Survey Results: Local Businesses

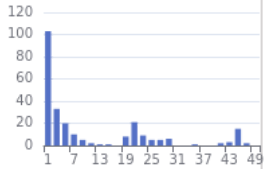
Survey Info - This survey was sent on behalf of the City of Pleasanton to the FlashVote community for Pleasanton, CA.

These FlashVote results are shared with local officials

253
Total Participants
240 of 595 initially invited (40%)
13 others
Margin of error: ± 6%

Applied Filter:
All Responses

Response Time (hours)



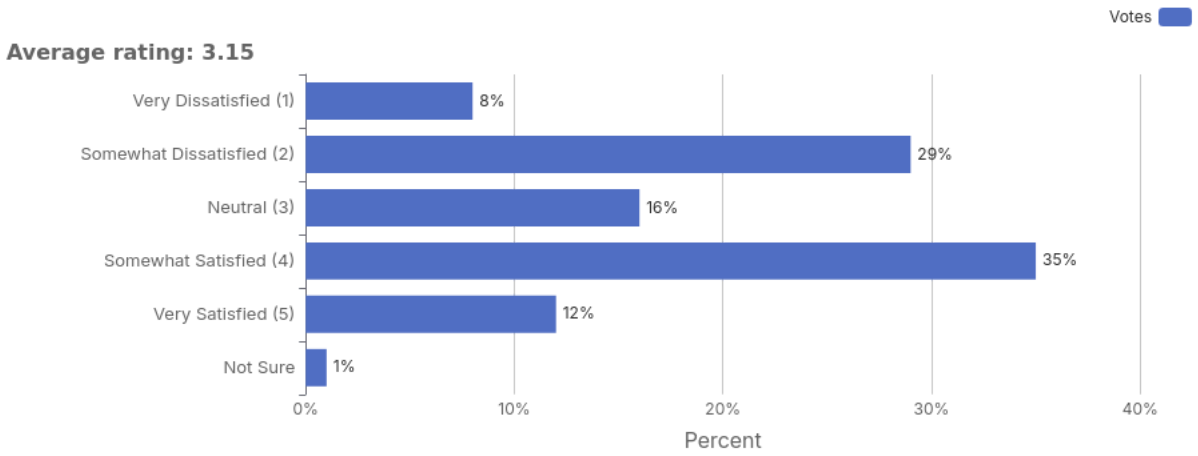
Started:
Oct 27, 2026 1:16pm PDT
Ended:
Oct 29, 2026 1:15pm PDT
Target Participants:
All Pleasanton

Q1 Overall, how satisfied are you with the variety of shopping, dining, and entertainment options you have in Pleasanton right now?

(252 responses)

Survey response data for survey question 1

Options	**Votes** (252)
Very Dissatisfied (1)	8% (19)
Somewhat Dissatisfied (2)	29% (73)
Neutral (3)	16% (40)
Somewhat Satisfied (4)	35% (88)
Very Satisfied (5)	12% (30)
Not Sure	1% (2)

