



**REGULAR MEETING OF THE
CITY OF CONCORD
PLANNING COMMISSION**

**Wednesday, August 20, 2014
7:00 p.m. – Council Chamber
1950 Parkside Drive, Concord**

Planning Commission Members:

Carlyn Obringer, Chair

John Mercurio, Vice Chair

Ernesto A. Avila, Commissioner

Robert Hoag, Commissioner

Tim McGallian, Commissioner

**REGULAR MEETING
7:00 p.m. – Council Chamber**

I. ROLL CALL

II. PLEDGE TO THE FLAG

III. PUBLIC COMMENT PERIOD

IV. ADDITIONS / CONTINUANCES / WITHDRAWALS

V. CONSENT CALENDAR

1. **6/4/14 Meeting Minutes (Continued from 7/16/14 meeting)**

2. **7/16/14 Meeting Minutes**

VI. PUBLIC HEARINGS – None.

VII. STUDY SESSION

1. **[Planning Division Annual Goals and Work Program](#) – Andrew Mogensen,
Interim Planning Manager @ (925) 671-3332**

VIII. COMMISSION CONSIDERATIONS

IX. STAFF REPORTS / ANNOUNCEMENTS

X. COMMISSION REPORTS / ANNOUNCEMENTS

XI. FUTURE PUBLIC HEARING ITEMS**XII. ADJOURNMENT**

NOTICE TO PUBLIC

ADA ACCOMMODATION

In accordance with the Americans With Disabilities Act and California Law, it is the policy of the City of Concord to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, or an agenda and/or agenda packet in an appropriate alternative format; or if you require other accommodation, please contact the ADA Coordinator at (925) 671-3031, at least five (5) days in advance of the hearing. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility.

APPEALS

Decisions of the Planning Commission on use permits, variances, major subdivisions, appeals taken from decisions of the Zoning Administrator or staff interpretations of the Zoning Code may be appealed to the City Council. Appeals and the required filing fee must be filed with the City Clerk within ten (10) days of the decision.

APPLICANT'S SUBMITTAL OF INFORMATION

Submittal of information by a project applicant subsequent to the distribution of the agenda packet but prior to the public hearing may result in a continuance of the subject agenda item to the next regularly scheduled Planning Commission meeting, if the Commission determines that such late submittal compromises its ability to fully consider and evaluate the project at the time of the public hearing.

CONSENT CALENDAR

All matters listed under CONSENT CALENDAR are considered by the Commission to be routing and will be enacted by one motion. There will be no separate discussion of these items unless requested by a Commissioner prior to the time Commission votes on the motion to adopt.

CORRESPONDENCE

Correspondence and writings received within 72 hours of the scheduled Planning Commission meeting that constitute a public record under the Public Records Act concerning any matter on the agenda is available for inspection during normal business hours at the Permit Center located at 1950 Parkside Drive, Concord. For additional information contact the Planning Division at (925) 671-3152.

HEARINGS

Persons who wish to speak on hearings listed on the agenda will be heard when the hearing is opened, except on hearing items previously heard and closed to public comment. Each public speaker should limit their comments to three (3) minutes or less. The Chair may grant additional time. The project applicant normally shall be the first person to make a presentation when a hearing is opened for public comment. The project applicant's presentation should not exceed ten (10) minutes unless the Chair grants permission for a longer presentation. After the public has commented, the item is closed to further public comment and brought to the Planning Commission level for discussion and action. Further comment from the audience will not be received unless requested by the Commission. No public hearing or hearing shall commence after 11:00 p.m. unless this rule is waived by majority vote of the Commission.

MEETING RECORDS

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ROUTINE AGENDA ITEMS AND CONTINUED ITEMS

All routine and continued items will be considered by the Planning Commission at the beginning of the meeting. There will not be separate discussions of these items unless a request is made prior to the time the Planning Commission considers the motions.

SPEAKER'S CARD

Members of the audience who wish to address the Planning Commission should complete a speaker's card available in the lobby or at the front bench. Submit the completed card to staff before the item is called, preferably before the meeting begins.

TELEVISED MEETINGS

All Planning Commission meetings are broadcast live on Astound Broadband channel 29 and Comcast channel 28. The meeting is replayed on the Thursday following the meeting at 8:00 a.m., 2:00 p.m. and 8:00 p.m. Replays are also broadcast on Fridays and Saturdays. Please check the City website, <http://www.cityofconcord.org/about/citynews/tvlistings.pdf> or check the channels for broadcast times.

NEXT PLANNING COMMISSION MEETINGS:

September 3, 2014: 7:00 pm – CANCELLED

September 17, 2014: 7:00 pm – Council Chambers



REPORT TO PLANNING COMMISSION

DATE: August 20, 2014

SUBJECT: STUDY SESSION REGARDING PLANNING DIVISION'S WORK PROGRAM

Recommendation: Staff recommends that Planning Commission hear an update on the current work program and provide comments. No action by the Commission is required.

I. Introduction

This study session is intended to provide the Planning Commission with an update on the status of the Planning division's current work program, including the ongoing Development Code updates, and to provide the Commissioners with an opportunity to discuss their interests and priorities. During the hearing, staff will also present a summary of their accomplishments from the prior fiscal year and report back on the implementation of the Downtown Specific Plan.

II. Background

The City Council adopted the current Development Code on July 24, 2012, following a complete overhaul of the former Zoning Ordinance which had not been comprehensively updated since its adoption in 1953. The adoption of the new Development Code was the culmination of a multi-year effort. The Development Code is a living document that requires routine maintenance in order to remain an effective instrument that reflects the goals and policies of the City. Regular and routine Code updates are necessary in order to address changing conditions, community needs and interests, and occasional state mandates. Staff intends to bring forward Development Code updates on an annual basis as a part of the division's ongoing work program.

The first round of Development Code updates was adopted by the City Council on October 9, 2012. This first round was intended to restore minor omissions and address internal conflicts that were identified in the new Code following its adoption. A second round of Development Code updates was later adopted on September 24, 2013 to reflect Council priorities for temporary sign provisions to accommodate automotive dealerships and to again address minor corrections and clarifications. A third round of updates related to mobile food vendors, the prohibition of roosters, and the addition of micro-breweries, micro-distilleries, and tasting rooms to the table of permitted uses was brought forward to the City Council for adoption on June 24, 2014.

On July 22, 2014, the City Council took the most recent step to update the Code by adopting Ordinance 14-2, which effectively renumbers and reformats the Development Code to be consistent with the Municipal Code. The action does not change the content of the Code but instead reorganizes it in a logical and coherent manner with an expandable numbering system. The new numbering also designates reserved chapters to add new subject matter as future needs arise. The newly renumbered code will be published in a two-column print format and the online version will be revised to reflect

the new numbering. Staff is currently in the process of updating all applications, checklists, handouts, and other public information to reflect the newly renumbered Development Code sections.

The Planning Commission last held a study session to discuss the work program and implementation of the Development Code on October 17, 2012. During that meeting, the Planning Commission identified their interests in developing accommodations for mobile food vendors and revising temporary sign regulations as priorities for future Development Code updates. A number of secondary items were also identified and placed in what was referred to as a “parking lot” for future consideration. Those items included an interest in developing new community design guidelines and ordinances for urban farming, clothing collection bins, electric vehicle charging stations, and fence heights.

III. Work Program Discussion

A. Development Code Updates

Development Code update priorities are generally set by the City Council, based upon consideration and input given from Boards and Commissions and policy direction set forth in the General Plan and related documents such as the Downtown Specific Plan. The highest priority Development Code updates are generally given to those mandated by State law or have an urgent need related to life-safety or legal issues. In some circumstances, an individual project can also implement a change to the Development Code, such as the recent De La Salle Academy project approved in March of this year. Planning staff intends to incorporate routine, annual or bi-annual updates into the division’s work program as demand, workload, and staffing permits.

Temporary Sign Regulations

With direction from the City Council, staff began moving forward with a review and update of temporary sign regulations in the fall of 2013, but the process was temporarily put on hold in light of recent staff departures. A number of efforts have already been undertaken by staff to reach out to interested business owners and sign companies in order to identify desired changes and garner feedback. Those efforts included a meeting with the Governmental Affairs sub-committee of the local Chamber of Commerce on November 12, 2013 and a meeting with the Small Business Owners Association on October 16, 2013. Some of the concerns identified during the public outreach conducted last fall included the overall permitting process for signs, the high cost of permit fees, the timeframe for issuing sign permits, the difficulty in modifying existing sign programs, and an interest in revising the code to allow businesses to erect pennants, flags, lawn signs, and feather signs. This fall, staff will be re-examining all of these proposals with consideration given to safety, equity, and community aesthetics. A revised temporary sign code is not anticipated to be brought forward until sometime next winter at the earliest.

Tobacco, Tobacco Paraphernalia and Nicotine-Related Businesses

In light of the recent increase and interest in electronic cigarette and “vaping shops” that sell nicotine products but do not sell actual tobacco, staff is considering a code update to clearly identify these types of businesses and require them to adhere to the same level of regulation as tobacco retailers.

Staff currently relies on a portion of an existing code that defines nicotine products as tobacco products for enforcement purposes:

“Tobacco product means...any product or formulation of matter containing biologically active amounts of nicotine that is manufactured, sold, offered for sale, or otherwise distributed with the expectation that the product or matter will be introduced into the human body, but does not include any product specifically approved by the United States Food and Drug Administration for use in treating nicotine or tobacco product dependence (§5.100.010).”

The proposed changes to the Development Code would specifically identify and include electronic cigarette and vaping products and classify them as tobacco products, identifying them with the licensing requirements necessary in order to sell tobacco products (§5.100.040). It should be noted that tobacco shops are classified as a “Retail Sales, Restricted” land use within the table of permitted uses. “Retail Sales, Restricted” businesses include smoking and related paraphernalia stores, pawn shops and firearms sales, and are generally not permitted in most zoning districts. In those few zones where they are permitted, Retail Restricted uses generally require approval of a use permit prior to establishment.

Another tobacco-related land use that has also been identified for discussion is hookah lounges. Hookah lounges are currently defined as “Personal Services, Restricted” within the Use Classification section of the Development Code (122-1579). This classification includes bail bonds, fortune tellers, massage parlors, palm and card readers, psychic readers, hourly spa and hot tub rentals, and tattoo and body piercing service businesses. These types of businesses generally require either approval of a Minor Use Permit or Use Permit depending on the zoning district.

Mechanical and Electronic Games

In late 1982, video game arcades were generally perceived as a growing nuisance problem and the City of Concord lacked code provisions to address the sudden interest. An emergency moratorium was soon imposed to prohibit their use under Ordinance 83-5, approved on February 7, 1983. This was quickly followed up with permanent code regulations for “Mechanical and Electronic Games” under Ordinance 83-8, which was approved by the City Council on May 9, 1983. This chapter of the Development Code (122-626) requires any business with four or more mechanical or electronic (video) games to obtain approval of a use permit. This section also imposes distance limitations from residential and other land uses, allows the Chief of Police to conduct a criminal background check, and prohibits minors from playing video games between 7am and 3:30pm on a school day, among other restrictions. This code item recently came to the attention of the Planning division from a concerned local business owner. Staff considers these regulations to be outdated in light of current business models, technology, and the changed interests of Concord’s youth.

Parking Ordinance

Following the adoption of the newly overhauled Development Code, staff has noted some working challenges with the City’s Parking Ordinance. In particular, the code currently identifies the parking requirements as a minimum and a maximum, effectively locking projects into an exact number. While certain projects can adjust their parking count higher or lower with approval of a Use Permit (25%,

122-386) or a Minor Exception (10%, 122-951), requiring a Use Permit for a few parking spaces can overly burdensome, especially for a small business. In particular, Section 122-385(d) states that:

“The parking standards established in this Division are both minimum and maximum standards. Parking spaces in excess of these standards may only be approved with a Use Permit when the need for the additional parking can be demonstrated and commensurate landscaping and pedestrian improvements are also provided.”

Staff recommends the current parking methodology be revisited and clarified at some point in the future, particularly to accommodate alternatives that could allow staff to accept an independent parking study for unusual circumstances or land uses not specifically identified without requiring Planning Commission approval. Ideally, this effort would involve researching and developing a better and more accurate system of evaluating required parking.

