

06 June 2014

DOWNTOWN CONCORD SPECIFIC PLAN



PERKINS+WILL

FEHR PEERS



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SPECIFIC PLAN

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Downtown

CONCORD

01 Introduction



Concord, California

1.1 SUMMARY

The City of Concord Downtown Specific Plan articulates a vision for the Downtown, one that draws its ideas from many citizens, business owners, elected officials, and City Staff who participated in the decision-making during the planning process. The Specific Plan envisions Downtown Concord as a modern and vibrant place, one that is infused with a sense of its heritage, brings more residents to live and work in the Downtown, is centered around transit and alternative modes of transportation, provides a diversity of housing opportunities, and preserves the desirable qualities of the City that make it an ideal place to live, work and play.

The policies, diagrams and maps outlined in the Specific Plan are based on the need to revitalize the Downtown, accommodate growth in a future population and employment base combined with a real transportation and urban design vision for the future. The Plan is comprehensive and both short and long-term in terms of its implementation strategies.

PURPOSE

According to California law, Section 65451 of the Government Code mandates that a Specific Plan contain the following:

A Specific Plan shall include a text and a diagram or diagrams which specify all of the following in detail:

(1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan;

(2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan;

(3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable; and

(4) A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).

(B) The Specific Plan shall include a statement of the relationship of the Specific Plan to the General Plan.

The Downtown Concord Specific Plan builds upon the Concord 2030 General Plan, adopted by the Concord City Council on October 2, 2007. In addition to the Specific Plan, the planning effort includes an associated Addendum to the Supplemental EIR to the 2030 Concord General Plan EIR for the Development Code, Implementation and Financing Strategy (FIA) and any necessary revisions to the Concord 2030 General Plan and 2012 Development Code to make this Specific Plan fully operational.

The purpose of the Specific Plan is to set forth policies focused on what is achievable to implement in the Downtown over the next 20 to 30 years and set forth actions to be undertaken by the City.

The Specific Plan purpose is to:

- Establish a long-range vision that reflects the aspirations of the community, and outlines steps to achieve this vision.
- Establish development policies that will guide the Community and Economic Development Department, Community and Recreation Services Department, Public Works Department, Planning Commission, Design Review Board, and City Council decision-making.
- Allow City departments, other public agencies, and private developers to design projects that will enhance the character of the Downtown, preserve environmental resources, promote transit, and minimize hazards.
- Provide the basis for establishing and setting priorities for public investments in the Downtown.

The Specific Plan has been prepared to:

- Address the need for a development framework and account for all modes of transportation for the Downtown.
- Ensure that the Specific Plan reflects the City of Concord's current planning and economic efforts, and includes goals, policies, and desires of the Concord residents and businesses.
- Plan in a manner that meets the future land needs based upon projected population and job growth.
- Help the City achieve the jobs/housing balance objectives, the need for housing in the Downtown, and State law requirements for Concord's allocation of regional housing needs.



Todos Santos Plaza with weekly farmer's market

SUMMARY OF OBJECTIVES + POLICIES

LAND USE/ECONOMIC VITALITY

Objective:**Protect and enhance Downtown Concord's authentic character and historic assets**

Major Policies

- The Preferred Plan optimizes the existing structure of the downtown, focuses development on key walkable streets and reinforces pedestrian connections.
- Reinforce Urban Design of the downtown to utilize key features/settings such as Todos Santos and Clay Alley/Adobe to promote revitalization.
- Support small/local business through improvement district financing.

Objective:**Promote high quality infill development that successfully integrates new development with existing development.**

Major Policies

- Utilize underdeveloped/vacant sites within the Downtown as infill development.
- Focus on public land disposition for Successor Agency-owned properties.
- Capitalize on the BART parking lots adjacent to the station as new housing opportunities in planning, coordination and partnership with BART.

- Encourage existing property owners to upgrade their properties.
- Follow the key land use designations for the Specific Plan-this is a roadmap for the future development of the downtown.

Major Implementation Strategies.

- Focus development on Oak Street/Galindo Street Successor Agency-owned properties/prepare RFQ/RFP for catalytic/prototype mixed use development.
- Examine potential write down of land costs (mark down of price) of Successor Agency-owned properties.
- Focus development efforts on Grant Street.
- Fee reductions/in-lieu fees for affordable housing.
- Entitlements streamlining.
- Re-examine creation of and Market Support for Property Based Improvement District.



Sidewalk cafe along east side of Todos Santos Plaza

DOWNTOWN CONCORD SPECIFIC PLAN

Objective:

Reflect early California architecture in the design of new buildings

Major Policies:

- New development to provide consistency in character that enhances and reinforces the existing character of the Downtown.

Major Implementation Strategies

- Design Guidelines to provide clarity for new development in terms of building massing, exterior articulation, and material palette to ensure consistency with the Downtown.
- Optimize Design Review Process to reinforce Design Guidelines and Objectives.
- Promote Sustainable practices for new and retrofits to existing development.

Major Policies

- Ensure that new development/retrofits adhere to LEED building and CalGreen standards.

Major Implementation Strategies

- Require LEED Silver rating for all new development.
- Incorporate sustainable planning/development principles into Downtown Design Guidelines.

Objectives:

Provide a variety of living opportunities through a range of housing types and prices

Promote a diverse mix of ages, incomes, and cultures among residents and employees of downtown

Major Policies

- Encourage a diversity of housing types for all different types of users.
- Promote higher density housing near transit.
- Maintain and create more affordable housing in the Downtown.

Major Implementation Strategies

- Engage a wider range of developers for Successor Agency-owned sites to encourage more diversity in housing development.
- Continue to collect in-lieu fees to invest in/rehabilitate affordable housing.
- Reduce parking requirements/flexible parking standards for housing within transit overlay to allow developers to meet market expectations and demand.
- Provide density bonuses for amenities (daycare etc...) provided by developers.

Objective:

Create a thriving local mix of boutique shops, restaurants, and cultural destinations with large scale office uses

Major Policies

- Promote mix of uses along key streets for new infill development.
- Provide assistance to keep existing businesses vibrant.
- Support more art interventions (art projects, events or activities) in the Downtown.

Major Implementation Strategies

- Re-implement façade improvement programs for existing businesses.
- Market new opportunities to restaurateurs/small business owners.
- Reduce fees for local/small businesses for improvements (permit expediting).
- Reach out to existing cultural institutions for satellite opportunities.
- Work with all the property owners to redevelop the Park & Shop site for long-term commercial/housing opportunities.

Objective:

Ensure safety by promoting activity in public spaces during both the day and night

Major Policies:

- Focus development at major open spaces such as Todos Santos Plaza.
- Provide more evening/nighttime uses such as restaurants/dining/sidewalk cafes.
- Create more housing opportunities adjacent to public spaces.

Major Implementation Strategies

- Promote mix of uses along key streets for new infill development.
- Provide assistance to keep existing businesses vibrant.
- Support more art interventions in the Downtown, e.g. temporary “Parklets”.
- Provide attractive street lighting, particularly along Grant Street.

CIRCULATION**Objectives:**

Develop a green street framework of pedestrian friendly streets to promote healthy, active lifestyles.

Design and Construct Streets that integrate walking, biking, transit use and green infrastructure.

Connect Downtown Concord to the rest of the region by improving access to and from BART.

Major Policies:

- Design and retrofit existing streets to adhere to Complete Streets and improve accessibility.
- Incorporate bike lanes into major streets that connect through the Downtown, particularly along Grant Street.
- Provide greater ease of use for transit users in the downtown.
- Facilitate a ‘Park One Time’ Parking Strategy.
- Provide a strong connection between major open spaces within the downtown/connections between BART, Todos Santos Plaza and Ellis Park.
- Review traffic signal synchronization in the Downtown core.

Major Implementation Strategies

- Focus on redeveloping Grant Street from BART to Todos Santos Plaza as a walkable and pedestrian friendly street.
- Focus on redeveloping Salvio Street from Todos Santos Plaza across Galindo to the Park and Shop.
- Develop a transit circulator shuttle around the downtown with shortened headways.
- Provide more public parking near existing downtown uses- people to park once and walk to their other destinations.



Orchard adjacent to BART parking lot

DOWNTOWN CONCORD SPECIFIC PLAN



Fig 1.1 Study area location within the City of Concord

1.2 SETTING AND BACKGROUND

REGION

The City of Concord is situated 29 miles east of San Francisco in the north central region of Contra Costa County. Natural features frame the fertile valley in which the City is located; the Suisun Bay stretches to the north, rolling hillsides located to the east and south, and Walnut Creek abuts the southwestern City limits. Neighboring cities include Clayton, Martinez, Pittsburg, Pleasant Hill, and Walnut Creek. Across the Bay to the north lies Solano County, accessible from Concord by Interstate 680, a major transportation arterial that borders the western edge of the City.

Major transportation arterials that transect Concord are Highway 4, Highway 242, and Interstate 680. Highway 4 leads to and intersects with Interstate 80 near Hercules, and to the east also connects to the cities of Antioch and Brentwood. Highway 242 runs north-south, and serves primarily as the connector between Highway 4 and Interstate 680.

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

CITY

The City of 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) (see Fig 1.1).

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.

The City's General Plan states that one of the most important contributions Concord will make to ensure future economic development is to allocate land for employment development. The ability of the City to grow, develop, provide goods and services to its residents depends, in large measure, on the strength of the local economy. The addition of the CNWS to the City's land supply substantially increases its capacity for employment growth.

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 related. Office, business park, and light industrial uses are located adjacent to transportation infrastructure. Schools and parks are distributed throughout the residential neighborhoods in the City. Existing Land Use patterns with current zoning districts are displayed in Fig 1.2.

DOWNTOWN CONCORD SPECIFIC PLAN

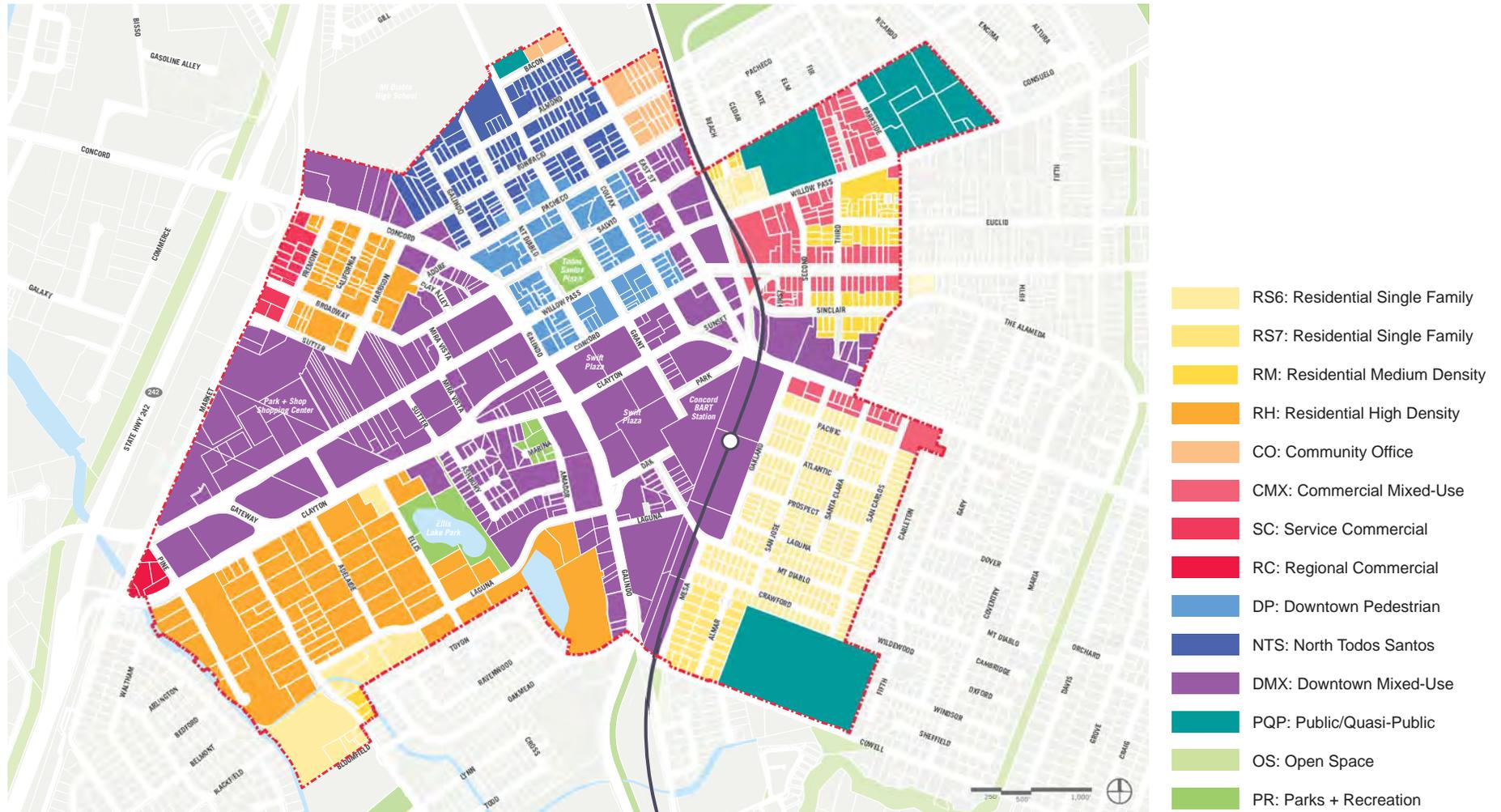


Figure 1.2 Existing Zoning

CENTRAL CONCORD

Central Concord is the historic, economic, and cultural heart of the City. It encompasses the original town site that grew into Concord, and this rich historic legacy is visible in a number of historic sites in the area such as Todos Santos Plaza, the Salvio Pacheco Adobe, and the County Fire House. Central Concord is also a focal point for many key activities within the City. Todos Santos Plaza contains shopping, cultural activities and a pedestrian-oriented scale that provides a main attraction in the downtown. Many of the City's major employers are located in or near the project area. The existing General Plan aims to support many of the roles that Central Concord plays in shaping the City's character and identity.

Central Concord is critical to the future economic development and vitality of the entire City. It contains major transportation infrastructure such as BART and access to major highways. The history, diversity and pedestrian scale along Todos Santos Plaza are assets that the Specific Plan will look to enhance and serve as a catalyst for new development opportunities within the remainder of the project area.

DOWNTOWN

Downtown Concord offers many exciting opportunities for dining, shopping and entertainment as well as a thriving environment for business. 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, Music and Market series and holiday celebrations.

The City has supported development of mixed use projects in and around the downtown area that have combined retail, restaurant, office and entertainment uses in and around Salvio Pacheco Square, Todos Santos Plaza 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; 180 remaining units), Wisteria (37 units under construction), and Centre Pointe (100 units).

Economic realities from the Great Recession have significantly slowed progress within the City's downtown over the last five years. Although the City has taken measures to reduce and/or delay fees, these incentives have not proven enough of an impetus until quite recently to promote construction activity. However, since January 2012, the City has observed renewed interest and activity within the downtown. The Specific Plan is anticipated to further facilitate interest in the area by developing strategies and incentives for development and streamlining processing with consistent development standards for the area.

DOWNTOWN CONCORD SPECIFIC PLAN

1.3 SCOPE OF THE SPECIFIC PLAN

The Downtown Concord Specific Plan establishes the location and character of streetscape and public space improvements; the character and intensity of commercial and residential development; and the circulation pattern (vehicular, pedestrian, bicycle and transit) and parking strategy to support businesses and overall vitality, and enhance access and connectivity. The Specific Plan includes standards and guidelines for public and private enhancements to the area, and it offers strategies for financing and implementing public improvements.

In general, a Specific Plan is a tool for the systematic implementation of the General Plan. It effectively establishes a link between implementing policies of the General Plan and the individual development proposals in a defined area. A Specific Plan may be as general as setting forth broad policy concepts, or as detailed as providing direction to every facet of development from the type, location and intensity of uses to the design and capacity of infrastructure; from the resources used to finance public improvements to the design guidelines of a subdivision.

The sketches and photographs in the Downtown Concord Specific Plan are meant only to relay particular concepts as described in the text or make reference to pertinent precedents and should not be considered exact models. Also, the Specific Plan provides standards and guidelines for private and public development, but does not include detailed plans.

1.4 PLANNING PROCESS

In order for the Specific Plan to accurately address community needs and values, a comprehensive public process of obtaining the input of residents, businesses, and property owners as well as City officials and other regional agency representatives was central to the process of preparing this Plan.

This involved the sharing of information and ideas between elected and appointed officials, regional agency representatives, City staff, the planning consultants, and residents and property owners. The following methods were used in preparation of the Specific Plan to ensure the Community's full participation.

Community Workshops: An 'Ideas Fair' was held in September 2012 to understand the thoughts and concerns of property owners, business owners, residents and non-governmental organizations. The first workshop was held in May 2013 and involved presenting existing conditions and alternative concepts into which community members could provide input. Individual stations were set up with boards describing land use options, transportation options, economic development strategies, and key implementation objectives. The second workshop was held in October 2013 to present the Preferred Plan and strategies and allow public input for changes to the Plan. A third workshop was held January 27, 2014 to make available the Draft Specific Plan and the environmental document. Informational sessions were also held at that time to provide additional data to the public.

City Council/Planning Commission: City staff presented updates on the planning process including public comments, issues and opportunities, sketch plan alternatives and strategies, and preferred land use concepts. These

meetings, held on September 24, October 16, 2013, as well as January 15 and February 4, 2014, were open to the public.

Downtown Steering Committee: City staff and planning consultants met regularly with the DSC to review progress on the plan, provide updates, and take key direction for the formulation of the land use, transportation, economic and market policies, and implementation measures for the Plan during eight meetings held between March-October.

City Website: Many of the documents and maps created during the planning process, as well as meeting agendas and staff reports were posted on the City's website.

Technical Advisory Committee: City staff and planning consultants met four times with the TAC between March and September 2013. The committee comprised representatives from various public agencies and interest groups. The initial meeting was held as a round-table to help the design team understand the roles and contributions of the various agencies on the committee. Subsequent meetings were opportunities for the committee to review progress and to provide creative input to the evolving design process. Several members of this committee were also in attendance at the Community Workshops.

Specific Plan mailing list: Those interested in receiving information and meeting notices were placed on the Downtown Specific Plan mailing list.

Availability of all documents and results: The results of all meetings, workshops, and presentations have been summarized and made available to the public. Hard copies are also available in the Permit Center, the City Clerk's office and the City of Concord library.

1.5 DOWNTOWN CONCORD VISION

During the course of the meetings and presentations held with the Downtown Steering Committee (DSC), the following Vision Statement for the project was developed and approved by the DSC;

“The Downtown is distinguished by its authenticity and historic assets, preserved and strengthened by the strategic infill of new high quality development that links the past with a vibrant future. The origins of Concord, beginning in 1834 as Rancho Monte del Diablo, are evident throughout Downtown. The central plaza, which retains the City’s original name of Todos Santos, is a rare example of the 16th Century Law of the Indies which once dictated the planning and design of Spanish colonial cities.

New buildings demonstrate their respect for the City’s heritage through modern interpretations of early California architecture. Thoughtfully blending the old with the new, Downtown Concord is constantly evolving and growing in an organic and sustainable manner.

Downtown Concord is dynamic, safe and attractive to families, businesses, and visitors. It supports a thriving local economy by providing a variety of living, employment, and entertainment opportunities for multiple generations. A mix of boutique shops, restaurants, cafes, and cultural destinations are integrated by a lush green network of pedestrian-friendly streets which ensure activity both day and night.

Grant Street, anchored by Todos Santos Plaza, connects the Downtown to the rest of the Bay Area via the BART Station. It is just one example of the many distinctive streets that have been designed to integrate walking, biking, transit use, green infrastructure, and active storefronts. The synergy created by the diverse mix of ages, incomes, and housing types promotes healthy, active lifestyles and a prosperous community.”



Concord, California

DOWNTOWN CONCORD SPECIFIC PLAN

1.6 GOALS + OBJECTIVES

Downtown Concord was designated as a 'Priority Development Area' (PDA) in early 2012, by the Metropolitan Transportation Commission, to promote transit-oriented development. The vision for the Downtown Concord BART Station Priority Development Area (PDA) is to promote Downtown Concord as the historic, economic, and cultural heart of the City in such a way that enhances its strong business climate and bolsters the City's high quality of life. The City envisions the PDA as a bustling, transit-oriented, urban space serving as both a magnet of activity for the City, as well as a more regional commuter hub for central Contra Costa County. This includes a plan to revitalize downtown business districts, expand multimodal circulation and construct housing projects that provide for a: 1) mix of housing types and income levels; 2) attractive sustainable, affordable housing for singles, families and seniors; and 3) housing supported by alternative transportation methods.

This Draft Specific Plan and subsequent EIR will provide further specificity to General Plan and Development Code work that has already occurred. The Final Specific Plan will provide regulatory controls and incentives for the incremental intensification of parcels within the core (1/2-mile) radius of the BART station. One primary opportunity is the amount of vacant and underutilized parcels within the PDA, proximate to the Downtown BART station and north to Todos Santos Plaza.

The Specific Plan will assure orderly development and appropriate capacity of public facilities for the increased density planned downtown. The Plan focuses on development of the area as a major transit hub for the region, providing office, hotel, retail, entertainment, and residential uses within the PDA and identifies strategies to expand the City's economic base by providing housing and employment opportunities and additional revenue to the City.

Based on the MTC application and subsequent discussions between City Staff, key stakeholders and the consultant team, the following six major project goals were developed and agreed upon. Goals one through five were stated by the City in their MTC grant application and goal six was added during the course of discussion with the DSC. These were used as a basis for a comparative evaluation of the three concept alternatives plans during the alternative phase of the project to facilitate the development of a preferred plan.

1. Increasing job creation
2. Enhancing the business climate and expanding the economic base
3. Intensification of uses and densities from current built levels
4. Increasing BART ridership and efficiency of multi-modal connections
5. Constructing housing projects for a mix of housing types and income levels
6. Promoting mid and high-density housing

1.7 REPORT OVERVIEW

This Draft Specific Plan Report is an intermediate phase of the Specific Plan. It follows on from an Existing Conditions Report which was completed in March 2013 and an Alternatives Report completed in July 2013. A full Implementation and Financing strategy will be the subject of a separate report to be issued in July 2014. All of the information in this and previous reports has been/will be used to support the community outreach process (two community workshops and ten Downtown Steering Committee, as well as four Technical Advisory Committee meetings) and as a sound basis for developing the preferred plan upon which the Specific Plan is based.

Data in this report is based on existing sources of material and other background work made available to the consultant team by the City of Concord. It also includes information on demographics publicly available on the City of Concord's website. Photographs and commentaries on existing physical conditions are based on numerous visits to the study area by various members of the consultant team between January and August 2013.

1.8 PROJECT SCHEDULE

This Draft Specific Plan Report is the fifth task of an approximately 18-month study. Major phases of the project are as follows;

Task 1: Project Initiation

January 2013

Task 2: Existing Conditions

January to March 2013

Task 3: Community Outreach

March to October 2013

Task 4: Alternative Plan Concepts & Analysis

March to July 2013

Task 5: Preferred Plan & draft Specific Plan Report

August to October 2013

Task 6: Environmental Review and draft Addendum

September 2013 to April 2014

Task 7: Final Specific Plan and Addendum

April to July 2014

Task 8: Implementation and Phasing Strategy

April to July 2014



02 Planning Context

1.1 LAND USE AND SITE CONTEXT + CHARACTER

The Downtown Concord Study Area is approximately 617 acres in size (see Fig 2.1). Salient features of the project area include the Historic Downtown Core/Todos Santos Plaza which is a major focal point and provides an important sense of place for the entire City. The area contains shopping, retail, and dining/café opportunities for the city's residents, employees and visitors and includes:

- A major BART station directly adjacent to the downtown with transit connections.
- Large Class A office buildings (providing approximately 1.5 million square feet of office space) and higher density zoning near the BART station with ease of access to major highways.
- A diversity of adjoining neighborhoods such as historic North Todos Santos defined by its small scale historic houses.
- Ellis Lake Park, the historic nearby Galindo House, and offers many historic sites/buildings that are dispersed throughout the project area.
- Entertainment such as movie theatres and restaurants that are very accessible and offer more opportunities for activity both during the day and evening.
- Great diversity in housing, from single family to multi-family/high-density, including developments for senior housing and the developmentally disabled.

- Higher density office/commercial zoning near the BART station and along major arterials that connect directly to the highway.
- Walkable and identifiable street grid that defines distinct neighborhoods and districts within the City.



Figure 2.1 Walking radius from BART station

DOWNTOWN CONCORD SPECIFIC PLAN

Retail Character

The study area contains a great diversity of retail typologies, from large format supermarkets and drugstores to shopping malls (Park & Shop) and smaller, fine grain commercial retail that surrounds Todos Santos Plaza.

Office Character

Office space in the study area consists primarily of large floor-plate low-rise and mid-rise office towers, including Swift Plaza, One Concord located directly adjacent to the BART station, and 1800 Sutter Street situated between Clayton and Willow Pass Roads. Located centrally on the site, Swift Plaza is a 15-acre office campus with over a million square feet, with proximity to the BART station and a public open space easement facilitating pedestrian access through the mega-block.

Some low-rise office uses located on and around Todos Santos Plaza indicate the potential for additional, smaller and more flexible office typologies in this area. If developed alongside new housing, new office space located around the plaza could provide the framework to form a truly vibrant, mixed-use, live-work neighborhood with a healthy jobs/housing balance.



Cafe street seating along wide sidewalk



Clay Alley retail frontage



Pedestrian easement through Swift Plaza for mid-block access



Todos Santos Plaza: Surrounding Streetscape

Street Character

Within the project area, there is great diversity of streetscape character. Many streets are fully designed with sidewalks, street lighting and landscaping. These areas are predominantly around the higher density commercial core near the BART station and around Todos Santos Plaza.

One-way streets along Todos Santos Plaza impact the degree of flexibility and accessibility around the plaza.

Many of the neighborhoods that are within the project area have pleasing streetscapes that include sidewalks, parkways and street trees; however some streets lack sidewalk and curbs and inhibit accessible pedestrian connections throughout the downtown.

Galindo Street, Concord Avenue, Willow Pass Road and Clayton Road are generally wider than most of the streets in the project area, and accommodate the largest traffic flow. Improved pedestrian street crossings, particularly within the downtown and adjacent to the BART station, are important considerations for the Specific Plan.



Housing Development south of Willow Pass Road



Renaissance housing development



Pacheco Street converts to one way at Mount Diablo Street



Local Street in North Todos Santos

DOWNTOWN CONCORD SPECIFIC PLAN

2.2 OPPORTUNITIES AND CONSTRAINTS

Issues and Opportunities

Issues:

- The BART parking structure and lot form a barrier to both visual and pedestrian access to the Station. The tracks are bermed at the station area, creating a barrier to the single family neighborhood east of the tracks.
- Grant Street allows both one way and two way traffic as it passes from the BART station to Todos Santos Plaza. A few other one way streets exist throughout the downtown and should be reconsidered to allow for better ease of access.
- Clayton Road, Willow Pass Road, Concord Avenue, and Galindo Street are designed for high volume traffic and truck routes making pedestrian crossing challenging.
- Galindo Street, a wide thoroughfare carrying high levels of traffic, impedes pedestrian access between the Todos Santos Plaza area and the west portion of the project area. However, its pedestrian-friendly streetscape design does facilitate north-south pedestrian access.
- The higher density commercial/office buildings near the BART station limits pedestrian access to the downtown.
- The Park & Shop Center and its large areas for surface parking creates a very extensive barrier between Willow Pass Road and the project area to the north.

- Ellis Lake Park is an important and sizeable open space in the Downtown, but has limited visual access from Clayton Road and the surrounding area.
- The street grid provides identifiable neighborhoods in most areas, but this identity is lost where the regular street grid shifts and Port Chicago Highway bisects Willow Pass Road and Concord Boulevard at an angle. The triangular blocks created as a result are disconnected from other neighborhoods and are bounded by a series of undefined one-way streets.
- The overall quality of the streetscape is inconsistent and varies from excellent where new development has occurred, to virtually no pedestrian sidewalks/curbs in some key locations.
- Limited designated bike paths exist in the project area.
- Existing single-family homes in the project area are aging.