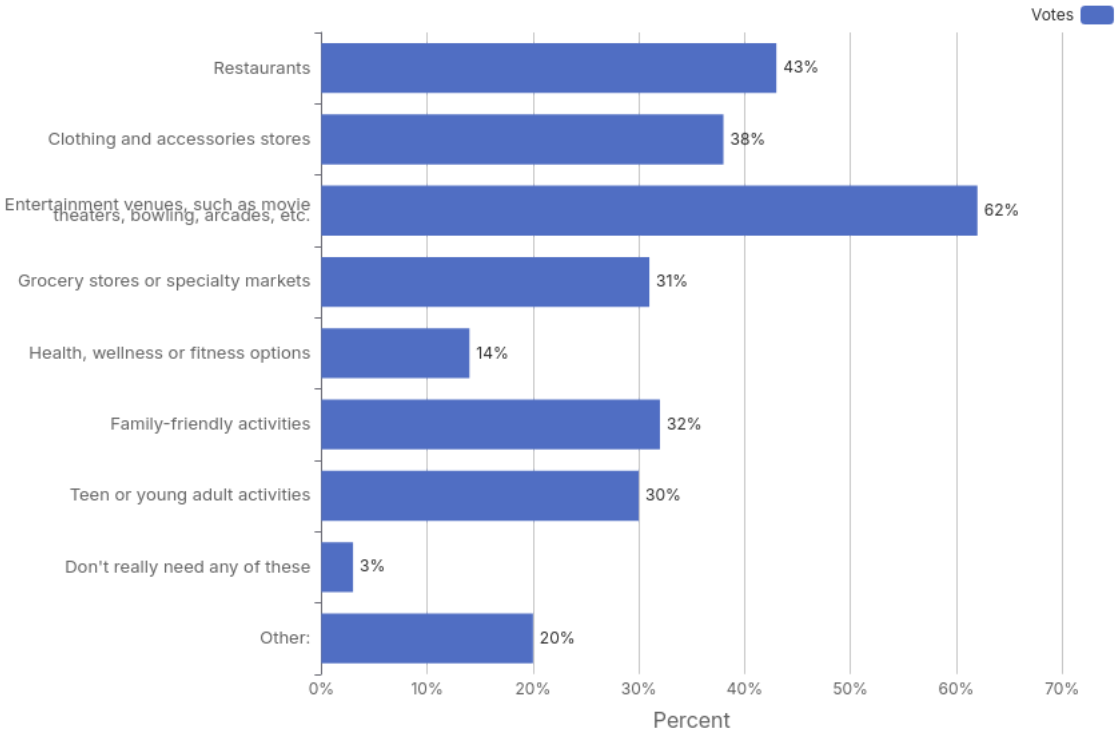


Q2 What types of businesses or services do you think Pleasanton needs most, if any? (You can choose up to FOUR, if any)

(237 responses)

Survey response data for survey question 2

Options	**Votes** (237)
Restaurants	43% (102)
Clothing and accessories stores	38% (91)
Entertainment venues, such as movie theaters, bowling, arcades, etc.	62% (147)
Grocery stores or specialty markets	31% (74)
Health, wellness or fitness options	14% (33)
Family-friendly activities	32% (75)
Teen or young adult activities	30% (72)
Don't really need any of these	3% (8)
Other:	20% (48)



Responses for "Other":

Upscale dining/club mixture for younger adults.
Galleries
Downtown needs to be more vibrant. 1st Wednesdays was a good way to bring the community together.
It seems any new openings are focused on the Indian culture which makes sense with the demographic
World market
Bar/Restaurants that are a vibe- perhaps with entertainment
Live music friendly venues
More bakeries
Reasonably priced restaurants or venues
Drug stores
Live music venues
Boutique style of both, not chain stores
Walmart Grocery store
Public squares, with manual food carts (e.g. hot links, gyros, lemonade), and tables for clubs.
Cheese shop, small food hall, live music/comedy venues, art/cooking classes, and cafés open later
Nice wine bar, brewery with music options in courtyard. Like blacksmith square in Livermore
Downtown needs energy! Empty storefronts! Let’s come up with some creative ideas!!!
Do what it takes to get the empty stores downtown with thriving businesses
Gift stores like Domas (way back), Clover Creek which is t downtown anymore. Stores like that.
Places to walk and hangout for long periods of time with no cars around
Mall with food options like the city center at San Ramon

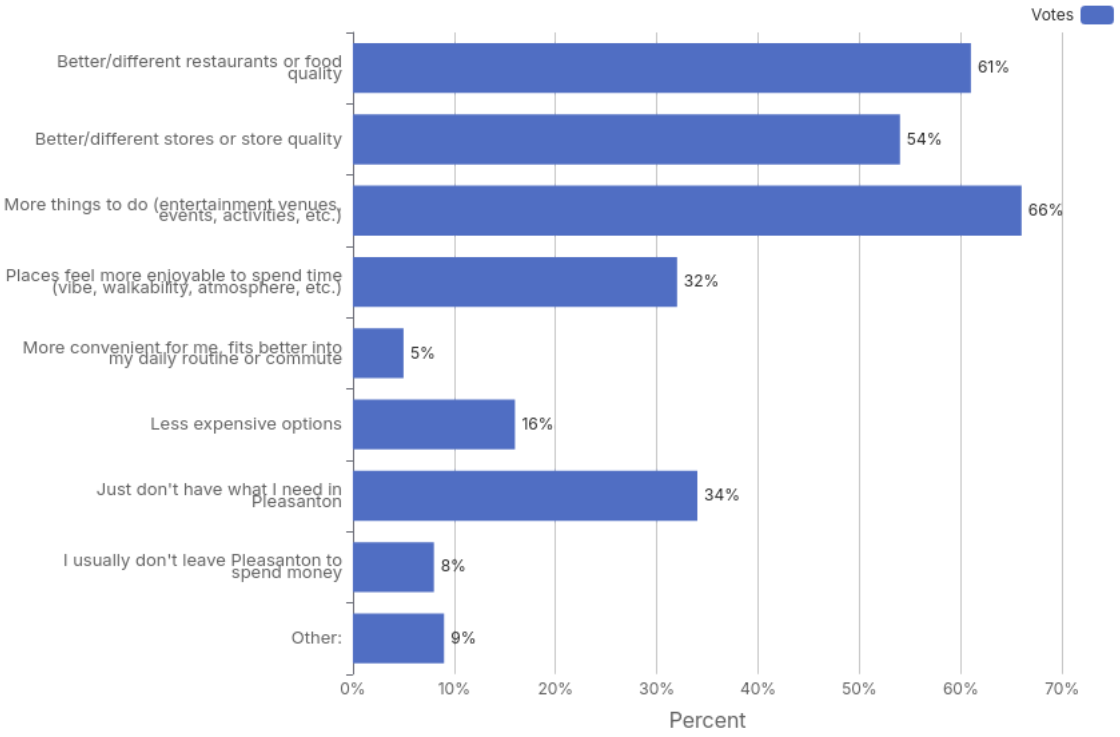
A smaller concert venue for intimate acoustic music performances, lectures, etc would be nice.
Services like auto repair
Botiqees
Would like more variety of choices in general.
Speciality type of food. Family entertainment.
Various retail
A restaurant like Gott’s
More restaurants and entertainment. Our downtown has gotten stale. Livermore is always hopping
Conferences, Events
A good Alehouse/burger spot downtown, more shopping (boutiques, home goods, another gift shop)
Upscale restaurants with traditional American food
More family restraunts like first street ale house in Livermore!
Use empty stores for GOOD. Let nonprofit use them. It would show community support.
whole foods, shake shack, drafthouse, living spaces, brandy melville, craft store, upscale bowling
Different types of restaurants and price ranges, Livermore has done better
Communal spaces to gather, sit, hang out, like San Pedro Square
a true, old fashioned bakery where you can buy fresh breads, rolls,
Livermore is eating our lunch! What happened to the Stoneridge plan? We need housing & shopping.
Maybe some bars with more quizzes/live bands. Themed band nights.
Downtown especially needs a market and a gym
Sporting Goods Store such as Cabellas, Bass Pro, Sportsman Wearhouse, etc
More plant-based/vegan offerings
Upscale restaurants and bakeries
Tattoo parlors and dispensaries
specifically, downtown restaurants are lacking compared with Livermore or Danville.
Let the market decide

