

BALLOT TITLE

AN INITIATIVE MEASURE PROPOSING TO AMEND THE CITY OF PLEASANTON'S GENERAL PLAN TO PROHIBIT RETAIL USES OF 50,000 SQUARE FEET OR GREATER IN THE JOHNSON DRIVE ECONOMIC DEVELOPMENT ZONE

BALLOT SUMMARY

The City of Pleasanton is considering the creation of an Economic Development Zone (EDZ) within a 40-acre area along a portion of Johnson Drive in Pleasanton. The Draft Supplemental Environmental Impact Report prepared in September 2015 identified twelve parcels that are being considered for the EDZ. The parcels are generally located southeast of the juncture of Interstates 580 and 680. Eleven of the parcels front Johnson Drive and one parcel fronts Commerce Circle. The location of these parcels is shown in Figure 3-2 and Figure 3-3 of the Draft Supplemental Environmental Impact Report (which are attached to this initiative).

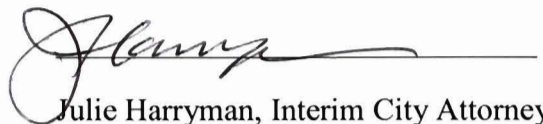
This initiative measure proposes to add a new program, Program 15.6, to the Land Use Element of the Pleasanton General Plan (2005-2025) in order to prohibit all retail uses 50,000 square feet or greater within the EDZ described above. As proposed, Program 15.6 would encourage highway and service commercial, business and professional offices, and retail uses of less than 50,000 square feet. Program 15.6 would not apply to an existing development project or activity with a vested right obtained prior to the effective date of the initiative; and would not prevent the City from complying with its housing obligations under state law.

The proposed amendment to the Pleasanton General Plan (to add Program 15.6) requires approval by a majority of voters in Pleasanton in order to become effective.

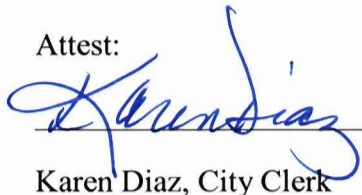
CERTIFICATION

This ballot title and summary are hereby submitted to the elections official in conformance with Section 9203 of the Elections Code of the State of California.

Dated: March 24, 2016


Julie Harryman, Interim City Attorney

Attest:


Karen Diaz, City Clerk