Opportunities:

- Todos Santos Plaza is a wonderful and well used public space for the City. It provides key identity and pedestrian activity. Additional development, such as encouraging more housing opportunities, could help the quality and intensity of the retail.

- There are already identifiable neighborhoods such as North Todos Santos to help attract new residents to the downtown.
- Access to the Downtown BART Station is available within a short walk along Grant Street. There is an opportunity to help make the station entrance more visible and accessible for pedestrians walking to BART. Other transit opportunities (buses and shuttles) are situated near BART and provide key access to other parts of the City and surrounding area.
- The City owns several development sites that are near BART, sites that could provide major opportunities for both commercial and housing development.
- There are a number of underutilized parcels between Clayton and Willow Pass Roads, between Port Chicago Highway and Fry Way. Development of these could enhance the vitality of both corridors.
- Given the pedestrian scale street grid that exists throughout much of the project area, new streetscape and bike pathways/networks could be implemented to improve accessibility within the downtown.
- Strong Gateway opportunities exist along Clayton Road both at Market St. and the intersection of Clayton Rd/Concord Blvd.

2.3 CIRCULATION OVERVIEW

The transportation and circulation system for the Downtown Specific Plan area is a critical component to the effective and safe movement of people within the Plan Area, and the surrounding areas.

The Specific Plan area accommodates all travel modes, with an emphasis on pedestrians, bicyclists and transit users. Focusing new development in and around the BART station and downtown core with a diversity of uses in close proximity reduces the reliance on private motor vehicles, helping to minimize traffic congestion, the amount of land dedicated to parking and greenhouse gas emissions.

The Specific Plan envisions the following:

- A vehicular circulation system that accommodates both local traffic and through traffic, but with the flexibility to allow other modes of travel to take priority on certain streets as defined by this Specific Plan.
- An integrated pedestrian network of expansive sidewalks within the study area, with particular emphasis on streets within the pedestrian priority zone.
- A bicycle network that builds upon existing plans and integrates more fully with the downtown and proposed public space improvements in the area.
- An integrated circulation plan that supports transit use.
- A public parking strategy and management plan that efficiently accommodates downtown visitors and supports downtown businesses.
- Flexible parking standards for private development based on current industry standards.

The Transportation chapter outlines and proposes the following goals:

- **GOAL C-1:** A system of complete streets that recognizes the modal priorities of each facility.
- **GOAL C-2:** Efficient but managed vehicle access in the Plan Area.
- **GOAL C-3:** Quality pedestrian facilities and amenities that create a safe and aesthetically pleasing environment that encourages walking and accommodates increased pedestrian activity.
- **GOAL C-4:** A bicycle network with safe and efficient connections to major destinations within the Plan Area and throughout the City of Concord and adjacent communities.
- **GOAL C-5:** Enhanced efficiency and effectiveness of transit in the Plan Area.
- **GOAL C-7:** A parking supply that supports Downtown businesses and stimulates economic growth, while not promoting excessive driving.

DOWNTOWN CONCORD SPECIFIC PLAN

2.4 MARKET OVERVIEW

RESIDENTIAL

Concord had about 47,125 housing units in the City in 2010 with a total vacancy rate of about 6 percent. The number of housing units in Contra Costa County grew by 26 percent between 1990 and 2010 while Concord's housing stock increased by almost 8 percent, slightly less than Walnut Creek (9 percent) and more than Pleasant Hill (5 percent). Housing in the Downtown includes a much higher proportion of multifamily units than the City as a whole. While 71 percent of Concord units are single-family detached (SFD), 57 percent of units Downtown are SFD. This difference is typical of downtown areas. (See Fig 2.2)

FOR SALE HOUSING

The median sale price in Concord for all homes is \$389,200 (as of August 2013). This sale price has declined about 6 percent since 2002, 10 years earlier, and has dropped more than 45 percent since the market peak in 2006. Similar trends are found in nearby cities, though Concord's median sales price decline from the market peak to 2012 was among the steepest and the recovery has been slower than nearby cities. Focusing in on attached, townhomes and condominium units only,

the median sale price in Concord for these types of units is \$115,500. The market for these units has followed the trends seen in for-sale housing in nearby cities, with attached units in Concord dropping in price by two-thirds from the peak of the market to 2012, with a slow recovery which began only in the last 12 to 18 months. (See Fig 2.3)

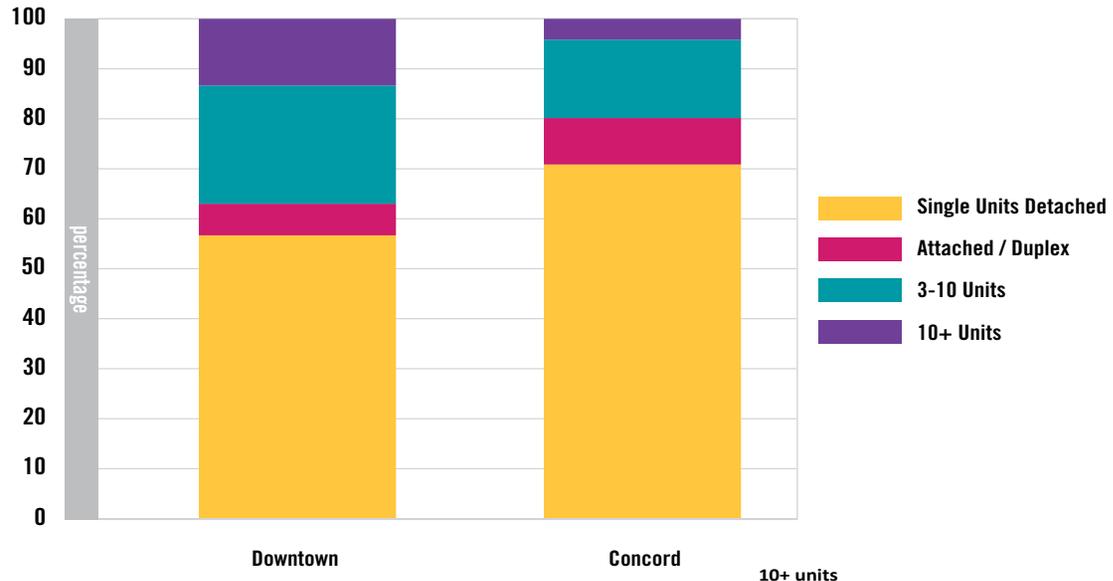


Fig 2.2 Downtown and Concord Housing Units, by Building Type

APARTMENTS

Concord has 37 large apartment complexes (defined as 50 units or more) which supply almost 4,400 residential units. Because of the availability of data for these types of rental units, this section examines rent trends and development over time for these larger complexes. The average rent in these complexes is \$1,288 per unit per month. Out of nine cities surveyed in Contra Costa County, this rate ranks fifth, with San Ramon's \$1,727 average the highest and Antioch's \$1,062 the most inexpensive. Rents in Concord have increased 13 percent between 2010 and 2012 and occupancy rates have increased slightly from 95.6 to 96.3 percent.

Two recent apartment complexes have been developed in the Project Area in the last 10 years, Park Central in 2003 and Renaissance Square in 2008. Unsurprisingly, - given the building age, amenities, and location near BART - both complexes experience high occupancy levels and rent well above the average rate for the City, at between \$1,900 and \$2,235 per unit per month or about \$2.10 per square foot per month. The relatively strong performance of these buildings and the general lack of fully amenitized, multifamily housing in the area suggests strong prospects for new apartment development. (See Tables 2.1-2.3)

Table 2.1
Apartment Performance 2010-2013, Concord Contra Costa County

Unit Type	4Q2010	3Q2011	3Q2012	3Q2013	3 Yr Chg
All	\$1,138	\$1,220	\$1,273	\$1,351	18.7%
Studio	\$859	\$937	\$1,004	\$1,126	31.1%
1bd 1bth	\$969	\$1,040	\$1,082	\$1,160	19.7%
2bd 1bth	\$1,123	\$1,143	\$1,184	\$1,233	9.8%
2bd 2bth	\$1,336	\$1,498	\$1,558	\$1,682	25.9%
2bd TH	\$1,393	\$1,430	\$1,520	\$1,507	8.2%
3bd 2bth	\$1,393	\$1,457	\$1,501	\$1,482	6.4%
3bd TH	\$1,580	\$1,563	\$1,758	\$1,715	8.5%
Occupancy	95.6%	97.1%	96.5%	96.7%	1.2%

**RealFacts; EPS*

Table 2.2
Apartment Rent Ranking, Cities in Contra Costa County

City	Average Rent
San Ramon	\$1,905
Walnut Creek	\$1,805
Pleasant Hill	\$1,615
Martinez	\$1,409
Concord	\$1,350
Richmond	\$1,318
San Pablo	\$1,253
Pittsburg	\$1,233
Antioch	\$1,118

**RealFacts; data for third quarter 2013; EPS*

Table 2.3
Park Central and Renaissance Square Performance

Item	Park Central	Renaissance Square
Units	259	132
Average sf	905	1,065
Average Rent \$	\$2,076	\$2,286
Average Rent \$/ sq.ft.	\$2.29	\$2.15
Occupancy Rate %	93%	95%

**RealFacts 2013; EPS*

DOWNTOWN CONCORD SPECIFIC PLAN

AFFORDABLE HOUSING

According to the 2010 Census, about 64 percent of residents Downtown or about 2,700 units out of 4,200 units are occupied by residents earning less than 80 percent of the Area Median Income (AMI). The Successor Agency to the Redevelopment Agency of the City of Concord supports about 300 of the 2,700 units in the Downtown which are restricted to lower income households. This means that the remaining households earning less than 80 percent of AMI (about 2,400) reside in the Downtown in low-cost housing and/or are putting a high proportion of their income towards housing costs.

COMMERCIAL PROPERTY

While Concord has warehouse, industrial and manufacturing space, this section focuses on office and retail uses, which are the most likely to be developed within the downtown Concord Project Area.

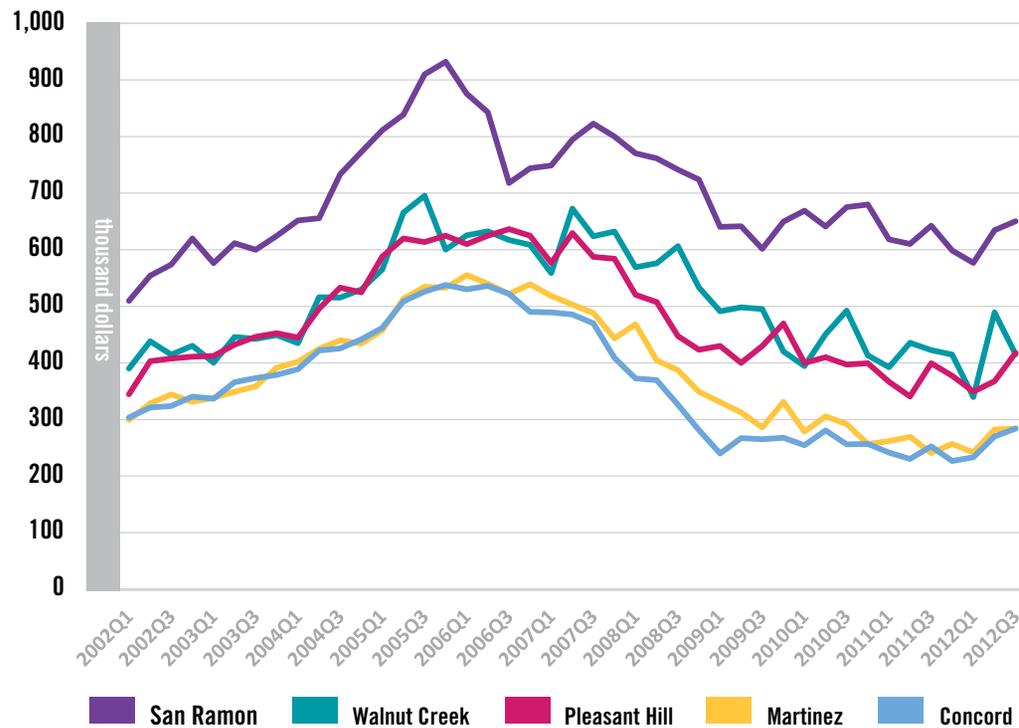


Fig 2.3 Median Home Prices, 2002-2012, Selected Cities

RETAIL

Concord has three main shopping areas—the Sunvalley Shopping Center, the Willows shopping center, and the downtown retail/ restaurant/ entertainment district—in addition to numerous community-serving, big box, and neighborhood shopping centers. Lease rates have not recovered to their pre-recession levels, though retail rates in most cities near and including Concord experienced a small uptick in the average asking lease rate in each of the last two years. (See Fig 2.4)

Retail in the Specific Plan project area is distinct from the rest of the City, providing shoppers a historic downtown experience around Todos Santos Plaza. Activities in the downtown and the resulting lively atmosphere around Todos Santos Plaza have been increasingly positive in recent years, with healthy crowds at eateries and shops during the lunchtime hours. Also, City-sponsored special events—typically scheduled during the warm seasons on the nights and weekends—are well-attended and help to enliven the area.

Lunchtime and special-event crowds support a range of restaurants, bars, entertainment venues, the Brenden Theater, and variety stores. However, areas around the Plaza have more difficulty attracting shoppers and diners after-work hours on non-special event days.

In addition to the retail around the Plaza, the primary shopping area is located in the Park & Shop Shopping Center, a roughly 450,000-square foot shopping center with more than 50 businesses located along Willow Pass Road. Prominent tenants include Fry’s Electronics, Burlington Coat Factory, Avenue, and Joann Fabrics along with a variety of restaurants/eateries and general merchandise shops. While average lease rates in the Park & Shop are below the City average and declined during 2012 (ending the year at about \$17.50 per square foot per year), a lack of interest on the part of the multiple owners of the Center in intensifying development at the site indicate that their rates are likely sufficient to cover owners’ costs to operate and maintain the buildings as they are. Lower rates may also exist because there is not a unified leasing plan that one would expect under a single ownership. (See Fig 2.5)

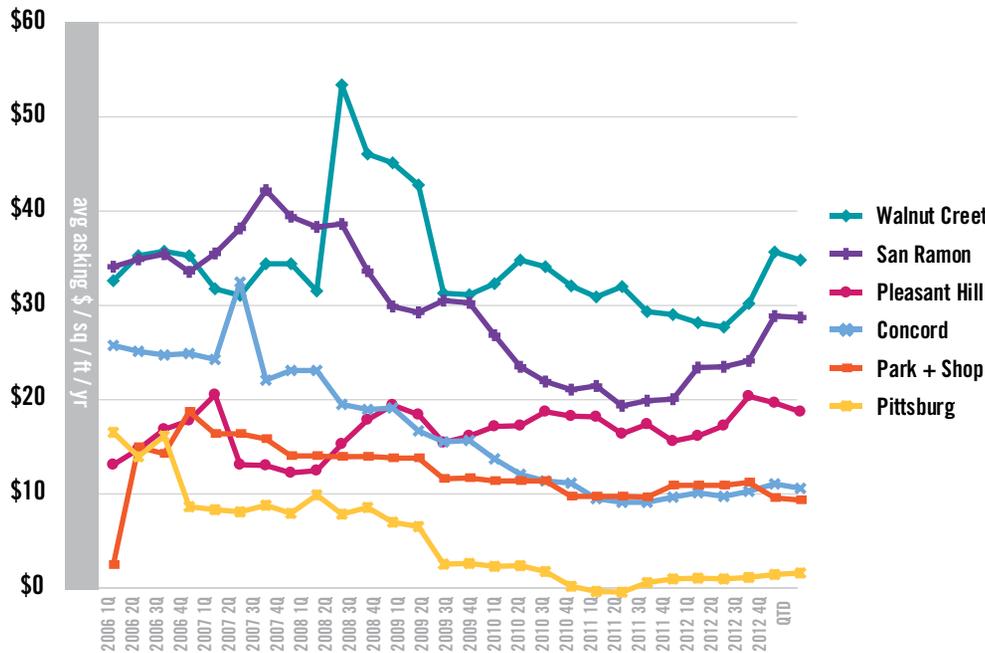


Fig 2.4 Retail Avg Asking Lease Rates 2006-2013

DOWNTOWN CONCORD SPECIFIC PLAN

OFFICE SPACE

The office market in Concord and nearby cities has been recovering from significant vacancies beginning in 2010, when Class A office in the North I-680 corridor office market area (Walnut Creek, Concord, Pleasant Hill, Martinez, Shadelands, Lamorinda, and Alamo/Danville) saw vacancies of 20 percent. Concord's direct vacancy rate is similar to the rate observed in the broader north I-680 market area, at 15.7 percent compared with the average of 15.4 in the market area. Also, lease rates for Class A office in Concord are estimated at \$1.99 per square foot per month compared to \$2.17 for the area. (See Fig 2.6)

Office in the project area has been particularly hard hit during the recession, with several large properties given back to lenders or bought under distressed circumstances including Concord Corporate Centre (347,000 square feet) and the Bank of America campus, now Swift Plaza (1.1 million square feet). These purchases made in distressed financial circumstances mean that the owners can offer low lease rates, driving down market prices for otherwise financially healthy buildings.

From a marketing standpoint, brokers list the following attributes as either positively or negatively impacting downtown Concord's office position and prospects.

Challenges:

Vacancies in key campuses. Bank of America laid off hundreds of people at its Concord campus early in 2012 and has vacated a large portion of the former Bank of America campus (now Swift Plaza). Bank of America will continue to occupy about half of campus at least through 2018. In the two non-Bank of America buildings at the Plaza, brokers have leased a portion of one building to several tenants and are seeking a single, large-user for the other vacant building.

Farther from freeway than competitive locations in San Ramon and Pleasant Hill. Office buildings in downtown Concord are generally about a mile from the freeway. While this is relatively close, it is much farther than competitive office markets in San Ramon and Pleasant Hill and elsewhere, where office buildings are located at freeway exits.

A perception of a lack of safety downtown. Potential Concord office tenants express concern for employees' safety walking to their cars in the winter months, when it gets dark early, and when working late.

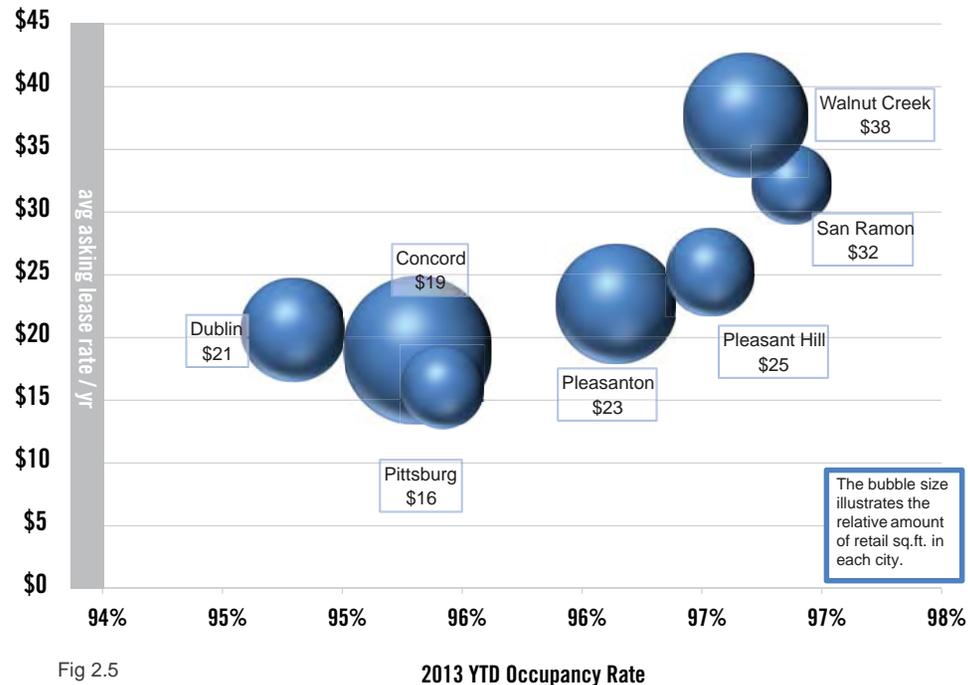


Fig 2.5

Lack of corporate presence after work hours.

According to brokers, workers in downtown Concord tend to leave the area after work. A vibrant, after-work atmosphere available for employees is more attractive for certain types of tenants.

Advantages:

Lower price points and larger spaces available.

Concord is competitive on lease rates. In addition, Concord is one of a handful of locations in the I-680 area which can accommodate large tenants with significant space needs

Shorter commutes for workers. For companies with workers living in Solano County and East Contra Costa County, Concord's location has significant advantages over locations like San Ramon which is about 30 minutes farther down the highway.

Free parking included in leases. Concord office lease terms typically include free parking, compared to competitive locations which often price parking at \$35 to \$65 per space per month.

Successful City assistance in attracting/retaining businesses. The City has an active and successful economic development program. The City facilitates attraction and retention of major office tenants to Concord, such as encouragement for BevMo! to retain and expand its headquarters in Concord. Engagement on the part of the City at strategic points in lease transactions can help tip the scales in favor of locating (or remaining) in Concord.

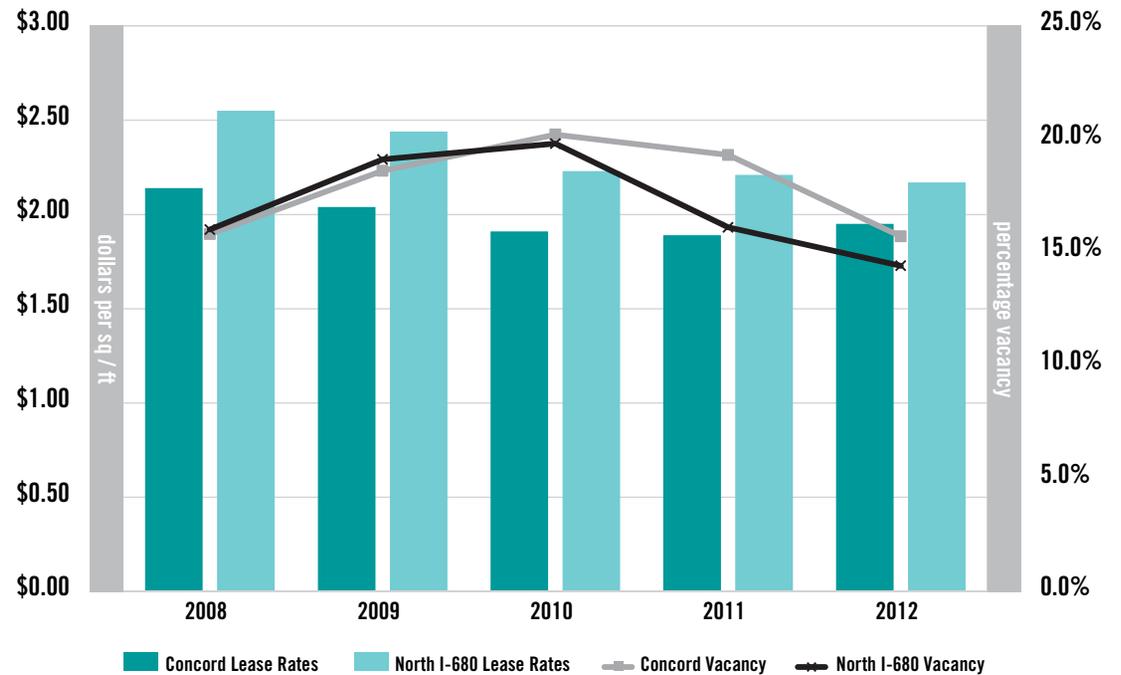
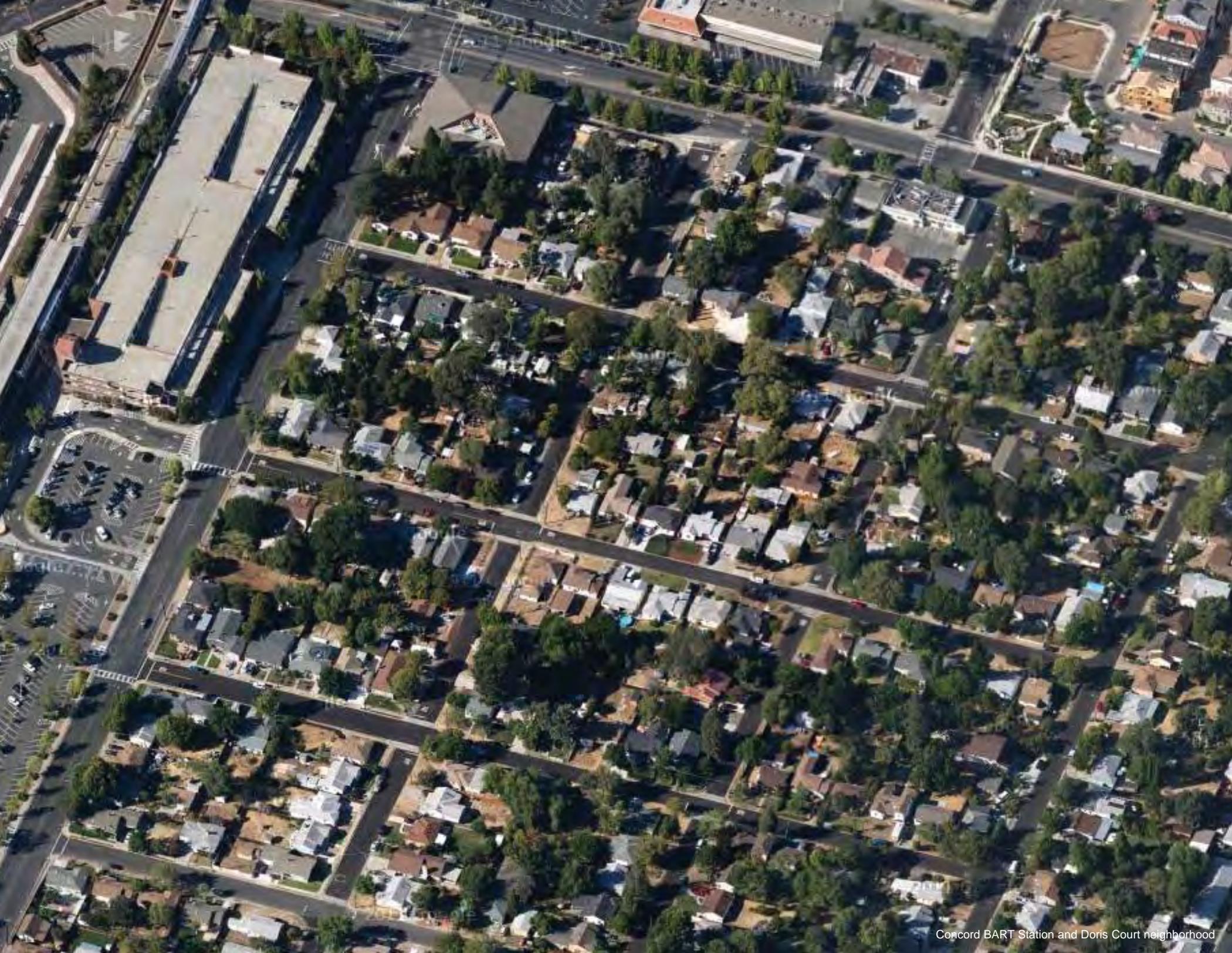


Fig 2..6 Office Lease Rates and Vacancy Rates Concord and North I-680 Market Areas



Concord BART Station and Doris Court neighborhood

03 Land Use Plan

3.1 OVERVIEW

This Section will describe briefly the Alternative Concepts that were developed during the planning phase of the project, describe the overall Urban Design Framework for the Downtown Area, and will establish the types, zoning and density and distribution of land uses of the Specific Plan for the Downtown.

Also discussed will be employment and population projections that were the basis for the amount and density for development, and specific streetscape and public space interventions that should be implemented as part of the Urban Design Framework development for the Downtown; a description of building character and densities that will be the basis for Design Guidelines in Section 4, and a description for affordable housing and its incorporation into the overall plan for the Downtown.