Q3 When you choose to spend money outside Pleasanton, what are the main reasons, if any? (You can choose up to FOUR, if any)

(237 responses)

Survey response data for survey question 3

Options	**Votes** (237)
Better/different restaurants or food quality	61% (144)
Better/different stores or store quality	54% (129)
More things to do (entertainment venues, events, activities, etc.)	66% (157)
Places feel more enjoyable to spend time (vibe, walkability, atmosphere, etc.)	32% (75)
More convenient for me, fits better into my daily routine or commute	5% (13)
Less expensive options	16% (39)
Just don't have what I need in Pleasanton	34% (81)
I usually don't leave Pleasanton to spend money	8% (19)
Other:	9% (21)



Responses for "Other":

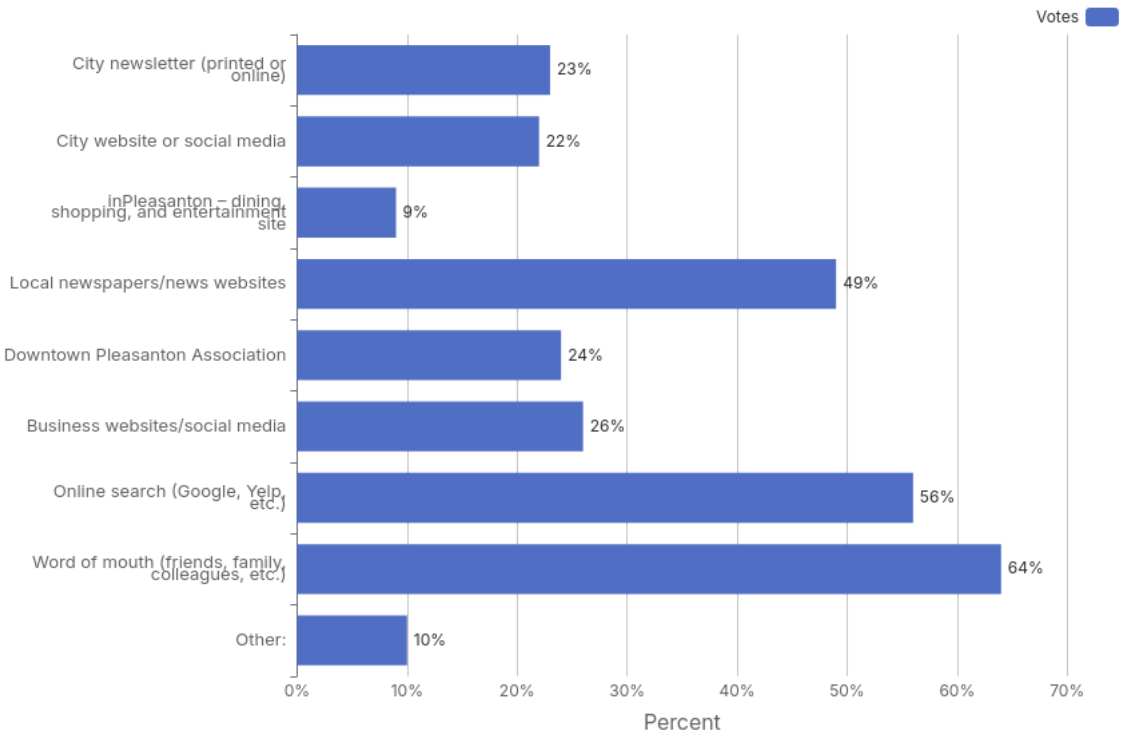
Going out to eat with friends who live in other parts of the Bay Area.
Just get the businesses downtown to not be empty storefronts. Bring back Nordstroms Mall!!
Parking. If you make it hard for me to park or charge me (i.e. downtown), I will go elsewhere
Livermore and danville have much better lunch and dinner options with outdoor courtyard vibe
More occupied business. Pleasanton downtown has sadly lost too many business.
Look at Livermore or Danville! Have longtime owners of spaces to reduce rents to bring in new biz
Decorator stores like Kirkland, Home Goods & Hobby Lobby
Pleasanton downtown is nice, but restaurants too expensive for normal quality/tasting food
A place downtown like Livermore's First Street Ale House, could have been done in the old Christian
MUCH better restaurant selection in Livermore, Danville.
more options/variety in one location with easier parking
Most known stores and franchise restaurants are in Dublin. Outlets are in Livermore
If Pleasanton doesn't have a given stror
There used to be stores downtown where I would shop but they've all left!
with mall and so many downtown shops closing we have to go to danville or WC or Livermore
Major museums and auditoriums, parks or resorts
SR City Center is a boon for their city. Our past slow growth council caused financial damage.
I try & keep to Pleasanton. But do go Danville for upmarket restaurants/sushi. Dublin cinema
I go to Dublin for the gym, Whole Foods supermarket, and movie theater
I am
After 9 pm there is nothing to do.

