



PRESS RELEASE

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City Council Approves Update to Downtown Specific Plan

PLEASANTON, Calif. — At its meeting last evening, the Pleasanton City Council adopted an updated Downtown Specific Plan (DSP). The plan serves as a long-range framework to guide future development and preservation of the City’s historic downtown in relation to land use, housing, circulation, environmental, economic development and public investment policies.

Last updated in 2002, the DSP, covering approximately 300 acres, focuses on improving the economic viability of the commercial center and upholding design compatibility within the broader downtown area, while preserving the traditions of Pleasanton’s small-town character.

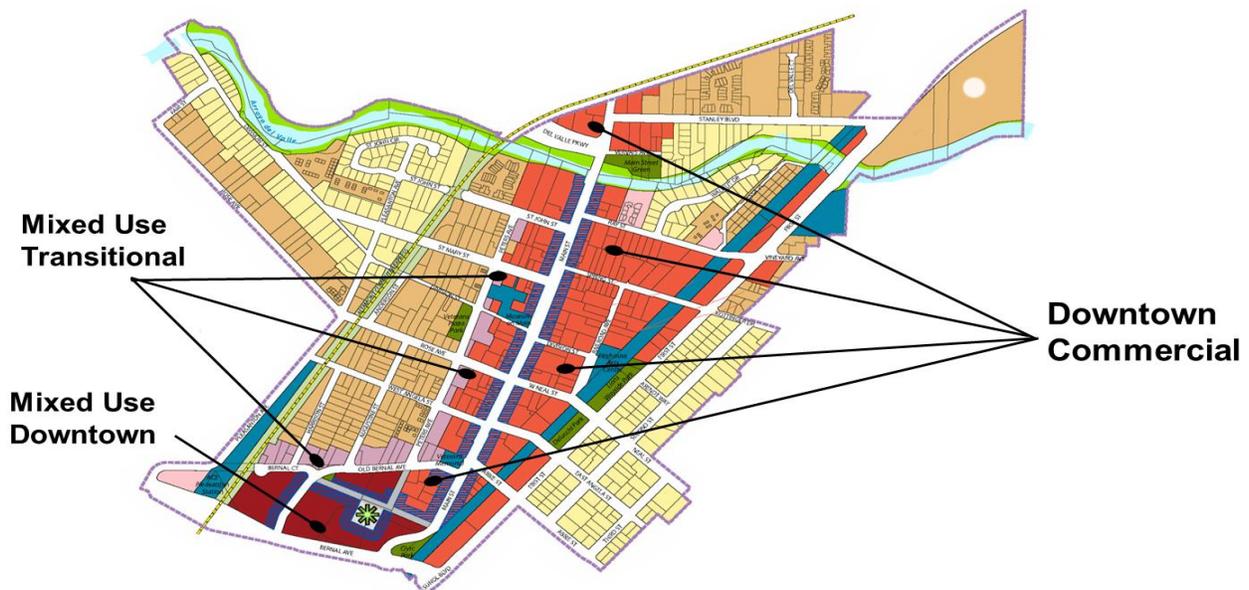
After two years of work by the council, task force and planning commission, as informed by community input, the final updated Downtown Specific Plan incorporates several key issues:

- Maintaining the existing scale of the downtown streetscape by restricting building height requirements to 40 feet and up to two stories in the Main Street Downtown Commercial district with some consideration for 3 stories on case by case basis like the Rose Hotel; 46 feet and up to three stories in the Civic Center Mixed Use-Downtown district; 36 feet and two stories in the Peters Avenue and Old Bernal Mixed Use-Transitional district; and 30 feet and two stories in the residential districts which represents the bulk of the residential neighborhoods surrounding downtown.

- Encouraging and preserving downtown commercial storefronts on Main Street by prohibiting ground floor residential use on properties with frontage on Main Street.
- Affirming the previously adopted Downtown Pleasanton Parking Strategy Implementation Plan as an important companion to the DSP, including building out of the former railroad corridor running parallel to Main Street to expand parking.
- Increasing pedestrian and bicycle use throughout the downtown area with improvements on Peters Avenue, First Street, and Division Street that include new pavement treatment and street furnishings, additional lighting, and dedicated cycling lanes.

“The updated Downtown Specific Plan reflects our community’s collective input and interest in preserving downtown Pleasanton’s ambiance while retaining the ability to respond appropriately to changing market conditions,” said City Manager Nelson Fialho. “This thoughtful and measured approach aligns with our City’s values as our residents and businesses have come to expect and is the City’s best attempt at balancing continued preservation efforts with measured opportunities for economic vitality. I’m confident this plan will continue to build upon our past successes in the downtown area.”

The approved Downtown Specific Plan can be found [here](#).



Map of Downtown Specific Plan Area