the city's major traffic lights into the central computer.

It won't happen overnight however, according to Jack Swanson, general manager of Northern California real estate operations for Prudential, at first only the lights along Hopyard Road will be affected. Within two years, 32 more north Pleasanton lights will be hooked in. Four years from now the system should control a total of 64 traffic lights.

The master computer, designed by Multisonics in Dublin, Calif. is one of 70 the company has installed throughout the U.S. and Japan. "Our experience shows that while regulating time and speed allows more cars to travel on the road at one time, it also cuts the number of stops each car makes. This uses less gas and creates less pollution," said Roy Dexter of Multisonics.

Financing for this project will come through the proposed North Pleasanton Improvement District. Until the necessary approvals establish that assessment district, the developers of Hacienda Business Park, the largest contributors to that district, have provided funding for the project.



Pleasanton's new traffic computer

IN MY OPINION



Congratulations to the Hacienda Business Park Owners Association for the first edition of this new publication, "Pleasanton Pathways." We are fortunate in this valley to have several news publications. The competition between them benefits all by providing more than one viewpoint. So too will this newest paper benefit everyone by providing one more source of information.

In this first issue I note articles which not only bring out items of importance to the Hacienda businesses, but also cover cultural and recreational aspects of Pleasanton living. Our city is unique — everyone notices its special charm and feeling, yet it is difficult to explain just what generates that feeling. I believe it is principally due to our people and their attitude about their city. I see a real pride and a sense of community in everyone.

One of the sources of that pride is that our city is one of few which are not facing serious financial difficulty. There are two reasons for this happy circumstance. First, your City Council took immediate action in 1978 when

Proposition 13 passed. Rather than rely on the so-called "bailout" from the State surplus, we began with that first budget to trim city employment and controllable expenses to bring costs in line with the lower tax revenues. Second, the city has long had plans for growth in commercial and business activities which would spread the tax burden over a wide base and lessen the dependence on the individual property owner. It is this long-range planning which resulted in the development of the Stoneridge Shopping Center and the business parks under development now in north Pleasanton. The sales and property taxes from their developments are quickly becoming larger than homeowner property taxes.

"Without new revenues from business expansion, we couldn't add budget items ... (like) new manpower for the Police Department."

As a result, citizens of Pleasanton now enjoy both low taxes and extensive services, and do not face severe cutbacks in service in the coming fiscal year, unlike many cities in California.

In my twenty years living in Pleasanton, this broadening of the tax base and emergence of a strong local economy has always been a major part of the outlook for the future. Now that at least a portion of that future is here today, I think it's appropriate to list some of the benefits to the individual

citizen which these developments are bringing.

First, a strong economy is important in itself. It means a healthier downtown area, ease of shopping, and availability of many services needed by residents. Second, job opportunities expand. As another article in this edition points out, our children may at last be able to find employment close to home, and the possibility of reduced commuting over the hill is exciting. Next, there are many physical improvements which have long been needed, but which the city simply did not have the funds to provide. For example, extensive flood control channel improvements were completed, and were responsible for avoiding almost all storm water damage during this past severe winter. Unseen, but important parts of the city's fire protection system have been improved, helping to keep everyone's insurance rates low. A new fire station to cover the west part of town will soon be a reality. Of course, the changes to Hopyard Road, the opening of W. Las Positas, and the realignment of Johnson Drive are other obvious capital improvements. Finally, anyone looking at the new budget just adopted last month will find several examples of items which could not have been added without the new revenues provided by business expansion. Among them are the turning back on all the street lights, the addition of important fire suppression equipment, and new manpower for the police department.

Not all the benefits are financial, however. Perhaps just as important,

but harder to measure, are the intangibles. For example, the quality of the developments is critical. The City Council insists on the best possible, because we want the new area to be attractive, to be an asset to the community. Other types of development could have resulted in rows of warehouses. High quality developments also lead to high quality businesses as tenants. Major corporations such as AT&T Long Lines will support our community in many ways besides the taxes they pay.

"Our city is one of the few not facing financial difficulty."

One of the aspects of this valley which is unusual is the wide range of cultural activities which abound. We are fortunate to have musical performances by the Livermore-Amador Symphony, the Pleasanton Community Band, the Valley Choral Society, and others. Dramatic presentations and art exhibits are also frequent. All these activities require help with their budgets, and good corporate citizens consider such help to be a part of their responsibility.

In all, I am enthusiastic about the very positive changes going on in Pleasanton. I hope that several years from now our citizens can look back on this period of beginnings with a sense of pride.