Q4 Where do you typically get information about shopping, dining, businesses, and events in Pleasanton? (Choose all that apply, if any)

(233 responses)

Survey response data for survey question 4

Options	**Votes** (233)
City newsletter (printed or online)	23% (54)
City website or social media	22% (52)
inPleasanton – dining, shopping, and entertainment site	9% (22)
Local newspapers/news websites	49% (115)
Downtown Pleasanton Association	24% (56)
Business websites/social media	26% (60)
Online search (Google, Yelp, etc.)	56% (130)
Word of mouth (friends, family, colleagues, etc.)	64% (150)
Other:	10% (23)



Responses for "Other":

Facebook, Pleasanton Patch, Nextdoor, Your Town Monthly
Primarily the Pleasanton Weekly.
this is a huge oppty for improvement, we're really NOT receiving any comms from pleasanton about wh
downtown stroll
Walking, biking or driving through town
Friends
Social Media
the Weekly
More Walk on Main events. More youth, teen oriented events.
Pleasanton weekly
Driving, waking downtown.
Driving around
Specifically, yelp, and sometimes apple maps.
Pleasanton weekly
Pleasanton weekly
Pleasanton Weekly
drive by/exploring
I live close to downtown so am able to check it out by driving through
Billboards or good signage - visible from freeway or from major streets
Chamber newsletter
Social Media

Pleasanton city email
TikTok/Instagram reels

Q5 Any other comments or suggestions about current business and service options in Pleasanton, including any specific businesses you would like to see here?

(127 responses)

Individual Responses | AI-Generated Comment Summary

Entertainment businesses!

It would be great to have a movie theatre like the Vine in Livermore. Also we have limited grocery options. Too bad we don't have a Whole Foods in Pleasanton

Everything in downtown is very "pasteurized". There is no flare. Restaurants are monotonous and there's nothing fun for the nights.

I think city officials and the downtown association should visit cities like Healdsburg, Paso Robles, and other small cities to get ideas on how we could improve our downtown area. We need more little gift shops, bookstores, clothing stores, pubs, etc.

too many banks and real estate businesses on main.

I miss Applebees and Black Angus in Dublin, and sweet tomatoes and Pleasanton.

need more family-friendly indoor activities, or a revitalization to the Benson aquatic center, an ice rink could be nice or more restaurant options (local not chains)

We need a parking structure in town.

quality, family-friendly, diner style restaurant for breakfast, lunch AND DINNER meals; More variety in retail offerings, including clothing, variety/ gift shop, housewares, etc.

Solve the Mall Anchor problem

Sadly, the culture as a whole has turned away from shopping malls. Stack and pack communities have added more people at a pace that impacts thoughtful growth for the infrastructure.

More and better parking! Better variety of food selections. Later evening activities - coffee/tea, food.

