



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**February 28, 2017**

**Contact:** Gerry Beaudin  
925.931.5614  
[gbeaudin@cityofpleasantonca.gov](mailto:gbeaudin@cityofpleasantonca.gov)

### **SEEKING SURVEY TAKERS ONLINE AND AT POP-UP MEETING FOR DOWNTOWN SPECIFIC PLAN UPDATE**

PLEASANTON, Calif. — The city of Pleasanton is asking residents to log online or show up to the Farmers' Market on Saturday, March 11, 2017 to share their opinion about the future of the downtown area. To take the survey online, go to <https://ptowndtown.org/survey/>

“We want to engage the community and hear from everyone about what they want the future of their downtown to look like,” said Gerry Beaudin, director of Community Development.

The city of Pleasanton is in the process of updating its Downtown Specific Plan, which is the blueprint that will guide the future development, investment priorities and conservation efforts in downtown Pleasanton. The recently appointed Downtown Specific Plan Task Force held its first meeting in January, 2017 and is anticipated to meet for the next 18 to 24 months to develop an updated draft.

The survey is part of the city's outreach efforts to ensure that everyone's voice is heard regarding the future of downtown. As one part of this comprehensive process to engage public participation in the update to the Downtown Specific Plan, the survey asks residents to weigh in on such things as

their favorite places, what mode of transportation they use to get downtown, and what types of businesses and amenities people would like to see downtown.

There are two ways to take the survey: online with a computer or mobile device or by stopping by the pop-up meeting, which will be at the Farmers' Market. Planning staff and consultants will have a booth at the Farmers' Market on Saturday, March 11, between 9 a.m. and 1 p.m. The Farmers' Market is located on W. Angela Street, just off Main Street in downtown Pleasanton.

For more information, visit the project webpage at [www.ptowntown.org](http://www.ptowntown.org) or to take the survey, go directly to <https://ptowntown.org/survey/>

The deadline to complete the survey is midnight April 4, 2017.

Follow us on Twitter @pleasantonca and Facebook [www.facebook.com/CityofPleasanton](http://www.facebook.com/CityofPleasanton)