Guest Editorial by
Pleasanton Mayor Bob Butler

PLEASANTON DOWNTOWN SUMMER CONCERTS FRIDAY NIGHTS 7-8 P.M. IN WAYSIDE PARK (FIRST ST. AND NEAL)



FREE TO PUBLIC

JULY 22	THE PLEASANTON COMMUNITY BAND REVIEW OF POPULAR AMERICAN SONGS
JULY 29	ECUMENICAL BRASS THEMES FROM BROADWAY AND THE MOVIES
AUGUST 5	WHISKEY AND LACE MORE EASY LISTENING COUNTRY
AUGUST 12	THE CHATO FAMILY ESPRITS MARCHES TO BALLADS - SPANNING 6 DECADES
AUGUST 19	HOMECOMING CONTEMPORARY CHRISTIAN MUSIC

PLEASANTON DOWNTOWN ASSOCIATION

THE ALMANAC SAYS



The Farmer's Almanac holds few surprises for this Month. It portends that we will have an uncommonly warm summer. During the rest of this month and the beginning of August,

however, there will be cooling trends. Those cooler periods will be short, and the precipitation forecast says zero inches. Great weather for tans, lousy for cooling bills.

- Flowers to plant in July and August: Petunia, marigolds and portulaca. The latter is a low-growing annual that is fairly drought-resistant and produces delicate looking, multi-colored flowers. (Compliments of Oak Grove Nursery.)

- Another popular summer planting is the "Lily of the Nile," a perennial with long green leaves and an attractive blue or white flower.

- Remember, it's never a good idea

to plant in the heat of the day, especially in the summer. The early morning is preferable. Be sure to water your plantings immediately after placing them in the ground.

- Vegetables that can be planted year-round include carrots and radishes. And its not too early to begin planning for cooler weather vegetables like peas and lettuce that can go in the ground in late August.

The Pleasanton Pathways is a monthly newsletter published by the Hacienda Business Park Owners Association for the tenants of the Hacienda Business Park and the citizens of Pleasanton.

Mary McLaughlin - General Manager, Hacienda Business Park
Matthew C. Lonergan - Managing Editor, Pleasanton Pathways

MOORE PRINTING
Pleasanton, CA

World Class Singing Comes to Pleasanton



Edwin Flath directs the Valley Choral Society for the July 4 concert.

by Matt Lonergan

Sometimes while coming over the hill into the tri-valley area by car the sun balances on the surrounding mountains just so and the only thing the

scene lacks is a group singing a heavenly chorus in the background. You know the kind of singing I'm talking about? It's the sound of well trained voices blending into a classical composition that makes your heart soar.

Fortunately, the residents of Pleasanton don't have to travel outside the Bay Area to hear a professional quality chorus.

The Valley Choral Society (VCS) puts on three major performances a year here along with special events, including their recent performance of Brahms's Requiem at Davies Symphony Hall in San Francisco.

The normally tough reviewers at the "San Francisco Chronicle" gave the Society high marks after their performance at Davies. This praise was paid dearly for in the practice sessions preparing for the event and was partly due to a recent addition to the group.

Two years ago the Society hired a professional director, Edwin Flath, to help them achieve their current concert quality. Flath, also director of the California Bach society, lives and breathes music. He said, "I think there is no substitute for a live performance and that can't come close to performing it yourself."

Supplementing the group occasionally are professional soloists. For instance, next year in April, the VCS will

perform Mozart's Great C Minor Mass with the world famous Sherry Greenawald.

The group performs various types of classical music including light and acapella. But the group isn't always serious. The VCS sang patriotic tunes from George Washington's era in a concert on the Fourth of July.

The Society gets its funding from donations, ticket sales, a flea market and from the 30 or so members themselves.

Their biggest problem with performing in Pleasanton isn't lack of interest, but a proper place to hold a concert. Judy O'Neil, a Society member said, "We are trying to orient the group towards Pleasanton, and we can't always find a place to perform." With the proposed renovation of the Amador Valley High School auditorium currently underway finding a location should no longer be a factor.

Persons interested in joining the VCS or donating time or money can contact Judy O'Neil through this newspaper office.

Briefly . . .

Now For Something Completely Different

At the opening of the new section of West Las Positas the strangest thing happened. The new section, from Santa Rita Road to Hopyard Road, was to be officially opened by a fire truck zooming through a ribbon at both ends of the street. The fire fighters were to be followed by Pleasanton's police chief and dozens of invited citizens and city officials who wanted to be a part of the proceedings.

Suddenly, while the procession was getting ready to go, the fire trucks lights came on, its siren began to wail and off it went; straight through the ribbon and away before anyone was even in their cars.

