

PLEASANTON

Living Local

WINTER 2012



NEIGHBORHOODS

- PLEASANTON MEADOWS 16
- BIRDLAND 17
- CASTLEWOOD 18

Shopping, Playing and Living in Pleasanton

For many reasons, Pleasanton is a great place to call home and to locate a business. We lead the way by maintaining some of the best schools in the nation, by providing superior community services and infrastructure, and by helping establish the Bay Area as the center of innovation and technology.

Living Local showcases what makes Pleasanton unique by featuring some of our neighborhoods, including their particular qualities and resources, and other information specific to Pleasantonians. ■

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Pleasanton Meadows

Greenbelt is big attraction in northeast neighborhood

A park running the length of the Pleasanton Meadows neighborhood is one of its main attractions, say the residents, as well as its school, popular Cabana Club and friendly neighbors. Plus it's near the freeways.

"It's got good access to 580 and 680, and Fairlands Elementary is a good school," said Realtor Blaise Lofland. "It's also convenient to BART and if you're going to the Oakland Airport. A lot of the residents travel."

Pleasanton Meadows, in the northeast corner of the city, has consistently

attracted families since it was built by Rouseau Development beginning in 1968 with homes ranging from 1,300 to 2,500 square feet. Its street names exhibit a British flare, from Churchill to Dickens to Balmoral. The neighborhood is bordered by I-580 to the north, Staples Ranch to the east, Santa Rita Road to the west and West Las Positas Boulevard to the south.

The Pleasanton Meadows Cabana Club is the heart of the community and the site of its annual Easter egg hunt, grand opening BBQ, and fall adult wine and food party. The swim team competes with local teams in the summer.

Another 300 houses and townhomes, not part of the original subdivision, were built after the mid-'80s in what is sometimes called Monopoly land because one street is named Boardwalk and another, Park Place. At the northeastern end, residents in newer homes enjoy the half-

acre Meadows Park, which has a basketball court and picnic tables. A condo unit near Santa Rita has its own pool.

In the '90s the residents erected a "Pleasanton Meadows" sign at Santa Rita and West Las Positas although many of the residents, especially those with ties to the school, refer to their neighborhood as Fairlands.

Realtor Lofland also noted that the neighborhood is close to good shopping — "or it will be."

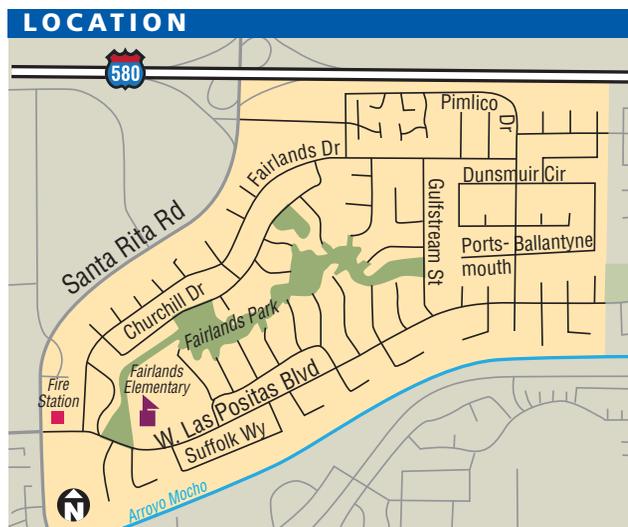
Nob Hill Foods moved out of nearby Meadow Plaza in early 2010, and Walmart plans to open a Neighborhood Market in the space. While some neighbors look forward to the new supermarket, others object to Walmart and point out that Safeway is only a mile further away.

The neighborhood also backs up to a center anchored by Trader Joe's and is near the Rose Pavilion, which has Ranch 99 and Fresh & Easy for grocery shopping.

Neighbors have banded together before to stop the expansion of the Livermore Airport and to prevent Stoneridge Drive from extending to El Charro, at least for awhile. When it goes through in the next year or two it will open the way to more amenities, including Paragon Outlet Mall with 120-plus upscale stores currently under construction. ■



Pleasanton Meadows has a unique quality—a large greenbelt that leads to Fairlands Elementary School. It's also close to Interstate 580 and shopping centers.



FACTS

FIRE STATION:

Station No. 3, 3200 Santa Rita Road

LIBRARY:

Downtown branch, 400 Old Bernal Ave.