General Plan Land Use Goals

The City of Concord's General Plan contains the following Land Use Goals as they specifically pertain to the Downtown. It is the intent of the Specific Plan to follow the General Plan's goals and policies regarding Land Use. The following descriptions in this Land Use section will outline how the proposed land uses and urban design proposals specifically address the stated Goals.

Conformance to General Plan Land Use Goals and Policies

The following is a summary of how the proposed Land Use and Open Space Program addresses the City's major General Plan Goals and Policies for the Downtown.

Preserve and Enhance Neighborhood Character

The Specific Plan has land use decisions that reinforce and capitalize on neighborhoods strengths and benefit neighborhood identity and scale. The new development near BART and infill development within the Todos Santos Neighborhood are intended to provide density, but at the scale of existing development.

The Plan identifies opportunities for public/private cooperation and City actions for the mitigation of noise, traffic, and other potential conflicts between commercial uses, multi-family residential uses, and single family residential neighborhoods. The Plan proposes new development to conform to existing zoning consistent with the General Plan Environmental Impact Report.

The Specific Plan proposes a variety of housing types on infill development sites, such as townhomes, courtyard apartments, and live work lofts. New amenities and services that make Concord's neighborhoods desirable places to live are reinforced and enhanced in the Downtown with new boutique retail programs adjacent to existing commercial development. For implementation actions, see LU-3 A-D, ED-2 A-B, and ED-4 in the implementation matrix, Section 7.3.

Promote Viable and Accessible Regional Centers

The Specific Plan provides for the development of regional centers that have an appealing mix of tenants and are designed with site amenities to attract customers from both local neighborhoods and region-wide communities.

The Park & Shop represents such a center and the land use goals for the Plan recognize the current viability of the center. The Plan envisions the center's transformation/reuse to a larger commercial center for the long-term future.

Limited new proposed commercial/office development for the Downtown is intended to expand and enhance the variety of goods and services and is primarily centered around major streets and transit. For implementation actions, see LU-3 I and ED-1 through ED-6 in the implementation matrix, Section 7.3.

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Develop Identifiable and Distinctive Districts within Central Concord

The Specific Plan promotes the Downtown as the economic, social, symbolic, and historic center of the City. The proposed programs and infrastructure investments will continue to expand the Downtown's role as a focal point for business, entertainment, dining, cultural, and civic gatherings.

New improvements for streetscape involves unifying the downtown and its pedestrian amenities, including integrating uses, activating ground floors, and developing key green streets and connections between existing spaces.

The BART station area has been identified as a Transit Overlay Zone and will help provide a key focus for transit riders as well as serve as an identifiable gateway for the City. For implementation actions, see LU-3 C-D, ED-2 A-B, ED-3 C-D, and ED-6 in the implementation matrix, Section 7.3.

Establish a dynamic and diversified office sector

The goal of the Specific Plan is to maintain and expand commercial/office uses within the Downtown in order to provide a resilient economic base for the City. For implementation actions, see LU-2 B-C, LU-3 D, ED-1 C, G-I, ED-3 C and ED-4 C in the implementation matrix, Section 7.3.

Promote Well Designed Development/High Quality Urban Design

The Plan proposes, through Design Guidelines and Public Realm improvements, a cohesive, well-integrated, functional Downtown and ensures compatibility with appropriate height transitions, setbacks, screening, and buffering for uses.

New attractive public spaces such as the BART Plaza, Grant Street improvements, and Salvio Street are proposed to be important backbones of the Downtown and be attractive, inviting public spaces and streets that enhance the image and character of the Downtown. For implementation actions, see ED-2 A-B and E, I-1 A, and I-2 A, D-F in the implementation matrix, Section 7.3.

Preserve Premier Parks and Recreation Facilities

The Specific Plan promotes the preservation of existing open spaces, such as Todos Santos Plaza and Ellis Lake Park, and proposes the addition of the BART Plaza and connecting adjacent open spaced by a greenway trail beneath the BART railway. Enhanced streetscape is proposed to link key spaces and enhance pedestrian access throughout the Downtown. For implementation actions, see T-1 B, I-1 A-B, and I-2 A and F in the implementation matrix, Section 7.3.

City of Concord Housing Element

From the City of Concord Housing Element, the General Plan identifies current housing conditions and needs as follows:

- Household size has varied little over a number of years at 2.7 persons per household
- The City has a lower median income and lower educational attainment rate when compared to the County as a whole
- The housing make-up has stayed the same over the years, with the percentage of single family homes (60%), multi-family homes (30%) and the others remaining constant
- The City's aging housing stock, particularly in the center of the City, demands more resources in terms of energy utilization, conservation and rehabilitation
- Rents are still lower than the surrounding areas

Housing Goals

- Provide diversity of housing supply
- Promote quality neighborhoods
- Meet special needs of the community
- Ensure equal housing opportunities
- Promote energy conservation

Within the City's housing element of the General Plan, each goal has a series of defined policies, with implementation programs for each policy as appropriate.

**Table 3.1
Existing Residential Units**

Housing Units	Estimated Occupied Units	Persons/ Unit	Estimated Population
4,429*	4,123	2.6	10,700 residents

*includes 179 units of planned Renaissance II

**Table 3.2
Existing Office Building Area**

Type	Total Area (SF)	Vacant (%)#
Class A	2,200,000	20%
Class B	400,000	10%
Class C	240,000	4%
Total Office in PDA	2,840,000	17%
Total capacity for new employees in existing commercial space		9.278

**Table 3.3
Existing Retail Building Area**

Type	Total Area (SF)
Park + Shop	458,000
All other	1,042,000
Total Retail Area in PDA	1,500,000

3.2 SUMMARY OF ALTERNATIVES PROCESS

DEVELOPMENT OF ALTERNATIVES

Three land use alternatives were developed for the Specific Plan area, based on the existing conditions analysis, project vision and the feedback received previously through the community outreach process. These alternatives feature land use options and circulation improvements that are consistent with the community’s vision and goals, while weighing the results of the market demand analysis.

Scenarios have been developed to support multi-modal circulation, and address opportunities for intensification, type and quantification of development and TOD-oriented parking strategies. Four key development sites were identified at the outset of the project for consideration during the alternatives design phase. Best fit alternatives have been studied for these key sites, along with other opportunity sites identified by City Staff and the consultant team. These test fits provide information on total development yields, mix of uses and traffic impacts.

The alternatives contrast different overall land use compositions, floor area ratios (FAR) and development densities. Each of the three alternatives includes a summary of development potential. Potential new population and employment figures have been estimated for each alternative.

Existing Development Areas

Existing residential, retail and office development within the Downtown Study Area is shown in Figure 3.1 and Tables 3.1-3.3. Total development in the PDA is estimated based on secondary sources of information. Sources included data from slightly outside of the PDA’s boundaries. Estimates shown illustrate the scale of development in the PDA in 2011 rather than absolute amount of development.

The three proposed Alternatives have been designed to redevelop Downtown Concord to be a major destination, district and place for the community. A number of major urban design strategies are integrated in all the proposed alternatives to promote a more walkable, pedestrian-oriented and economically vibrant community for all who will live and work in the downtown.

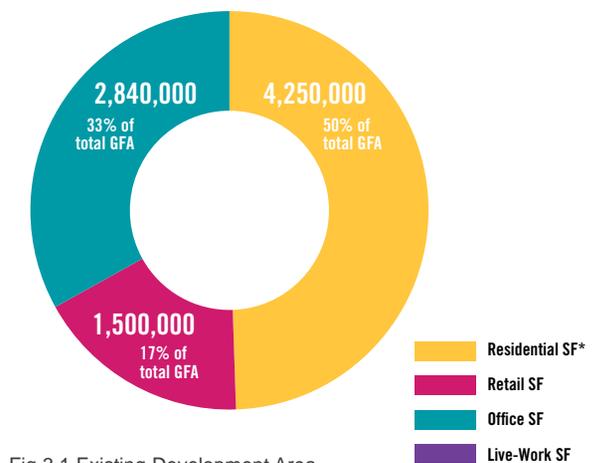


Fig 3.1 Existing Development Area

*assuming average unit size of 1,000sf

DOWNTOWN CONCORD SPECIFIC PLAN

ALTERNATIVE A – JOBS FOCUS

Specific to Alternative A is a focus on developing additional office space to attract new businesses and employment opportunities to Downtown Concord. Leveraging valuable proximity to BART, this alternative would increase the number of regional commuters employed in Downtown Concord. New office space is clustered around the BART station and Highway 242, the two most accessible areas to the site via public transit and vehicle travel.

Office building heights average six stories, with an emphasis on transparent and active ground-floor facades. Complementary ground-floor retail, especially along Grant Street, would add vibrancy and create a truly mixed-use and attractive employment district. Publicly accessible courtyards and plazas within office blocks would be encouraged to increase mid-block connections and access to high-quality open space.

ALTERNATIVE B – HOUSING FOCUS

Alternative B strategically increases the amount of residential units in Downtown Concord. Responding to trends that show increased desire to live close to public transit and retail and employment uses within walking distance, this alternative expands lifestyle options for existing and new Concord residents. Higher residential densities are located on and around BART parcels, within a 10-minute walk of transit, and around Todos Santos Plaza. A small amount of new office space reinforces this new residential development.

Complementary ground-floor retail, especially along Grant Street, would add vibrancy and create a truly mixed-use and attractive neighborhood. Mid-block open space connections would be encouraged in order to shorten walking distances and increase permeability of access between key neighborhood destinations.

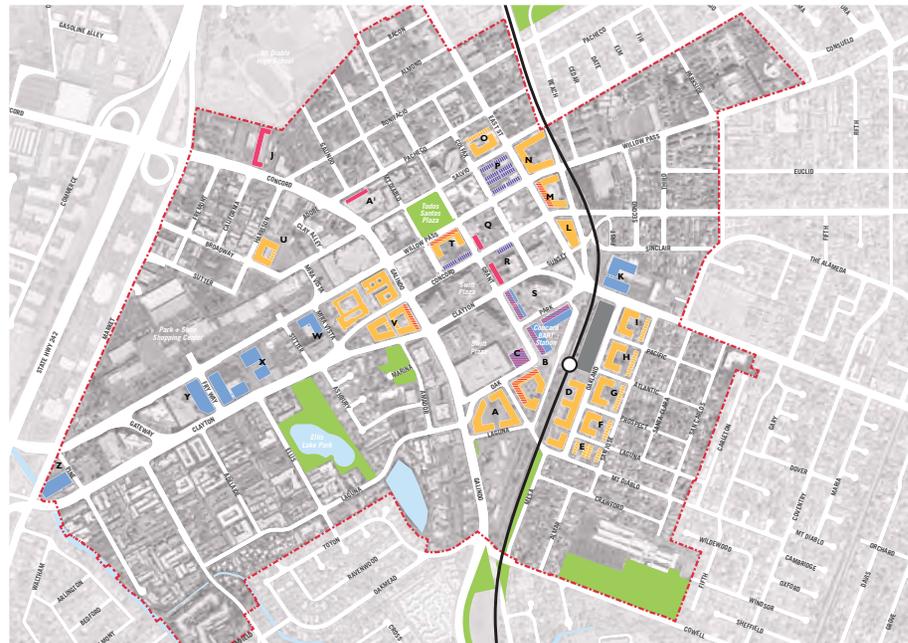


Fig 3.2 Alternative A

ALTERNATIVE C – LIVE/WORK BALANCE

Alternative C proposes a tactical balance of new office and residential development. This alternative would increase both employment opportunities and living options within Downtown Concord. Both commuters and new residents would benefit from the study area’s valuable proximity to BART. New office space is clustered around the BART station and Highway 242, the two most accessible areas to the site via public transit and vehicle travel, while key portions of these areas would also be dedicated to new housing.

Both office and residential buildings should limit setbacks and feature transparent and active ground-floor facades. Complementary ground-floor retail, especially along Grant Street, would add vibrancy and create a truly mixed-use neighborhood. Publicly accessible courtyards and plazas within office blocks, as well as mid-block open space connections through residential blocks would be encouraged in order to increase permeability and shorten walking distances between key neighborhood destinations.

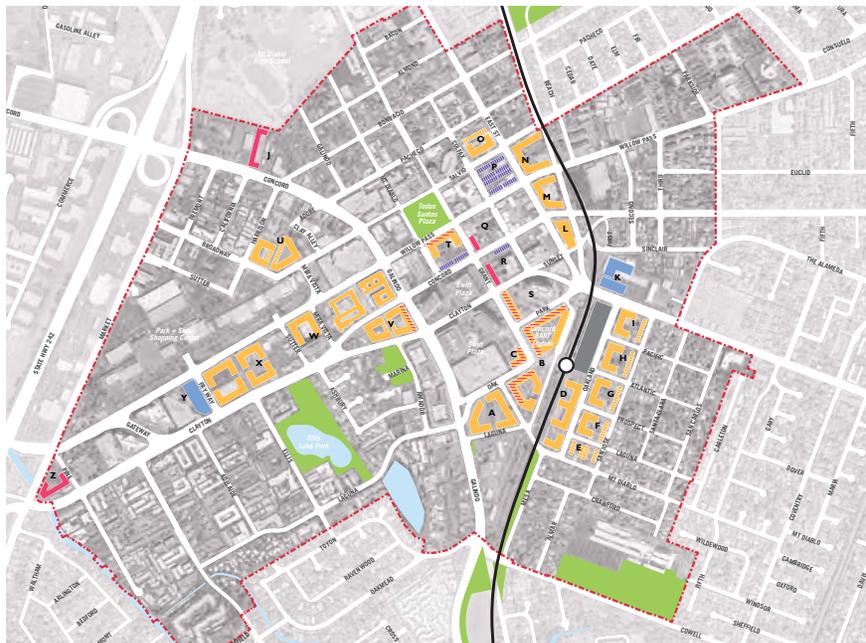


Fig 3.3 Alternative B

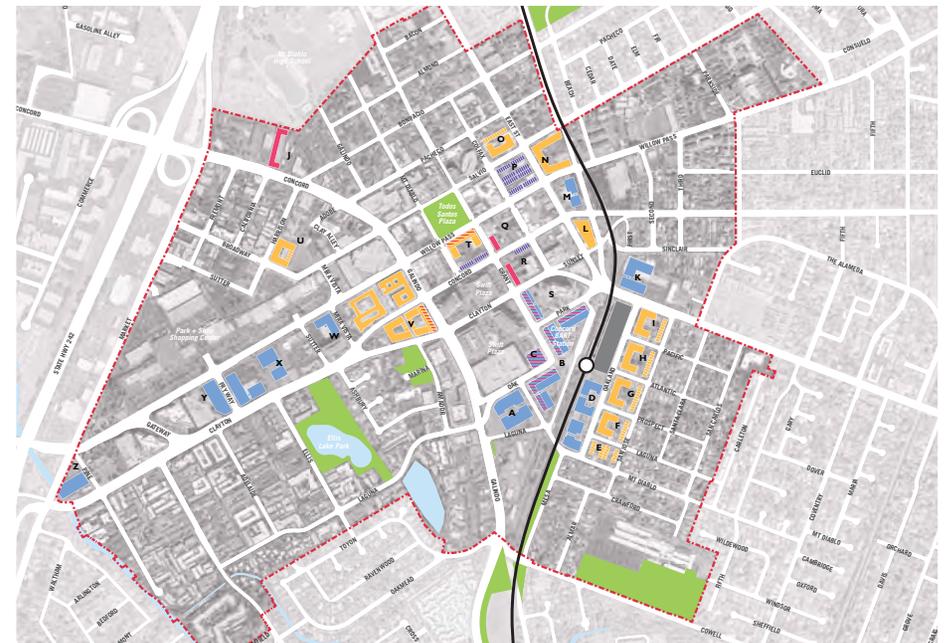


Fig 3.4 Alternative C

DOWNTOWN CONCORD SPECIFIC PLAN



Fig. 3.5 Specific Plan districts



Pedestrian-friendly Todos Santos sidewalk arcade



BART western surface parking lot

3.3 URBAN DESIGN FRAMEWORK

The Specific Plan and its associated land uses consist of a strong Urban Design Framework to create a vibrant public realm and sense of pedestrian orientation and identity within the Downtown. This is critical to help bring new development and investment into the Downtown. Primary concerns are to create strong linkages between the various areas of the Downtown and BART, and create a strong urban form that will activate ground floor uses and create activity along city streets. The key urban design strategies take advantage of the existing open spaces, historic structures, streets and blocks within the Downtown.

URBAN FORM

The urban form around Todos Santos is defined by buildings ranging from low rise/single story to three stories and has active ground uses that support the activity and vitality of the plaza. Higher density office commercial is predominantly situated near the BART station and Clayton Road. These tall buildings do provide a sense of skyline to the City and surround Todos Santos Plaza on three sides, creating a low rise/pedestrian center to the City.

On many parcels in the downtown that are in transition there are large differences in scale that create a strongly fragmented character to the urban fabric.

The BART station and associated track creates a significant divide within the urban form of the city, where higher density commercial programs exist on the northern side, while single family residential exists to the south. The length of the station platform and associated track way limits good connections between these two distinct portions of the project area.

Areas that surround an existing open space, such as Todos Santos Plaza and Ellis Lake Park have a strong neighborhood feel and sense of place that provide a unique setting for development. These are well enjoyed assets by the residents of Concord that the Specific Plan can build upon.

Residential neighborhoods such as North Todos Santos have strong character and walkability. Where these neighborhoods meet the commercial zones, there are opportunities for higher density housing/larger footprint buildings that can help contribute and transition to the surrounding neighborhoods.

DOWNTOWN CONCORD SPECIFIC PLAN



Fig. 3.6 Overall Illustrative plan

URBAN DESIGN STRATEGIES

The Specific Plan assumes that a strong urban character and sense of identity is important for the revitalization of the Downtown. Through the planning process, the following key strategies have been identified for implementation. These strategies are articulated in greater detail in the Public Space and Streetscape Proposals section of this Plan. The strategies are:

- Redevelop the BART station area as a mixed-use area with higher density development that will take advantage of the major transit opportunities in the area, as well as its proximity to the existing downtown and Todos Santos Plaza.
- Provide higher density residential and commercial developments on underutilized and vacant sites that are located in the downtown and near major transit stops. Higher development densities will accommodate more residents in Downtown Concord, support additional retail and economic activity, sustain and/or increase BART ridership, increase public safety and create an overall more vibrant quality of life.
- Specific development emphasis to be at the BART station, Todos Santos Plaza, the Park and Shop, and the sites between Willow Pass Road and Clayton Road.
- Provide a greater diversity of housing and development types including market rate and affordable apartments, condominiums, townhomes and live-work lofts.
- Enhance the streetscapes on key streets that link major open spaces and destinations throughout the downtown.
- Redevelop Grant Street as a key linkage between the BART station and Todos Santos Plaza. This street will allow for better visibility and pedestrian orientation, as well as being a vital commercial link. It will be designed to provide more consistent travel lanes, bikeway and parking to promote more vitality along its length
- Redesign the entrance to the BART station to provide easier accessibility and visibility from Grant Street. Open the connection between the east and west side of the BART station to allow for more pedestrian access from adjacent residential neighborhoods.
- Develop the area below the BART tracks as a new pedestrian/bike path open space to complete the connection and to facilitate ease of access to the BART station from other underserved areas of the downtown.
- Define a new district for the downtown around the Pacheco Adobe and Clay Alley as new mixed-use retail environment (restaurants, artisanal local retailers, small-scale art and music venues, etc.) to take advantage of the existing investments such as the movie theatre, Salvio Street streetscape improvements and the nearby parking garages.
- Develop Salvio Street between the Park & Shop and Todos Santos Plaza as a new commercial street and connection to the western area of the downtown. Salvio Street was historically Concord's "Main Street" and the plan alternatives attempt to revitalize this street to reclaim its importance in the downtown.

DOWNTOWN CONCORD SPECIFIC PLAN

GREEN STREETS FRAMEWORK

The City's setting, within a valley surrounded by gently sloping foothills and crossed by creeks, includes natural resources that are important, not only for their aesthetic value, but also for improved environmental quality, habitat protection and water resources.

In addition, using open space within the project area to foster a sense of community, affords current and future residents an understanding of the City's natural setting and native topography, and will help to provide an important amenity to attract people to live and work in the project area. The project area contains Todos Santos Plaza, Ellis Lake Park, and Swift Plaza as major open spaces to be connected. Other areas, such as the BART Linear Park, provide open space opportunities, although are not officially designated public open spaces.

Todos Santos Plaza is the primary open space within the Downtown, but in order to support new land uses the Specific Plan proposes new plazas at the BART station, a new plaza around the Pacheco Adobe, and development of strong streetscape program that will provide a high degree of walkability in and around the various destinations of the Downtown.

The proposed open space framework connects existing parks and open spaces through green streets, pedestrian and bicycle paths and improved landscaping. Improved open space below the BART rail line will increase safety and provide regional connections to the north and south. New pedestrian connections across Willow Pass and Clayton Roads will connect the Ellis Lake neighborhood to shopping and employment areas.

The Specific Plan proposals for new streetscapes incorporate a comprehensive "Complete Streets" approach for key streets within the Downtown to enhance connectivity and provide for better pedestrian and bicycle opportunities. This policy has already been adopted by the City of Concord. Key streets for redevelopment are Grant Street, Salvio Street, and Willow Pass between Galindo and East Streets.



Green Street



Ohlone Greenway, East Bay



Green Street, Portland



Pedestrian & Bicycle Greenway



Fig. 3.7 Green Streets framework

3.4 LAND USE AND PROGRAM

Following a public comment period, on July 22nd, 2013 the DSC arrived at the Preferred Alternative based on the analysis and evaluation methodology outlined in Section 8 and Table 8.1. The Preferred Alternative represents most of the land uses and development program shown in Alternative B—Housing Focus (see Figure 3.3). This Land Use and Program section describes this preferred Specific Plan in detail.

The key goals for the Specific Plan as they relate to land use are the following:

- Provide a variety of living opportunities through a range of housing types and prices
- Create a thriving local economy by mixing uses; boutique shops, restaurants, and cultural destinations with larger scale office uses.
- Promote high quality infill development that successfully integrates the new with the existing

The Land Use Plan strategically increases the amount of residential units in Downtown Concord. Responding to trends that show increased desire to live close to public transit and retail and employment uses within walking distance, the Plan proposes that, by expanding housing availability and options within the downtown, it will develop new vibrancy and pedestrian activity.

Higher residential densities are located on and around BART parcels, within a 10-minute walk of transit, and around Todos Santos Plaza. A small amount of new office space reinforces this new residential development.

Complementary ground-floor retail, especially along Grant Street, would add vibrancy and create a truly mixed-use and attractive neighborhood. Safe mid-block connections would be encouraged in order to provide a safe, short walking distance and increase permeability of access between key neighborhood destinations.

The following plan (Figure 3.10) illustrates the major land uses and program that is proposed for the plan. Given that the Downtown has an existing development framework with streets in the place, land use and development was considered based upon market analysis, how best to leverage transit options, and how to take full advantage of existing amenities such as Todos Santos Plaza.

KEY OPPORTUNITY SITES

Key opportunity sites located within the study area have the potential to act as catalysts for additional infill development. The City's Housing Element (Nov. 2010), identified 33 vacant and underutilized sites within the Downtown PDA boundaries projected to accommodate approximately 2,480 units. Several additional downtown sites, not previously identified, could accommodate an additional 420 to 600 units.

The Successor Agency to the Redevelopment Agency owns four key sites shown in Figure 3.8 including: 1) the Oak Street Site; 2) the Masonic Temple Site; 3) the Concord Ave. Site; and 4) the Pine Street Site. These sites have potential to be developed with a wide range of housing types and employment center projects and would provide the critical mass necessary through increased densities to attract residents and employers alike.

Given the Successor Agency's ownership of these sites, development of these sites should be considered as first phase implementation strategy. City staff prepared a Long Range Property Management Plan that governs the disposition of these former Redevelopment Agency properties. The Successor Agency Board recommended approval to the Oversight Board in December 2013, and the Oversight Board approved the Plan in February 2014 and the Plan was forwarded to the State Department of Finance for review.

DOWNTOWN CONCORD SPECIFIC PLAN

BART STATION AREA

The BART Station is a major area for development. Given the large areas of undeveloped land that are adjacent to the BART station, this is a primary area for investment. The Successor Agency currently owns a group of parcels totaling approximately 4 acres directly adjacent to the BART station, currently used as surface parking. The lots represent a substantial amount of potential land development.

Having a strong transit-oriented development in this area with higher density residential and mixed-use buildings would provide a key destination within the Downtown and help to revitalize Grant Street as an important pedestrian street and major gateway and connection into the Downtown. Key active commercial uses such as retail, an athletic club or other compatible uses could activate Grant Street.

Some mixed-use office use could be supported as well in the area, but given the current vacancies of the existing office spaces in the area, residential uses would be more suitable to meet market demand.

TODOS SANTOS PLAZA

Todos Santos Plaza is the historic heart of the downtown. Although it is surrounded primarily by retail and office uses, the Plan proposes to introduce more residential into the area and adjacent to the Plaza. Having more residents living directly adjacent to the Plaza and all its existing activities will help to develop more vitality and more people who support the local retail.

This area is only a short walk to the BART station and other transit options making it highly desirable

as a potential transit-oriented development. Opportunities to provide more live-work uses/loft type buildings should be considered in the area as the Plaza is a draw and destination for many different types and ages of people. As will be discussed in the Affordable Housing Strategy section of this Plan, it is a key goal to provide a diverse mix of housing types and affordability levels to support a wide range of population within the Downtown. The City should also consider incentivizing the development of key housing prototypes/unique housing structures that could become catalysts for other types of housing units in the Downtown.

GRANT STREET

Grant Street is the primary connection from Todos Santos Plaza to the BART station, it is important that underutilized/vacant sites (such as the blocks along and between Willow Pass) have residential uses/ground floor retail that can be successful in activating the street. These interventions should be implemented in tandem with a comprehensive streetscape strategy along the corridor.

SALVIO STREET/PACHECO ADOBE

The redesign of Salvio Street is predicated upon centering mixed-use development around the historic Pacheco Adobe, creating wider sidewalks, and utilizing the area along Clay Alley to create a different and smaller scale retail/outdoor dining environment and destination within the Downtown. New higher density mixed-use development is proposed for both sides of Salvio Street and around the Pacheco Adobe where opportunities exist.

Given the area's proximity to the Park & Shop, the existing restaurants and retail near the movie theatre, and Salvio's direct connection to Todos Santos Plaza, this area has a great opportunity for redevelopment. There is already an established residential neighborhood in the area and enhancing this area with all its existing key assets would help bring a significant amount of people into the Downtown.

PARK & SHOP

This area within the Downtown represents a significant amount of redevelopment potential. Although the current retail supports an existing clientele and generates adequate tax revenues, given its location to the freeway and its proximity to Todos Santos, it is considered an underutilized site.

In the Specific Plan, both a Phase 1 and Phase 2 plan is defined. Phase 2 consists of the Park & Shop properties. Given the importance of size and scale of the area, the Plan has noted the development on this area as a separate phase.

The Plan recognizes that there are many long-term leases and property owners associated with the site, and so short/mid-term development is unlikely, but the City should consider this site as part of its longer term vision for the Downtown.

The site is large enough to accommodate both commercial/office/retail and higher density residential development. Given its proximity to the freeway, more visible commercial/retail would be more suitable- such as larger format retail and higher density commercial office buildings.

CULTURAL AND HISTORIC RESOURCES

The project area has a rich collection of historic sites and spaces that recall Concord's important role in the formation of the area. Many of the historic resources in Concord that date back to the days of its founding are located near Todos Santos Plaza.

Many of the historic buildings reflect its changing role through time as a center of agriculture, military activities and commercial activities. The project area contains one registered site on the National Register (Francisco Galindo House). The Specific Plan, within the urban design framework, showcases these sites, such as the Pacheco Adobe, to provide a continued visual sense of history of the Downtown.

SCHOOL AND COMMUNITY FACILITIES

The General Plan for the City of Concord states that, given the limited amount of suitable vacant land available and the fact that most schools have sufficient capacity to absorb the projected growth, no new sites for school facilities are proposed within the Specific Plan area. Schools in the project area include Olympic High School and Meadow Homes Elementary School. The Central library is located at 2900 Salvio Street, adjacent to City Hall, and is an important community facility for the project area.