Off-site parking regulations have also proved challenging, as the code currently requires off-site parking lots to be located within 300 feet of a business’s main entrance, effectively nullifying the purpose (122-386[d]). Modifying this section of the code is especially important in light of a recent Council decision to allow the creation of valet loading zones in the public right-of-way (Ordinance 14-7 approved on July 8, 2014). In order for valet parking to be effective, the parking code should be revised to allow off-site parking lots further than 300 feet away.

B. Downtown Specific Plan Implementation

Staff is currently working on a number of projects related to the implementation of the Downtown Specific Plan. Many of these efforts currently focus on the short term measures noted in the Implementation Strategies Matrix in Chapter 7 of the Specific Plan. Staff will continue to provide regular updates with this annual report and with the General Plan Annual Progress Report, which is reviewed by the Planning Commission each February.

The Community and Economic Development Department will be reviewing and prioritizing the Implementation Strategies during their upcoming retreat scheduled on August 21st. A number of these Strategies are currently underway, including a majority of the long-range planning projects discussed later in this staff report. Other implementation strategies currently being worked on by Planning division staff include:

- Planning staff is currently working with BART’s Planning and Development staff on a proposed rehabilitation and redesign of the Concord BART Station, including street improvements along their portion of Grant Street and access from the station leading towards Todos Santos Plaza and the downtown. Staff had an initial meeting on July 24, 2014 and will be meeting again with BART staff in Oakland later this month.
- Planning staff met with staff from the Contra Costa Water District to discuss the cost of water meters for secondary dwelling units, the District’s fee study, and the need for continued coordination on future utility planning.

- Planning staff are currently working on a grant submittal to obtain funding to construct bicycle parking in the downtown area. The total available bicycle parking in Todos Santos Plaza currently consists of just two bicycle loops capable of parking up to four bicycles.
- The City is facilitating a Festival of Latin Culture to be held at Todos Santos Plaza on Saturday August 23rd. The event is organized and hosted by the Hispanic Chamber of Commerce. The City is partnering with area-wide organizations to host an alcohol-free event.
- The final report from the Urban Land Institute's Technical Advisory Panel on downtown Concord was recently released and has been posted on the Downtown Specific Plan website (Attachment 1).

C. Long-Range Planning Projects

Bicycle and Pedestrian Plan

The Bicycle and Pedestrian Plan is the currently the largest and most complex planning project currently underway in the Planning division. As far as timeframe goes, the current goal is to have a draft document prepared sometime in late 2015, with final plan and Council adoption in the first or second quarter of 2016. The project took some major steps forward in recent weeks with the Council's acceptance of the Regional Measure 2 (RM-2) grant award of \$200,000 at their July 22, 2014 meeting. The RM-2 grant constitutes about 2/3 of the project's overall funding. Acceptance of the grant allows staff to commence with the issuance of a Request for Proposals (RFP) to hire a consultant to assist with the preparation of the plan and to initiate contracts with the project partners, Monument Impact and Contra Costa County Health Service's Community Wellness and Prevention Department, who will work with staff and the consultant on the public outreach efforts.

At their meeting on July 22nd, the City Council received staff's recommendation that the Plan include an Advisory Committee. Public comments provided at the meeting suggested that the City Council should instead create a permanent Bicycle and Pedestrian Committee prior to the development and completion of the Plan. Staff has suggested that the plan could be used as a tool to develop policies and identify a role for any permanent committee. The Council directed that the topic be considered by the Infrastructure and Franchise Committee to provide recommendations on the establishment of a new committee that would assist in the planning process and on its composition and tenure, scheduled for the meeting date of October 9, 2014.

The RFP was released on August 7, 2014 to begin the search to select a consultant (or consulting team) for the preparation of the Bicycle and Pedestrian Plan. The RFP is posted on the City's website and has been forwarded to interested parties. Responses are due back on September 11, 2014 and will subsequently be reviewed by a selection panel. The final award of contract to the selected consultant will be made by the City Council sometime in late October or early November.

In the meantime, before a contract with the selected consultant is initiated, staff intends work with our partner agencies to arrange additional community outreach meetings and hear additional public comments on the scope of the Plan from members of the community. This additional outreach

information should be useful in refining the scope of work with the selected consultants and to focus and clarify the parameters of the Planning process.

Salvio Street Streetscape Project

Planning staff was recently awarded a \$49,300 Priority Development Area (PDA) Technical Assistance Grant from the Metropolitan Transportation Commission (MTC) to plan and develop construction drawings for the redevelopment of a portion of streetscape in front of Salvio Pacheco Square. The project will remove the 13 existing angled parking stalls along the frontage of the Salvio Pacheco Square building and widen the sidewalk to improve accessibility for pedestrians, extend the street frontage to mirror the eastern half of the block, and accommodate stormwater runoff and ADA improvements near the corner of Mt. Diablo and Salvio Streets. The frontage appearance would be similar to that in front of E.J. Phair Brewing Company, constructed in 2004 through redevelopment funds. The project is anticipated to continue through the first quarter of 2015.

Salvio, Grant, and Oak Street Corridor Plan

Planning staff recently applied for a competitive Priority Development Area (PDA) grant from the MTC for funding to prepare a corridor plan to design the streetscape of a portion of the downtown “Greenframe” as identified in the recently adopted Downtown Specific Plan. This corridor plan would focus on the major streets extending outward from the Concord BART station, as well as the portion of Salvio Street extending to the Park N Shop retail shopping center. Some of the goals of the plan are to implement greenstreets with low-impact stormwater features, improve signing and wayfinding from BART, and to restore and enhance the street grid behind the Park N Shop center. Should the Planning division be awarded the grant funds by the MTC, this project would likely comprise a major portion of the department’s work program over the next year.

Housing Element Update

On September 10, 2013, the City Council approved the work program and schedule for the completion of the City’s Housing Element Update for Cycle 5, with the goal of certification by the California Department of Housing and Community Development (HCD) by January 31, 2015. Cycle 5 refers to the fifth Regional Housing Needs Allocation (RHNA) projection period, conducted through the State. The current Housing Element Update will cover the next eight year period of 2014 to 2022.

The project is being led by Planning staff with the assistance of consulting firm BAE Urban Economics. Staff has utilized the new streamlined Housing Element review and update process, which simplifies and shortens the process for both HCD and the City. Following the Planning Commission’s review of the draft Housing Element at their June 4, 2014 meeting, the City Council approved the draft for submittal to HCD at their July 8, 2014 meeting. The draft document is currently undergoing the required 60 day review by HCD and is anticipated to return for final Planning Commission consideration and City Council adoption sometime later this year or early next year.

D. Achievements from Fiscal Year 2013-2014

Attached with this staff report is a detailed listing of the Planning Division's achievements from fiscal year 2013-14 (Attachment 2). This information was recently included with an overall report of the Community and Economic Development Department's accomplishments presented to the City Council.

IV. Fiscal Impact

Although a number of individual long-range planning projects are made possible by outside grant funding or support from the City's General Plan and Zoning Ordinance Reimbursement Fee, staff time is generally not reimbursable. The Planning division's work program is supported by the City's General Fund.

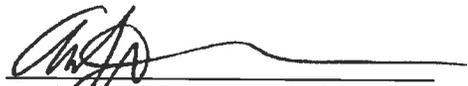
V. Public Contact

All appropriate public notices of this agenda item have been posted.

VI. Summary and Recommendations

There is no recommendation or call for approval for the Commission. However, staff requests that the Commission provide comments and suggestions on the information presented.

Prepared by:



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Attachments:

1. Urban Land Institute Technical Advisory Panel Final Report – Downtown Concord
2. Fiscal Year 2013-14 Planning Division Accomplishments

DOWNTOWN CONCORD

Technical Assistance Panel





**Urban Land
Institute**

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Founded in 1936, the Urban Land Institute is a 501(c) (3) nonprofit research and education organization dedicated to providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI has over 32,000 members worldwide, representing the entire spectrum of land use and development disciplines. With nearly 2,100 members across the Bay Area, ULI San Francisco represents one of the Urban Land Institute's largest District Councils.

About ULI

The Urban Land Institute's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Founded in 1936, ULI is a nonprofit organization of land use professionals with over 32,000 members in 95 countries (www.uli.org), including over 2,076 in the San Francisco District Council (sf.uli.org). ULI San Francisco serves the greater Bay Area with pragmatic land use expertise and education.

About ULI TAPs

The ULI San Francisco Technical Assistance Panel (TAP) Program is an extension of the national Urban Land Institute (ULI) Advisory Services Panel Program. ULI's Advisory Services Panels provide strategic advice to clients (public agency, nonprofit organization or nonprofit developer) on complex land use and real estate development issues. The program links clients to the knowledge and experience of ULI and its membership.

Since 1947, the Urban Land Institute (ULI) has harnessed the technical expertise of its members to help communities solve difficult land use, development, and redevelopment challenges. Over 600 panels have been conducted in 12 countries. Since 1996, the Urban Land Institute San Francisco (ULISf) has adapted this model for use at the local level, assisting 25 Bay Area cities.

TAPs include extensive preliminary briefings followed by a one-and-a-half-day intensive working session in the client's community. A detailed briefing package and guided discussion is provided by the client to each TAP participant prior to the TAP working sessions. In the working sessions our expert panelists tour the study area either by bus or on foot, interview stakeholders, and address a set of questions proposed by the client about a specific development issue or policy barrier within a defined geographic area. The product of these sessions is a community presentation and this report. This report presents highlights of the panel's responses to the client's questions as well as contains a diverse set of ideas and suggestions.

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Figure 1: Concord Regional Location



Downtown Concord Technical Assistance Panel

Technical Assistance Panelists

Jeff Tumlin, Principal, Nelson\Nygaard, Concord TAP Chair

Alan Billingsley, Principal, Billingsley Interests

Will Fleissig, President, Communitas Development, Inc.

Chris Haeggglund, Principal, BAR Architects

Kathleen Livermore, AICP Contract City Planner, City of Alameda

Anu Natarajan, Council Member City of Fremont

Paul Ring, Vice President of Development The Core Companies

Lead Author: Cameron Mueller, Urban Planner, AECOM

ULI San Francisco

Michael Jameson, Chair, ULIsf

Elliot Stein, Executive Director

Dana Van Galder, Director

John Means, Associate

Alan Talansky, Chair, TAP Committee

City of Concord Participants

Carol Johnson, Planning Manager

John Montagh, Economic Development and Housing Manager

Joan Ryan, Project Manager, Downtown Specific Plan

Introduction

Context

The City of Concord, with approximately 122,067 residents (2010 U.S. Census), is the largest city in Contra Costa County. Concord encompasses approximately 19,840 acres or 31 square miles of land. The City limits extend to the Mallard Reservoir in the north and beyond Ygnacio Valley Road in the south. The eastern boundary of the City is defined by the extent of the former Concord Naval Weapons Station (CNWS).