PARKS:

Fairlands Park, Meadows Park

POST OFFICE:

4300 Black Ave.

PUBLIC SCHOOLS:

Fairlands Elementary School, Hart Middle School, Amador Valley High School, Foothill High School

SHOPPING:

Rose Pavilion Shopping Center, Meadow Plaza/Santa Rita Square, Cort Furniture Rental Plaza

2011 HOME PRICES:

High: \$743,000; low: \$530,000

HOMES SOLD IN 2011: 22

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Camp Connection

GUIDE TO 2012 SUMMER CAMPS FOR KIDS

Amigos de Pleasanton

Near Valley View Elementary School
(408) 203-1308
www.wix.com/micasita0203/amigos

Spanish Immersion Preschool and Summer Camps K-5.

Camp Centerpointe

3410 Cornerstone Ct.,
Pleasanton, CA 94588
(925) 461-3011

www.centerpointepreschool.org

A weekly summer day camp serving children entering grades 1-6. It offers children a lively, creative and exciting summer camp experience. Campers will take weekly swim and field trips and explore their artistic sides with fun arts and crafts. Open from 7:30 am - 6 pm, Monday through Friday beginning June 11 through August 17.

East Bay SPCA Animal Camp

4651 Gleason Dr., Dublin, CA 94568
(925) 230-1302

www.eastbayspca.org/camp

Animal Camp is an interactive educational program where campers learn about animals and foster an appreciation for all living beings. Week-long camps run from June 19-August 17, 9 am - 3 pm for children entering grades 1-8 in the fall.

Fashion Design & Sewing Camp @ KIDZ KRAFT!

7690 Quail Creek Cir.,
Dublin, CA 94568

(925) 271-0015
www.KidzKraftz.com

Focus on sewing stylish, wearable clothing, accessories, craft and jewelry projects, while introducing children to fashion design concepts, sewing techniques, basic pattern manipulation and fashion illustration. Sewing machines and notions provided. Free fabric for first day of the camp. Early Bird Registration Special, as well as many discount options available.

Triple Threat Performing Arts

315 Wright Brothers Ave.,
Livermore, CA 94551

(925) 443-5272
www.triplethreatpa.com

East Bay Dance Company serving Livermore, Pleasanton, Dublin, San Ramon, Tracy and more! Triple Threat is a place where students of all ages and levels learn everything from ballet, jazz, tap, hip hop, lyrical and contemporary as well as acting, voice and music training. Our goal is to offer the best training in the bay area from recreational to advanced for all ages.

For more information about these camps, see our online directory of camps at PleasantonWeekly.com/Camps. To advertise in a weekly directory, call (925) 600-0840 or email sales@pleasantonweekly.com.

Birdland

Central location, schools and parks attract families

This neighborhood may not have a larger avian population than others in town but it's known as Birdland because its streets are named after birds, including Raven Road, Canary Drive and Blackbird Way. It's bordered by Valley Avenue to the south, Santa Rita Road to the east and Hopyard to the west.

At one time it was all farmland belonging to the Casterson family, where two homesteads were put in the 1930s. Al Casterson sold the land to Morrison Homes in 1963, except for about an acre where today the two original homes face Valley Avenue.

Now the mature Birdland landscaping is a draw in the neighborhood, said Realtor Tyler Moxley.

"You have tree-lined streets that give you shade and make you feel like it's more of a neighborhood than a subdivision," Moxley said. "People have mentioned that to me it's a homey, comforting feeling."

The main attractions for families, he said, are its central location, schools within walking distance and nearby parks. Birdland is close to Walnut Grove Elementary School, Harvest Park Middle School and Amador Valley High School, as well as Alisal Elementary. It has Wood-

thrush Park in the neighborhood and is bordered by Pleasanton Sports Park to the north.

"Being in the center of town, there's easy access to downtown, and there are shops and restaurants in the area. You don't have to drive 15 minutes just to get to grocery stores," Moxley said.

"You've got the ability to hang out at parks with the kids on weekends," he noted, "and because it's a family-friendly neighborhood, there are lots of kids there."

Birdland has single-story ranch homes and two-story colonials, which also make it popular.

"They're for families, not too small and not crazy big, so you could theoretically move there as a young family, your kids could leave and the house is still a manageable size," Moxley explained.

The quality construction allows remodeling, even knocking out walls.

"The floor plans are easy to work with, if you want to take walls out or move bathrooms around," Moxley said. "Everybody comes in and has their own spin on it. There is everything from original linoleum to hardwood floors and everything in between."

"They were built well back in the '60s and have held up for almost 50 years," he added. ■



The Birdland neighborhood gets its name from all of the streets, which are named after birds. Homes here are one-story ranches and two-story colonials.