SPECIAL LAND USE TOPICS

Community members expressed interest in limiting certain types of uses for a variety of reasons, including limiting competition with independent retailers, limiting uses that can generate higher amounts of traffic, such as big-box retail, and ensuring a desired retail mix in the Downtown.

Several mechanisms exist for limiting uses that might otherwise dominate the land use mix and impede desirable uses in particular area, including:

- Limiting the size of specific types of uses (i.e. individual establishments). This has the advantage of being relatively simple to enforce through individual building permits.
- Limiting the number of specific types of uses (e.g. no more than 'x' number of fast food chains in the project area)
- Limiting the total square footage of specific types of uses in a particular area (no more than x amount of commercial/office square footage).

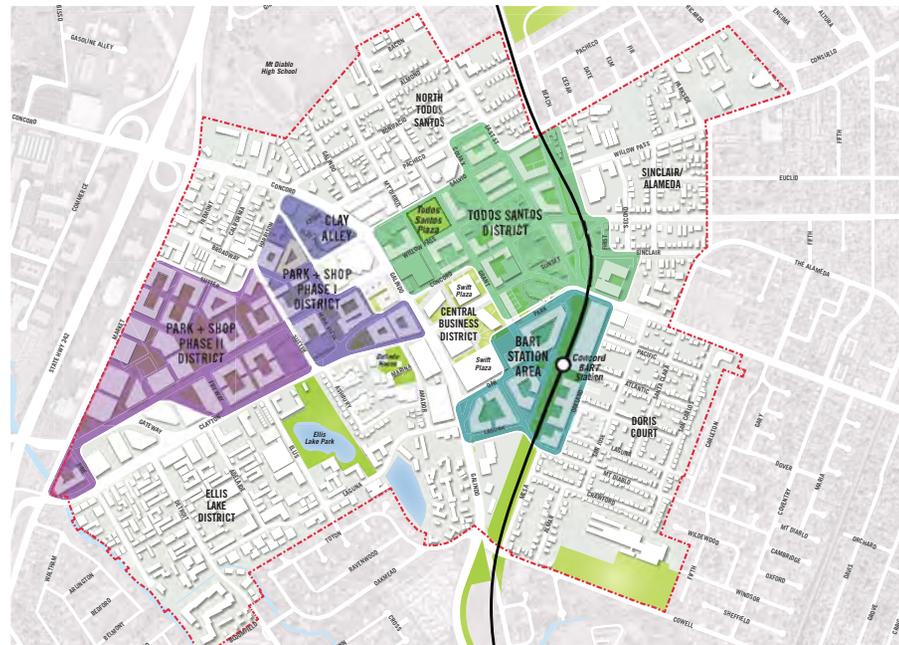


Fig 3.9 Specific Plan districts



Fig. 3.11 Specific Plan Phase I Building Use

DOWNTOWN CONCORD SPECIFIC PLAN



**Table 3.4
Preferred Alternative New Development Program (Phase 1 - 2020 Projection)**

		GFA	FAR			GFA	FAR
Block A*	RESIDENTIAL	271,767	2	Block S	RETAIL	15,048	2.0
Block B	RESIDENTIAL	425,105	2.0		RESIDENTIAL	58,122	
	RETAIL	59,123		Block T	RESIDENTIAL	112,689	2.2
Block C	RESIDENTIAL	46,974	2.3		RETAIL	12,074	
	RETAIL	12,779			MIXED-USE (live-work)	75,600	
Block D	RESIDENTIAL	260,528	1.7	Block U	RESIDENTIAL	263,875	2.4
	PARKING STRUCTURE	319,488		Block V*	RESIDENTIAL/HOTEL	242,457	1.7
Block E	RESIDENTIAL	66,576	2.2		RETAIL	11,309	
	RETAIL	17,680		Block W	RESIDENTIAL	153,992	2.2
Block J	RETAIL	50,578	1.2	Block X	RESIDENTIAL	477,732	2.2
Block K	OFFICE	327,666	2.9	Block Y	OFFICE	258,738	3.3
Block L	RESIDENTIAL	119,284	3.1	Block Z	RETAIL	24,285	0.4
Block M	RESIDENTIAL	106,527	1.6	Block A1	RESIDENTIAL	95,354	2.2
Block N	RESIDENTIAL	143,316	1.4		RETAIL	20,880	
Block O	RESIDENTIAL	58,584	0.8	Block A2	RETAIL	12,490	1.0
Block P	MIXED-USE (live-work)	201,600	2.2	Block A3	RETAIL	7,269	1.0
Block Q	RESIDENTIAL	63,558	2.1	Housing Units			
	RETAIL	16,175		Apartments	Townhomes	Work-Live Lofts	Total
	MIXED-USE (live-work)	25,200		3,120 units	95 units	250 units	3,465 units
Block R	RESIDENTIAL	81,150	2.2	8,680 residents			
	RETAIL	21,487		2,900 employees			
	MIXED-USE (live-work)	25,200					

*These residential parcels may include compatible hospitality uses

Residential density 50du/acre –130du/acre (assuming average 1,000sf unit), based on average allowed Concord Development Code residential densities



Fig. 3.14 Specific Plan Phase II Building Use

DOWNTOWN CONCORD SPECIFIC PLAN

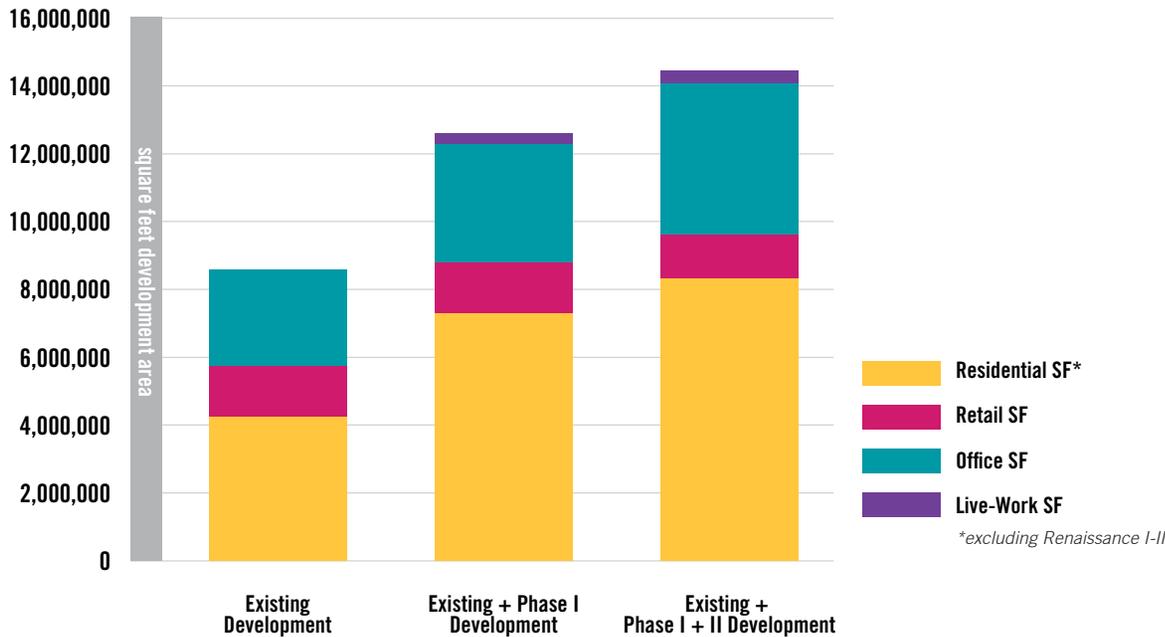
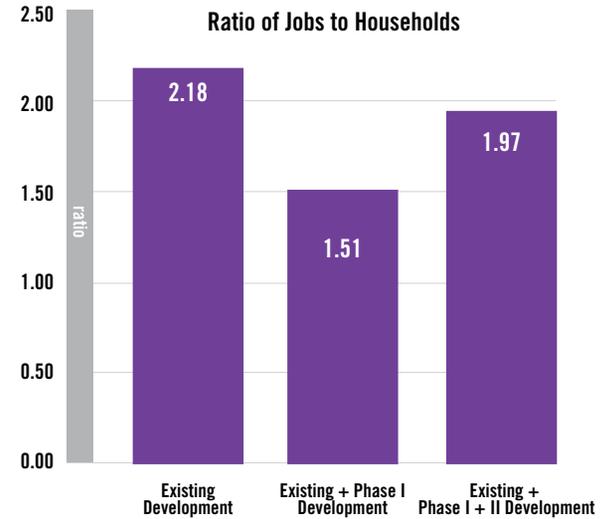
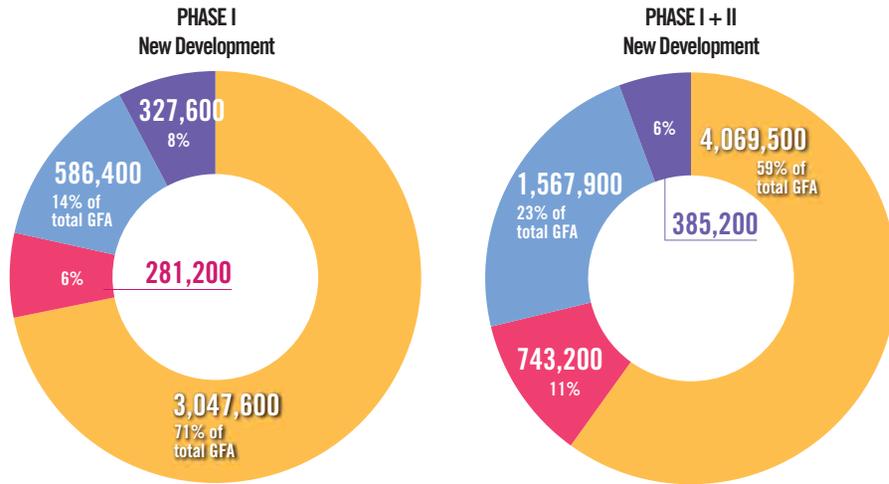


Fig 3.15 Specific Plan Development Area Charts

**Table 3.5
Preferred Alternative New Development Program (Phase 2 - 2040 Projection)**

		GFA	FAR			GFA	FAR
Block A*	RESIDENTIAL	271,767	2.0	Block U	RESIDENTIAL	263,875	2.4
Block B	RESIDENTIAL	425,105	2.0	Block V*	RESIDENTIAL/HOTEL	242,457	1.7
	RETAIL	59,123			RETAIL	11,309	
Block C	RESIDENTIAL	46,974	2.3	Block W	RESIDENTIAL	153,992	2.2
	RETAIL	12,779		Block X	RESIDENTIAL	477,732	2.2
Block D	RESIDENTIAL	260,528	1.7	Block Y	OFFICE	258,738	3.3
	PARKING STRUCTURE	319,488		Block Z	RETAIL	24,285	0.4
Block E	RESIDENTIAL	66,576	2.2	Block A1	RESIDENTIAL	95,354	2.2
	RETAIL	17,680			RETAIL	20,880	
Block J	RETAIL	50,578	1.2	Block A2	RETAIL	12,490	1.0
Block K	OFFICE	327,666	2.9	Block A3	RETAIL	7,269	1.0
Block L	RESIDENTIAL	119,284	3.1	Block A4	RESIDENTIAL	130,420	1.5
Block M	RESIDENTIAL	106,527	1.6		MIXED-USE (live-work)	57,600	
Block N	RESIDENTIAL	143,316	1.4		RETAIL	16,011	
Block O	RESIDENTIAL	58,584	0.8	Block A5	RESIDENTIAL	62,835	1.3
Block P	MIXED-USE (live-work)	201,600	2.2	Block A6	RESIDENTIAL	385,118	1.0
Block Q	RESIDENTIAL	63,558	2.1		RETAIL	58,377	
	RETAIL	16,175		Block A7	RESIDENTIAL	191,904	1.3
	MIXED-USE (live-work)	25,200		Block A8	RESIDENTIAL	251,632	1.8
Block R	RESIDENTIAL	81,150	2.2	Block A9	OFFICE	981,478	3.8
	RETAIL	21,487			RETAIL	387,628	
	MIXED-USE (live-work)	25,200			PARKING STRUCTURE	107,181	
Block S	RETAIL	15,048	2.0	Housing Units			
	RESIDENTIAL	58,122		Apartments	Townhomes	Work-Live Lofts	Total
Block T	RESIDENTIAL	112,689	2.2	3,500 units	220 units	300 units	4,020 units
	RETAIL	12,074					10,100 residents
	MIXED-USE (live-work)	75,600					7,720 employees

*These residential parcels may include compatible hospitality uses

Residential density 50du/acre –130du/acre (assuming average 1,000sf unit), based on average allowed Concord Development Code residential densities

DOWNTOWN CONCORD SPECIFIC PLAN



Fig. 3.16 Illustrative Plan - Phase II



Fig. 3.17 Illustrative Plan - Phase II

3.5 ZONING

Land Use Intensity of Uses

In addition to the study of the current Zoning and the current land use, the project area has different zones that have varied intensity of use. This intensity is being defined in terms as a combination of density (number of units) as well as height (floors of buildings). The area northwest of the BART station and between Clayton/Willow Pass Roads has the highest intensity. These are primarily office and commercial uses.

A few blocks north of Todos Santo Plaza, areas north of the *Park and Shop* Shopping Center and the residential neighborhood in the Ellis Lake District are generally multi-family/higher density residential with interspersed commercial buildings.

The other portions of the project area, including the *Park and Shop* Shopping Center, North Todos Santos and the residential neighborhood that is southeast of the BART station are defined as low intensity use areas.

The basis of the land use proposals for the Downtown Specific Plan is set forth within the General Plan. The Zoning designations within the Downtown include the Downtown Pedestrian, Downtown Mixed Use, Medium Density Residential, High Density Residential, and Open Space districts. The project area contains many different zoning classifications and allowances. Figures 3.18 and 3.19 outline the existing and proposed Land Use and Zoning designations.

The proposed land uses are developed in accordance with the City of Concord General Plan (amended 2012) and 2012 Development Code. The Specific Plan recognizes that the higher allowable densities and FAR (ranging between 1.0 and 6.0) in the current code are sufficient to achieve the goals of the Specific Plan.

Users of this document are referred the City of Concord General Plan for detailed descriptions of the various Districts within the Project Area.

TRANSIT STATION OVERLAY

The City's Development Code includes a transit station overlay district for the Downtown BART Station. Incentives for additional density are provided within the area to encourage transit oriented development. This district is intended to create, preserve, and enhance the areas around the BART station by encouraging a concentrated mixture of increased residential density and commercial uses in a pedestrian oriented environment.

The development standards are intended to support transit use by ensuring access, creating a safe and pleasant pedestrian environment through promoting active uses such as shops and cafes and limiting conflicts between transit, vehicles, bicycles and pedestrians.

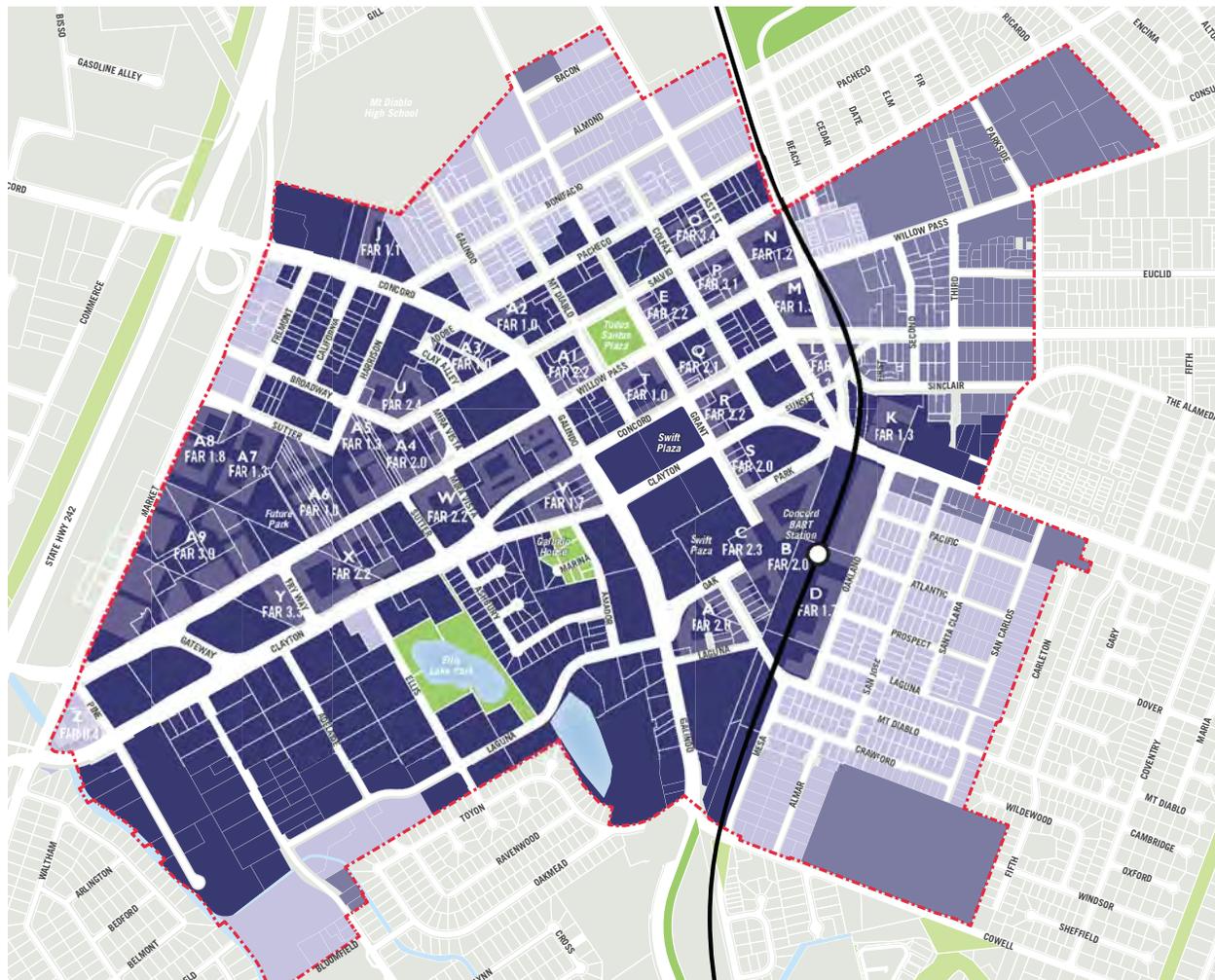
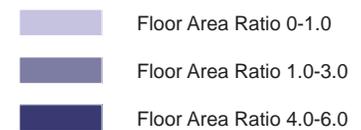


Fig. 3.18 Proposed Floor Area Ratio (FAR) by development blocks shown are within existing density allowances



DOWNTOWN CONCORD SPECIFIC PLAN

- RS6: Residential Single Family
- RS7: Residential Single Family
- RM: Residential Medium Density
- RH: Residential High Density
- CO: Community Office
- CMX: Commercial Mixed-Use
- SC: Service Commercial
- RC: Regional Commercial
- DP: Downtown Pedestrian
- NTS: North Todos Santos
- DMX: Downtown Mixed-Use
- PQP: Public/Quasi-Public
- OS: Open Space
- PR: Parks + Recreation

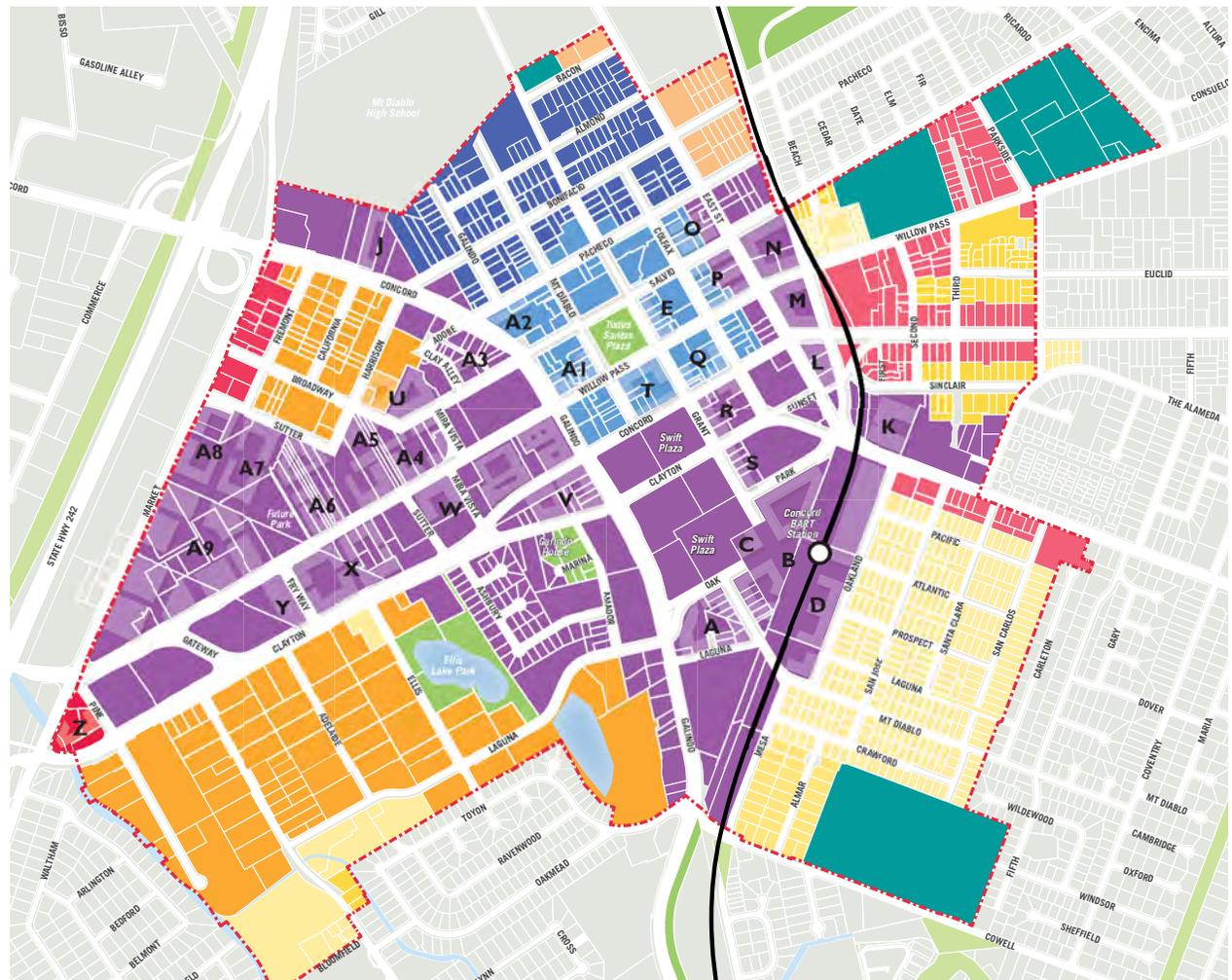


Figure 3.19 Development areas overlaid with existing zoning

3.6 PUBLIC SPACE AND STREETScape IMPROVEMENTS

GRANT STREET

Grant Street is an important connection between the BART Station Area and the downtown centered on Todos Santos Plaza. Currently the street lacks consistency in terms of the sidewalk widths, street trees, travel lanes and directions.

Given the central location of Grant Street and its station area connection, the street represents a major opportunity for revitalization efforts for new mixed-use development and street activity. This street will be considered an extension of the daily life of Todos Santos Plaza. New outdoor seating, street trees, lighting and other amenities will be provided to enhance the public life of the downtown.

The redesign of Grant Street is predicated upon providing a more consistent street width with two-way traffic, dedicated bike lanes, and wider sidewalks. New mixed-use development is proposed for both sides of Grant Street where opportunities exist.

Bulb-outs are proposed at major intersections crossing Grant Street to narrow pedestrian street crossings as well as to provide small places for sitting where opportunities exist. Potential gateway signage or markers will also be considered to improve wayfinding to and from the BART station and to more clearly identify entry into the downtown.

As part of the first implementation measures, parklets and other temporary programs such as food truck service should be considered as ways to promote street life on Grant Street until more significant investments in street improvements can be made.

DOWNTOWN CONCORD SPECIFIC PLAN

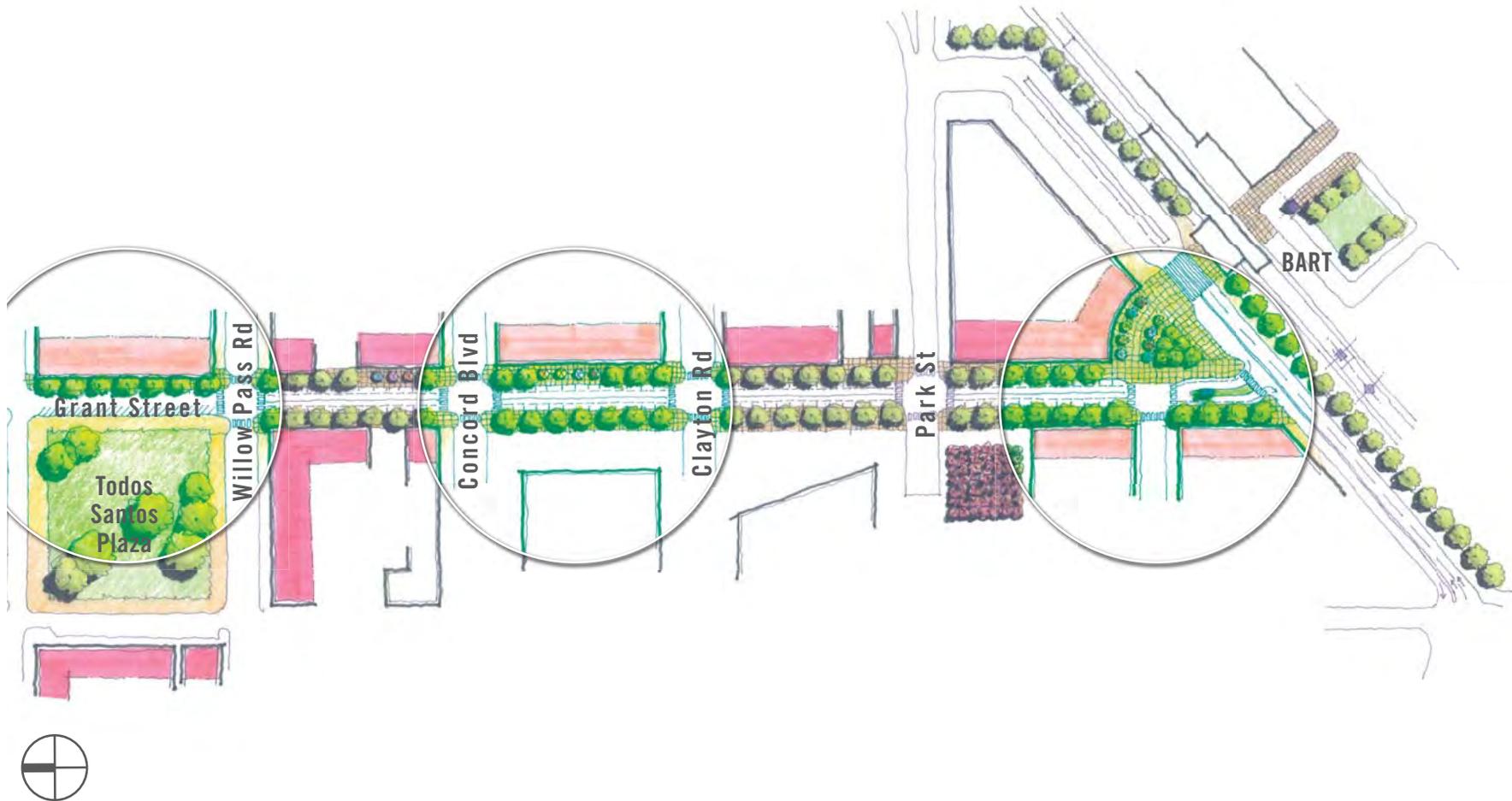
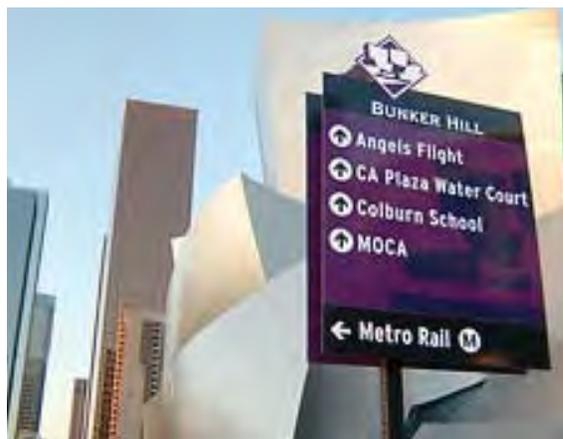


Fig. 3.20 Key nodes for streetscape improvements north to south along Grant Street



Wayfinding examples

SALVIO STREET/CLAY ALLEY

Salvio Street is an important connection between the Park & Shop and the downtown centered around Todos Santos Plaza. Currently the street lacks consistency in terms of the sidewalk widths, street trees, and providing a real pedestrian oriented destination on the west side of the downtown near the Park & Shop.

