



PRESS RELEASE

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CITY ANNOUNCES NEW WEBPAGE FOR DOWNTOWN SPECIFIC PLAN

Will Provide Easy to Access Information Related to Task Force and Downtown Update

PLEASANTON, *Calif.* — The city of Pleasanton is pleased to announce the launch of a new webpage dedicated to providing easy to access information and updates related to the update of Downtown Specific Plan, which will guide the future of the city’s look and feel in the downtown area.

In October of last year, the City Council finalized selection for the Downtown Specific Plan Task Force, which will meet over the next 18 – 24 months to provide updated recommendations to the City Council for the Downtown Specific Plan (DSP). The DSP was adopted in 2002 to serve as a guide for the future development and preservation of the downtown area, specifically looking at issues related to land use, transportation, parking, historic preservation, design and beautification, and economic vitality.

“We are excited to get this process underway,” said Gerry Beaudin, Director of Community Development, adding “and providing a dedicated webpage with all of the relevant information will help the entire community engage in this very important conversation.”

Some specific objectives of this update will include:

- evaluating parking requirements for development projects
- exploring different land uses in the plan area
- evaluating and clarifying maximum building height in downtown
- considering improvements to the public right of way, as well as trail connections and pedestrian pathways
- consolidating other planning efforts relevant to the downtown, including parking improvements
- evaluating and providing land use recommendations for the existing civic center site in coordination with the Civic Center Master Plan.

To view the new webpage, go to the [Downtown Specific Plan Update](#) page in the Planning Division on the city's website at www.cityofpleasantonca.gov or go directly to www.ptowndtown.org.

The first task force meeting will be held on January 24, 2017 at 6:30 p.m. in the Remillard Room at 3333 Busch Road, Pleasanton, CA.

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