Pleasanton needs a movie theater. We constantly go to other cities for a movie and spend the day there, shopping, having lunch/dinner etc. Having a movie theater would increase the number of people coming to Pleasanton and create more business for other businesses. We also need some clothing stores for adults and kids since we lost major retailers from our mall. Some larger restaurants would be nice too, like Yard House.

With one or two restaurants, Pleasanton's downtown is stagnant.

More choices. I was very much looking forward to Danville Brewing coming to Pleasanton. Many places on Main Street have been empty for years.

Need an authentic Ethiopian restaurant and a Cinemark movie theater (Regal is over-priced with a generally inferior product).

Let's get some class and culture back in Pleasanton. I'd love to see stores like Nordstrom return. Specially, to the mall which has become a hodgepodge of come and go, who knows what kind of stores it's cheap and unattractive and the class of individuals that shop here are less than desirable As a shopper, I've been involved in three police incidents out in the parking lot at two in the afternoon on a Saturday. I've simply parked in the wrong place, returning to my car witnessing handcuffing thrown to the ground and dangerous situations in the middle of the day.What the heck is happening to Pleasanton?

Local movie theater like the Livermore Vine.

It's so unfortunate that Livermore has been so successful and creating a very vibrant downtown for both older and younger adults, while Pleasanton has been left stagnant for decades. Thanks for reaching out on this, and hopefully substantial progress can/will be made to bring life back to PTown

Roads have become very bumpy since we moved here 5 years ago Please make fixing them a priority.

Need Nordstroms, higher end stores with good security

It would just be nice to have more really good restaurants.

we need more clothing stores

would be nice to see more affordable restaurants and breweries. missing good nightlife and would be nice to have a novelty store where Christesen's used to be. too many empty spots downtown now

Need things for young people, entertainment venues, nightlife and things for middle aged people, piano bar maybe.

I would love to see a family friendly restaurant downtown. Like this (Spark social in San Jose): https://maps.app.goo.gl/qS8AcDf7CkLjy37NA?g_st=ac or this (Headlands brewing in Berkeley): https://maps.app.goo.gl/KYQh8cTNWPAMB5gt7?g_st=ac or this (Park Station in Alameda): https://maps.app.goo.gl/btMdyViUJba95JwSA?g_st=ac. We need casual restaurants with lots of outdoor seating with spaces for kids. I'd also love to see a palmetto in downtown Pleasanton. I'd also like to be able to buy clothes in downtown, women's clothes, children's clothes. It'd be great to have a target-like store in downtown so I don't have to drive to another city. It doesn't need to be huge. You can look at stores like Hema in Europe that are similar to target but not too big and they're mixed into their downtown stores. Also a grocery store downtown. There's too many expensive restaurants downtown that seem to only cater to older people. People want green space like a park or plaza mixed with restaurants.

More performance spaces. The Firehouse is nice but very small and expensive to rent from the city. We end up at the Bankhead or Lesher Center for A-list entertainment. Also, local performing groups (e.g. concert bands, choral groups, small theatre groups, etc) are always searching for available sites and end up renting space at, for example, local churches.

Pleasanton needs to save the mall

Seems like a number of new restaurants and a bakery is coming to downtown. I like the Livermore downtown with the many activities, entertainment options and venues. Many more restaurants are moving there as well.

We need less nail salons in downtown Pleasanton and less red tape to open a business. Livermore makes that process seamless.

Family friendly restaurants downtown similar to the Ale House in Livermore

Plenty of public garbage cans that are serviced often enough to prevent overflow. Also, public toilets—pay is fine, just having them aound us essential for families and seniors!!

I think Pleasanton is in pretty good shape with regard to businesses. As I said earlier, if you make it hard to park or charge for parking, I will go elsewhere. I am not going to take public transportation or walk several miles to get to downtown.

We often go to downtown Livermore. Entertainment, greater variety of restaurants and a police presence.

Still hoping for better parking, especially for seniors not able to walk longer distances.

i would like to see quality/flavorful restaurants in the downtown. The restaurants are just namesake, and the food tastes very bland. It applies to almost all restaurants. I would like to see a gym, some more clothing shops. I would like to see a organic and budget friendly grocery store in the downtown as well.

Pretty happy with quality and quantity of events, music venues and dining options.

More/better restaurants & shopping near BART. Better connections between BART & train & downtown. More parking near downtown.

I'd like to see more creativity around bringing different businesses to Stoneridge Mall.

Please make downtown / main street a walkable downtown. Also: why are so many storefronts empty and such high turnover of restaurants? Are the rents too high?

We are attracted to Danville for its appearance & the variety & quality of its restaurants & shops.

We not only have lost shopping at Stone ridge Mall, but also Kohls, Walmart Grocery, Hobby Lobby(Dublin)! It’s getting so that Costco and Walmart Store are only places to shop.