Salvio Street was historically Concord's main street. It represents a major place for revitalization efforts for new mixed-use development and street activity. This street will be considered an extension of daily and vibrant life of Todos Santos Plaza. New outdoor seating, street trees, lighting and other amenities will be provided to enhance the public life of the downtown.

The redesign of Salvio Street is predicated upon centering development around the historic Pacheco Adobe, wider sidewalks, and utilizing the area along Clay Alley to create a different and smaller scale retail/outdoor dining environment. New mixed-use development is proposed for both sides of Salvio Street and around the Pacheco Adobe where opportunities exist.

As part of the first implementation measures, parklets and other temporary programs such as food truck service should be considered as ways to promote street life on Clay Alley until more significant investments in street improvements can be made.

WILLOW PASS ROAD

For the portion of Willow Pass Road that intersects the pedestrian priority zone, there are several strategies that could be employed. The most extensive scenario would turn that portion of the roadway into one lane in each direction. There is limited capacity on parallel and intersecting routes to accommodate the additional traffic, and it would likely cause poor operations at intersections on either end of the *road diet* as vehicle flow is metered into the area¹. This would allow for any number of improvements along the segment such as widening of the sidewalks, providing on-street parking, a wider median, curb extensions, and other enhancements.

To maintain two lanes in each direction, another option would be to exempt the intersections within the pedestrian priority area from vehicle level of service benchmarks. This would permit increased pedestrian crossing times. Other potential treatments include raised crosswalks and signal timing changes that limit the speed of traffic on the roadway.

Given the small block size in the area, mid-block crossings are not recommended, however, eliminating and/or consolidating driveways from portions of Willow Pass Road as parcels develop would improve the flow of traffic. This strategy could have the undesired effect of increasing speeds, but would decrease vehicle/pedestrian conflicts at those locations.

¹ A road diet refers to eliminating a traffic lane or reducing the width of lanes.

DOWNTOWN CONCORD SPECIFIC PLAN

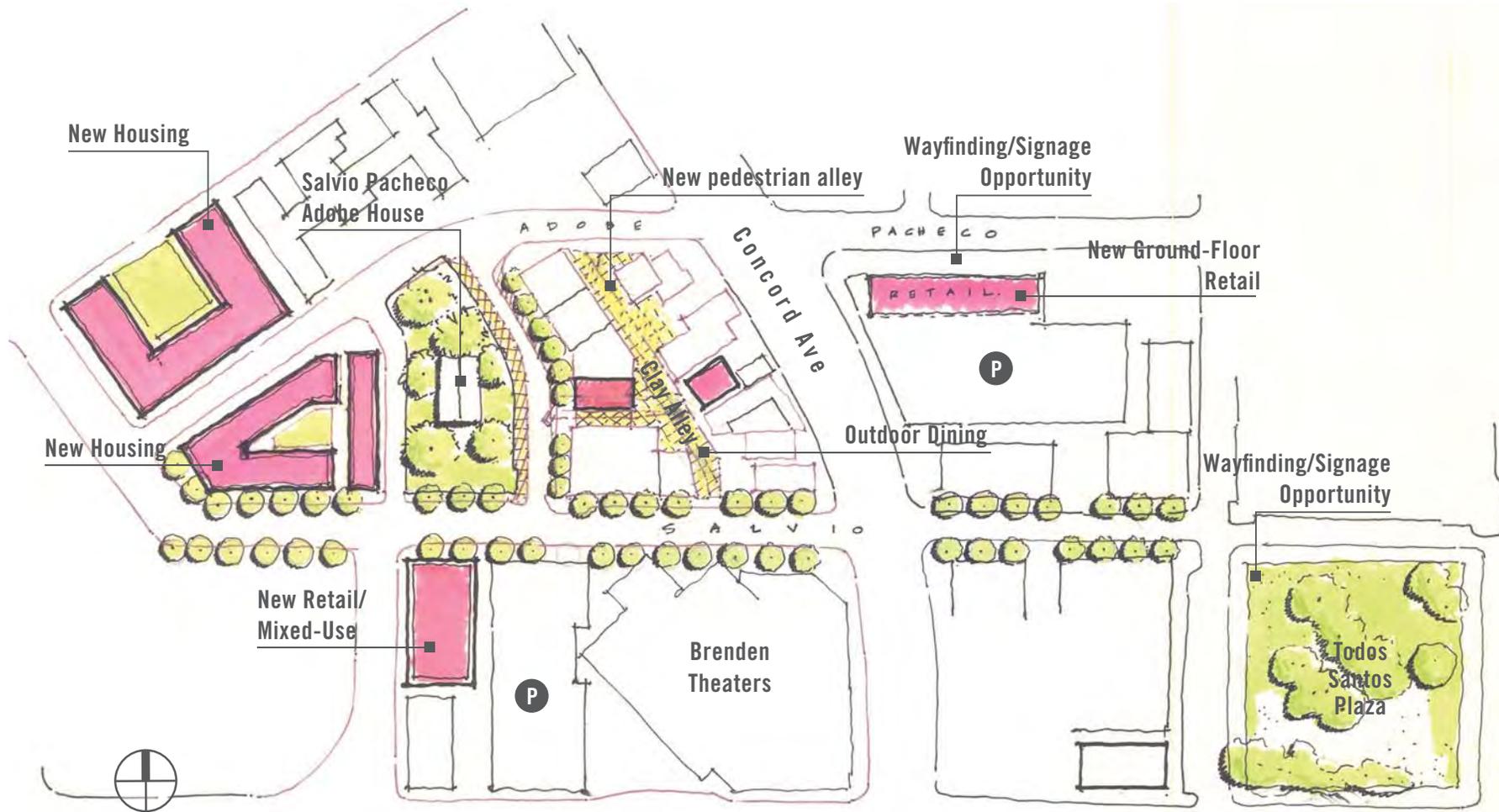


Fig. 3.21 Pacheco Street and Clay Alley new elements and streetscape improvements

OPEN SPACE/BIKE PATH ALONG BART TRACKS

The BART tracks cut through the entire Specific Plan area. One key open space proposal is to connect the existing open space/sidewalks that exist from the North Concord BART station along the Port Chicago Highway all the way to the Downtown BART Station as a linear greenway, much like similar trails in the Bay Area such as the Ohlone Greenway in Berkeley/El Cerrito.

Developing such a greenway would allow for more pedestrians/bicyclists to access BART in that it provides a more direct access route to the station. Almost all of the properties that are currently in the track's right of way are either vacant, underutilized, or exist as parking lots, making this proposal very suitable for early implementation.

SHORT TERM PUBLIC REALM INTERVENTIONS

Recognizing that streetscape and public realm improvements are costly, short term temporary strategies should be incorporated, such as Parklets, food truck alleys, and temporary paint for bike lanes. The small and underutilized parking lots in the Downtown could also be locations for pop-up style urban interventions such as small concerts, food venues, and small retail carts to provide an atmosphere much like the larger Farmer's Market that current exists at the Plaza. These strategies could be employed in key areas of the Downtown to help the City assess viability for future and more permanent public realm improvements.

WAYFINDING

Implementation of new signage as part of a comprehensive wayfinding system is recommended to direct pedestrians and bicyclists within Downtown Concord. Identifiable and well-designed signage indicating the greenway loop, as well as directions to and from key locations will assist visitors and residents alike.

Directional information and wayfinding features should be established at the BART station, directing foot traffic to the historic Downtown and Todos Santos Plaza along Grant Street. Other key destinations that would benefit from wayfinding features include historic landmarks, new Salvio Street and Clay Alley retail, Ellis Lake, and the continued greenway extension along the BART rail line.



Pedestrian wayfinding system integrated into paving

DOWNTOWN CONCORD SPECIFIC PLAN





Conceptual rendering of potential future Downtown Concord, looking north up Grant Street towards Todos Santos Plaza



3.7 ECONOMIC VITALITY

An economically vital Downtown is a place where sufficient jobs, products, and services support the community on a sustained basis. Favorable economic conditions are realized in places when human preferences for environments that include desirable activities, safety, attractive open spaces, and high-quality food are realized. The provision of attractive places for employers, residents, and visitors can catalyze a Downtown with plentiful jobs, products and services to serve a community as diverse as Concord. The private sector contributes to creating an attractive environment for all of Downtown's users by developing and operating private spaces in response to demands and consistent with City development and design codes. The public sector has a major role to play in creating, improving and maintaining an attractive Downtown with welcoming and safe public gathering and recreation spaces, functioning transportation facilities responding to different transit modes, coordinated planning, catalyst/ demonstration projects on public land, and responsive public services. The Specific Plan addresses both the private and public roles improving the Downtown's vitality.

Consistent with the City's commitment to maintaining a strong and vibrant economy, the Specific Plan complements many of the strategies defined in the City's Economic Vitality Strategy Update (2010) and the City's General Plan (Economic Vitality chapter).

CONFORMANCE TO GENERAL PLAN GOALS AND POLICIES

The following is a summary of how the proposed Land Uses and Economic Development policies address the major City of Concord General Plan Goals and Policies for the Downtown.

Goal ED: A Vibrant City Center

The economic development program and implementation policies in the Specific Plan are designed to promote the Downtown as the primary social, cultural, and entertainment center of the community. Concord's downtown plays a vital role in the City's economy and provides a niche setting for restaurants, specialty shops, small businesses, and entertainment venues. The economic policies are designed to sustain the Downtown as the commercial center and will ensure that sufficient developable commercial space is provided to meet and exceed projected job growth. Growth in employment uses and households to locations in close proximity to the BART station that encourages multi-modal trips and additional pedestrian traffic, is a vital requirement for successful retail and other uses.

The Plan proposes a number of key urban design features and supports a strong mix of uses that will support an urban, pedestrian oriented environment that builds upon the proximity of Todos Santos Plaza and the BART Station.

Goal ED: Retail Strength

The Plan proposes implementation strategies to help foster investment in the retail sector by identifying strong potential areas for retail centers/ ground floor retail and emphasizing pedestrian amenities. The Plan encourages a mix of retail, boutique, local and regional commercial uses that draws a variety of customers from both the City and the larger Bay Area.

DOWNTOWN CONCORD SPECIFIC PLAN

ECONOMIC MARKET DEMAND AND FEASIBILITY ANALYSIS

While the proposed land use program accommodates growth projected for the Downtown, new development actually occurring is dependent upon the economic returns developers may achieve through new construction. To analyze the financial feasibility of the various types of uses and building types, prototypical proformas have been developed for:

- **Low-rise residential.** 1-4 stories of residential building space wrapped around a parking structure or next to a parking structure, or with tuck under parking such as townhomes or live-work lofts.
- **Mid-rise residential.** 4-5 stories of residential building space on top of a podium parking structure.
- **Mid-rise office.** 4-5 stories of office building space on top of a podium parking structure.

High-rise structures (up to 20 stories) were also analyzed but did not meet initial feasibility tests. Podium parking associated with mid-rise construction is preferred to separate parking structures for a number of reasons, including greater land efficiencies, lower construction costs, as well as the creation of a higher-quality pedestrian environment and streetscape appearance, as podium parking can be located behind active building facades.

Note that ground floor retail space, which was envisioned in the Alternatives Phase as potential uses at selected locations, is not directly analyzed on a building by building basis for financial feasibility because this space has only a small impact on the overall economics of the project.

Financial proformas for the prototypes are included in this Plan's Appendix Tables and include basic inputs like:

- Current market rents
- Per square foot direct building costs and per parking space construction costs
- Operating costs and losses
- Capitalization rate

These basic metrics are combined to estimate the amount that a developer could pay to purchase land, which is known as the residual land value of a development. If the value is in the range of the market price of developable land, then the development may be financially feasible.

The results of the financial feasibility proforma analysis indicate that low- and mid-rise residential development returns a positive land value, but only low-rise residential development returns a land value sufficiently high to motivate a seller to dispose of their property under current market conditions (see Tables 6.1 – 6.4).

Market improvements such as these provide sufficient returns in the mid-rise apartment development category to justify construction while mid- and high-rise office development types are currently challenging.

Office development, based on current or improved market rents, is not financially feasible under current or the improved market conditions tested. However, new office development in the past in downtown Concord has been driven by the build-to-suit market. Build-to-suit developments occur when a company selects a location and retains a developer to build space for its use. In this case, developers are not relying on general market rents justifying construction cost.

RETAIL DEMAND GENERATED

Demand for retail square footage is generated by purchases by residents, workers, and visitors. To analyze the various levels of retail proposed in the options, the spending power of new residents and workers is estimated and compared with various levels of spending “capture” by new Downtown retail outlets. While demand is generated by spending made by new residents and workers, where that demand may be met (e.g., in the Downtown, in other existing retail locations, or outside of the City) is not analyzed. The intent of this analysis is to assess whether the amount of retail potential included in each alternative could reasonably be supported by the expenditures of new residents and workers.

New spending by new residents in the Plan will result in higher demand (80,000 to 115,000 square feet). Note that these estimates will vary based on a number of factors including:

- The ability and attractiveness of existing retail locations to capture spending from new residents and employees may decrease the demand for new space.
- Conversely, to the extent that a strong new retail cluster is established within newly developed buildings, sales that are today going to existing retail establishments may shift over to new locations, which would increase demand for new space.
- Spending shifts of current residents and employees who may be making expenditures outside of the Downtown may shift that spending to new Downtown retail with new offerings, which would increase the demand for space.
- The availability of sites suitable and attractive to new retailers, including parking, visibility, and proximity to complementary and similar uses.

DOWNTOWN CONCORD SPECIFIC PLAN

FORECASTS

Jobs

Projections for growth in the Downtown area are generally consistent with one another and with the Specific Plan proposal. Figure 3.23 illustrates the existing number of jobs in the Downtown along with several projections, including:

OneBayArea. Reflects the Plan Bay Area estimate for downtown Concord by 2040.

Back to 2000. Equals the number of jobs in the Downtown during the booming economy in 2000.

1990-2000 Growth. Estimated by applying the annual growth in jobs from 1990 to 2000 for the 30 year projection period (2010-2040).

Maintain Percentage of County. Multiplies overall jobs projection for Contra Costa County through 2040 with Downtown's current percentage of all County jobs.

As shown, all projections show an increase of about 3,000 to 5,000 jobs in the next 25 years.

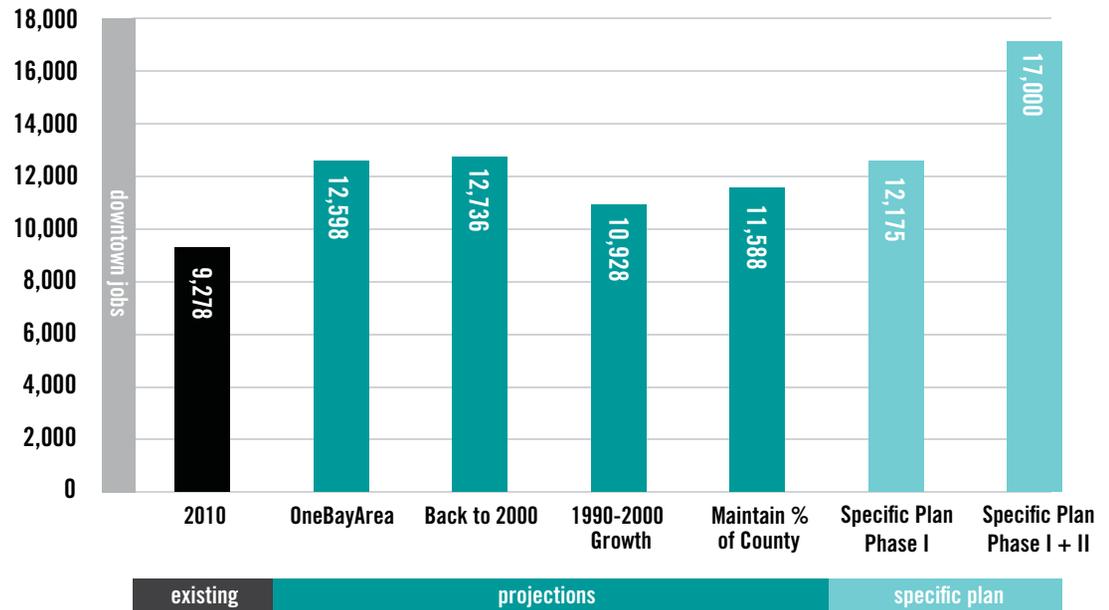


Fig 3.23 Downtown Jobs: Existing, Projections, and Specific Plan Program

Housing Units

Projections for growth in the Downtown area are generally consistent with one another and with the Specific Plan proposal. Figure 3.24 illustrates the existing number of households in the Downtown along with several projections, including:

OneBayArea. Reflects the Plan Bay Area estimate for downtown Concord by 2040.

1990-2000 Growth. Estimated by applying the annual growth in residents from 2000 to 2010 in the Downtown to the 30 year projection period (2010-2040).

Maintain Percentage of County. Multiplies overall residential projection for Contra Costa County through 2040 with Downtown’s current percentage of all County residents.

Projections vary from housing unit increases of between 600 and 4,000 units. Both of the lower end projections are based on the recent past level of development in the Downtown while the OneBayArea presents a “normative” future of more opportunities for housing near transit. The Specific Plan has planned to accommodate this higher end projection of housing for a variety of reasons, including: more housing Downtown will support a more lively environment and more retail and entertainment, different housing types in an urban Downtown will provide more housing choices than the City current offers, and, since the Great Recession, transit-oriented development has proven a strong market for new homeowners and renters.

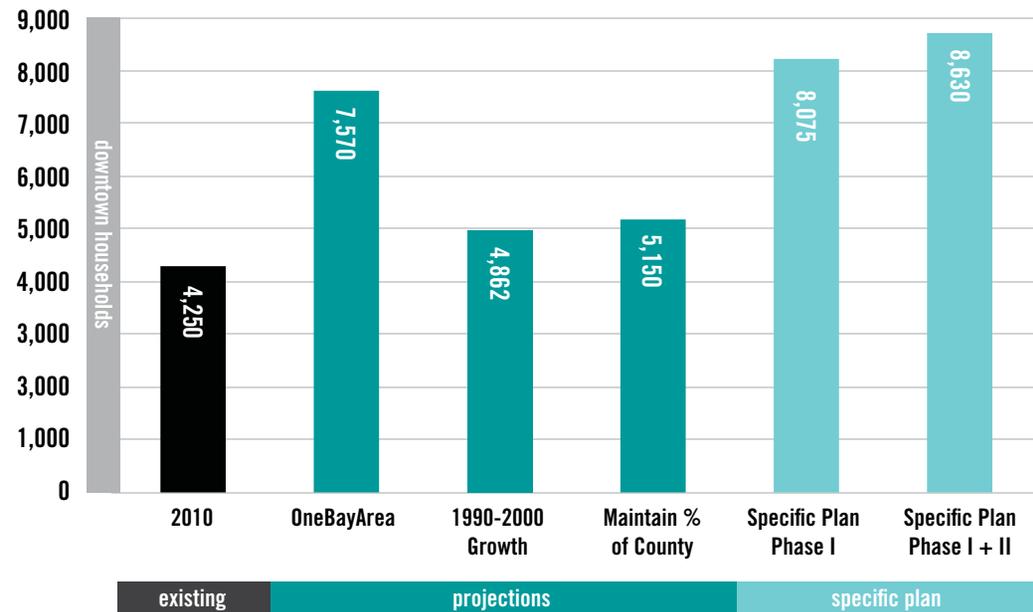


Fig 3.24 Downtown Housing: Existing, Projections, and Specific Plan Program

DOWNTOWN CONCORD SPECIFIC PLAN

3.8 SUSTAINABILITY

The Downtown Concord Study recommends establishing the following four goals governing future sustainability within the study area relating to site utility infrastructure:

1. Reduction of potable water demand
2. Reduction of flow to sewer mains
3. Reduction of flow to storm mains
4. Improvement of water quality in storm mains

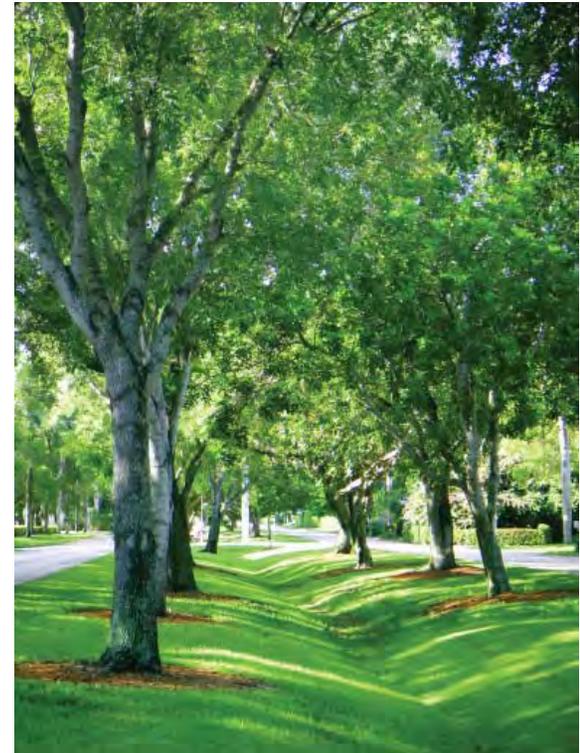
Policy implementation directed at achieving these goals will extend the lifespan of existing infrastructure, reduce public costs, and help mitigate negative environmental impacts. Existing statewide and regional policies already in place and relevant to these objectives could also be utilized by the City of Concord to meet the sustainability goals.

Existing policies include:

- 20x2020 Water Conservation Plan
- Municipal Regional Stormwater Permit (MRP), Order No. R2-2009-0074
- Construction General Permit Order 2009-2009-DWQ
- California Green Building (CAL Green) Building Code

The 20x2020 Water Conservation Plan is a state-level plan that requires a 20% reduction in per capita water use statewide by 2020. This plan requires achievement and verification from the local water-providing agencies within the state. The Contra Costa Water District (CCWD) is already working towards achievement. This plan is relevant to Study goals 1 and 2 above, as a reduction in water demand also translates to less flow in the sewer mains.

The Municipal Regional Stormwater Permit, or MRP, is the storm water policy established for the entire San Francisco region. Local municipalities however are responsible for enforcement of the policy. The MRP is a plan aimed at addressing both storm water quantity and quality, which relate to the Study goals 3 and 4 above. Known more familiarly as “C.3,” the document sets minimum requirements for storm water quality and quantity thresholds and provides methods for long-term post-construction treatment of stormwater runoff for new development and redevelopment.



Green street

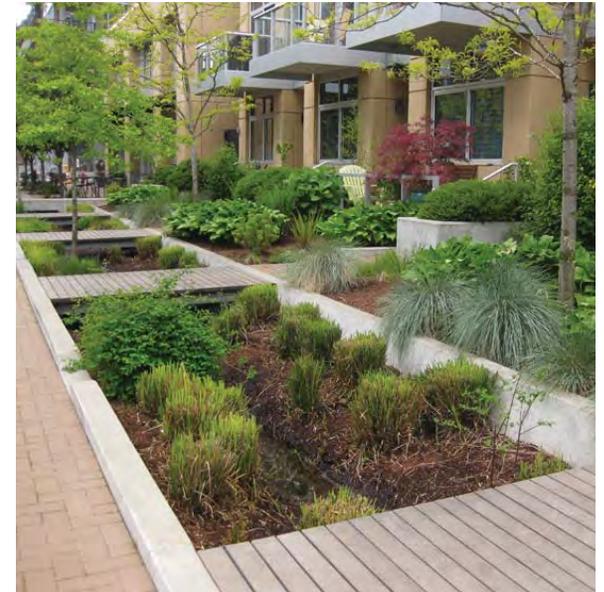
The Construction General Permit is a state-level permit program that addresses national water quality requirements set by the National Pollutant Discharge Elimination System (NPDES) for stormwater runoff from construction sites. Implementation of the Permit is at the state level with some local assistance for enforcement. The Permit is relevant to Study goal #4 primarily in the short term, as it primarily governs over construction practices.

The CAL Green Building Code is a set of codes setting a minimum level of efficient and sustainable building and construction practices. This code is implemented at the state level with local assistance for enforcement. The basic, mandatory level, and Tier 1 pre-requisite items pertaining to water and stormwater will be met by any project following the above three policies (20x2020, the MRP, and the Construction General Permit).

Additional policies that could be established by the City of Concord could include some or all the following:

- LEED Certification at a specific level
- CAL Green Certification beyond Tier 1, or requirement of inclusion of specific credits
- City developed credits similar to but separate from LEED or CAL Green certification

While requirement of a certain level of LEED or CAL Green certification would be a benefit to sustainability goals in general, the vast number of optional credits available means that a project could attain certification but not work towards achieving the four recommended Study infrastructure goals. Beyond certification, the City could also require the inclusion of specific credits to insure that the sustainability goals are being addressed with the certification.



Stormwater management

DOWNTOWN CONCORD SPECIFIC PLAN



Ellis Lake Park

Under the LEED program, Water Efficiency (WE) credits 1, 2 and 3 would all apply towards achievement of Study goals 1 and 2 above. They include policies affecting Water Efficient Landscaping, Innovative Wastewater Technologies, and Water Use Reduction, respectively. Each credit provides different options to meet the credit that the City could either dictate as policy or leave up to the developer to determine the most appropriate way to achieve for their project. WE 3 goes beyond the 20% reduction already required by the 20x2020 Plan with an option of 30%, 35%, or 45% reduction. The LEED credit for Sustainable Sites (SS) 6.1, Stormwater Design—Quantity Control, addresses long-term reduction of stormwater flow off site, which is recommended Study goal number 3. The LEED credit for stormwater quality control, SS 6.2, is no more stringent than the goals already required by the MRP and therefore will be met as a standard requirement to development in the San Francisco Bay region.

Similar to LEED, the City could choose specific CAL Green points to be included in achievement of Tier 1 certification or higher that would be relevant to reducing impacts to public infrastructure and the environment.



LEED plaque

In conjunction with or as an alternative to LEED or CAL Green, the City could also implement their own, similar sustainability standards that would apply to various types of new construction. Additional policies could include provisions to require impact fees or conditioned construction that would go towards City-wide sustainability improvements, such as the expansion of the recycled water program already begun by CCWD, Central Contra Costa Sanitary District (CCCSD) and the Delta Diablo Sanitation District (DDSD).

In establishing these sustainability policies, the City would also need to determine what type and size of project would trigger implementation of the supplemental sustainability requirements. Minimum thresholds could be established to dictate which projects would be required to meet the goals, such as a project's square footage, cost of construction, construction type, or FAR.



Peet's

Peet's

Peet's Coffee & Tea

Peet's Coffee & Tea

Peet's

Peet's Coffee & Tea

Blue handicapped parking sign

04 Design Guidelines

4.1 GENERAL INTENT

The general intent of this section is to provide a set of building development design guidelines to provide guidance to potential property owners, developers, and the City's design review/staff for determining the architectural character and building development for proposed projects. As the current City of Concord's Development Code has specific standards for height and FAR, as well as setback regulations, this chapter focuses on building character, how buildings should relate to the public realm, and address parking and servicing to ensure the strong pedestrian character of the Downtown and area around Todos Santos Plaza is maintained.