FACTS

FIRE STATION:

Station No. 3, 3200 Santa Rita Road

LIBRARY:

Downtown branch, 400 Old Bernal Ave.

PARKS:

Woodthrush Park, Sports Park

POST OFFICE:

4300 Black Ave.

PUBLIC SCHOOLS:

Walnut Grove Elementary School, Harvest Park Middle School, Amador Valley High School

SHOPPING:

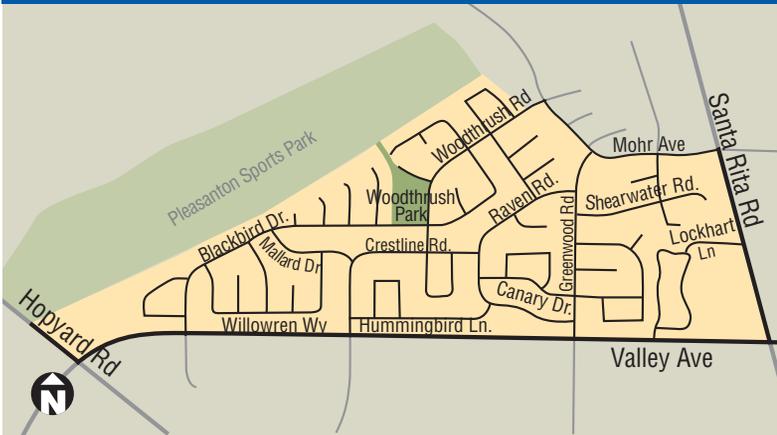
Hopyard Village Shopping Center, Amador Center, Mission Plaza/Valley Plaza, Gateway Shopping Center

MEDIAN 2011 HOME PRICE:

\$763,000 (\$940,000-\$575,000)

HOMES SOLD IN 2011: 25

LOCATION



Our Birdland and Pleasanton Valley Homes

5260 RIDGEVALE WAY

OPEN SUNDAY 1-4



4 BD 2.5 BA 3,200sf. on a 10,750sf. lot
Currently Listed at \$980,000
Tons of extra space! This updated home offers a spacious floor plan, bonus room, pool & spa in private rear yard!

1826 BROOKTREE WAY

SOLD



4 BD 2.5 BA 2,047sf. on a 7,650sf. lot
Sold for \$770,000
Great location! This Monterey Model is within walking distance to shopping, schools and downtown!

1683 LOGANBERRY WAY

SOLD



4 BD 2.5 BA 2,047sf. on a 7,650sf. lot
Sold for \$770,000
Bright and open home; this Monterey Model features a pool and spa in the rear yard!!

2170 FOXSWALLOW RD

SOLD



5 BD 3 BA 2,560sf. on a 8,030sf. lot
Sold for \$885,000
Heritage model updated top to bottom. Beautiful & spacious rear yard!

5082 CRESTWOOD CT

SOLD



3 BD 2 BA 1,520sf. on 11,119sf. lot
Sold for \$655,000
Private setting on a 1/4 acre lot! Updated throughout & walking distance to schools!

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Castlewood

Hillside neighborhood full of history, trees, views — and golf

The Castlewood neighborhood, just south of Pleasanton city limits, covers 500 tree-studded acres, which were purchased by George Hearst in 1886, to use for hunting. After his death in 1891, his widow Phoebe Apperson Hearst hired architect Julia Morgan to design a palatial home for the site, which she named the Hacienda del Pozo de Verona. The 53-room hacienda served as the Castlewood Country Club until it burned down in the 1969; the new clubhouse was built in the Mediterranean and California Mission style of the original building. “People move to Castlewood be-

cause of the beauty of the area and to own a piece of an established, prestigious and historic neighborhood,” said Realtors Phyllis Weiner and Peter McDowell, who specialize in the area.

“For those who do enjoy golf, it provides an amazing location for access to two incredible 18-hole golf courses and all the amenities associated with country club living,” they added.

Phoebe Hearst’s chosen style of architecture was followed by other architects around 1920-35 when wealthy residents of San Francisco and Oakland built second homes in the area. Hearst died in 1919, and the estate was sold in 1924 to a group of businessmen. The area became known as Castlewood, in deference to the impressive hacienda and the wooded hills.

The businessmen formed a country club and hired architect William P. Bell to design the Hill golf course, known for its views and its challenge, according to club literature. In 1954 a more traditional course was added, known as the Valley course.