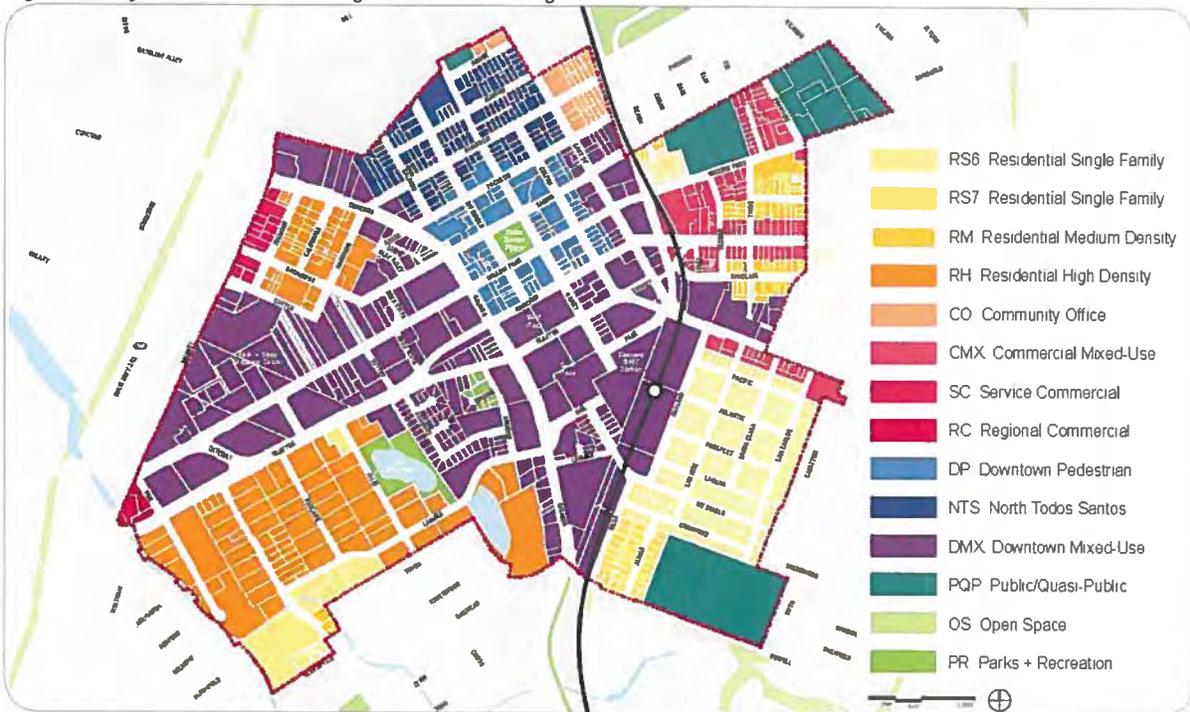
Concord has an important role in the regional economy given the assets of the City, including its central location, good transportation options, affordable housing and a job center with a skilled labor force. Although the region is economically competitive, these assets provide the potential to increase Concord's presence as a major center for the region.

The City of Concord is made up of several different neighborhoods that are knitted together through streets, open space, and urban form. Various densities, types and mixture of land uses such as residential, office, commercial, industrial, and open space give each neighborhood its defining character and identity.

Neighborhoods are important to the City's family-oriented lifestyle, which balances Concord's gracious early California heritage with vigorous, thoughtful development.

Much of the City of Concord's land use pattern can be traced to its evolution as a primary job center within the County, with the focus on Downtown and subsequently on the radiating transportation corridors. Most of the residential development in the City is low density, single family housing, and much of the commercial development is retail and office related. Business park and light industrial uses are located adjacent to transportation infrastructure. Schools and parks are distributed throughout the residential neighborhoods in the City.

Figure 2: City of Concord - Existing Downtown Zoning



Major transportation arterials transecting Concord include Highway 4, Highway 242, and Interstate 680 (Figure 3: City of Concord Regional Map). Highway 4 leads to and intersects with Interstate 80 near Hercules to the west, and connects to the cities of Antioch and Brentwood to the east. Highway 242 runs north-south, and serves primarily as the connector between Highway 4 and Interstate 680.

The median home value in Concord is \$453,000, compared to \$470,000 for Contra Costa County as a whole. Concord home values have gone up 21.8% over the past year, compared to an increase of 18.5% for Contra Costa County (Source: Zillow). The mean household income in 2013 was \$83,996 (Claritas, 2013)

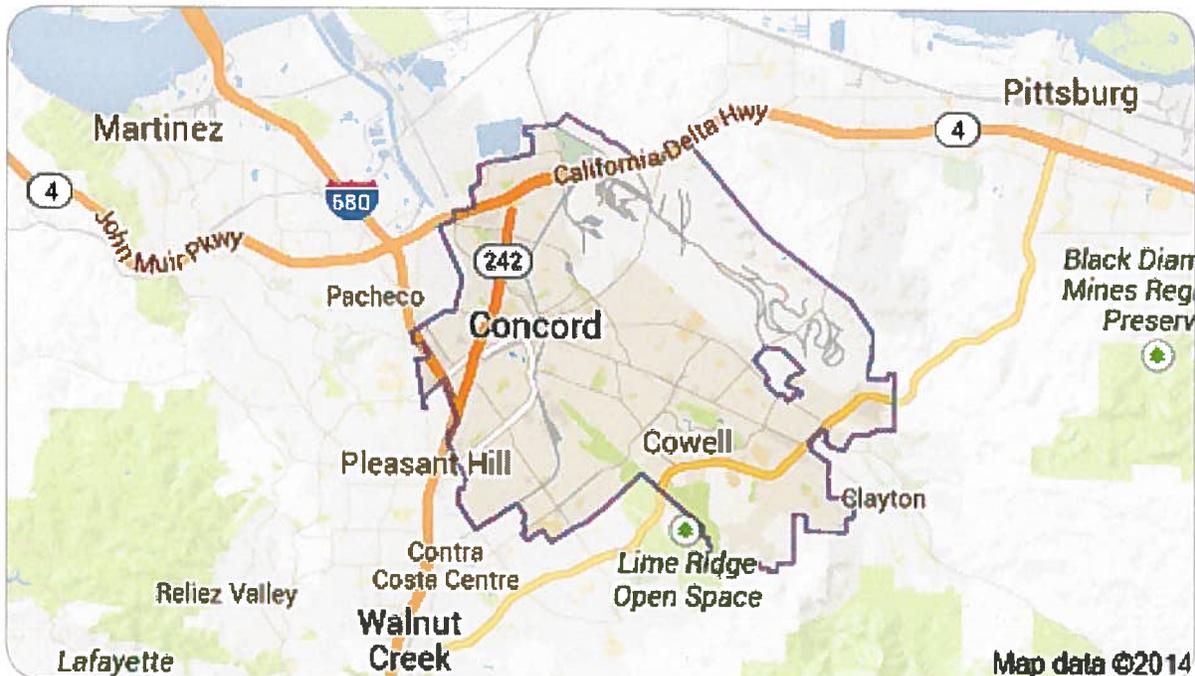
Transit in the City consists of the Downtown Concord and North Concord BART Stations and County Connection. The Concord BART Station is located along the "Yellow" line, which begins at the Pittsburg/Bay Point Station and ends at the San Francisco International Airport Station. The County Connection operates 30 weekday bus routes (three of which also operate on weekends), seven weekend-only routes, and 25 select service routes within central Contra Costa County.

Downtown Concord

Downtown Concord offers many exciting opportunities for dining, shopping and entertainment as well as a thriving business environment. The focal point of the downtown is Todos Santos Plaza. This is a full city block of public open space located four blocks northwest of the BART station. Todos Santos Plaza served as the original public square in one of the earliest blocks of Concord, and was dedicated in 1869 by founders Don Salvio Pacheco, Don Fernando Pacheco and Don Francisco Galindo. It now serves the community as a gathering place for special events such as the Farmer's Market, Music at Noon, the Music and Market series and holiday celebrations.

The City has supported development of mixed-use projects that have combined retail, restaurant, office and entertainment uses in and around Salvio Pacheco Square, Todos Santos Plaza, BART Station, and the Brenden Theater. By including a combination of uses, these projects create an active street frontage and an urban building form in the core of the older downtown area. Recent residential projects near BART include Park Central (259 units), Renaissance (132 units; Phases 2 and 3; 179 remaining units), Wisteria (37 units under construction), and Centre Pointe (100 units).

Figure 3: City of Concord Regional Map



Team Assignment and Process

The City of Concord undertook the TAP process to examine the long-term future and strategies to spur new development in Downtown Concord.

The City specifically asked the Panel four questions that helped guide the analysis and final recommendations (See “Response to the City’s Questions” on page 11):

1) What strategies and implementation measures are most important to include in the Downtown Specific Plan to catalyze development that strengthens downtown Concord, supports Concord's diverse communities, and achieves the city's goal of providing a broad range of housing options for people of all incomes? Specifically:

1a) How can Concord leverage the uniqueness of the Park'n'Shop commercial center that currently does not behave like a traditional regional center in that it competes directly with Downtown for unique and local serving business?

1b) How can Concord make Downtown attractive to a broader range of retail than just food?

1c) How can Concord attract a more diverse range of housing that addresses the middle (\$1300-1700/mo.) and upper (\$2800+/mo.) segments of the market?

2) Where to start? Which implementation activities need to happen first (pedestrian realm, traffic calming, vacant properties, etc.)?

The panelists hail from a wide variety of disciplines, bringing a range of perspectives to the assignment, including: market potential, land use and design, finance and development strategies, governance and policy, and implementation.

Stakeholders

Elected Officials

Tim Grayson, Mayor

Ron Leone, Vice Mayor

Edi E. Birsan, City Councilmember

Laura M. Hoffmeister, City Councilmember

Daniel C. Helix, City Councilmember

Community-Based Organizations

Joel Devalcourt, Greenbelt Alliance

Business Representatives

Todos Santos Business Association

Concord Chamber of Commerce

Concord Small Business Association

Monument Business Network

Property Owners

Jeff Woods, Owner of Salvio Pacheco Square

Ed Andrews, Owner of Peet's Building

Will Lund, Owner of Swift Plaza near BART

Paul Sinz, Property Manager at Park'N'Shop

Additional valuable insight and information was brought to the Panel by various City staff including:

Carol Johnson, Planning Manager

John Montagh, Economic Development and Housing Manager

Joan Ryan, Project Manager, Downtown Specific Plan

Victoria Walker, Director of Community and Economic Development



Stakeholder Input

What We Heard

Concord has an impassioned and wide-ranging group of stakeholders. The Panel had the opportunity to hear from numerous representatives, including city staff, community organizations, property owners, business representatives, and consultant firm Perkins + Will (Downtown Specific Plan authors). These conversations led to some common statements.

Common themes the Panel heard:

- Young and diverse demographic moving to Concord
- Would like to bring more Bay Area visitors to Concord
- Concord community supports higher-density growth
- Community wants downtown to become a vibrant destination
- Todos Santos Plaza gets a “wow” factor from first-time visitors
- Concern that Concord is not getting interest from developers
- Need to improve pedestrian “linkage” from BART to Todos Santos Plaza, especially along Grant Street
- Need more population downtown to support retail
- Parking structures near BART are underutilized
- Traffic pattern not ideal for downtown
- Park’N’Shop development has been a success
- Downtown vacancy rates are an issue



Strengths

- Concord is an authentic place
- Recent examples of sensitive infill development (Park Central/Renaissance/Salvio Pacheco Square)
- BART Station
- Todos Santos Plaza at its core
- Good Walkability Score
- Plenty of available parking
- Sophisticated business owners in key sites
- Strategically located publicly-controlled parcels
- Pro-development community
- Strong daytime population

Challenges

Below is a summary of the major challenges that the team heard.

Concord's Identity Crisis Downtown Concord currently suffers from an identity crisis and lack of branding. What and where exactly is Downtown Concord? The boundaries of Downtown are not clearly defined, nor is there ample wayfinding to the "core" of Concord. There also exists a contradictory personality within Downtown Concord - is it attempting to be a suburban enclave, or a vibrant and emerging urban destination?

Planning + Policy Delay While many cities in the region have been proactive in creating policy and planning initiatives to encourage development in their historic downtowns, Concord has been half a step in creating similar policy.

Transportation Issues Downtown Concord's streets focus on accommodating high-speed through traffic at the expense of destination trips and other modes. Its street design standards, signal management and performance metrics are more appropriate for an auto-oriented place than a walkable center.

Safety Perceptions Safety perceptions regarding the homeless and property crime exist in Downtown Concord.

Poor Wayfinding The wayfinding signs that do exist in Downtown Concord are outdated, don't display a current location, and don't give much useful direction to Downtown's amenities. This is also present in the lack of a clear connection from the Concord BART Station and surrounding neighborhoods to Todos Santos Plaza.

Concord Reuse Project Area Competition There is major competition for new housing to be located at the former Concord Naval Weapons Station site. This would further expand the suburbanization of Concord, and move future residents farther away from the Downtown core.

Office Market Stagnant The office market in Concord is currently underutilized and will not be a major driver of future Downtown development.

Perceptions

After spending several hours speaking with community stakeholders, below is a summary of some of the perceptions that exist in Concord.