Later it was discovered that the reason for the fire truck's quick exit was that the fire fighters had responded to a real call. After their return, one of the firemen remarked that because the new stretch of road was open they



saved precious time in reaching the scene of the emergency.

The new stretch of the 6-lane divided road was built at a cost of \$6 million and was funded by the Prudential Insurance Company of America and Callahan Pentz, co-developers of Hacienda Business Park.

Hacienda Gets First Big Tenant



American Telephone and Telegraph Long Lines is coming to Pleasanton. According to a AT&T executive the company will occupy six buildings at the Hacienda Business Park.

The communications firm will employ approximately 1,500 engineer-

ing, operations and support personnel at the Hacienda location.

Fred Wehmann, western region vice president of AT&T, said, "Given our tight time limitations and high office space cost in San Francisco we ended up making an economic decision to go to the east bay and to consolidate the additional space needed in the Pleasanton area. We found land and buildings available there that would provide us with better facilities than any we could afford downtown (San Francisco)."

Crum & Forster Breaks Ground

Crum and Forster, Inc. is coming to the Hacienda Business Park. The insurance firm's one story office building is now under construction on the just opened portion of West Las Positas Blvd.

According to Mary Williams, of Crum and Forster, they plan to employ

Getting To The Park

Mary McLaughlin, General Manager of the Hacienda Business Park Owners Association has entered into negotiations with a transportation services company to explore alternate methods of transportation designed to mitigate any potential traffic problems.

Some of the ways this might happen include: ridesharing programs, a special bus service for Hacienda Business Park employees and variable

200 people by February of next year and 300 in two or three years.

They also plan to open an employment office in the Pleasanton area.

Rents of over \$1 million a year in San Francisco, plus the beneficial working conditions in Pleasanton were the main reasons for the move.

work hours.

These programs, and others, are designed to decrease the need for HBP employees to use their cars getting to and from work at the Park.

Already under construction are comprehensive bicycle paths interconnecting the various sections of Hacienda.

Coming issues of the "Pleasanton Pathways" will have updates on McLaughlin's progress in her quest for better ways to get to work at the Hacienda Business Park.

HBP Is Having A Happening

Callahan Pentz and The Prudential Insurance Company of America, co-developers of Hacienda Business Park, are giving a party and everyone in Pleasanton is invited.

The party, which carries the theme "Happening In The Park", is being held to benefit the Valley Volunteer Center, The Valley Choral Society and other non-profit organizations in Pleasanton. Big band entertainment and dancing to music of the 60's, food, no-host beer and wine bars, soft drinks and ice cream, will be featured for all guests to enjoy. In addition to the musical program, younger guests can enjoy

the personal appearances planned by Chuck E. Cheese, mimes and clowns. There will be free balloons for all.

The party will take place on Saturday, August 20th from 6:00-9:00 p.m. in Hacienda Business Park between Chabot Dr. and Willow Road on Stoneridge Drive. Parking will be free.

Interested non-profit groups wishing to participate are urged to contact Patty LeVine at CPS, A Commercial Real Estate Company, at (415) 462-9660 for more information.

Additional information about the party will appear in next month's issue of Pleasanton Pathways.



More jobs in Pleasanton means fewer children of Pleasanton's

families will have to leave the area to find employment.

New Jobs Keep Kids At Home

by Mimi Sharman Braatz

Read any newspaper or magazine today and you will see article after article about young people graduating from high school or college only to stand in an unemployment line. What are the chances that any of Pleasanton's youth will find work here at home?

Currently there are about 9,000 or so jobs in Pleasanton. Most wage earners living in Pleasanton commute outside the Tri-Valley area.

Many cities retain their healthy growth by keeping the energy and talents of the next generation of working adults at home. Studies, and common sense, show that if families could have their children live and work near them, most would.

The growth that's coming to this "City of Planned Progress" is in the form of business parks and commercial centers. These will provide the kinds of jobs the studies indicate most people want for their families.

