



PRESS RELEASE

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COUNCIL CONSIDERS OPTIONS FOR JOHNSON DRIVE *Citizen Sponsored Initiative Prohibiting Development Discussed*

PLEASANTON, *Calif.* — The Pleasanton City Council voted last night on a citizen backed initiative designed to prohibit retail uses of 50,000 square feet or greater within the Johnson Drive Economic Development Zone (EDZ). The vote was 4:0 to place the “Citizens for Planned Growth in the Johnson Drive Economic Development Zone” initiative on the November 2016 ballot.

As background, in April 2014, the Council initiated the Johnson Drive EDZ and directed staff to look at new ways to spur growth and development along Johnson Drive near Stoneridge Drive and I-680, an area with under-utilized and vacant parcels of land. The EDZ, comprised of 12 parcels of land totaling roughly 40 acres of land, would update the applicable zoning requirements to allow for a wider range of uses (including club retail and hotels) as a way to spur new development in an area where some parcels are currently vacant. Since 2014, staff has conducted community workshops, completed an Environmental Impact Report and an Economic Impact Analysis, and a joint City Council and Planning Commission workshop was held earlier this year. Costco and two hotels have expressed an interest in the area, but if the initiative is adopted, Costco would be prohibited

from developing within the EDZ due to its size, which has been estimated to be roughly 148,000 square feet.

In June 2016, the Citizens for Planned Growth submitted an initiative measure that proposes to amend the City's General Plan to prohibit retail uses of 50,000 square feet or greater within the EDZ. On July 12, 2016, the Alameda County Registrar of Voters certified that the measure contained the necessary signatures to qualify for the November 8, 2016 ballot, and the Council was faced with three options at last night's meeting: adopt the initiative as is, place the measure on the ballot, or order an informational report.

The Council voted to accept the Alameda County Registrar of Voters Certification of Sufficiency regarding the signatures and decided to put the matter on the November ballot. The Council also requested supplemental information on the effects of the initiative.

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