- 1) Perceived **mixed personality** – one foot in conventional suburbia, the other foot in a walkable, mixed-use place.
- 2) Perceived **traffic issues/timing/bunching**
- 3) Perceived lack of sufficient **parking**
- 4) Perceived **safety/homeless** enclave
- 5) Perceived **inactivity** during off-peak hours and weekends
- 6) Perceived lack of **openness** to new, younger residents' interests
- 7) Perceived lack of interest by **younger residents** to locate here
- 8) Perceived **lower quality of school district** compared to neighboring communities
- 9) Misperception of Concord's assets and therefore **lack of interest by developers**



Regional Market Context

Macro Forces. Macroeconomic forces favor development in highly-amenitized inner suburban communities like Concord. The demographics, lifestyle preferences, and access for transportation options is a key driver.

Market Dynamics. The San Francisco Bay Area economy and market dynamics will place strong demands on inner East Bay communities over the next three to five years, with a particular focus on infill residential growth.

Location, Location, Location. Central Contra Costa County, and specifically Concord, with its proximity and excellent transportation links to major centers of employment, is well positioned to benefit from this market demand.

Unique Market. Concord is unique in having excellent infrastructure for the creation of an urban/suburban live/work/play/shop environment that is highly desired by the market, while also having attractive development sites and a community receptive to new development.

Economic + Market Cycle. Economic and market cycles are of unpredictable but limited duration. Concord needs to take advantage of the current favorable development environment, especially for residential use.

Downtown Focus. Immediate focus on downtown development potentials will avoid the diversion of attention that will come from development implementation of the former Concord Naval Weapons Station.



Community Vision

After spending several hours speaking with community stakeholders, the following community vision emerged.

Branding Concord. Downtown Concord needs to identify its brand. So, what exactly is Downtown Concord?

- It's not a grape, or something about the midnight ride of Paul Revere
- It's NOT Walnut Creek, not Bishop Ranch, not Sunvalley Mall
- Concord = "con" [together] + "cord" [heart] = hearts joined together in harmony
- Downtown Concord is the true heart of Diablo Valley

Downtown Concord's Brand. What exactly should be Downtown Concord's Brand?

Local and authentic. The Farmer's Market at Todos Santos Plaza, locally-owned restaurants, pubs, and retail, as well as neighborhood-serving shops aimed towards locals.

Family Fun. Great activities for kids throughout the week and on weekends; Keep the Plaza active.

Affordable for young singles, families, and boomers. Concord is relatively affordable for the types of livable amenities Downtown has to offer. Continue to build housing at a variety of income levels, including market-rate, below market, and senior housing.

Walkable and safe. Leafy, interesting streets that are both safe and engaging to pedestrians.

Quirky and unexpected. Unique shops, events, markets, and pop-ups in and around Todos Santos Plaza.

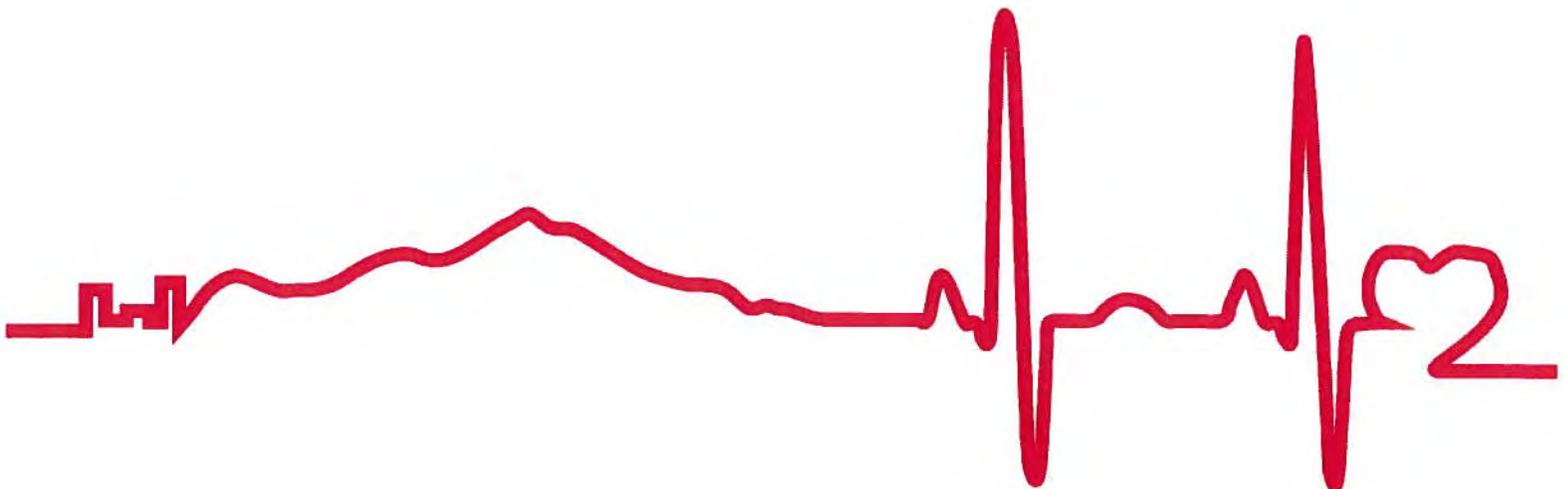
Great Value. Free activities available to the community as well as discount stores such as 99 Ranch and Fry's nearby.

Town Center. Downtown Concord is destined to be the true center of Central Contra Costa County. All of the ingredients currently exist to make this a reality.

Easily Accessible. Easy access by car, BART, bike, walking, and bus. No need for a trade-off between cars and bike/pedestrian access. Concord has the capacity to have it all.

Open for Business. It's easy to set up a new business in Concord, and space is available.

Everyone is Welcome! The full diversity of the San Francisco Bay Area is represented in Concord.



Response to the City's Questions

Once the Panelists had familiarized themselves with the views of the stakeholders, read the background material and seen the study sites, they decided to reframe the City's original questions.

Question 1. What strategies and implementation measures are most important to include in the Downtown Specific Plan to catalyze development that strengthens downtown Concord, supports Concord's diverse communities, and achieves the city's goal of providing a broad range of housing options for people of all incomes? Specifically:

Question 1a. How can Concord leverage the uniqueness of the Park'n'Shop commercial center that currently does not behave like a traditional regional center in that it competes directly with Downtown for unique and local serving business?

Due to the current success of the Park'N'Shop commercial center, the Panel does not recommend major changes to the site. An updated renovation of the building facades would clean up and modernize the look of the center at a relatively low cost. An extension of Salvio Street (Figure 4: Pavement to Parks Example) into the shopping center could create a temporary or permanent promenade and would enhance pedestrian access and safety to the site. A re-stripping of the parking lot could replace any parking spaces removed by adding the extension of Salvio Street into the site. The re-stripping of the parking lot could actually add spaces to the site, even after the Salvio Street extension.

Figure 4: Pavement to Parks Example (Salvio Street Extension)



Source: Rebar

Question 1b. How can Concord make Downtown attractive to a broader range of retail than just food?

Building a successful retail district is a gradual step-by-step process in which retail visitation and expenditures rise to support a larger number of and stronger retailers. Downtown Concord is still in a relatively early phase of revival, in which food and beverage, entertainment, art galleries and other highly specialized and entrepreneurial businesses are typically supportable. A broader range of retailer categories, such as apparel, will require considerable further strengthening of the district. The downtown retail district is on a positive trajectory. However, steps can be taken to speed up this process. Several immediate steps could be taken to strengthen the area and to eventually lead to a broader range of retail categories:

- Recruit a retail chain destination to draw in shoppers from around the region to Downtown
- Infill residential development in Downtown will allow for a demand for other services that currently do not exist (i.e. salons, drug stores, home goods, etc.)
- Curate and encourage pop-up stores and shops in and around Todos Santos Plaza to encourage permanent tenancy
- Add more programming in Todos Santos Plaza on the weekends to bring more people downtown (Farmer's Market, Movie in the Park)
- While focusing on attracting retail other than just food, targeting new unique restaurants could be successful - i.e., Hop Grenade, Pig & Pickle ("brewers row")
- Improve pedestrian access for existing potential patrons surrounding the downtown, including BART riders, office workers, medical center employees and nearby residents
- Improve the overall pedestrian environment downtown



Question 1c. How can Concord attract a more diverse range of housing that addresses the middle (\$1300-1700/mo.) and upper (\$2800+/mo.) segments of the market?

For Downtown Concord to thrive, it needs more people living in it. Adding new residents would help create a new sense of community and would help support new and existing businesses. A variety of housing for all generations and income levels will be important to create a vibrant downtown.

Demand for market-rate housing is just beginning to surge in the East Bay in response to strong regional job growth. Near-term demand is particularly strong for rental housing at this time. A substantial number of young "Echo Boomers" are entering the workforce and they prefer rental apartments in urban environments. Older "Baby Boomers" that become "empty nesters" are also a rapidly growing market segment that could be targeted. Downtown sites might also be appealing to developers of senior living facilities. Concord is well positioned in a prime central Contra Costa location to attract near-term high-density development, given its location, BART service, developable sites and a favorable development environment. The City should encourage property owners with developable sites to market to developers and then should facilitate their development approvals. Developers can be expected to target middle and upper segments of income to reside in their buildings.



Question 2. Where to start? Which implementation activities need to happen first? (pedestrian realm, traffic calming, vacant properties, etc.)

The Panel developed a number of important "small" moves to kick-start Downtown Concord development.

1) Define Downtown Concord and create new brand

- Push BART to fund Station Wayfinding Concept Plan to better connect neighborhoods and downtown district
- Highlight downtown with directional auto and pedestrian signs
- Integrate public art and art-related workshops into Downtown
- Create a new downtown graphic/website

2) Improve access and orientation for auto drivers, pedestrians, and bicyclists

- Re-time the signals on through streets to slow traffic
- Public realm investments
- Provide pedestrian access to Park'n'Shop off Salvio Street
- Demonstration bike lanes and connections at Concord Boulevard and other connections to Iron Horse and canal trails
- Accommodate pedestrian phase by default at all downtown signals



3) Develop multi-family housing on vacant or under-utilized sites.

4) Form Parking/Downtown Improvement District

- Would be managed by Todos Santos Business Association
- Leverage ample existing parking spaces
- Offer shuttle with 15 minute headways – linked destinations between BART station, Todos Santos, John Muir Medical complex and Diablo Valley College
- Ombudsperson for homeless population

5) Increase activity and destinations in Downtown

- Curate pop-up retail program with short-term leases near Swift Plaza @ Grant Street
- Retail kiosks in Todos Santos Plaza
- Target new unique restaurants -- i.e. Hop Grenade; Pig and Pickle
- Add more programming in park –farmer's markets on weekends

6) Locate Justice Center to existing vacant building

- Near Police station (do not wait for new structure on redevelopment parcel)



Implementation Strategy

In support of the strategies developed to address Concord's key questions, the Panel developed its priority list of development and transportation implementation strategies.

The immediate and near-term development opportunities focus on taking advantage of the current market to develop luxury residential along the major pedestrian paths. Sites along the streets connecting Todos Santos Plaza with the BART station and the Grant Street retail corridor offer attractive locations for walkable, transit-oriented, retail-rich apartment communities. The current economics support this land use and brings new residents close to the downtown amenities.

Those properties that are thought to be currently available are listed as immediate opportunities, as these are ideal sites. Other sites that may take time to obtain control of are listed as near-term opportunities. The majority of these are sites controlled by the successor to the redevelopment agency.

With additional residents in the downtown, the long-term development opportunities allow the implementation of continued residential development and the incorporation of targeted retail growth.

Immediate Development Implementation

Immediate development opportunities exist in Downtown Concord at the following sites (see [Figure 5: Immediate Development](#)).

- Small scale infill (1A, 1C, 1E)
- Marginal Properties Site (1B)
- Retail Kiosks at Todos Santos Plaza & Grant Street (1D)
- RREEF Site on Grant Street (1F)
- Swift Plaza (1G)
- Renaissance Phase 2 (1H)

Near-Term Development Implementation

Near-term development opportunities shown below consist of the following sites that are part of the successor to the former redevelopment agency (see [Figure 6: Near-Term Development](#)).

- Vacant lot at NW corner of Port Chicago Highway and Willow Pass Road (2A)
- Wells Fargo Site (2B)
- SE corner of Concord Boulevard and Grant Street (2C)
- BART Station Sites (2D, 2E)

Long-Term Development Implementation

Long-term development opportunities shown below are potential sites that could be prime for development in future years (see [Figure 7: Long-Term Development](#)).