This growth, however, won't be all at once. The forecasted construction will take over two decades and will allow the local economy and residential areas to grow accordingly. This avoids some of the mistakes made by

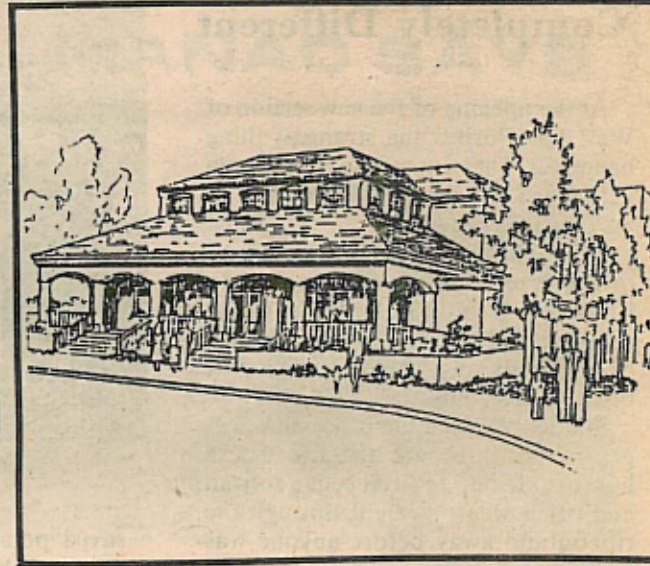
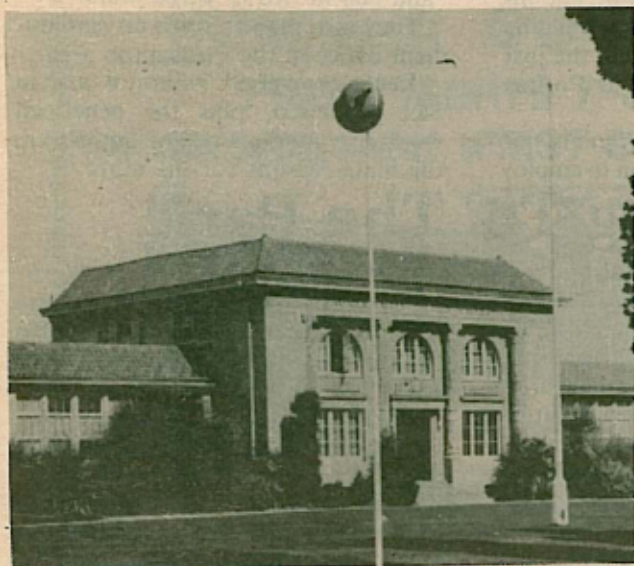
cities that didn't have the foresight to insure against haphazard development.

Although there are thousands of job types, the Bay Area — and the rest of the country — is gearing up in high technology fields. It is generally accepted that computer, and computer enhanced, industry is becoming the rule rather than the exception. The community that wants to keep its kids at home will need to attract companies that will hire those with a high tech background. More and more college graduates have some background in computer technology, either in programming or application.

Pleasanton's Hacienda Business Park currently in development has planned to allocate approximately two thirds of its available land for research and development uses along with supporting offices.

Recent polls conducted to gauge public opinion in the Tri-Valley area, show that most people want to live close to where they work. Because so many citizens of Pleasanton commute out, the commercial expansion here typified by the master-planned Hacienda Business Park may mean that many of the long range commuters will be able to find local jobs.

Renovation Breathes Life Into History



The Amador Theater: How it was, how it is and how it will be

by Matt Lonergan

"Gee, Fred. Why don't we take in a show tonight?" "OK, Dear. Let's make it live, though, I'm sick of movies." Looking through the paper, they notice that they'll have to leave Pleasanton to find a live theater production or concert. The only place with the facilities to present a major play or concert in the city is the Amador Valley High School's theatre, but that building is in disrepair and just plain uncomfortable to be in.

If a group wants to perform to an audience of 100 or more they normally go to a local church or lodge to get the seating capacity.

The Performing Arts Committee, a sub-division of the Pleasanton Cultural Arts Council, is sponsoring a drive to renovate the theater. Their problem is finding the \$680,000 needed to complete the job.

Charlotte Severin, committee chairman for the project says that she is centering her efforts on corporations in the area and has already received a \$50,000 challenge grant from a large company. A challenge grant means that if other donors offer \$50,000 then they will match it. The Hacienda Business Park, a co-development of Callahan Pentz and the Prudential Insurance Company of America, is working to accept that challenge.

One of the other ways they plan to raise funds is by "selling" seats to individuals at \$100 a seat. Those who buy the seats will be recognized by a plaque on their row or somewhere else in the auditorium.

When asked why the Arts Council had such an avid interest in the theater Severin said, "If you want to attract top performers, you have to have an attractive place for them to come to."

Once the building is renovated it will be administered by the City under a joint-powers agreement with the Arts Council and Amador Valley High.

The theater was built in 1923 with high quality materials not often used now, which makes it perfect for

renovation. The structure is sound and most of the money will be used for a new lobby, fixing the roof, and a heating and air conditioning system.

Donations may be made to PCAC, PO Box 1298, Pleasanton, CA 94566.

For more information call: Charlotte Severin 846-6382.