Salvio Street, 1930's



Todos Santos Plaza, 1915

DOWNTOWN CONCORD SPECIFIC PLAN

4.2 URBAN FORM, MASSING AND CHARACTER

The urban form around Todos Santos is defined by buildings ranging from low rise/single story to three stories and has active ground floor uses that support the activity and vitality of the park. Higher density office commercial is predominantly situated near the BART station and Clayton Road. These tall buildings provide a sense of skyline to the City, become an important commercial focus and surround Todos Santos Plaza on three sides, creating a low rise/pedestrian center to the City.

The project area is characterized by a strong square/rectangular street grid that is highly walkable. In areas where the grid has been aggregated into larger blocks to accommodate higher density and larger footprint buildings (such as at the Park & Shop Shopping Center and near the BART Station), pedestrian walkability and accessibility decrease, creating a strong disconnection from the surrounding area. It is notable that the Central Business District and Retail Center have a strong correlation between generally larger building footprints and larger block size, whereas the residential districts and downtown core exhibit smaller buildings and smaller block sizes and increase walkability.

The project area is marked by a number of historic buildings that exemplify early central California architecture. Their character is defined not only stylistically, but through key elements that the following design guidelines will illustrate. These generally include but are not limited to the following:



Todos Santos Plaza looking toward Salvio Pacheco Square

- Breaking up single large block buildings into a smaller series of buildings/variation in the facades to create a finer building grain fabric
- Providing important roofline articulations/stepping back the top floors of buildings
- Ensuring the ground floor of buildings relate and enhance the public realm/streetscape
- Providing deep reveals for window treatments
- Incorporating balconies with permeable railings
- Use of a common materials palette
- Use of arcades along specific streets

TODOS SANTOS PLAZA

The building form and fabric around Todos Santos Plaza and the adjacent area helps define the pedestrian character of the downtown. The small scale and fine grain fabric is an asset that new infill development should follow.

BART STATION AREA

The BART station and associated track creates a significant divide within the urban form of the city, where higher density commercial programs exist on the northern side, while single family residential exists to the south.

The larger parcels around the BART station allow for higher density development, but the proposed density should be appropriately massed, including stepping back the top floors of buildings, creating variation within facades of buildings, and creating strong visual building breaks.

High quality architecture should be expected here, as this is a major gateway into the City and the Downtown. Buildings that surround the proposed BART plaza should be planned and designed in a cohesive manner, with entries and ground floor uses that are accessible to pedestrians and transit users.



Salvio Pacheco



BART Station Area

PARK & SHOP AREA

As this area redevelops, establishing a building form that promotes pedestrian activity, is inviting and is built at a pedestrian-scale will be critical to ensuring success for this area. Allowing buildings to relate to the street will be important, as well as promoting a strong streetscape to help modulate the speed of traffic along Willow Pass and Clayton Road.



Existing Park + Shop parking and retail

4.3 DESIGN GUIDELINES

BUILDING SETBACK

Intent

Buildings on side and cross streets can create a more intimate scale and help hold the street volume. Setbacks on these streets are not desired except in the case of residential streets or ground floors with residential use where a private zone between public and private areas is desired. The following guidelines elaborate these conditions.

Buildings with minimal setbacks have a special relationship with the sidewalk and street. In these cases, buildings frame the street and form a well-defined street edge. Activities within the building, if seen, particularly at ground level, can provide visual interest and a degree of safety to passersby. Activities outside the building, such as outdoor dining, can enliven adjacent sidewalks. These are desirable attributes in areas with high levels of activity such as the downtown and station area.



Minimal setback and transparent facade, Sacramento, CA



Pasadena Old Town



Landscaped setback and raised entry provides privacy

Guidelines

Buildings located on all streets in the Project Area shall maintain setbacks as required by the City Zoning Codes.

Steps, stoops, porches, patios, and terraces should be allowed in the building setback zone, particularly on residential buildings where ground floor activity is important.

In residential neighborhoods with low scale buildings, the front setback shall be landscaped to enhance the street character and complement the neighborhood identity.

In case of corner lots in residential neighborhoods, the minimum permeable surface of the combined area of the front and street sideyard setback zones facing the streets should be 75 percent. These setbacks shall be landscaped to enhance the street character.

When possible, ground floor retail space should be setback a minimum of 2 feet and a maximum of 5 feet to provide for outdoor seating opportunities by way of wider sidewalks.

Building setbacks should be landscaped to ensure privacy in case of residential ground floor use.

All new developments on primary streets should build to zero front lot line with exceptions for any usable, publicly-accessible, at grade open space such as small plaza, pocket park, or a pedestrian alley.

Buildings should be sensitive to the scale and character of adjacent buildings on rear property lines.

Buildings should complement the low-scale, horizontal character of the Specific Plan area, and ensure a basic horizontal articulation, by differentiating the ground floor from the upper floors or roof.

Buildings should consider sun shading as part of a modulation and articulation strategy.

Buildings downtown should maintain a tight and varied rhythm of façades compatible with the existing character. In particular, they should relate to the typical 50 foot wide parcel width through building vertical modulation and façade articulation to avoid flat, long walls along the street frontage. Such techniques could include the use of change in façade rhythm, façade recesses, or change in materials or color.

DOWNTOWN CONCORD SPECIFIC PLAN

GROUND FLOOR TREATMENT

Commercial Ground Floor

Intent

Active, pedestrian-oriented, inviting ground floor retail is an essential component in the creation of a vibrant district and neighborhood.

Guidelines

All ground floor retail should have a primary entry from the sidewalk or from a forecourt or courtyard that has direct access to a sidewalk.

Individual storefronts shall be clearly defined by architectural elements, such as piers and separations of glass.

Commercial buildings are recommended to meet the sidewalk with an interactive ground floor use, or a transition landscaped setback, or a pocket plaza, to contribute positively to the pedestrian experience.

Ground floor retail with multiple tenants should be designed to have clear distinction between individual storefronts, entire building façade, and adjacent properties.

For larger retail tenants, entries should generally occur at a minimum of every 50 feet. In-line retail stores should generally have entries every 25 feet.

Recessed doorways for retail uses are allowed, and they should be a minimum of 2 feet in depth. Recessed doorways provide cover for pedestrians and customers in bad weather; they help identify the location of store entrances, provide a clear area for out-swinging doors, and offer the opportunity for interesting paving patterns, signage, and displays.

Retail frontage, whether ground or upper floor, must be clear vision glass; no heavily tinted or mirrored glass is permitted.

Storefronts should remain un-shuttered at night and provide clear views of interior spaces lit from within.

Storefront windows should provide deep merchandising zones that allow for changeable and dimensional displays. The windows should not be completely obscured with display cases that prevent customers and pedestrians from seeing inside.



Boutique retail alley



Transparent retail facade

Residential Ground Floor

Intent

The character of the building's ground floor determines the overall quality of the street level pedestrian experience. Residential ground floor use adds vibrancy and life at the street and plaza level and ensures "eyes" on the street as an important aspect for public safety.

Guidelines

Units located at ground level shall have their ground floor elevated a minimum of 18 inches above the street level for privacy, provided that local accessibility codes are met.

Internal active uses, such as community rooms, fitness center, daycare facilities and sales centers, should be placed at the ground level along the street.

Multiple entries at street level are encouraged where possible.

Direct-access residential units are recommended on primarily residential streets.

Stoops and landscaping create inviting, usable transition spaces. Stoops and entry steps from the street are encouraged for individual unit street entries, consistent with local accessibility requirements. Stoops could extend in to the building setback zone but shall not encroach into the public right-of-way.

For larger residential buildings with shared entries, entry should be through prominent entry lobbies or a courtyard facing the street. Setback at entries is encouraged.

Entries should be prominent and visually distinctive from the rest of the façade with creative use of scale, materials, glazing, projecting or recessed forms, architectural details, color, and/or awnings.

Breaks in the ground floor for vehicular and service entries should be minimized.

Multi-unit residential buildings are encouraged to introduce openings along the public street that provide visual or physical access to courtyards. Such openings add an element of surprise and interest at the street level.



Wisteria development, Concord, CA



Townhomes



Townhomes

DOWNTOWN CONCORD SPECIFIC PLAN

Blank Wall Treatment

Intent

Treatment of blank walls should ensure pedestrian comfort, safety and interest.

Guidelines

Unavoidable blank walls enhanced with architectural detailing, material texture, landscape treatment or art work shall be no longer than a maximum length of 50 feet.

Unavoidable blank walls along public streets, besides being detailed, shall be provided with additional special lighting to ensure safety and comfort during night time.

Blank wall including solid doors should be avoided wherever possible.

Unavoidable blank walls on the ground floor along public streets and open spaces should be treated to create a pleasant visual experience. This treatment could be in the form of either:

- installing vertical trellis in front of the wall with climbing vines or plant materials,
- setting the wall back and providing a landscaped or planter bed in front of the wall, including plant materials that could grow to obscure or screen the wall's surface
- providing art (mosaic, mural, decorative masonry pattern, sculpture, relief, etc.) over a substantial portion of the blank wall surface,
- employing indentations, or other means of breaking up the wall's surface,
- providing a canopy, horizontal trellis or other pedestrian-oriented features that add visual interest



Sculptural facade treatment

Vehicular Access

To minimize disruption to primary pedestrian-oriented streets, garage entrances should be generally located in alleys or side streets.

Garage entrances adjacent to sidewalk should be screened with landscaping techniques or should be treated as an opportunity for public art (Figure 3.51).

In mixed-use developments, in order to minimize curb cuts, shared ramps for both retail and residential uses are encouraged. In shared ramp conditions, secure access for residential parking should be provided.

In order to minimize curb-cuts, multi-unit residential buildings should consolidate their parking entries and exits to a single entry.



Santa Monica Civic Center Parking Garage facade

DOWNTOWN CONCORD SPECIFIC PLAN

Residential/Mixed Use Building Design

Intent

Residential/mixed use buildings represent the largest amount of new program in the Project area. Therefore these new buildings should conform to key aspects of massing, pedestrian scale and promotion of ground floor usage. These elements are essential to creating a livable and vibrant Downtown.

Guidelines

Multi-unit buildings should depict a rhythm and scale that relates to the surrounding buildings. In case of adjacent buildings being smaller in scale, such as single-family units, the multi-unit buildings should maintain the scale of the adjacent buildings on the street front. It should place the bulk of the building mass away from the street towards the center of the block.

Multi-unit buildings should have modulation in massing to avoid a box-like structure. Creating terraces, recessing windows and use of step backs create distinct smaller volumes.

Multi-unit buildings should articulate their facade to avoid a flat, monotonous appearance. Use of projecting building elements, windows or balconies helps break the facade and reduce the apparent size of the building.

Primary facades of new buildings should be compatible with surrounding buildings in relation to the width and proportions of elements like front porches, stoops, overhangs, projected components and roofs.

Roofs should be treated as the fifth facade of the building since they play a major role in the appearance and character of a building. Level changes of the roof help soften the mass of the building.

The scale, proportions and placement of the architectural details on all new building facades should be compatible with the overall aesthetics of the surrounding buildings.

Buildings on corner lots should articulate both their street-facing facades. Facade treatment and openings on both these exposed surfaces should be designed to optimize the greater street visibility and accessibility to sunlight and air.

Wherever possible, corner lot buildings are encouraged to include a corner entry.



Paseo Chapala, Santa Barbara, CA



Residential building reflecting early California architectural style



Mixed-Use Housing, Santa Monica, CA

Commercial Building Design

Intent

Large commercial buildings should be detailed to integrate well in its surrounding context.

Guidelines

Commercial buildings with a large mass should be broken down in to smaller distinct volumes to avoid a box-like structure.

Long, continuous facades should be articulated with architectural elements and wall plane projections or recesses to reduce the massive scale and uniform physical appearance.

Expression of the structural elements and bays of the building on the façade is encouraged. Windows, wall panels, and pilasters should be based on a module derived from the building's structural bay spacing.

Street-level frontage adjacent to public streets or open spaces should be articulated with entrances, lobbies, storefront windows and displays to enliven the public realm experience.

Commercial buildings are encouraged to have variations in rooflines to enhance the distinct massing.

Mechanical Equipment

Mechanical equipment on top of the buildings should be screened from both pedestrian and adjacent rooftop views. The screen should be designed to be architecturally integrated as part of the roofscape or the building facade.

Intensive or extensive green roofs that help reduce storm water run-off should be explored for all rooftops.

Utilities

All utilities in conjunction with new residential and commercial development should be placed underground.

Above ground meters, boxes and other utility equipment should be screened from public view through use of landscaping or by integrating into the overall building design



Facade articulation, Portland, OR



Facade articulation, San Francisco, CA

DOWNTOWN CONCORD SPECIFIC PLAN

4.4 PARKING AND SERVICING

PARKING STRUCTURES AND GARAGE ENTRANCES

Intent

Due to their scale and treatment, parking structures are very often a disruptive element in the urban fabric. It is important to locate and access parking structures and residential garages such that the overall pedestrian flow and experience on the public streets is not compromised.

Parking podiums and below ground parking are encouraged as a way to screen large volumes for parking for residential and commercial developments.

Guidelines

Parking structure lighting shall provide adequate security, but openings shall be screened and controlled so as not to disturb surrounding residences and streets from garage lighting at night.

Gates for podium parking/parking garages should be opaque and match the building in terms of aesthetic character

Parking garage driveways should not be placed on major pedestrian streets (e.g. Grant Street)

Parking garages and surface parking areas should be screened from pedestrian areas (streets and open spaces) with landscaping, liner uses such as retail, lobbies, community uses, or residential units.

All service areas must be screened and not placed along major pedestrian streets or access ways.

Surface parking should be visually attractive, address security and safety concerns, retain existing mature trees and incorporate canopy trees for shade.



Kettner rowhouse, San Diego, CA



Magnolia Row driveway, Oakland, CA

4.5 PRIVATE OPEN SPACE

The provision and treatment of private open space on individual parcels can enhance the character of public streets and sidewalks and private development. It can add to available public open space in the area.

The Specific Plan encourages use of the following guidelines when incorporating open space in private developments.

Guidelines

Private and/or common open spaces are encouraged as part of building modulation and articulation to enhance building facades.

Private developments should provide accessible and usable common open space for building occupants and/or the general public.

For residential developments, private open space should be designed as an extension of the indoor living area, providing an area that is usable and has some degree of privacy.

Landscaping in setback areas should define and enhance pedestrian and open space areas. It should provide visual interest to streets and sidewalks, particularly where building facades are long.

Landscaping of private open spaces should be attractive, durable and drought resistant (see Section Sustainable Practices-Landscape Guidelines for details)



Mid-block access, Portland, OR



Mission Creek housing, San Francisco, CA



Shared courtyard, Portland, OR

DOWNTOWN CONCORD SPECIFIC PLAN

4.6 SUSTAINABLE PRACTICES

Sustainable practices for new construction support community and environmental well-being by utilizing finite resources in a responsible way, creating healthy environments for building inhabitants and minimizing impacts to both natural systems and existing utilities (i.e. water, wastewater and energy systems). The City of Concord supports sustainable practices through its 2013 Climate Action Plan.

Sustainable practices address: 1) the environmental impacts of site development and building construction; and 2) the long-term environmental impacts of the operation of buildings resulting in the emission of greenhouse gases (GHGs), in particular carbon dioxide (CO₂), which is causing the global climate to change. Currently, there are excellent tools to measure ways to reduce environmental impacts caused by building construction, and new tools are emerging to measure greenhouse gas emissions caused by building operations over the long term.

To address impacts caused by construction, the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) rating system measures specific site development and new building construction methods related to environmental issues, such as energy savings, water efficiency, CO₂ emissions reduction, improved indoor environmental quality and stewardship of resources and sensitivity to their impacts.

To address GHG emissions, the world's leading green building organizations have agreed to adopt a common global language for the measurement of the carbon footprint of buildings. The "common carbon metric" will be piloted by the leading green building rating tools. This should lead to the cost-effective GHG mitigation potential of buildings, which account for around 40% of the world's energy use and 33% of global GHG emissions.

MEASUREMENT TOOLS

Development and Construction Tools

The LEED program has performance levels from "Certified" to "Platinum" and rating systems that address different types of construction and building operation, including LEED for Neighborhood Development, LEED for New Construction, and LEED for existing buildings, operations and maintenance. Many municipalities in the Bay Area have adopted Green Building Ordinances that require certain levels of LEED certification for different types of projects.

The Specific Plan proposes that all new development in the Project Area meet LEED Silver Standards



Stormwater management and green street

Greenhouse Gases/Carbon Tools

The 2030 Challenge is an initiative by Edward Mazria and Architecture 2030 asking the global architecture and construction community to adopt a series of greenhouse gas reduction targets for new and renovated buildings. In response to the global-warming crisis, the 2030 Challenge's mission is to rapidly transform the US and global Building Sector from the major contributor of greenhouse gas emissions to a central part of the solution to the global-warming crisis.

The "carbon metric" measurement device is currently being developed and will be integrated into the LEED program in the future.

Initiatives

Local and regional initiatives address sustainable development and reduction of greenhouse gases.

Local Initiatives

The City of Concord published a Climate Action Plan (CAP) in 2013. The CAP includes recommendations for environmentally responsible development and ways to reduce greenhouse gas emissions. The CAP's recommendations for sustainable building and development practices refer to a phased program for submittals of Green Building Checklists related to development projects. The CAP also recommends early adoption of the California Green Building Code.

Guidelines

LEED certification, at a silver level or higher, should be required for the types of projects listed below. The applicable LEED® versions of performance standards are: LEED®- v3 (2009) New Construction; LEED®- v3 (2009) Core and Shell; LEED®- v3 (2009) Schools; and LEED®- v3 (2009) Commercial Interiors. LEED certification, at a silver level or higher, should be required for:

Newly constructed (Residential) occupancy buildings with three or more dwelling units;

- Newly constructed commercial buildings occupancies including among others office, professional and service type transactions and occupancies including among others display or sale of merchandise such as department stores, retail stores, wholesale stores, markets and sales rooms) that are 5,000 gross square feet or more;
- New first-time build-outs of commercial interiors that are 20,000 gross square feet or more in buildings of Group B and M occupancies; and
- Major alterations that are 20,000 gross square feet or more in existing buildings of where interior finishes are removed and significant upgrades to structural and mechanical, electrical and/or plumbing systems are proposed.

- Because the development of larger parcels provides the ability to incorporate cost effective carbon reduction features and renewable energy sources, development projects over 4 acres of land should have more stringent sustainability requirements and GHG reduction targets. These could include being certified at a LEED ND (neighborhood development) level of gold, and mandating a phased reduction of GHG emissions over a period of time, such as those prescribed in the 2030 Challenge.
- Because green building standards are constantly evolving, the requirements in this section should be reviewed and updated on a regular basis of at least every two years.

DOWNTOWN CONCORD SPECIFIC PLAN

Solar Access Guidelines

Building design should consider floor-to-ceiling height and floor plan depth to allow natural light deeper into the interior.

Buildings should reduce use of daytime artificial lighting through design elements, such as bigger wall openings, light shelves, clerestory lighting, skylights, and translucent wall materials.

Buildings should allow for flexibility to regulate the amount of direct sunlight into the interiors. Louvered wall openings or shading devices like bris soleils help control solar gain and check overheating. Bris soleils, which are permanent sun-shading elements, extend from the sun-facing facade of a building, in the form of horizontal or vertical projections depending on sun orientation, to cut out the sun's direct rays, help protect windows from excessive solar light and heat and reduce glare within.

Where appropriate, buildings should incorporate arcades, trellis and appropriate tree planting to screen and mitigate south and west sun exposure during summer. This guideline would not apply where buildings have a minimum setback and street trees provide adequate shade.

To maximize use of solar energy, buildings should consider integrating photovoltaic panels on roofs.

Stormwater and Wastewater Management Guidelines

Buildings should incorporate intensive or extensive green roofs in their design. Green roofs harvest rain water that can be recycled for plant irrigation or for some domestic uses. Green roofs are also effective in cutting-back on the cooling load of the air-conditioning system of the building and reducing the heat island effect from the roof surface.

Projects should use porous material on driveways and parking lots to minimize stormwater run-off from paved surfaces.

Effective stormwater management techniques are recommended. Such techniques could include bioswales on surface parking lots and rain gardens in landscaped areas.



Roof photovoltaics, light shelf and green roof



Street lighting examples

Landscaping Guidelines

Planting plans should support passive heating and cooling of buildings and outdoor spaces.

Regional native and drought resistant plant species are encouraged as planting material.

Provision of efficient irrigation system is recommended, consistent with the City's Municipal Code Chapter 12.44 "Water-Efficient Landscaping".

Lighting Guidelines

Energy-efficient and color-balanced outdoor lighting, at the lowest lighting levels possible, are encouraged to provide for safe pedestrian and auto circulation.

Glare into dwelling units and light pollution into the night sky should be minimized by use of fixtures with low cut-off angles.

Improvements should use ENERGY STAR-qualified fixtures to reduce a building's energy consumption.

Installation of high-efficiency lighting systems with advanced lighting control, including motion sensors tied to dimmable lighting controls, are recommended.

Green Building Material Guidelines

The reuse and recycle of construction and demolition materials is recommended. The use of demolition materials as a base course for a parking lot keeps materials out of landfills and reduces costs.

The use of products with identifiable recycled content, including post-industrial content with a preference for post-consumer content, are encouraged.

Building materials, components, and systems found locally or regionally should be used, thereby saving energy and resources in transportation.

Layouts with adequate space to facilitate recycling collection and to incorporate a solid waste management program, preventing waste generation, are recommended.

The use of material from renewable sources is encouraged.



05 Circulation + Transportation

5.1 OVERVIEW

This chapter describes the transportation and circulation system for the Downtown Specific Plan area. The transportation and circulation system is a critical component to the effective and safe movement of people and goods within the Plan Area and the surrounding community. This Chapter outlines the Specific Plan's goals and policies related to transportation and circulation, and describes specific changes to the street network that will promote these goals and policies.

The Specific Plan area accommodates all travel modes, with an emphasis on pedestrians, bicyclists and transit users. Focusing new development in and around the BART station and downtown core and with a diversity of uses in close proximity reduces the reliance on private motor vehicles, helping to minimize traffic congestion, the amount of land dedicated to parking and greenhouse gas emissions.

The Specific Plan envisions the following:

- A vehicular circulation system that accommodates both local traffic and through traffic with built-in flexibility to allow other modes of travel to take priority on certain streets as defined by this Specific Plan.
- An integrated pedestrian network of expansive sidewalks and roadway crossings within the study area, with particular emphasis on streets within the pedestrian priority zone
- A bicycle network that builds upon existing plans and integrates more fully with the downtown and proposed public space improvements in the area
- An integrated circulation plan that supports transit use
- A public parking strategy and management plan that efficiently accommodates downtown visitors and supports downtown businesses
- Flexible parking standards for private development based on current industry standards

DOWNTOWN CONCORD SPECIFIC PLAN

5.2 CIRCULATION

The *Concord 2030 General Plan* identifies the classification of roadways within the SPA according to traditional roadway typologies. These designations include arterials, which are designed to deliver traffic between freeways and collector streets, and may experience a high percentage of regional through traffic, to local roadways that are designed to provide direct access to adjacent properties. Throughout the city and Downtown area, operations of roadway facilities are typically evaluated based on peak hour operations of intersections from the perspective of a vehicle driver, otherwise known as *Level of Service* (LOS). Development of a transportation system based on vehicle level of service with minimal regard for the experience of bicycle, pedestrian, and transit users creates a bias that unintentionally but inherently ignores overall mobility and conditions for non-auto road users and perpetuates a system that focuses on expanding vehicle capacity, which can reduce mobility via other modes of travel. While some roadway enhancements are necessary to maintain vehicle flow for transit vehicles and overall mobility, expanding the roadway system to accommodate increased vehicle traffic is not feasible or practicable in a built-out area such as Downtown Concord. As part of the Specific Plan, modal priorities for each roadway facility within the plan area were identified to provide clear direction about the desired functionality of each street, and to provide direction when there are conflicts between modes of travel.

GOAL C-1: A system of complete streets that recognizes the modal priorities of each facility.

The following discusses the street typology for the Study Area that complements the recent Complete Streets update of the City's General Plan Circulation element. Complete Streets are designed and operated to enable safe, attractive and comfortable access and travel for all users. Pedestrians, bicyclists, motorists and public transit users of all ages and abilities are able to safely and comfortably move along and across a network of complete streets. Creating a complete street network allows modal priorities to be established for each roadway, as some streets are better suited to goods movement, transit circulation and through trips, while on other streets it is desirable to promote pedestrian and bicycle circulation, while de-emphasizing automobile travel. This approach recognizes that it is not desirable to have all streets serve all modes of travel equally and establishing priorities provides direction on the future design of enhancements to each roadway facility within the Study Area.

Policy C-1.1 (General Plan Policy T-1.1.5):

Maintain transportation levels of service benchmarks which consider not only vehicle speed and intersection delay, but also broader goals relating to environmental quality and community character. Lower levels of service may be acceptable in Downtown Concord, within one-half mile of the City's two BART stations, along designated transit routes (as shown in Figure 5-4), and in other locations as deemed appropriate by the City Council.

Policy C-1.2: Adopt a street designation overlay for the Specific Plan area as shown in Table 5.1, and described below.

Policy C-1.3: Evaluate and consider adoption of the NACTO Urban Street Design Guide for use on all streets within the Downtown Specific Plan Area.

Transit Street – These are primary routes for CCCTA, Tri-Delta Transit and potentially a downtown shuttle. Signal preemption for transit vehicles, bus stops, and, where appropriate, bus lanes and queue jump lanes are allowed. Other travel modes, including automobiles, bicycles, and trucks, are accommodated in the roadway, but if there are conflicts, transit has priority. These streets accommodate moderate to high volumes of through traffic within and beyond the city. Pedestrians are accommodated with sidewalks, and pedestrian amenities are enhanced around bus stops. This would include Concord Boulevard, Clayton Road, Concord Avenue, Galindo Street and portions of Willow Pass Road.

Connector Street – Automobiles, bicycles, and trucks are accommodated equally in the roadway. Transit use, if any, is incidental. These streets accommodate moderate to high volumes of through traffic within and beyond the city. Pedestrians are accommodated with sidewalks. Connector Streets in the Study Area include Market Street and Gateway Boulevard.

Local Street – Automobiles, bicycles, and trucks are accommodated equally in the roadway. Through truck traffic is only permitted if the street is a designated truck route, otherwise, all truck use is limited to local deliveries. Transit use, if any, is incidental. These streets accommodate low volumes of local traffic and primarily provide access to property. Through traffic is discouraged. Traffic management techniques to slow and discourage through automobile and truck traffic may

Table 5.1 Transportation Facilities Modal Priority Matrix					
Facility	Transit	Bicycles	Pedestrians	Autos	Trucks
Transit Street /1/	★	■	■	■	■
Bicycle Boulevard	■	★	■	■	▼
Bicycle Path (class I)	◆	★	★	◆	◆
Pedestrian Path	◆	◆	★	◆	◆
Connector Street /1/	□	■	■	■	■
Local Street /1/	□	■	■	■	▼

★ = dominant

■ = accommodated

▼ = Permitted for local deliveries only

□ = incidental

◆ = prohibited

/1/ Bike routes (class II and III) can be overlaid on these street types

be appropriate. Pedestrians are accommodated with sidewalks. These include minor streets in the plan area, such as Pine Street, Adelaide Street, Sutter Street, Fremont Street, Almond Avenue and portions of Mt. Diablo Street.

Bicycle Boulevard – These are routes for bicycles providing continuous access and connections to the local and regional bicycle route network. Through motor vehicle traffic is discouraged. High volumes of motor vehicle traffic are also discouraged, but may be allowed in localized areas where necessary to accommodate adjacent land uses. Local automobile, truck, and transit traffic are accommodated in the roadway, but if there are conflicts, bicycles have priority. Through truck traffic is only permitted if the street is a designated truck route, otherwise, all truck use is limited to local deliveries. Traffic management to slow and discourage through automobile and truck traffic may be appropriate. Pedestrians are accommodated with sidewalks. These streets will be formally designated as part of the City’s Bicycle Master Plan, but will likely include some of the potential streets identified in this plan, including Detroit Avenue, Laguna Street, and Bonifacio Street/Harrison Street.