- Vacant lot at SE corner of Salvio and East Streets (3A)
- Masonic Temple Site (3B)
- Oak Street Site (3C, 3D)

Figure 5: Immediate Development

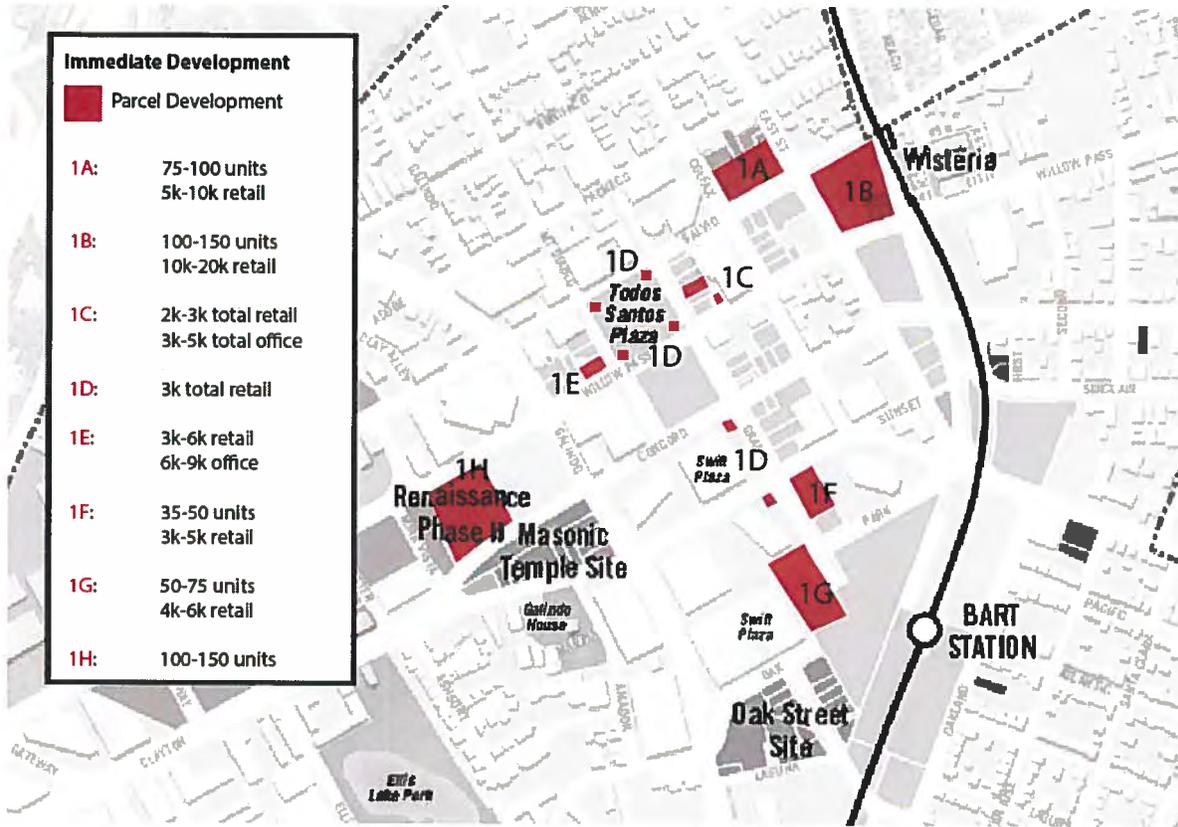


Figure 6: Near-Term Development

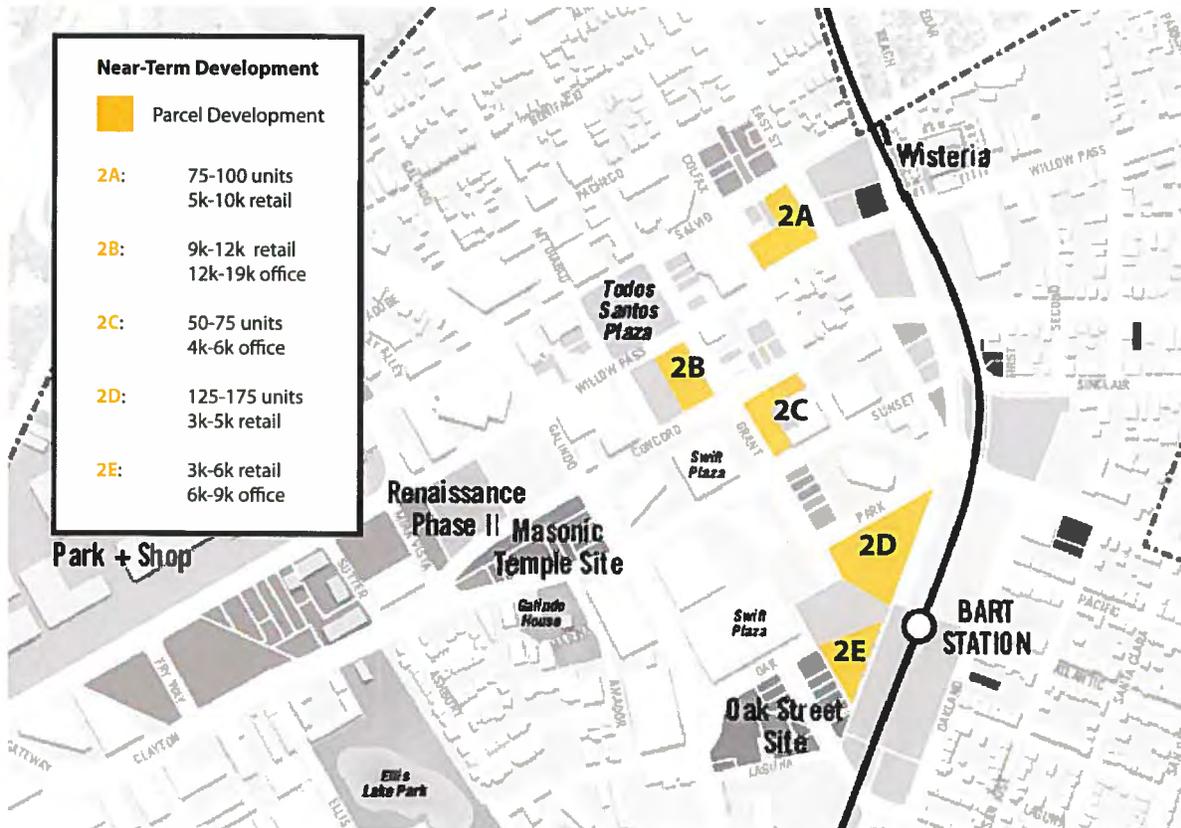


Figure 7: Long-Term Development

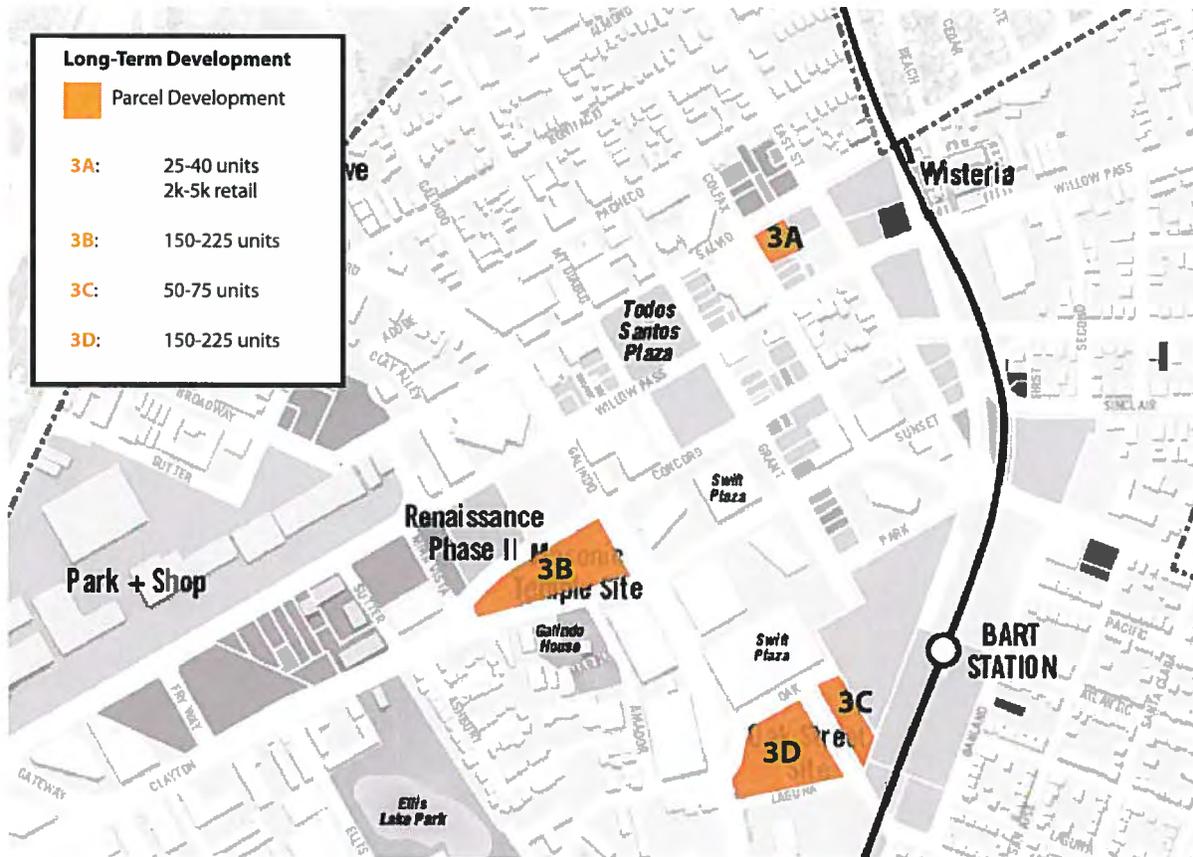


Figure 8: Overall Development

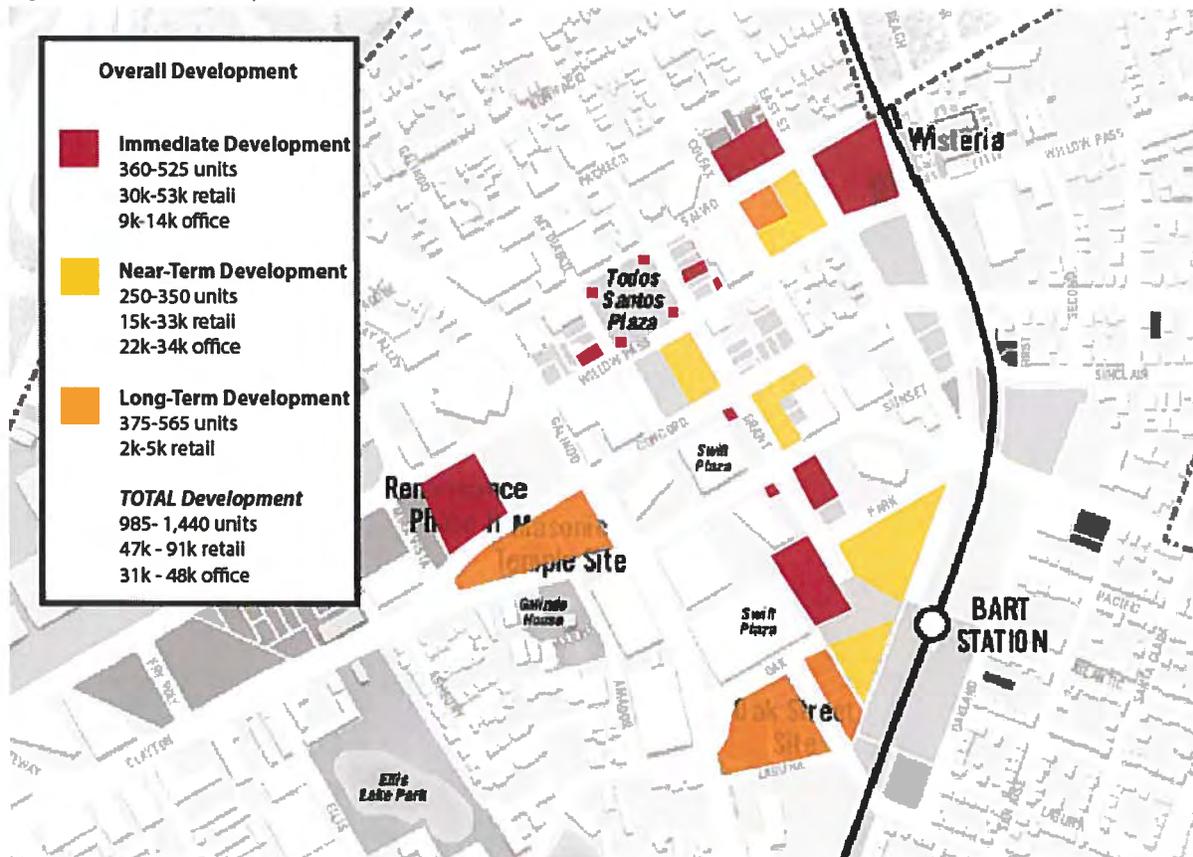
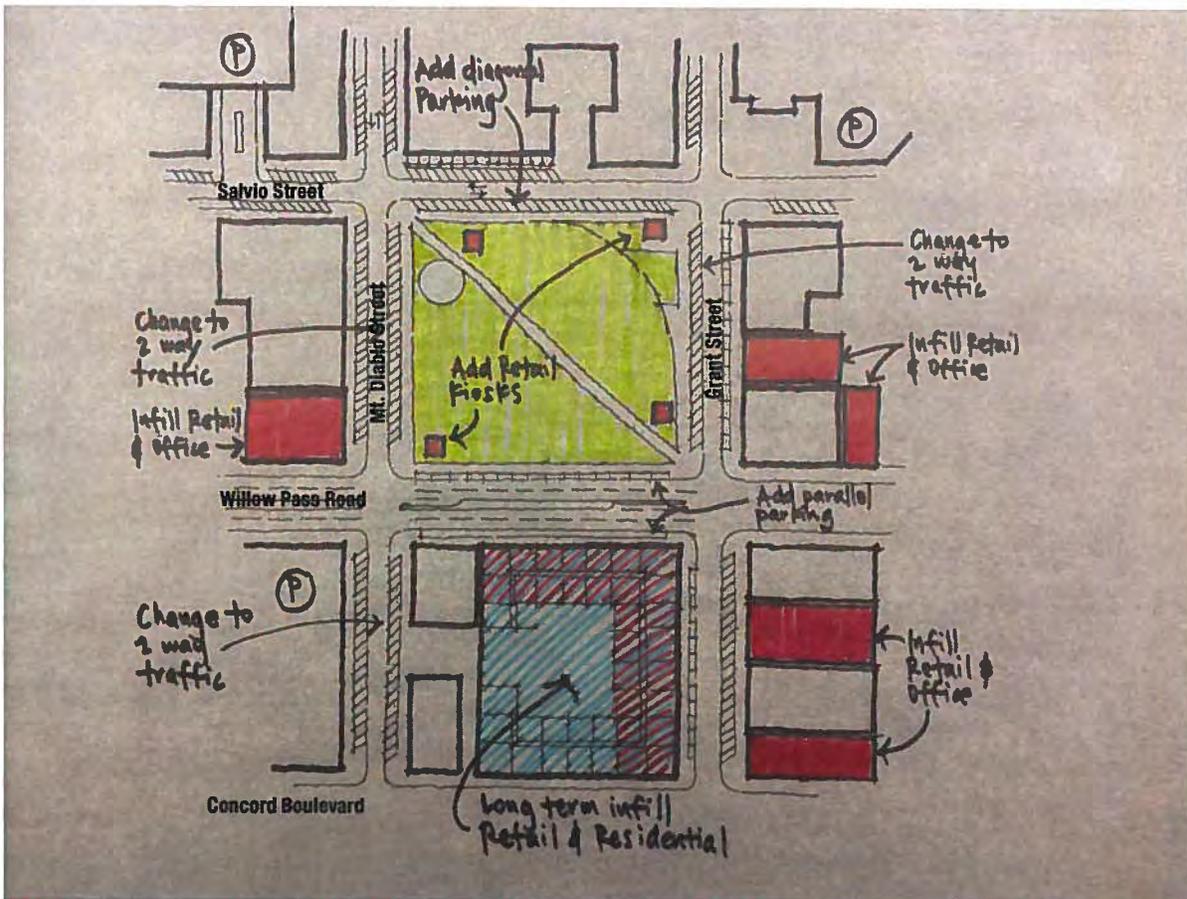
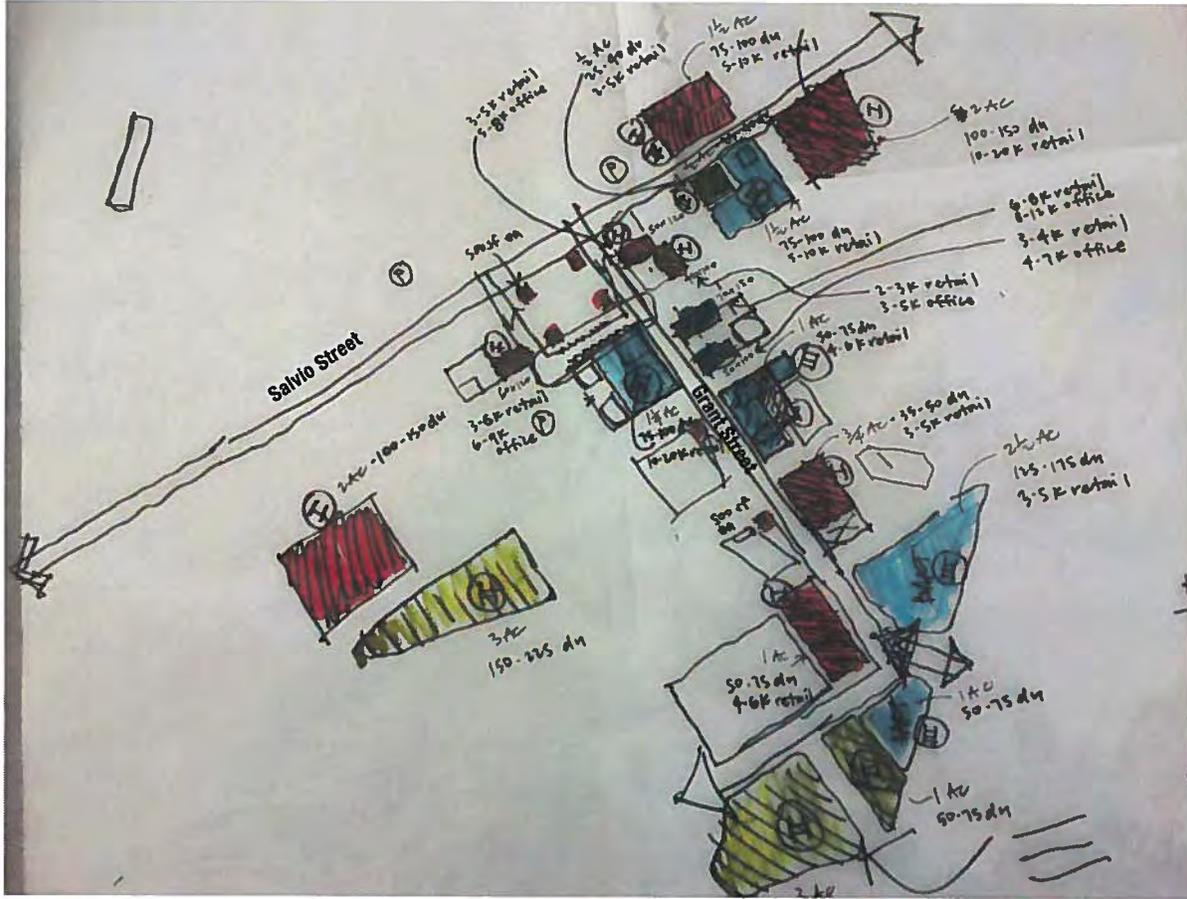


Figure 9: Illustrative Development



Transportation Improvement Implementation

Multi-modal transportation improvements are necessary for Downtown Concord to be a safe, vibrant, and quality place to live, work, and enjoy leisure. Improvements for the following are described in this section:

- Bicycle Priorities
- Pedestrian Priorities
- Roadway Priorities
- Parking Priorities
- BART Station Priorities
- Transit Priorities

Bicycle Priorities

Downtown Concord is currently cut-off from the regional bike paths, lanes, and trails. As shown in [Figure 9: Proposed Future Bike Lanes & Paths](#), downtown would connect with the rest of the regional system, including Iron Horse and Contra Costa Canal trails. The following bicycle improvements were identified for Concord:

Bike Lanes

- Concord Boulevard/Clayton Road from Oakhurst Street to Detroit Avenue
- Clayton Road/Sunset Avenue from Detroit Avenue to Concord Boulevard
- Detroit Avenue from Clayton Road/Concord Boulevard to Contra Costa Canal Trail Spur

- Salvio Street from Port Chicago Highway Path to Olivera Road and Reuse Project
 - Grant Street from BART Station to Willow Pass Road
- ### Bike Paths

- Port Chicago Highway from Salvio Street to Sunset Street
- Contra Costa Canal Trail to Detroit Avenue
- BART right-of-way from Systron Drive to BART Station to Port Chicago Highway path

Neighborhood Greenways

- Oak and Laguna Streets between Detroit Avenue and BART Station
- Salvio Street from Port Chicago Highway to Fry's