Downtown is an old people place that offers little entertainment

There should be an incentive for fixing up the exteriors and renting empty buildings and a consequence if the owner doesn’t make an effort to rent a space in a certain amount of time. The Downtown Association and City need to focus on working with property owners to bring more activities and stores downtown. Livermore has a much more vital downtown. Bring more retail and commercial activities not housing to downtown.

More events that get the people out, like that longest table / dinner with strangers event.

More convenient parking would bring me downtown more often

Dublin has things like a movie theater and stores like Whole Foods that I would go to in Pleasanton if they existed. Now that Pleasanton has Costco, we go to the local store rather than Livermore.

Create your own perfume or cologne, congo river mini golf, sneaker store

I see many shows at the Firehouse Arts Center and bring friends to join me.

Pleasanton already has a charming downtown and businesses we appreciate. I’d love to see the city build on that with more distinctive places and experiences that give people reasons to explore, linger, and return. A small food hall inspired by Napa’s Oxbow, intimate music or comedy venues, and places open later would be welcome additions. Beyond individual businesses, creative use of alleys, public art, small outdoor performances, and memorable touches (like Victoria BC's flower displays) could make downtown even more inviting. Thoughtful additions could make Pleasanton different from other nearby downtowns.

The Downtown is still miserable, without any vibe, and basically shuts down at 8pm, even on weekends. Livermore is 300% better as far as vibe, shopping, bars & restaurants. I usually go to Walnut Creek vs Pleasanton on most occasions. I went downtown for the last 'first weekends on Main', street closure at about 6.30pm on the Saturday and walked from one end to the other and it was dead! The only ones on the street were me, 3-4 other pedestrians, and a few kids on bikes. It felt like the town has died. If it doesn't improve soon, we're moving.

Would love more family friendly entertainment options like playing pool, bowling, late night board game cafes - where families and young people can socialize and do things.

Other towns have surpassed us. No nice trendy clothing stores; no nicer higher end courtyard places to listen to music and have a light meal and good CB wine b or beer. Downtown closes down at night.

Improve downtown parking, get better acts at the Firehouse, focus on enterainment venues for downtown, especially in the evening, rather than spas and banks.

All options available in pleasanton are veey expensive especially in downtown area. Need a place foe peoplw to hang out, play games and other stuff.

Movie theater and korean style bakeries and dessert shops open till late

On Main Street get a BBQ restaurant like Sauced. Fix the Veterans Hall so the AC & heater always works & has better ventilation them host events there. Host contests & giveaways downtown to bring people. The empty spaces on Main St are such a downer.

As noted in my other responses, many buildings are owned by people who have had properties for a long time. They should give favorable terms to bring in new businesses to the empty storefronts, no banks or salons though. Look what happened to Middle Eights: the landlord would not work with the owner to keep rent affordable. It was a fun place to go to after dinner. Now the spot is empty! I would also suggest more activities to bring people downtown and together. Ideas like the big, communal table. Maybe that could be done twice a year. More wine strolls or beer crawls but mist of all fill up the empty storefronts!!!!! In Cambria's downtown they have a small specialty store that has fresh produce and other specialty items along with a cheese shop. The old Christensen's space should be filled with something along those lines!

I have lived here for 45 years. We have never had a decent Italian Delicatessen or a great french bakery with good bread and desserts. Landlords charge too much and restaurants have a hard time sustaining business.There is not enough accessible parking. Love the new Pub downtown. We need more interesting quality restaurants.

Mid week Farmers market, butcher/fish market, reasonably priced bakery for bread

More fitness options would be nice! Also, more restaurant chains, so I don't have to drive to Dublin like Popeyes Chicken. Or stores like Target (Dublin has 2 and Pleasanton has none. Also, a movie theatre in the Stone ridge Mall would be nice.

late night restaurants and night clubs .

A cat cafe coffee and tea house. Perhaps the Humane Society could provide the cats that would be available for adoption. On the other hand, people who can't have pets in their buildings would have a place to go and hang out with cats... a win-win situation!

Our downtown is in need of a transformation. When you go to downtown Livermore, it is packed... every day. Pleasanton used to be "the place" to live and raise your children. Not so much anymore.

Nordstrom

We have too many banks, too many salons and too many restaurants that serve the same type of food. We really need Shopping to draw people downtown in order to then relax with a happy hour or a cocktail or a dinner or lunch.

Pleasanton should invite stores like Target, Hobby Lobby, Home goods, Michael's etc. We need to go to Dublin if we want to shop for stuff..... Pleasanton doesn't have any of these stores.

Would love for some streets to "close" for pedestrians, but I know that means less parking. More live music, lower cost to patron those restaurants/bars. Downtown Pleasanton is nice, Lions wayside park is nice. Too many "dead" plazas. A lively town square would be nice. I would be open to using the bus if there were fun "one-stop-shop" areas to go to and spend hours at.