“It is not mandatory to be members of the country club in order to live in

Castlewood, although the benefits of being a member are wonderful and the prices are remarkably reasonable compared to other golf and country clubs,” Weiner and McDowell said.

The next building phase came in the 1950s, when ranch-style homes were built on the golf course, then there was another wave of building in the late ’80s to early ’90s, and there are now about 190 homes in Castlewood. Lots now vary from a quarter acre to several acres, and many of the homes are situated to protect their privacy.

Residents find Castlewood to be a warm and friendly place.

“Families enjoy the amenities such as pool, tennis and the great restaurants,” Weiner and McDowell said. “Children can take swimming and tennis lessons, young adults can take golf lessons from a pro, and everyone enjoys special events occurring throughout the year.”

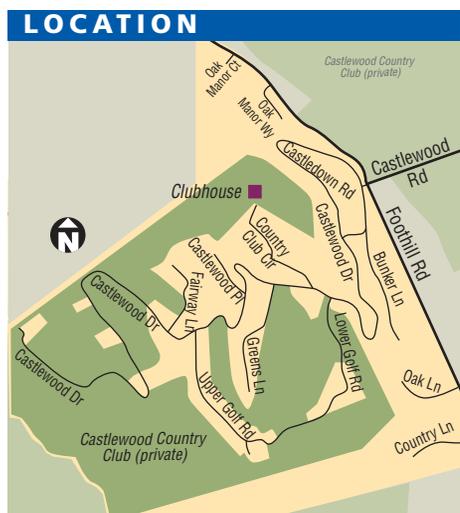
Since Castlewood lies outside the city limits, it receives police services from the Alameda County Sheriff’s Department; the Livermore-Pleasanton Fire Department provides fire protection.

“The location is ideal, nestled against the beautiful Pleasanton Ridge, with easy access to Highway 680, and very close proximity to downtown Pleasanton,” Weiner and McDowell said. ■



SHANNON COREY

Castlewood, southwest of Pleasanton city limits, is known for its Mediterranean and California mission-style architecture. The sprawling homes are located in the hills on the west side of Interstate 680.



FACTS

FIRE STATION:

Station No. 4, 1600 Oak Vista Parkway

LIBRARY:

Downtown branch, 400 Old Bernal Ave.

PARKS:

Pleasanton Ridge Regional Park

POST OFFICE:

4300 Black Ave.

PUBLIC SCHOOLS:

Hearst Elementary School, Pleasanton Middle School, Foothill High School

SHOPPING:

Pleasanton Gateway, Koll Shopping Center, Oak Hills Shopping Center

MEDIAN 2011 HOME PRICE:

\$1,337,000 (\$1,525,000-\$1,150,000)

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Selling Quickly

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404 OAK LN PLEASANTON 404Oaklane.com

Italian Country Villa in Castlewood, Pleasanton. One of the most wonderful and unique homes available today. Gorgeous Italian Villa with an amazing 3/4 acre wooded lot, creek, views and more. Home features authentic Italian style and design with all modern features and amenities. **Call for Price**

971 SUMMIT CREEK CT PLEASANTON 971SummitCreek.com

One of the finest homes in the desirable Bridle Creek neighborhood! This luxurious 4,455 square foot home features 5 Bedrooms plus Library and Media Room, including a private Guest Suite downstairs. Beautifully upgraded and decorated with custom window treatments, built ins, pecan hardwood floors, and much more. Incredible backyard with pool, spa, gazebo with outdoor kitchen and sports court. This is a property you should not miss seeing! **PENDING SALE/ Call for Price**

7923 SAWGRASS CT PLEASANTON 7923Sawgrass.com

Truly exceptional home in gated neighborhood of Golden Eagle. This exceptional home located in the prestigious gated community of Golden Eagle in Pleasanton. Featuring a single level floor plan with approx. 4,320 square feet on a nearly 30,000 sq.ft. private lot, with four spacious Bedrooms plus Library, 3 1/2 baths. **PENDING SALE/ Call for Price**

2128 WATERCRESS PL SAN RAMON 2128Watercress.com

Beautifully decorated and upgraded Waterloo model in the Bridges Golf Course Community. Beautiful 2373 square foot, 4 bedroom 3 bath Waterloo model located in the sought after Bridges Golf Course community. Home features hardwood floors in family room and kitchen, soaring ceilings, full bedroom and bath downstairs, all beautifully decorated and upgraded, and situated on a 10,000+ square foot lot. **Call for Price**

J. Rockcliff
REALTORS



WMGHOMES.COM

What's happening around town

Pleasanton offers a host of community events for all ages and all interests. While the Alameda County Fair and Goodguys Shows also draw Pleasantonians, the locals have events they can call their own. In the 2011 Pleasanton Weekly Readers Choice contest, readers voted Friday Concerts in the Park the Best Place for a Picnic and for Live Music. First Wednesdays Street Fairs and the Farmers Market were named among the Best Places to Meet People and to People Watch.