Major Transit Hub – These are transfer points where high volume transit lines intersect, such as the BART station.

Bicycle Path – Class I Bicycle path as defined by Caltrans standards accommodates both bicycles and pedestrians. Motor vehicle traffic is prohibited.

Bike Route – Class II (bike lanes) or Class III (signed route) bike facilities as defined by Caltrans standards, are overlaid on transit, connector, and local streets. While bicycle use is always accommodated on these streets, it is encouraged along designated bike routes, which provide continuous access and connections to the local and regional bicycle route network.

- **Residential Areas:** 6 feet which allows two people to comfortably stroll side-by-side.
- **Central Business Districts (CBD) and Mixed-Use Areas:** 8 feet, however wider sidewalks are needed in areas with high pedestrian volumes, bus stops, street furniture, etc.

The figure and table below provide dimensions of street furniture and other design features to be considered when establishing sidewalk widths.



Fig. 5.3 Recommended Minimum Street Widths

Pedestrian Path – These are exclusive walkways for pedestrians. Bicycles and motor vehicles are prohibited.

Pedestrian Priority Zone – These are streets on which high volumes of pedestrian traffic are encouraged along the sidewalk. Sidewalks should be wide with ample pedestrian amenities. Building frontages should provide high level of pedestrian interest. Pedestrian crossings should have a high priority at intersections. In some locations, well-protected mid-block crosswalks may be appropriate. Roadways connecting to the BART station and around Todos Santos Plaza have been designated

as pedestrian priority zones. Consolidating and eliminating driveway access from pedestrian priority streets can be considered to minimize pedestrian/vehicle conflicts. For streets and intersections within the Pedestrian Priority zone, lower levels service for vehicles may be permitted, as specified in the General Plan.

Table 5-1 provides a matrix describing how different modes of transportation (shown in the columns) interact on various street types (shown in the rows) and which modes have priority on each street type.

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5.3 VEHICLE CIRCULATION

The Specific Plan generally retains the existing vehicular circulation system and travel patterns, with some modifications to better accommodate pedestrian and bicycle movement. Conversions of some one-way streets to two-way streets were considered for Pacheco Street between Concord Avenue and Mt. Diablo Street, and on Harrison Street between Broadway Street and Concord Avenue. An analysis of this potential conversion indicates that conversion from one-way to two-way travel would not result in significantly worsened travel through the corridor for vehicles and would enhance bicycle and pedestrian accessibility within the area.

However, extensive intersection reconstruction would be required to avoid worsening conditions for pedestrians. Therefore, these changes might be better considered as a long-term improvement to be implemented with other land use and network changes in the area and may be further considered with redevelopment of the adjacent parcels; therefore, these conversions are not included in the Specific Plan at this time.

Proposed modifications to vehicle circulation within the Specific Plan Area, as shown in Figure 5.3, include:

- Signalization of the Clayton Road at Sutter Street and Detroit Avenue at Laguna Street intersections to better facilitate pedestrian crossings. Modifications to the Grant Street at Clayton Road signal to provide a protected southbound left-turn pocket
- Elimination of one vehicle travel lane on Clayton Road and Concord Boulevard between Galindo Street and Grant Street to provide buffered bike lanes. Level of service analysis indicates that operations for vehicles would not degrade below the established benchmark under existing or projected future conditions.
- Reconfiguration of Oakland Avenue between Mount Diablo Street and Clayton Road from four vehicle lanes to three to provide Class II bicycle lanes in each direction, providing last mile connections to the BART station.
- Traffic management along the Willow Pass Road corridor through measures such as traffic signal timing to moderate travel speeds through the corridor.

Installation of all-way stop-control at the Oak Street/Grant Street intersection and conversion to a raised intersection to better prioritize pedestrian travel to the BART station.

GOAL C-2: Efficient but managed vehicle access in the Plan Area.

Policy C-2.1: Continue to evaluate the effects of land use development on the overall circulation system through the preparation of focused transportation impact studies. Guidelines should be prepared that identify the analysis procedures for evaluating the effects of development on all modes of travel.

Policy C-2.2: Eliminate the level of service benchmarks for vehicles within the pedestrian priority zone.

Policy C-2.3: Update the City's Transportation Impact Fee to include non-motorized projects within the Specific Plan Area. These improvements would shift existing and future trips to non-auto modes, thereby freeing up capacity for new vehicle trips within the plan area.

Policy C-2.4: Evaluate potential improvements on Galindo Street between Salvio Street and Laguna Street to improve vehicle flow within the existing cross-section and better accommodate pedestrian, bicycle and transit travel.



LED lighted crossing



crosswalk paint treatment



Marked crossing

5.4 PEDESTRIAN CIRCULATION

The Specific Plan anticipates that new development and redevelopment would increase the number of pedestrians in the plan area. To facilitate development of a more pedestrian-friendly environment within the plan area and to encourage more travel to be made on foot, thus reducing the number of vehicles and their associated parking needs, potential enhancements to the pedestrian realm have been identified. Improvements include:

- Rehabilitation of approximately 30 crosswalks in the downtown area, including the replacement of non-ADA compliant curb ramps and installation of decorative pavement, as shown in Figures 5.4 and 5.5.
- Signalization of the Clayton Road at Sutter Street and Detroit Avenue at Laguna Street intersections to better facilitate pedestrian crossings
- Intersection enhancements at the Detroit Avenue at Laguna Street intersection to provide ADA ramps, curb extensions and advanced stop bars
- Replacement of sidewalk on the north side of Willow Pass Road between Sutter Street and Gateway Boulevard to provide a wider sidewalk, a seat-wall and replacement of non-ADA compliant curb ramps
- Evaluation of a reduction in cycle lengths throughout the Downtown area to decrease pedestrian wait time at all signalized intersections, particularly on weekends, and off-peak times
- Enhancements to the existing high-visibility crosswalks at Oakland Avenue/Prospect Street and Oakland Avenue/Atlantic Street with a pedestrian crossing warning system (e.g. RRFB or LED blinker signs)

DOWNTOWN CONCORD SPECIFIC PLAN

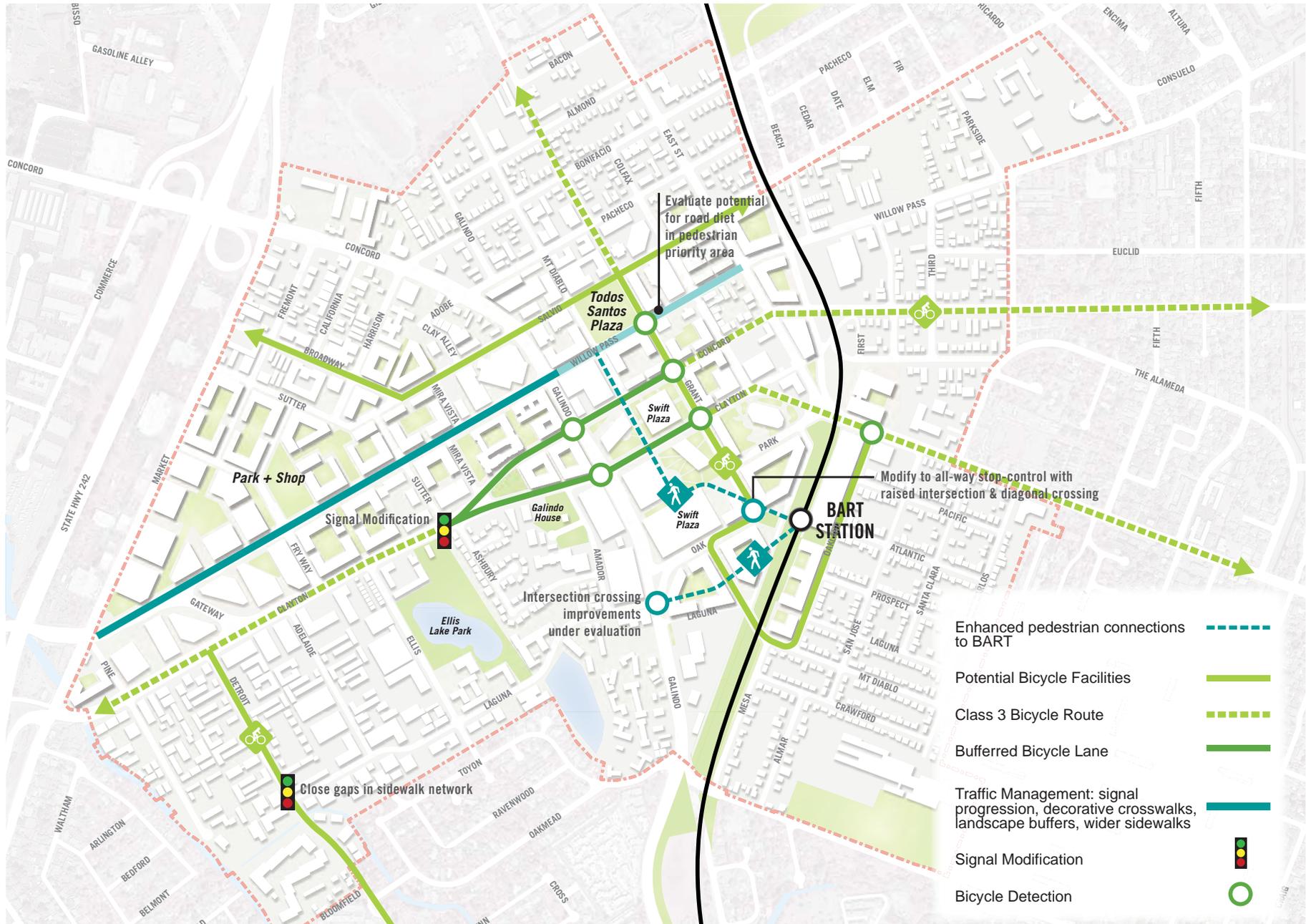


Fig. 5.4 Primary bicycle and pedestrian enhancements

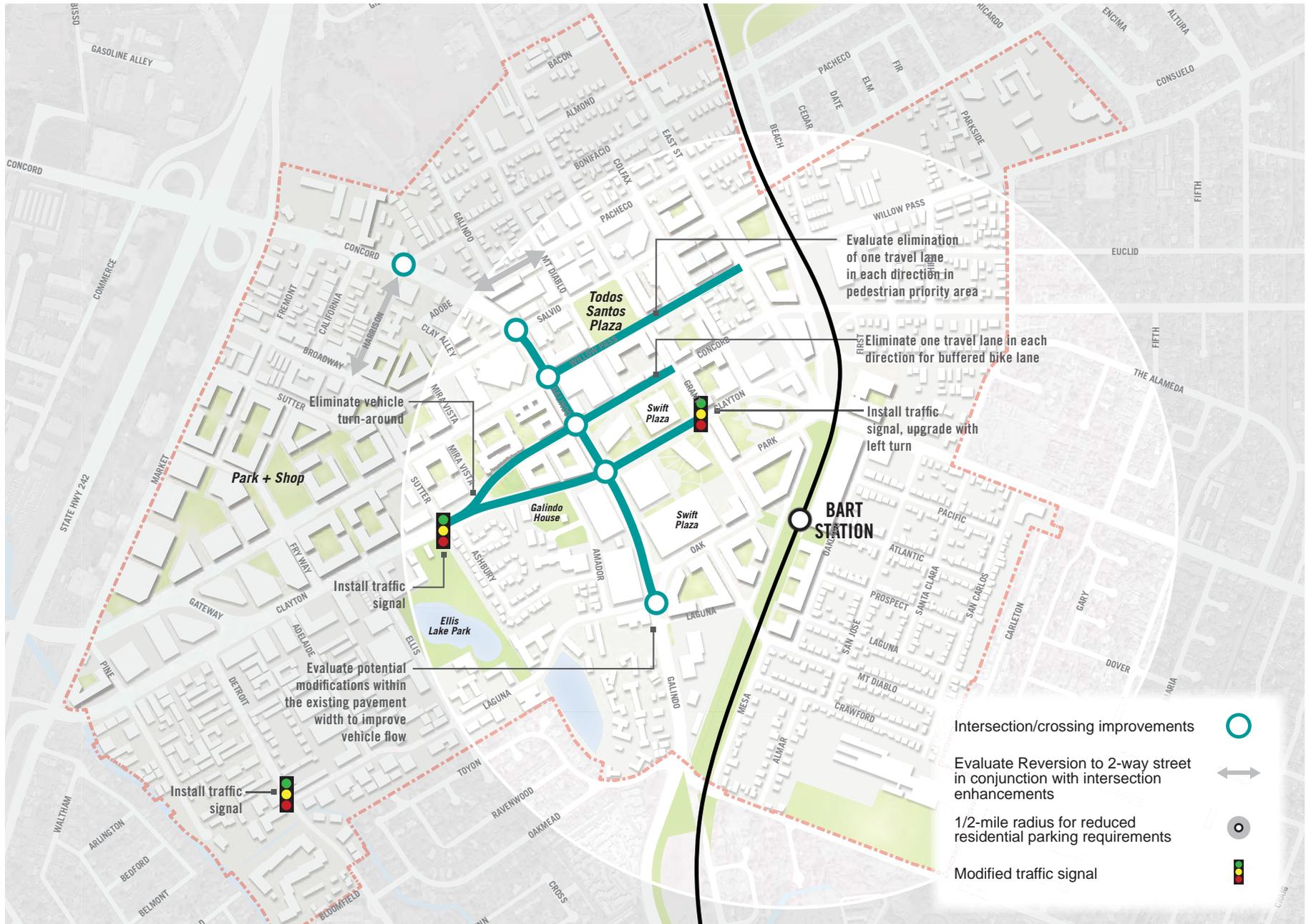


Fig. 5.5 Vehicular modifications

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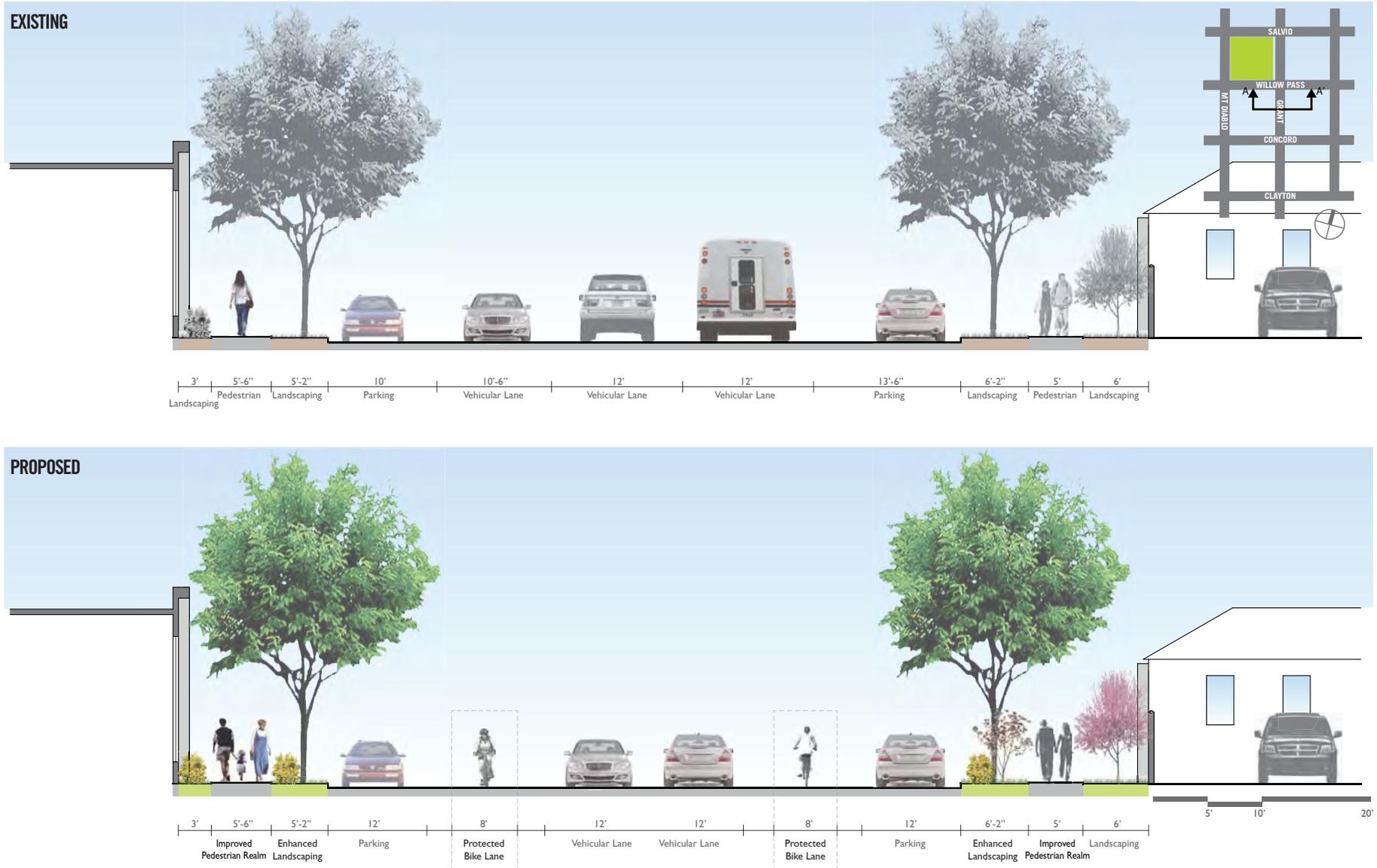


Fig. 5.6 Existing and proposed Grant Street sections at Willow Pass Road



Fig. 5.7 Existing and proposed Grant Street sections at Concord Boulevard

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GOAL C-3: Quality pedestrian facilities and amenities that create a safe and aesthetically pleasing environment that encourages walking and accommodates increased pedestrian activity.

For streets within a pedestrian priority zone, there are a number of treatments that can be considered, including wider sidewalks, intersection crossing enhancements, landscape buffers, on-street parking, partial street closures, reduced traffic signal cycle lengths, pedestrian count-down signals, elimination of permitted left-turn phasing (which eliminates right-of-way conflicts between left-turning vehicles and pedestrians) and elimination of automobile level of service benchmarks for intersection operations. Within the study area, Willow Pass Road is a perceived barrier between the existing pedestrian orientated area around Todos Santos Plaza and the BART station.

For the area of Willow Pass Road between Galindo Street and East Street, there are several strategies that could be considered. Exempting the intersections along this section from auto level of service benchmarks might permit increased pedestrian crossing times and decreased traffic signal cycle lengths that would reduce delay pedestrian for pedestrians waiting to cross the street. Other potential treatments include raised crosswalks, and signal timing changes that limit the speed of traffic on the roadway. Eliminating/consolidating driveways as parcels redevelop (if there are other vehicle access alternatives) would decrease vehicle/pedestrian conflicts at those locations and allow for better sidewalk continuity in the pedestrian priority area.



Existing Grant Street streetscape, looking north towards Todos Santos Plaza



Conceptual rendering of potential future Grant Street streetscape, looking north towards Todos Santos Plaza

Another strategy for the pedestrian priority area would be to eliminate one lane of auto travel in each direction on Willow Pass Road between Galindo Street and East Street, and reallocate the right-of-way to other roadway users. This is commonly referred to as a road diet. There is limited capacity on parallel and intersecting routes to accommodate the additional traffic, and this design change would increase delay for vehicles at intersections on either end of the road diet as vehicle flow is metered into the area. However, this would allow for any number of improvements along the segment such as widening of the sidewalks, providing on-street parking, a wider median with additional landscaping, curb extensions, and other enhancements.

Potential improvements to Grant Street, illustrated in the adjacent rendering, are recommended to improve the experience of the street that serves as the main connection between the BART station and downtown. Streetscape and infrastructural enhancements include new bike lanes and bike route signage, a raised intersection with vehicular stop control, and other signal modifications to improve traffic flow and pedestrian safety.

Policy C-3.1: To the extent feasible, eliminate existing and minimize future driveways and curb-cuts within the pedestrian priority zone, specifically along Grant Street and Willow Pass Road. Sidewalks across driveways should be set back from the driveway so that they remain level.

DOWNTOWN CONCORD SPECIFIC PLAN

Policy C-3.2: Widen sidewalks within the pedestrian priority zone and provide landscape buffers on connector and transit streets. Sidewalks should generally provide five (5) feet of clear area, although wider (10 to 15 feet) is preferred in some areas that experience high pedestrian volumes, such as Grant Street, connecting the BART station to Todos Santos Plaza. As rights-of way are constrained by existing buildings, mature trees, and the roadway, it may not be feasible to provide a minimum sidewalk width of 5 feet throughout the Pedestrian Priority zone and the Specific Plan area. In those instances, a reduced sidewalk width of no less than 3 feet is permissible provided there is a passing zone of 5 feet wide by 5 feet long to permit two wheelchair users to pass on another or turnaround at least every 200 feet. The pedestrian clear area needs to be free from obstacles, such as landscaping, tree grates, fire hydrants, vending machines, sign poles, utility boxes, trash cans, transit shelters, and street vendor carts.



The Avenue, Washington DC

Policy C-3.3: Reduce street crossing widths and increase pedestrian visibility by installing bulb-outs and crosswalk markings at intersections on key pedestrian streets where feasible. Installation of bulb-outs at intersections should be considered along the following streets within the pedestrian priority zone:

- Mt. Diablo Street
- Grant Street
- Colfax Street
- East Street
- Salvio Street
- Pacheco Street
- Park Street

Curb extensions or bulb-outs can also be considered for intersections outside of the pedestrian priority zone on a case-by-case basis. The location and design of bulb-outs should consider the types of vehicles that use the roadways on a regular basis, such as frequent deliveries by large trucks that may require a larger turning radius, and therefore, potentially a smaller bulb-out.

Policy C-3.4: Provide pedestrian scale wayfinding throughout the Specific Plan Area.

Policy C-3.5: Provide pedestrian-scale street lighting along all streets in the Plan Area, especially streets with commercial frontage.

Policy C-3.6: When traffic signals are upgraded, provide pedestrian countdown timers.

Policy C-3.7: Post “Reduced Speed 25 mph” signs on Pedestrian Streets as designated in Figure 5.1 Street Typologies.

Policy C-3.8: When new development is proposed for the south side of Todos Santos Plaza, consider providing a mid-block crossing on Willow Pass Road that mirrors the mid-block crossing on Salvio Street.

Central Concord Streetscape Project

As part of the Central Concord Streetscape Project, shown in Fig. 5.12, there are existing streetscape projects already funded. Some of these include way-finder kiosks, new and rehabilitated crosswalks, sidewalks, and Class III bicycle lanes.



Intersection bulb-out example



Bicycle boulevard and bulb-out, Portland, OR

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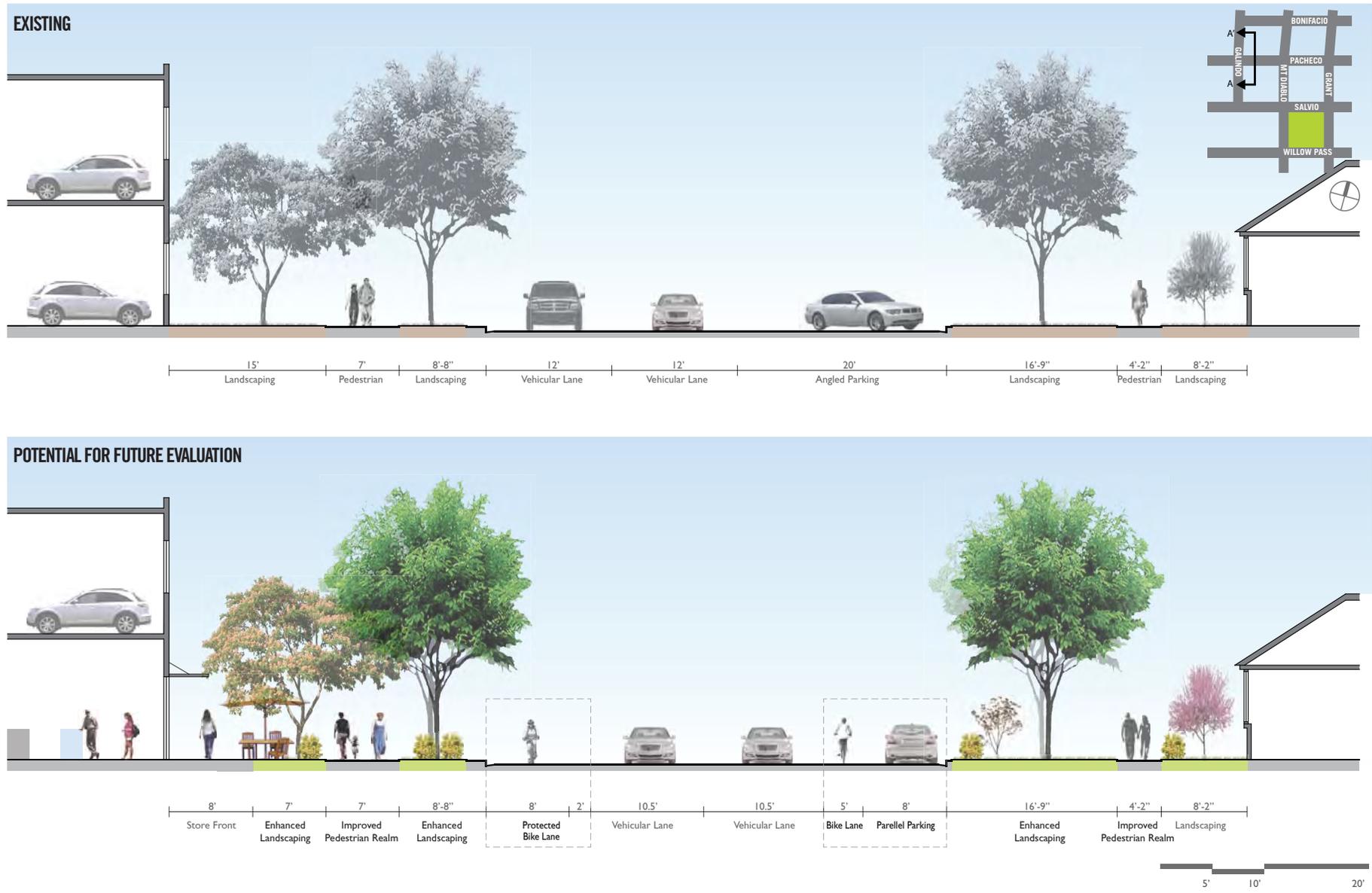