Food is 30 percent cheaper elsewhere

More clothing and gift shops in Downtown; An Irish Pub and a BBQ restaurant downtown; Someplace with darts and pool tables.

Implement the Stoneridge Mall framework

Maybe the smaller concert venue could also show movies and offer a short film fest, classes, lectures.

Family friendly reasonably priced Italian restaurant

Make it easier for new businesses come to Pleasanton, and the rest will take care of its self.

There are So many empty stores and buildings. It would be great if they were filled with more shops, casual dining, anything (not realty offices and seemingly "fake fronts" like the mobile kangaroo and a few in the Coles plaza ("pain management"). Look to downrotn Livermore and Danville. Always full, and there's a quick turnover when something goes out something new fills in. Some Chains are OK. Starbucks, Peets, Quiznos (long ago). Look at Stanford/Univ avenue.

Entertainment, movies, restaurants, adult activity centers

For the most part we really enjoy downtown and the businesses are wonderful. Just wish there was a little more shopping and a few more dining options please!

clothing downtown is too expensive, clothing in the mall caters to teens, nothing much for the mature women. We need a place like Livermore's First Street Ale House

Add more department stores to the Stoneridge mall. Miss Penney's, Nordstrom and Sears. Maybe add a theater.

Love to see even one clothing store that focused on quality classic styles.

Would love to see something like Alehouse in Livermore.. affordable American classics that appeal to all. Please no more Indian restaurants or banks downtown. Would love to see a great place to get a good salad! I have to drive to Livermore for a salad??! Would love to see some 'casual' bars with bar food. Not the upscale 'middle 8' type that went out of business. We need more casual, affordable lunch, dinner spots - NOT high end. Downtown is just so sad with so many empty storefronts. I've lived here for over 50 years btw. Have seen all the changes good and bad. Don't like seeing what has happened to downtown. I believe everyone wants a vibrant downtown, which is why we need restaurants/bakeries/sandwich shops/ delis/bars that appeal to all of us. Would love to spend my money here rather than neighboring cities.

There's no Aquarium or sporting goods stores especially since the mall is declining. Why hasn't Olive Garden, Dunkin Donuts, Pizza Hut (left P-town years ago), Long John Silvers, Red Lobster moved into town. Majority of new restaurants are all S. Asian/Indian and taken over by Tesla charging stations creating traffic nightmares that create a garbage dumping area near any restaurant that is unsanitary and unhealthy looking where rats can be seen.

I would like to see more community-oriented places around here, where people can sign up for classes they're interested in or host events. Would love having something like the Crucible (before they shut down). Feels like we're a bit over-saturated on restaurants. Would also like to see another bookstore or something similar.

Better (and more affordable) restaurants, especially on Main Street. Movie theatre in downtown.

Now that Main Street Brewery is closed, a place to dance and kisten to bands with food and drink would be ideal.

None

I'd love that we have a restaurant like Gott's or Model Bakery

I've been here 40 yrs, so saw the first downtown "revitalization". I wish we could've kept Kohls, or brought in Target (something other than WalMart). I don't go to the outlet malls. The Firehouse is cozy; it'd be nice to have a larger event venue for concerts/programs/ talks etc. The long-vacant spaces in downtown are sad to see - but I'm not sure what the issue is (high rent, poor business support or what). Maybe Civic Arts or Parks and Rec could use one of those spots for some rotating attractions (a "pop-up" dance hall for a month, a "maker-space" the next month, a teen-zone with game machines another etc) - that would keep things novel and exciting. The variety of restaurants in town has improved a lot from 40 yrs ago, however!

Stoneridge looks like a flea market in search of some anchor stores. Very disappointing.

Think bigger economic impact than just specific business. What businesses, conferences, events, etc can add more overall revenue to the city and to other businesses.

Need a draw to get more people downtown - shopping is a must. Really don't need more Indian food around town, maybe another Mexican restaurant or all American food like a fun pub or family friendly alehouse. Main thing would be more shopping to draw people in - no more salons. Need boutiques, gift shops, home accessories, etc.

Panera, Uncle Yu, micro brewery, clothing retailers downtown, less day spas, more sit down breakfast restaurants

Would like a Sprouts in Pleasanton. Would also like more music performance venues and/or more options at Firehouse.

A craft activities center like in Truckee. It can be put into the old post office building on Main Street.

If we want to increase school enrollment, the city needs to offer more for young families. We need more for young parents to justify these house prices

Would like more department stores or clothing stores such as Target, Nordstrom, TJ Maxx

Downtown retail vacancies will continue in the area of St Mary's and Main Street until parking improves. The City produced a downtown plan but stopped short of committing to building a parking structure on its existing lot behind Andy&Yu, Blue Agave and Beer Baron - this most readily available, least expensive opportunity happens to be the area most in need.