Free Concerts on Friday evening are a summer tradition in Pleasanton. Hosted by the Pleasanton Downtown association, the concerts are held from 7 to 8:30 p.m. every Friday from June through the first week in September at Lions Wayside Park, at First and Neal streets.

The Pleasanton Farmers Market is held year-round rain or shine from 9 a.m. to 1 p.m. Saturdays on East Angela Street between Main and First Street.

Here are some other spring and summer activities Pleasantonians can look forward to:

MARCH

Brew Crawl:

A St. Patrick's Day-themed Brew Crawl will be from 6 to 9 p.m. Friday, March 16. The St. Patrick's Day Brew Crawl will feature costumed guests enjoying local craft beer and appetizer tastings in a variety of downtown businesses. A costume contest and photo booth will be part of the festivities. For information, visit www.PleasantonDowntown.net.

MAY

The First Wednesday Street Parties:

Begin in May and will kick off with a Cinco de Mayo theme from 6 to 9 p.m. May 2. May's featured band is Ruckatan. Main Street will be closed from Del Valle Parkway to Bernal Avenue from 4:30 to 10 p.m. For information, visit www.PleasantonDowntown.net.

Spring Antiques & Collectibles Street Faire

Antique Faire: The Antique Faire is returning to Downtown Pleasanton with more than 400 dealers filling up Main Street from 8 a.m. to 4 p.m. Sunday, May 27. Admission is free. For information call Jerry at Turnkey Show Productions, (650) 242-1294 or



email jerry@turnkeyprod.com, or visit www.pleasantonantiquefaire.com.

JUNE

First Wednesday:

June's First Wednesday Street Party will be from 6 to 9 p.m. June 6. The featured band is an annual favorite, Finding Stella. Main Street will be closed from Del Valle Parkway to Bernal Avenue from 4:30 to 10 p.m. For information, visit www.PleasantonDowntown.net.

Rotary Club Spirit Run:

The Rotary Club of Pleasanton presents its 16th Annual Pleasanton Spirit Run on Sunday morning, June 17, in downtown Pleasanton. The 10K Race will start at 8 a.m., with the 5K Run and Walk will begin at 8:20 a.m. The Kids' Challenge events will begin around 9:30 a.m. Check-in and race-day registration opens at 6:30 a.m. This Father's Day community tradition will benefit the Pleasanton Rotary Club's Scholarship Program. All participants will receive a commemorative T-shirt and goodie bag, as well as refreshments and will each receive a ticket to the huge after-race drawing.

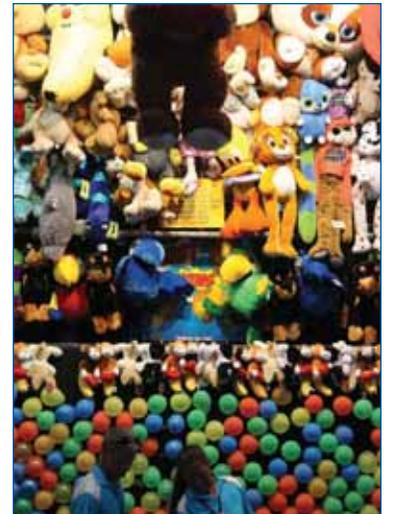
2012 Alameda County Fair:

The Alameda County Fair in Pleasanton runs from June 20 to July 8, except Mondays, at the Alameda County Fairgrounds, Bernal and Valley, Pleasanton. Cost is \$10 for adults, \$6 for children, and children under 6 are free. Parking is \$8 to \$20. The fair features horse-racing, carnival rides, a petting zoo, exhibits and, of course, fair food.

JULY

(Second) First Wednesday Street Party

As July 4, 2012 lands on the first Wednesday of the month, the July First Wednesday Street Party will take place from 6 to 9 p.m. on the "second Wednesday," July 11. Main Street will be closed from Del Valle Parkway to Bernal Avenue from 4:30 to 10 p.m. For information, visit www.PleasantonDowntown.net.



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Mon - Fri 10am-8pm Sat 10am-7pm Sun 11am-6pm