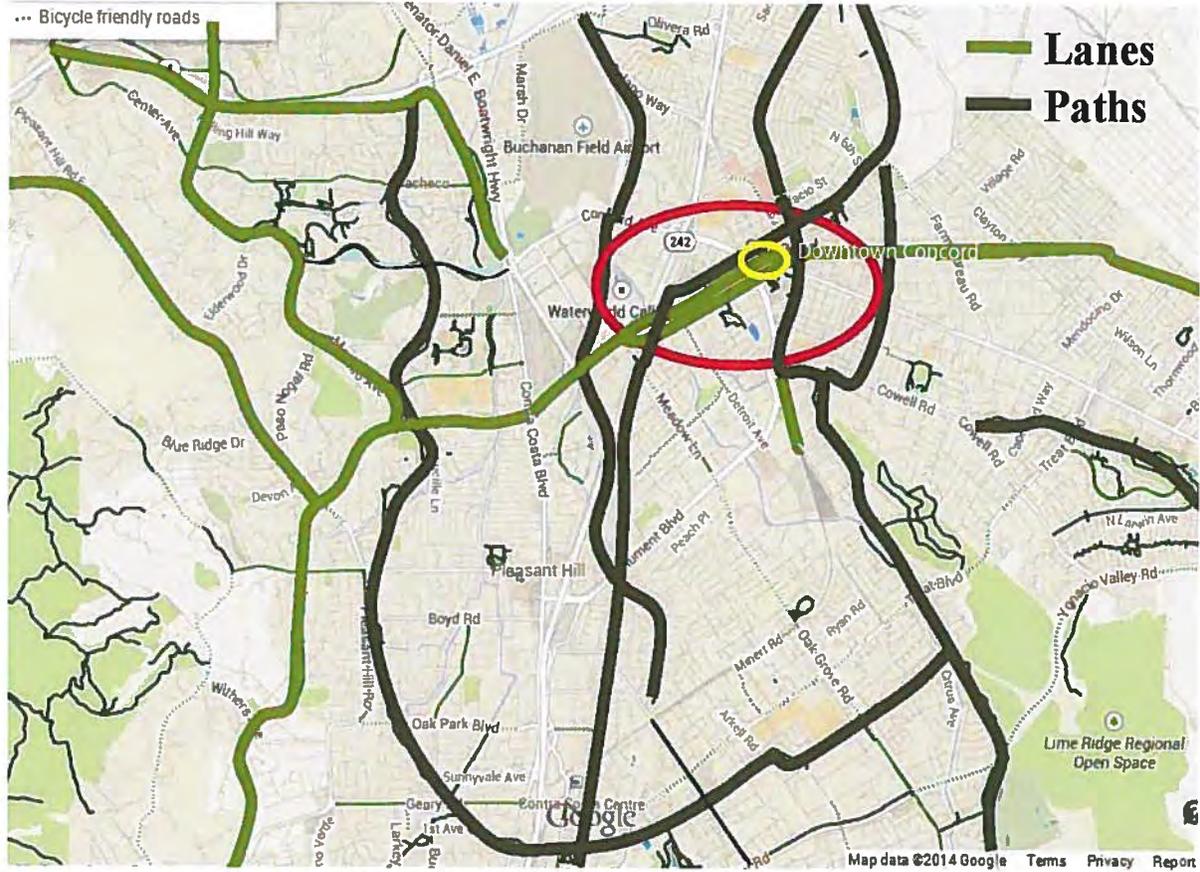


Source: Jeff Tumlin



Source: East Bay Regional Parks District

Figure 9: Proposed Future Bike Lanes & Paths



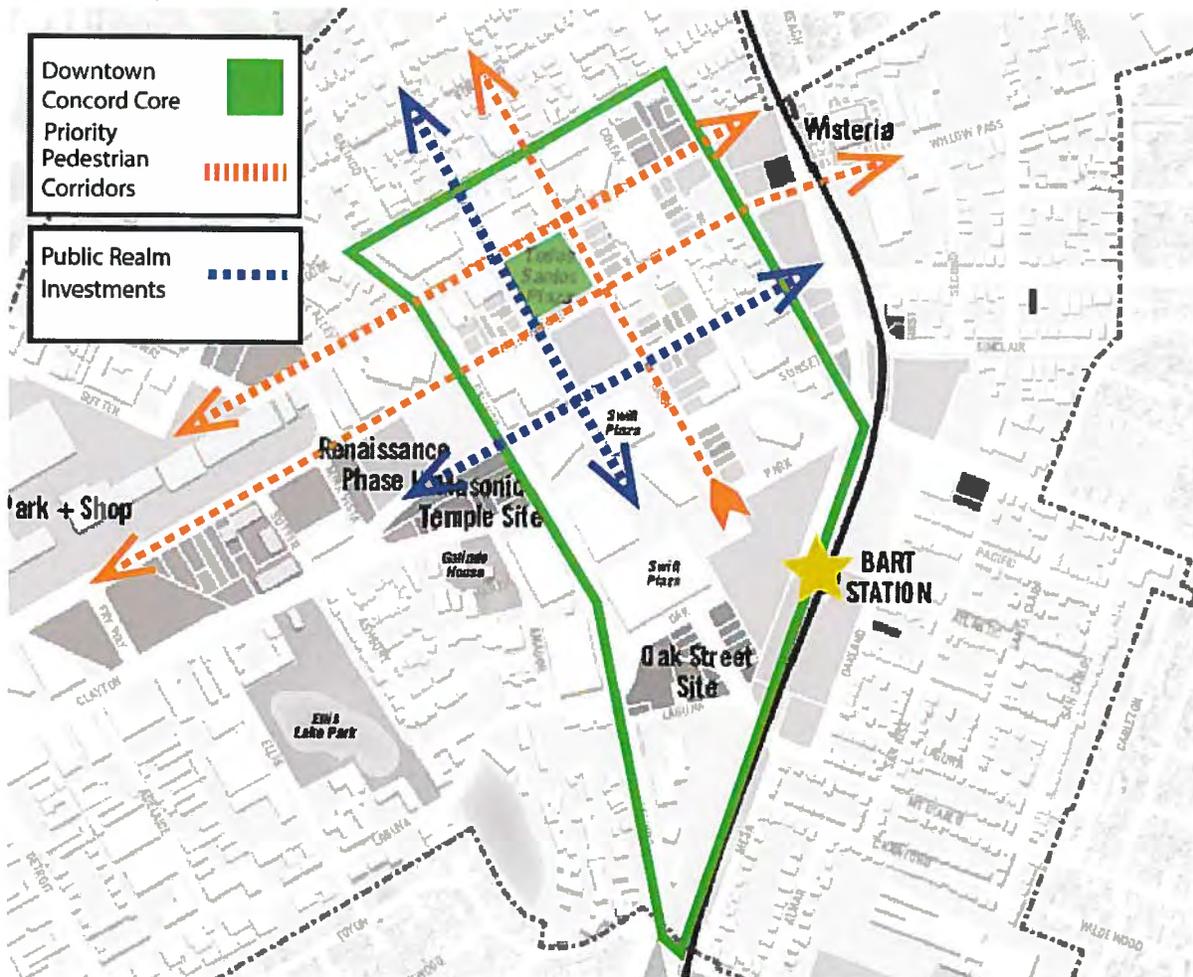
Pedestrian Priorities

Downtown Concord currently suffers from wayfinding issues and lack of a pedestrian connection from BART. As shown in **Figure 10: Proposed Pedestrian Corridors**, future prioritized pedestrian corridors would connect BART with Todos Santos Plaza and the Park 'N Shop center, while creating an inviting and pleasurable pedestrian experience in Downtown. The following pedestrian priorities were identified:

- Public realm investments along all streets surrounding Todos Santos Plaza
- Focus on activating Grant Street through coffee carts, outdoor seating, and kiosk retail
- Allow pedestrians to walk down Grant Street without having to push the walk button to cross street
- Accommodate pedestrian crossings in all signal phases in Specific Plan area, at least during daytime
- Sidewalk widening along Willow Pass Road, Concord Boulevard, and Clayton Road



Figure 10: Proposed Pedestrian Corridors



Roadway Priorities

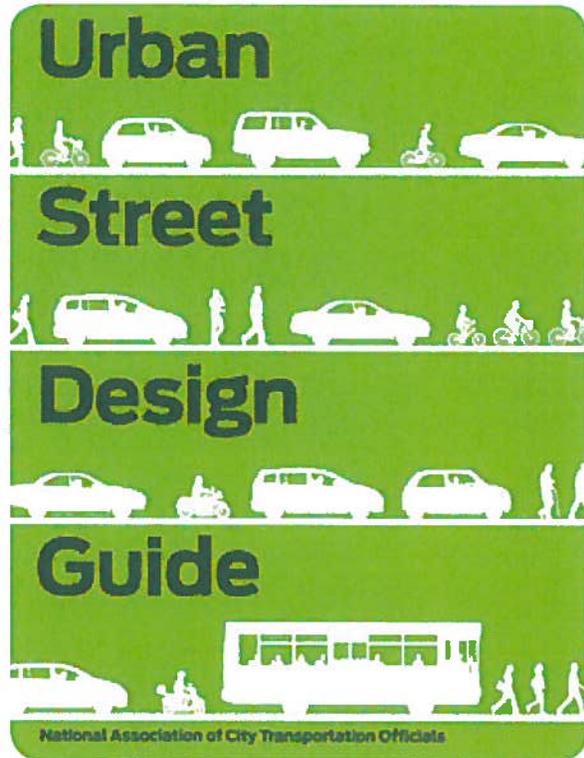
Downtown Concord's surrounding roadways serve as fast thruways for automobiles, and don't accommodate multi-modal forms of transportation. The following roadway priorities were identified:

Near-Term

- Re-time signals for quicker cycle and better progression
- Convert Grant Street and Mt. Diablo Street to two-way traffic between Concord Boulevard and Salvio Street
- Adopt National Association of City Transportation Officials (NACTO) Urban Street Design Guide for use on all streets
- Eliminate Levels-of-Service (LOS) thresholds for downtown environmental analysis

Long-Term

- Extend Salvio Street into the Park 'N' Shop center



Parking Priorities

Downtown Concord currently has a surplus of parking. There is no need for any additional parking. There are, however, numerous priorities to improve the current parking situation Downtown:

Near-Term

- Allow off-site parking arrangements to meet any commercial parking requirements administratively
- Delegate the management of parking to Downtown/Todos Santos Business Association
- Lease surplus parking from private owners and make available to public
- Valet parking for Thursday evening peak

Long-Term

- Install parking wayfinding and real-time availability information



BART Station Priorities

The following priorities could be implemented in the near-term to improve the current situation at the BART Station:

- Partner with BART to get Concord Station prioritized in upcoming round of major station improvements
- Prioritize pedestrian arrival at Grant Street



Transit Priorities

The following transit-related priorities could be implemented in the near-term to improve the current situation in Concord: (see [Figure 11: Transit Opportunities](#))

Near-Term

- Partner with Diablo Valley College, John Muir Medical Center, Todos Santos Business Association and County Connection to rebrand and improve frequency on Line 20. Run buses every 15 minutes all day to match the BART schedule



Long-Term

- Consider rerouting Line 314 between John Muir Medical Center, Concord BART and Pleasant Hill BART via Monument Boulevard and improve headway to match BART schedule

Figure 11: Transit Opportunities



ULIsf Participants

Jeff Tumlin, Principal, Nelson/Nygaard

Concord TAP Chair. Jeffrey Tumlin is an owner and director of strategy at Nelson\Nygaard Consulting Associates, a San Francisco-based transportation planning and engineering firm that focuses on sustainable mobility. For more than twenty years, he has led station area, downtown, citywide, and campus plans, and delivered various lectures and classes in 20 U.S. states and five other countries. These projects have won awards from the U.S. General Services Administration, Institute of Transportation Engineers, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, and Urban Land Institute. He is the author of *Sustainable Transportation: Tools for Creating Healthy, Vibrant and Resilient Communities*, published by Wiley in 2012.

Alan Billingsley, Principal, Billingsley Interests. Mr.

Billingsley has spent an over 30-year career in investment advisory services and research for the real estate industry as an urban economist. He recently retired from RREEF (now Deutsche Asset and Private Wealth Management, a part of Deutsche Bank) after 13 years, where he served as Head of Americas Research. He managed a large team who provided the basis for the firm's investment strategy. Prior to RREEF, Mr. Billingsley had 20 years of experience in all forms of real estate development and investment analysis, including work for both public and private sector clients. Before joining RREEF, he was a Managing Partner with Sedway Group (now CBRE), a real estate and urban economics consulting firm with a staff of approximately 30 people, and with offices in San Francisco and Los Angeles. Prior to this, Mr. Billingsley served as a Principal with Economics Research Associates (now AECOM) where he served for nearly 10 years in its Los Angeles, Chicago and San Francisco offices. He began his real estate career with RCLCO. He is an active member of the Urban Land Institute at both national and local levels, is past-President and member of the board of the local chapter of Lambda Alpha International; is past-President of the local chapter of the Counselors of Real Estate; is a member emeritus of the Research Task Force at ICSC; is active in several civic and educational organizations and is an outside Director for a major international design firm. He is a former member of NCREIF and PREA. He is a frequent speaker at industry events and has authored numerous articles in real estate journals. Mr. Billingsley holds an M.A. in Architecture and Urban Planning from UCLA.

Will Fleissig, President, Communitas Development, Inc.

Will Fleissig has over thirty years' experience in real estate development, public finance, urban design and environmental stewardship. He founded Communitas Development & Advisory Services to generate inclusive solutions for urban citizens. He has successfully managed the planning and development of diverse projects located in San Francisco, Los Angeles, San Jose, Boulder, Denver, Washington, D.C., Boston and Cambridge. Mr. Fleissig also served in the public sector as the Director of Planning and Development for the City of Boulder, CO, and as the Director of Downtown Planning and Development for Mayor Federico Peña in Denver, where he led the city's efforts to revitalize the historic Lower Downtown and Central Platte Valley districts. Previously, Mr. Fleissig directed the planning of many prominent TOD projects, including the North Station Development Plan in Boston, MA for the BRA; Kendall Square/Cambridge Center Master Development Plan in Cambridge, MA for Boston Properties and the CRA; and the Denver Union Terminal Master Development Plan for the City of Denver and RTD. Mr. Fleissig is Co-Founder of the non-profit TransitCommunities.org, and a board member for Reconnecting America and the Center for Transit Oriented Development. He received a B.A. from the University of Pennsylvania; a B.Arch in urban design from the City College of New York, and an M.P.A. with an emphasis in public finance from Harvard's Kennedy School of Government.

