



**The City of Pleasanton is updating the Downtown Specific Plan!**

**What is the Downtown Specific Plan?**

The Downtown Specific Plan establishes policies pertaining to land use, circulation, development standards, the environment, and infrastructure within Downtown Pleasanton. The Downtown Specific Plan covers the area seen on the map on the other side of this card.

**Why is the Downtown Specific Plan being updated?**

The existing Downtown Specific Plan has been successful in its goal of improving upon the commercial and residential viability of the Downtown while preserving the traditions of its small-town character and scale. The update of the Specific Plan will allow the community to address opportunities in the Downtown area. Some of the key topics that will be considered in this update include:

- The mix of land uses, including residential, retail and office.
- The movement of cars, bikes, buses and pedestrians.
- Opportunities for vacant lots and the Civic Center site, if and when the City offices and Library move
- Strengthening the economic base and vitality Downtown
- Connections from Main Street to side streets.

**Get involved and get the facts! Visit [www.PTownDtown.org](http://www.PTownDtown.org) for more information about the update and to take a survey about Downtown!**

Adam Weinstein, Planning Manager, City of Pleasanton

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**IMPORTANT NOTICE FROM  
THE CITY OF PLEASANTON**

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3/24/17



**MAP OF THE DOWNTOWN SPECIFIC PLAN AREA**



**Help plan  
Downtown  
Pleasanton!**

**GET  
INVOLVED!**

**Learn about  
upcoming Task  
Force meetings  
and events, and  
get the facts.**

**Please see reverse  
side for important  
information.**

**Visit the website: [www.PTownDTown.org](http://www.PTownDTown.org)**