Like to see more things for teens and kids to do, more family places to eat, less salons

A grocery store like Whole Foods.

Pleasanton can help more to support nonprofits. Community is a verb.

Miss the Mall Nordstrom and other stores.

It would be great to have a couple more chains or recognizable/well-known shops and dining in the downtown district - not to detract from the character of the private businesses, which is vital - but it would bring more people downtown to shop and spend time. It would be nice to have a small parking structure as well.

Downtown needs improvements to walkability and places to gather. DT Livermore is more inviting and has variety. We are lacking entertainment venues - movies, interesting street fairs, music. Sidewalks are too crowded and hazardous

Downtown is in desperate need of help. The stores are limited and the food is too expensive. It also needs a make over. I used to go all the time but don't anymore. I go to Livermore which has a more fun vibe too.

Would like to see the vacant locations in downtown occupied. Some locations have been vacant far too long.

I checked not enough places for clothing, etc. The small businesses downtown are expensive and cater to a different demographic (younger) group. With Penney's closing, the mall is less inviting. Walmart is far less inviting than Target so I end up shopping a lot in Dublin rather than Pleasanton when needing a variety store like that. That's the type of store I most often visit

Need more free communal spaces where people can gather. Parks, Stoneridge Mall, and downtown could all use more seating. There are too few places to gather, hang out, or build community.

Now that the key brick & mortar shopping businesses have moved to San Ramon, Danville or Walnut Creek, it feels too late for us to catch up. Livermore has a bustling night life while Pleasanton restaurant traffic is dead before 9 pm. I'm not a business owner, nor have ever been. Have loved living in Pleasanton for 30 years, but the former unfriendly business city councils strangled our great town.

We used to have a privately own beauty supply store which was wonderful. I miss it. I love Primose Bakery and use them a lot (fabulous cakes!) but wish there was a bread-oriented bakery too. Sweet & Savory used to sell homemade breads but they've closed. I don't go to the mall much, so I don't use the Andersen bakery there.

Would like a roof top restaurant like Livermore. (But not all spicey foods) maybe an Hawaiian bar or something. Good cocktails & food. Would like to see few more niche stores. Prices have all increased though. So makes spending harder. Would love to see live bands in some of the bars or a hall with a bar & tea/coffee options too, that we could go to for adults only & to be themed nights. Maybe quizz nights, swing/barn dances, rock n roll, electronic dance nights, country. Just something to go & enjoy that's not just eating at a restaurant or sitting at a bar. Roller skating disco. Have real good coffee & pastries here. French pastries & handcrafted coffee/teas. Not at ridiculous prices either. Love downtown when it's closed off to traffic. Maybe have more activities on at the renovated park on first street. We only ever hold concerts in the park there. Which I love. But there could be so much more use from that. Families during the day. Adults or older kid families activities at night.

We have enough Indian restaurants for 3 cities. Would love a movie theater! Bring back Nordstrom

businesses that have family friendly areas- like grass areas or play sapces. Need places to meet up with other moms and families that makes it easy to leave the house. Currently, Pleasanton doesn't have this at all. Would love to see the Bernal Community Park better utilized for this. Would love for the city to work with the fairgrounds to have a permanent space to better utilize all that land that sits empty for 95% of the year.

Pleasanton should focus less on maintaining a small town feel and more time identifying what brings business to the city. The small/slow growth mindset has hampered the City's ability to offer compelling options. So we often go elsewhere for restaurants and entertainment.

Whole Foods, gym in downtown Pleasanton, family friendly places to hang out in downtown

STAY ON TOP OF IT !

Would like to see new high end steak house option.

I would love to have a small market in the downtown area to buy the basics. It might not be economically possible, but that's what I would ideally love to see.

The amount of vacant store fronts on Main St is stunning

Wouldn't mind seeing more stores open later, whether chains or local stores. More diversity of cuisines and plant-based offerings is always a plus
Like to see a shopping center like in WC. Impossible to buy clothes here.
Great job Pleasanton
Firehouse Theater needs more and higher quality musical performances with way better promotion.
We need more downtown activities. Close Downtown more often for events. Bring back First Wed on Main.
Morning bread bakery, upscale restaurants that aren't Italian (like Esin), upscale grocery (like Lunardi's), nice clothing stores (like Nordstrom)
I would like to see another small American grocery store where the Walmart Neighborhood Market used to be. It was a convenient location for many in surrounding neighborhoods with reasonable prices.
You need to reform the permitting process, it shouldn't taken 12+ months for a new business to get established. Look at Livermore - no vacancies downtown!
Put a coffee shop in the library like Livermore has. Might help find the library as it's on the chopping block for budget cuts

Additional survey reports

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