Chris Haeggglund, Principal, BAR Architects. Chris

Haeggglund, a Principal at BAR, brings over 25 years of experience designing high-quality mixed-use, multifamily residential, retail and resort facilities. Currently, Chris is working on several mixed-use and multifamily projects in San Francisco, including the high-profile Seawall 330 project in conjunction with Snohetta, a 2.3 acre mixed-use development adjacent to the new Golden State Warriors Stadium, Alta Laguna a 330-unit multifamily project currently under construction and 99 Rausch, a 112 unit development over neighborhood serving retail. Chris also recently completed work on the design of 38 Dolores, a mixed-use development for The Prado Group targeted for LEED Gold. He has worked closely on successful mixed-use, multifamily residential and hospitality projects with national developers including Equity Residential, Wood Partners, Federal Realty, Related California, Grosvenor, The Irvine Company, DMB, Hines, and Maguire Properties.

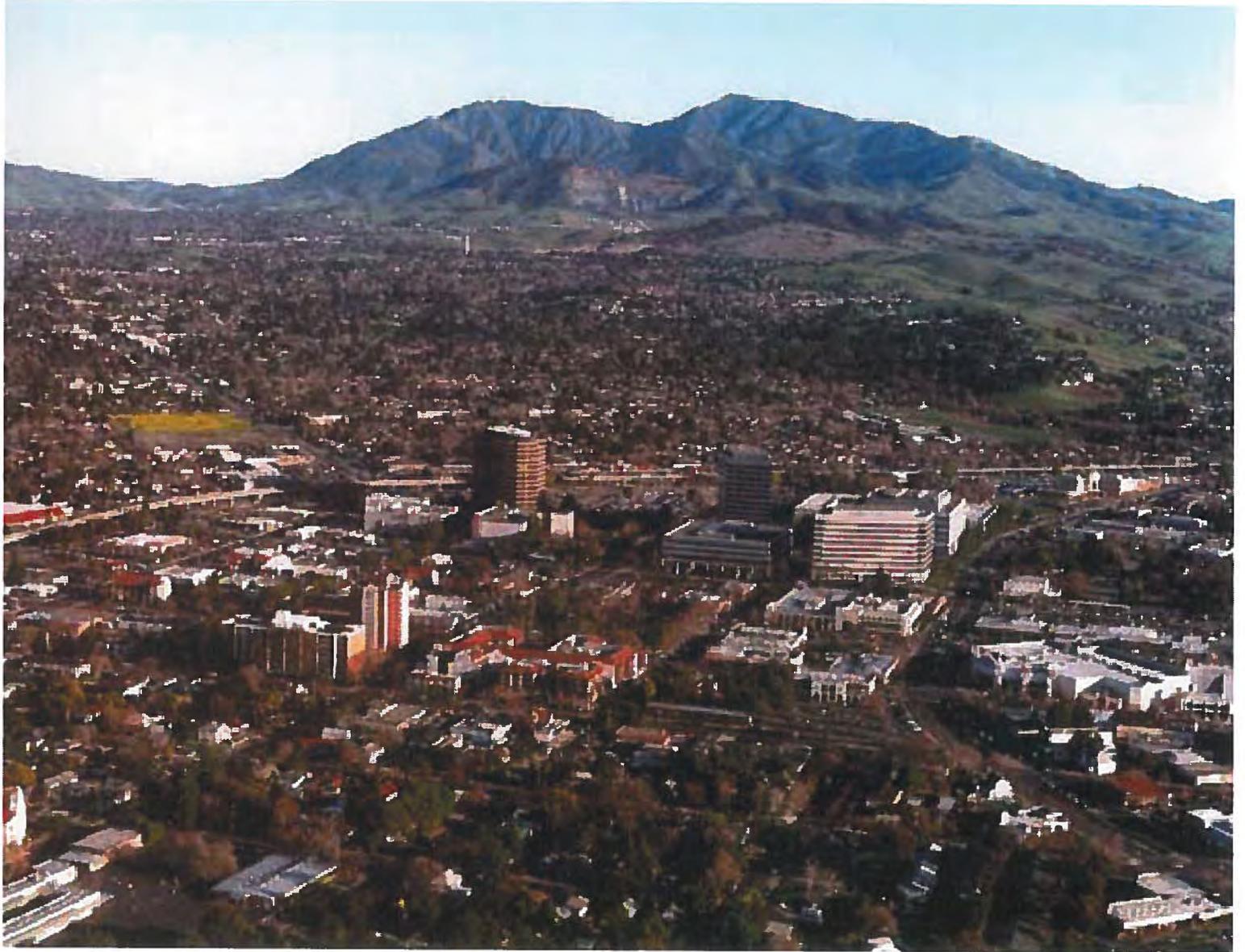
Kathleen Livermore, AICP, Retired Planning Manager, City of San Leandro, Currently, Contract Planner, City of Alameda. Kathleen Livermore, retired as San Leandro's Planning Manager in June 2010. She has a master's in City and Regional Planning from UC Berkeley and has over 29 years working for local government in the SF Bay Area. Kathleen was the Project Manager for San Leandro's Downtown TOD Strategy and has worked on various General Plan Updates and Housing Element implementation strategies to increase densities in context sensitive locations. She has been the CEQA coordinator for various cities and brings that experience to the sphere of large and complex land use entitlement applications.

Anu Natarajan, Council Member City of Fremont. Anu Natarajan earned a Bachelor of Arts degree in Architecture and a Masters degree in Urban Design and Planning from the University of Washington. Her professional experience includes working as an architect, public agency planner, and as an urban planning consultant. Through a community-based planning process, she believes in creating well-designed, sustainable, and livable communities, which is essential to fostering economic growth.

Paul Ring, Vice President of Development, The Core Companies. Mr. Ring manages the development of urban infill residential and commercial communities in the San Francisco Bay Area. At The Core Companies, he oversees the acquisition, entitlement, design and marketing of luxury apartments, tax-credit affordable housing, and for-sale homes. He was previously the Director of Operations at the San Francisco office of a multinational parking consulting and structural engineering firm focusing on urban mixed use design.

Cameron Mueller, Urban Planner, AECOM. Cameron Mueller is an Urban Planner at AECOM with 5 years of experience. Cameron's experience includes master planning, comprehensive community planning, and policy development. He has worked on a variety of strategic planning efforts. His experience and skills include policy analysis and development, land use planning, data collection and analysis, organizing and managing community involvement efforts, and writing plans and implementation strategies. Cameron has a variety of public and private sector experience, contributing to a deep and thorough understanding of the planning and development process.





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**Community and Economic Development Department
Planning Division Accomplishments in
Fiscal Year 2013-2014**

- Successfully completed the Downtown Concord Specific Plan, culminating in the adoption of the Plan and the approval of the Addendum to the Final Environmental Impact Report by the City Council on June 24, 2014. The plan anticipates 4,020 new housing units downtown by 2040 and includes a comprehensive list of implementation actions to jump-start development. The planning process included two community workshops and seven Steering Committee meetings.
- Updated the Development Code to refine, clarify, and correct language in the new Development Code. Key issues addressed included micro-breweries/micro-distilleries and tasting rooms, mobile food truck vendor group sites, and the prohibition of roosters within the City. The Development Code Clean-Up Amendment was recommended for approval by the Planning Commission on May 7th and adopted by the City Council on June 24th.
- Prepared a Development Code text amendment with environmental review to permit elementary, middle, and secondary schools within the West Concord Mixed Use zoning district subject to an approved Use Permit. The text amendment was requested to facilitate the creation of a new De La Salle Academy (grades 5-8) as a division of De La Salle High School. The text amendment was recommended for approval by the Planning Commission on February 5th and approved by the City Council on March 11th.
- In conjunction with the Urban Land Institute, the City of Concord hosted a Technical Advisory Panel to review and analyze the City's Downtown in a 1.5 day intensive study and visioning process. Staff prepared binders of background information, toured the 10-member panel through the downtown and facilitated stakeholder group interviews for the panel. The process culminated in a presentation to City staff and the public highlighting the opportunities, challenges and immediate actions recommended for the City to pursue. The presentation confirmed the direction of the Specific Plan and the timing allowed the Panel's recommendations to be incorporated into the Downtown Specific Plan.
- The 2014-2022 Housing Element Update was initiated with a draft document prepared and publically released. The process included conducting two tours of the City with the project consultant and staff from the State Department of Housing and Community Development (HCD), three round table discussions, and a joint Planning Commission / City Council study session as part of the community outreach for the project and to review potential policies for incorporation. Two public meetings were also held to review the Draft Housing Element which was then submitted to HCD for review, currently underway. Final adoption of the draft Housing Element is anticipated in January 2015.

- Prepared and presented the Annual General Plan Progress Report for the Planning Commission and City Council review prior to submittal to the State Housing and Community Development and Office of Planning and Research in February of 2014.
- Completed the preparation and adoption of the Citywide Climate Action Plan, including the environmental document, which includes strategies to reduce greenhouse gas levels to achieve State mandated targets by the established deadlines.
- Completed the preparation and adoption of *Complete Streets Policies* through an amendment to the Circulation Element of the General Plan, in order to come into compliance with the State's 2008 Complete Streets Act. Community workshops and interactive displays were conducted at Todos Santos Plaza as a part of the public outreach program.
- The Planning Division applied for and was awarded \$50,000 in Priority Development Area (PDA) Technical Assistance Grant funds from the Metropolitan Transportation Commission through the One Bay Area Grant Program in May of 2014. The grant funds will be targeted to assist with the Salvio Street Pedestrian Access and Circulation Planning and Design Project, viewed as a catalyst project to continue momentum in the downtown.
- The Planning Division applied for and was awarded a \$200,000 grant on March 4, 2014 through the MTC's competitive Regional Measure 2 (RM-2) Safe Routes to Transit grant program to help fund the Bicycle and Pedestrian Master Plan and Safe Routes to Transit project. This funding will be combined with a prior MTC grant awarded in 2013 in the amount of \$100,000 that also contributes to the preparation of the Bicycle and Pedestrian Master Plan.
- Planning staff reviewed and processed approximately 500 Business Licenses and issued 311 Home-Based Business Permits over the course of the fiscal year.
- Processed the addition of 209 new residential units to the City through the planning entitlement process. New residential projects approved include the Grant Street Apartments, Renaissance Square Phase II, La Vista Subdivision, and Olive Drive Subdivision.
- Hosted and participated in 8 neighborhood meetings, including the De La Salle Master Plan Amendment at 1130 Winton Drive, Tobacco Express at 3375 Port Chicago Highway, Parkhaven Head Start at 1187 Meadow Lane, Hookah Palace at 1120 Contra Costa Boulevard, McDonald's at 1691 Monument Boulevard, Florence Senior Home at 1841 Florence Lane, 3041 Cowell Road Minor Subdivision, and Oakmont Senior Living at 1401 Civic Court.
- Completed 18 Design Review applications for Concord Audi, Carondelet High School Athletic and Fine Arts Complex, Del La Salle High School Master Plan Amendment, Golden State Lumber, La Vista Villas Major Subdivision, Valero Gas Station sign plan, Airport Appliance sign plan, Willows Shopping Center remodel,

Hobby Lobby, Olive Drive Major Subdivision, McDonald's, Concord Audi, John Muir Medical Center, UFCW & Employers Plaza Master Sign Program, Pacific Plaza Cold Storage, Oak Grove Plaza Sign Program, Concord Corporate Center, and Palm Terrace Clubhouse.

- Over the course of the fiscal year, Planning division staff processed or completed approximately 65 land use entitlement applications, including 49 Administrative Approvals (including Vendor and Seasonal Permits). Some of these projects include The Hop Grenade, Pig and the Pickle, Golden State Lumber, Pacific Crest Builders Office, Shop Heroic Wholesale Outlet, the Annual Greek Festival, Ghost Golf, The Invisible Jiu-Jitsu, Tower Grille's Sidewalk Café Amendment, 1822 Grant Street Repaint, Dollar General Store, Lazy Dog Restaurant, Olive Drive Major Subdivision, Commercial Development at 1100 Concord Avenue, Sun Valley Mall Farmers' Market, Diablo Valley Masonic Lodge, Los Toros Restaurant Entertainment Permit, Parkhaven Head Start, Carondelet Athletic and Fine Arts Complex, Hookah Palace, McDonald's, De La Salle Academy, De La Salle High School Master Plan, and the La Vista Villas Major Subdivision.