Fig. 5.8 Existing and potential Pacheco Street sections at Galindo Street

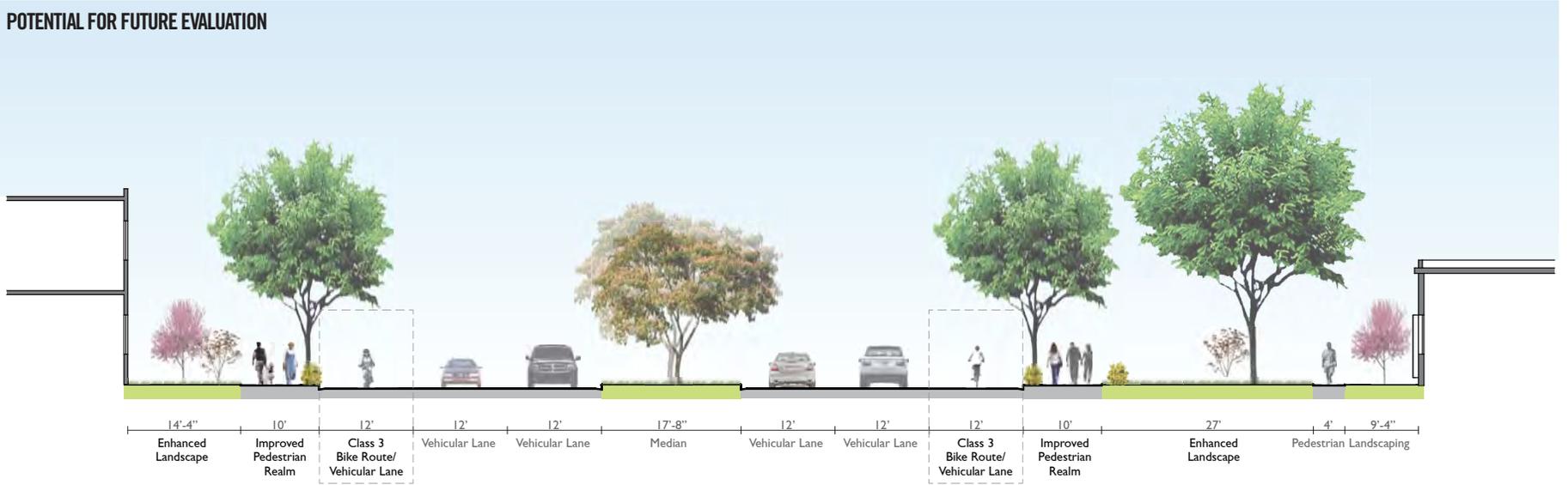


Fig. 5.9 Existing and potential Clayton Road sections at Pine Street



DOWNTOWN CONCORD SPECIFIC PLAN



Fig. 5.10 Existing Clayton Road section at Galindo Street

PROPOSED



Fig. 5.11 Proposed Clayton Road section at Galindo Street

DOWNTOWN CONCORD SPECIFIC PLAN

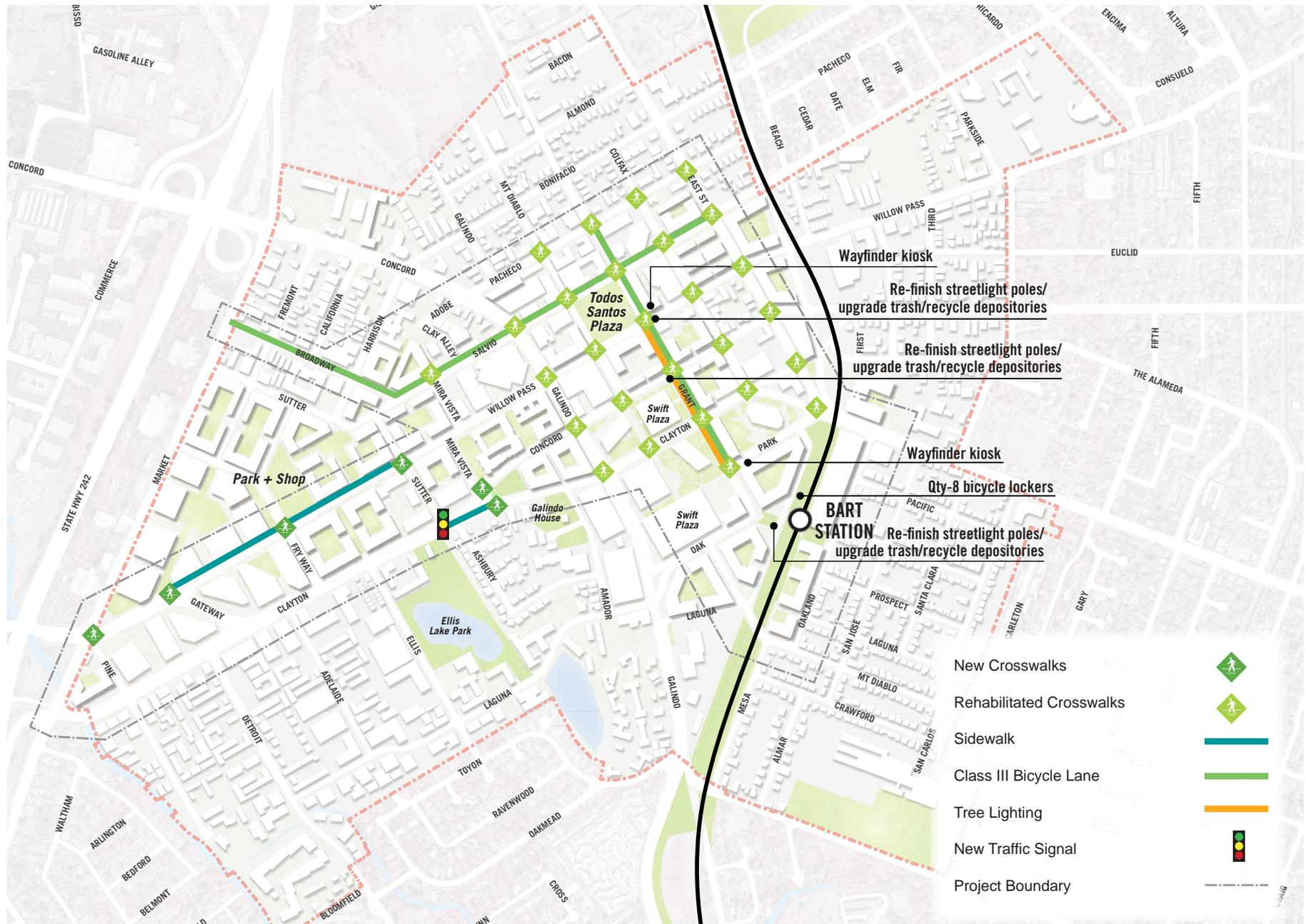


Fig. 5.12 Central Concord Funded Streetscape Project

5.5 BICYCLE CIRCULATION

Concord has an ideal environment for bicycling due to the mild climate, relatively flat terrain and proximity of many recreational and non-recreational destinations. Enhancing and improving bicycle travel for all types and experience levels of cyclists is a key component of the Specific Plan. This section describes proposed enhancements.

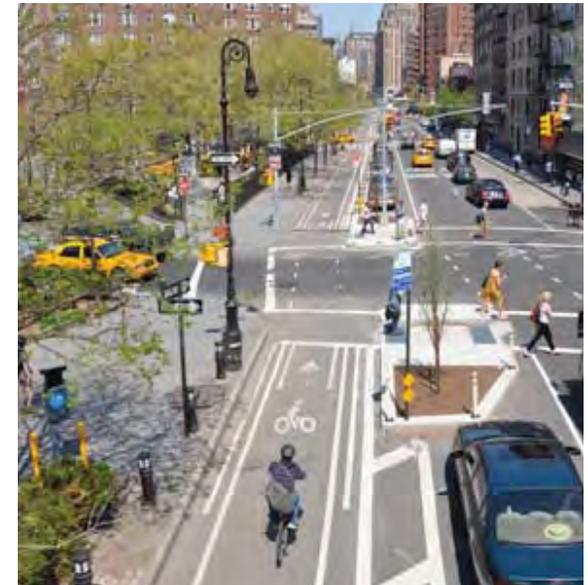
GOAL C-4: A bicycle network with safe and efficient connections to major destinations within the Plan Area and throughout the City of Concord and adjacent communities.

The Concord 2030 General Plan and Concord Trails Master Plan identifies the following bicycle facility types:

- **Class 1 Bicycle Trails** are similar to Caltrans Class I bike paths, offering paved trails that are separated from roadways except at crossings, and may serve multiple users including bicyclists and pedestrians.
- **Class 3B Bike Routes** consist of signed routes with edge lines along collector and arterial streets. Edge lines demark a variable width from 3 to 4 feet for bicycle travel, which is less than the minimum bicycle lane width of 5 feet required to qualify for a Caltrans Class II bike lane designation.
- **Class 3A Bike Facilities** are similar to Caltrans Class III bike routes, consisting of signed routes on residential streets where motor vehicles are expected to share the road with bicyclists; dedicated lanes are not provided



Class I Bicycle Trail, Indianapolis, IN



Bicycle lane buffered with parking, New York, NY



Separated bicycle lane, San Francisco, CA



Class II bicycle lane, Philadelphia, PA,

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Limited on-street bicycle facilities exist through the downtown area, requiring bicyclists to travel circuitous routes to the downtown area from the BART station, use unsigned routes, or ride on the sidewalks or in travel lanes, as discussed in the Existing Conditions Report. There is also limited bicycle parking throughout the Downtown Area.

The City of Concord plans to develop a Bicycle Master Plan starting early 2014 which will further refine facilities throughout the Downtown area connecting to the entire City. So as not to have conflicting documents, the City's Bicycle Master Plan, when it has been adopted, shall supersede any changes to the bikeway network identified here. Several new bicycle facility types should be considered for inclusion in the City's Bicycle Master Plan:

- **Buffered Bike Lanes:** Buffered bike lanes are conventional bicycle lanes paired with a designated buffer space separating the bicycle lane from the adjacent motor vehicle travel lane and/or parking lane. Benefits of buffered bike lanes include greater distance between bicyclists and vehicles, provides greater space for bicyclist without making the bike lane appear so wide that it could be mistaken for a parking or travel lane, appeals to a wider cross-section of bicycle riders.
- **Bicycle Boulevards:** These are bicycle routes typically on residential or local streets that prioritize through trips for bicyclists. The route appeals to cyclists of varied skill levels by providing direct connections on streets with low traffic volumes. The route reduces delay to bicyclists by assigning right-of-way to travel on the route. Traffic management techniques are generally used as needed to discourage drivers from using the boulevard as a through route. Intersections with major streets are also generally controlled by traffic signals with bicycle actuation. These streets should promote shared use with lower posted speed limits (preferably 25 miles per hour), shared lane bicycle stencils (i.e., "sharrows"), wide curb lanes, and signage.



Bicycle boulevard signage, Emeryville, CA

Potential enhancements to the downtown bicycle network have been developed through the specific plan process, as depicted in Figures 5.13 and 5.14, which include:

- Installation of buffered bike lanes on Concord Boulevard and Clayton Road between Galindo Street and Grant Street
- Addition of Class II bike lanes on Grant Street
- Provision of Class II bike lanes along the majority of the Detroit Avenue corridor (between Clayton Road and Via Del Monte, 0.7 miles) and Class 3 bike routes with sharrows where right of way is constrained (NB between Oakmead Drive and Lynn Avenue; both directions between Via Del Monte and Monument Boulevard; at the NB intersection approach at Clayton Road, 0.2 miles total)
- Installation of Class 3 bicycle route signage/ pavement markings on portions of Grant Street and Salvio Street
- Modifications to the unsignalized intersection of Grant Street/Oak Street, adjacent to the BART station area, to a raised intersection with vehicular stop control
- Reconfiguration of Oakland Avenue from four-lanes to three between Mount Diablo Street and Clayton Road with Class II bike lanes in both directions to provide last mile connections to BART



Capital bikeshare, Washington DC

- Designation of Mount Diablo Street from Oakland Avenue to the BART Bus Access Roadway to a Class III route with sharrows to direct bicyclists from the Class I path paralleling Mesa Street to the bike path parallel to the BART Bus Access road, connecting to the BART bike parking area
- Installation of eight additional long-term bicycle parking at the BART station

DOWNTOWN CONCORD SPECIFIC PLAN



Fig. 5.13 Existing and currently planned bicycle routes



Fig. 5.14 Planned and proposed bicycle routes

DOWNTOWN CONCORD SPECIFIC PLAN

It is anticipated that the final bicycle network would evolve during the preparation of the Bicycle Master Plan and conceptual engineering is completed to determine the feasibility of the routes. Intersection enhancements such as bicycle signal actuation and bicycle boxes at these intersections can reduce potential conflicts between cyclists and motorists by highlighting cyclists' presence and movements for motorists. In addition, providing bicycle actuation at all signals would reduce bicycle travel times and further encourage cycling.

City of Concord Planning Code includes requirements for both long-term (i.e., employees and residents) and short-term (visitors and shoppers) off-street bicycle parking for multi-family and non-residential projects. New developments in the Plan Area will provide off-street bicycle parking based on Code requirements. For areas where redevelopment is not expected to occur in the near-future, short-term bicycle parking, such as bicycle racks, should be provided in the public realm throughout the Plan Area, especially in the non-residential areas. Bicycle racks should be located at places such as pedestrian plazas, intersection bulb-outs, or in on-street bike corrals, where they will not obstruct pedestrian flow on sidewalks and minimize potential conflicts between pedestrians or bicyclists. Bicycles can also provide a key last-mile link in the transportation system, connecting the BART station area to jobs and residences that are not quite in walking distance. A bike share program could be implemented within the plan area.



Bicycle parking integrated with streetscape enhancements

Policy C-4.1: Develop the bicycle network as depicted on Figure 5.4 and further refined as part of the Bicycle Master Plan process. Key highlights proposed as part of the specific plan include buffered bike lanes on a portion of Clayton Road and Concord Boulevard, bicycle boulevards/routes on portions of Harrison Street, Laguna Street, Sutter Street, Bonifacio Street, Salvio Street, and Mt. Diablo Street, and bike lanes on portions of Detroit Avenue, Clayton Road, Concord Boulevard and Grant Street.

Policy C-4.2: Enhance bicycle facilities at key intersections with high bicycle and automobile traffic. Potential changes may include facilities such as bicycle detection and extension of green times and bicycle boxes.

Policy C-4.3: Increase bicycle parking supply in the public realm.

Policy C-4.4: Explore the feasibility of providing a bike share program within the Specific Plan Area.



Bicycle locker and transit station parking examples

DOWNTOWN CONCORD SPECIFIC PLAN

5.6 TRANSIT

The study area is served by BART, County Connection (CCCTA), and Tri-Delta Transit. A neighborhood shuttle connecting the Monument Corridor to the BART station and downtown is scheduled to launch in September 2013. BART service provides regional connections to downtown Concord and CCCTA and other transit providers provide more local service. However, many of the bus routes tend to have destinations outside the Specific Plan Area with 30 to 90 minute headways and fares that discourage short trips within the Study Area.

GOAL C-5: Enhanced efficiency and effectiveness of transit in the Plan Area.

To provide increased mobility within and to the Specific Plan Area as land use development occurs, a number of transit enhancements have been identified:

- On designated Transit Streets, bus lanes and queue jump lanes should be investigated when vehicle levels of service approach capacity to provide transit with a travel time advantage over vehicles.
- When traffic signal upgrades occur, transit signal priority shall be considered.
- Provide bus stop amenities, including benches, shelters and real-time arrival data.
- Provide continuous sidewalks that meet Americans with Disability Act standards to bus stops within the Study Area.

- Implement a free downtown circulator shuttle that connects the BART station to various destinations within the downtown area. Potential routes are shown in Figure 5.15. Two routes should be provided on 10 to 15 minute headways. The route could be funded through a business improvement district to which commercial entities would be assessed an annual fee through property taxes. Future study and public input would be required to determine the final route for downtown shuttle system.

Policy C-5.1: Collaborate with CCCTA to improve bus service in the plan area and support Specific Plan objectives by incorporating the following recommendations into its Transit Performance Initiative:

- Move bus stop locations to provide optimum spacing (about 900 to 1,000 feet between stops) that effectively serve the local uses and maintain bus operating speeds
- Locate bus stops on far-side of intersections to improve service times and reduce bus/ auto conflicts at intersections
- Create curb extensions to accommodate in-lane stops that enhance bus service times and provide adequate space for bus stop amenities
- Improve bus stop facilities (shelters, benches, real-time transit arrival displays, route maps/ schedules, trash receptacles, etc.) to enhance user experience

- Install Transit Signal Priority (TSP) at signalized intersections along Transit Priority Street to improve bus travel times by prioritizing signal green times for approaching buses.

Policy C-5.2: Evaluate and implement a free local circulator shuttle through the creation of a business improvement district. Some private businesses already provide a shuttle from the BART station to various office buildings within the area, so there is an opportunity to consolidate service while enhancing mobility for larger population. Stops may be more frequent than for CCCTA service.

Policy C-5.3: Coordinating enhancements for all modes of travel in the Plan Area with BART to provide seamless connections to and from the BART Station and the rest of the Specific Plan area.

Policy C-5.4: Evaluate the possibility of designating sufficient dedicated right-of-way to accommodate future light rail or bus rapid transit connecting to the Concord Reuse Area to Todos Santos Plaza and Diablo Valley College. Study the potential for installation of raised curbs that would delineate the right-of-way and allow for it to be used as a segregated cycling and pedestrian trail while bus, rapid transit or light rail are being planned.

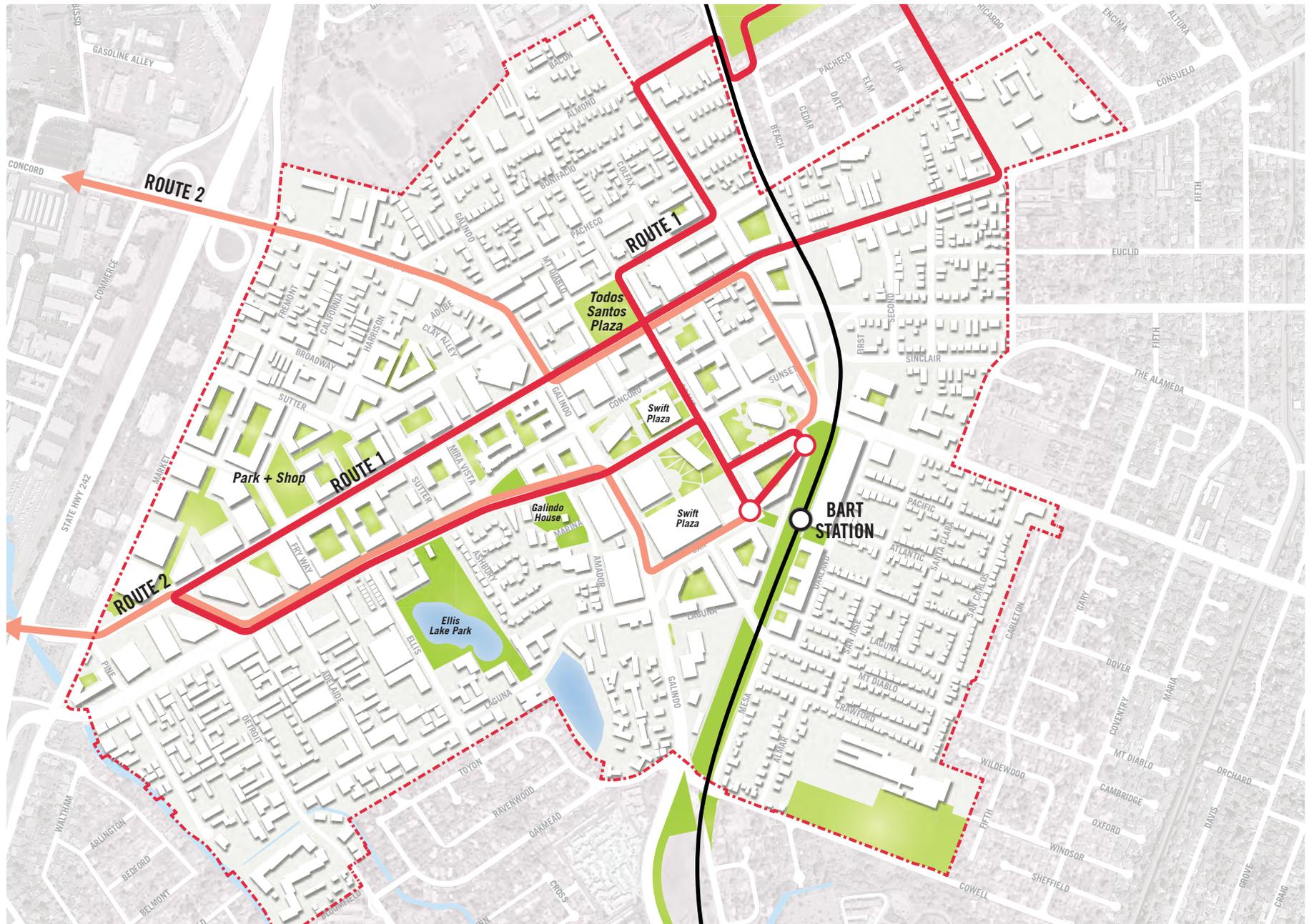


Fig. 5.15 Potential shuttle routes from Downtown BART station

DOWNTOWN CONCORD SPECIFIC PLAN

5.7 ACCESSIBILITY

The goals and policies identified within pedestrian, bicycle and transit sections would improve mobility within the study area for all users, including those with physical disabilities. As the transportation infrastructure is modified, design of facilities within the public right-of-way will meet requirements as set forth by the Americans with Disability Act (ADA). Specific improvements proposed within the Specific Plan are the widening of sidewalks, enhanced street crossings and better wayfinding for pedestrians. Proposed locations of new way finding kiosks in the study area are shown on Figure 5.12. As roadways and intersections are upgraded, the improvements will include replacement of non-ADA compliant features, such as curb ramps and narrow sidewalks.



Concord BART station platform signage



Wayfinding kiosk examples





Fig. 5.16 Existing parking facilities

DOWNTOWN CONCORD SPECIFIC PLAN

5.8 PARKING STRATEGY

A variety of parking types are provided within the Specific Plan area, including public on-street and off-street spaces, parking structures, BART parking, both surface and structured, and private parking. A key challenge for the Specific Plan area is providing the appropriate balance of parking. Providing too much parking unnecessarily adds to development costs, wastes valuable land, and further encourages driving; providing inadequate parking may result in excessive circulation by drivers looking for parking, parking spillover into adjacent residential streets, and discourage potential visitors from visiting the Plan Area.

GOAL C-6: A parking supply that supports Downtown businesses and stimulates economic growth, while not promoting excessive driving.

Many new residents are expected to choose to live and potentially work in Downtown Concord because of the potential walkability and quality transit service. Thus, they may not have an automobile and need parking, or may require less parking than a non-downtown development. One of the Specific Plan economic goals is drawing more patrons to the retail and restaurant uses. Many potential visitors may not consider transit as a viable travel mode due to lack of access and/or convenience. The Downtown will also compete with other retail areas in the region that have convenient and/or inexpensive parking, such as downtown Walnut Creek or Sunvalley Mall. Thus, availability and cost of parking may be a key factor for many visitors in deciding to patronize businesses in Downtown Concord.

The City has two public parking structures downtown that provide a significant amount of public parking within the study area. On-street parking and other off-street lots, including numerous private parking garages, are also located within the plan area. The existing parking supply is sufficient to accommodate some redevelopment without the need to provide additional off-street parking supplies. Although a recent study, *Todos Santos Plaza Parking Study, 2012*, concluded that installing meters or charging for parking was not needed based on current conditions as a parking management tool (i.e. to improve parking turnover or reduce illegal overtime parking) because current parking demand is generally met by current on- and off-street supply, this strategy should be evaluated for implementation over the life of the plan in lieu of constructing additional parking garages, or to help fund the construction of new parking facilities.

During special events at Todos Santos Plaza, such as summer concerts, it can be difficult to find an available parking space in close proximity to the Plaza, but these periodic difficulties in finding parking demonstrate the popularity of events in Downtown Concord. Improving way-finding to direct visitors to available parking supplies during special events and development of a special events parking management plan will allow the existing parking supplies in Downtown Concord continue to meet demand.

Overall parking demand is expected to decrease on a per unit basis as the area establishes itself as a destination (i.e., ease of parking is not a primary consideration in the decision to visit) and as transit service to the area becomes more attractive and convenient. Thus, long-term developments could provide fewer parking spaces than developments occurring earlier. The City already provides reduced parking requirements for commercial development within 1/2 –mile of a BART station. Similar reductions are not yet in the City Code for residential developments. **Table 5-2** shows the parking requirements for commercial and residential development within the plan area, with proposed modifications for further evaluation for residential developments.



Private parking structure adjacent to BART

Table 5.2 Parking Requirements					
Land Use	Unit	Transit Overlay District (TOD) ¹	Non-Transit Overlay District ²	Qualifying Affordable Housing Developments ³	Qualifying Affordable Housing Developments (TOD) ³
Multi-Family	Studio	1 (0.75)	1.0	0.67	0.5
	1-Bedroom	1.5 (1.25)	1.5	1	0.75
	2-Bedroom	2.0 (1.5)	2.0	1.5	1.0
	3-Bedroom	2.0 (1.5)	2.0	1.75 + 0.5 for each additional bedroom	1.25 + 0.25 for each additional bedroom
Hotel	Per Room	0.75	1.0		
Retail	Per 1,000 sq. ft.	3.0	4.0		
Office	Per 1,000 sq. ft.	2.48	3.33		
Medical Office	Per 1,000 sq. ft.	5.0	5.0		

(1) From Division 3, Section 122-386 for commercial development.
 (2) From Division 3, Table 122-385.1
 (3) From Chapter 122, Table 122-581.6

Residential requirements in parentheses to be further evaluated by 2018

Policy C-6.1: To the extent feasible, encourage private parking entities to allow public parking after typical business hours. Encourage shared parking within each development and between different adjacent developments.

Policy C-6.2: Develop a parking management plan that includes a wayfinding component to encourage a “park once” strategy and a special event parking management strategy.

Policy C-6.3: Evaluate parking requirements for developments within the Specific Plan area, as shown in Table 5-2.

Policy C-6.4: Evaluate the potential to provide more flexible parking standards to provide flexibility to developers as minimum parking requirements can reduce the feasibility of in-fill developments on small lots, including a requirement to unbundle parking from the purchase/rental price of residential units.

Policy C-6.5: Encourage car sharing to occur throughout the plan area through partnership with zipcar or other car sharing entity.

06 Infrastructure

6.1 CONCLUSIONS + RECOMMENDATIONS FROM EXISTING CONDITIONS REPORT

The Downtown Concord BART Station Planning Area is currently served by existing storm drainage and sanitary sewer conveyance systems that are owned, operated and maintained by the City of Concord. Wastewater treatment infrastructure serving the area is owned, operated, and maintained by Central Contra Costa Sanitary District (CCCSD or Central San). Potable water infrastructure in the area is owned, operated and maintained by the Contra Costa Water District (CCWD), with nearly the entire supply coming from the Sacramento-San Joaquin Delta.

STORM DRAINAGE

The majority of the existing storm drainage infrastructure within the Study Area is currently operating within its design capacity. No parcels within the Study Area have any portion of their properties designated as FEMA Flood Hazard Zones that may be subject to localized flooding during a significant storm event, and no areas of concern have been highlighted by City staff. Contra Costa County Flood Control District does not have any planned infrastructure upgrade projects that would benefit the Study.

The Study Area includes primarily developed parcels. Redevelopment of existing parcels is likely to decrease storm water run-off with the anticipated reduction in impervious area, additional greening,

and compliance with regional and state storm water requirements for water quality and quantity reductions. New development that increases storm water runoff may be subject to Hydrograph Modification requirements to mitigate the additional flow if the increased runoff negatively impacts receiving storm water facilities.

Local storm drainage infrastructure that collect and convey runoff to the major storm drain systems will likely to be reconfigured to accommodate redevelopment. New development may necessitate that storm drainage infrastructure be extended to serve parcels if existing improvements are not currently available. Design will need to comply with City of Concord design standards and specifications and be coordinated with the City. No significant infrastructure deficiency mitigation is anticipated in order to serve the Study Area.

SANITARY SEWER

Sanitary sewer conveyance facilities in the Study Area are currently operating within their designed capacity with no known flow restrictions. Several of the pipes are older and experiencing structural damage, which are included in ongoing annual City projects focused on mitigating these issues, including Phase 2 of the Downtown Sewer and Streetscape Improvements project currently underway. The sewage treatment plant serving the Study Area is currently treating approximately 45 Million Gallons per Day (MGD) of sewage in dry weather, has capacity for up to 54 MGD, and up to 240 MGD in wet weather.

Densification of the Study Area and changes in land use will likely increase sewage generation. The constructed sewer trunk main capacity however takes into consideration this increased density as projected by the General Plan. Although local lines may need to be upsized or extended to serve redeveloped parcels, no significant infrastructure deficiency mitigation is anticipated in order to serve the Study Area.

WATER

The existing treatment and conveyance systems for potable water are currently operating within the intended design capacity without any known significant deficiencies. Static water pressures within the Study Area range from approximately 48 psi to 95 psi. The topography of the area is relatively level. Elevations across the pressure subzone containing the Study Area range from 0 to about 110 feet above sea level. Development in the Study Area is not anticipated to require any supplemental booster pumps.

Long term water supply is always a concern; however CCWD's Future Water Supply Study Update (2002) and Urban Water Management Plan (2011) indicate that they are on target with meeting the future demands of their service areas, while accounting for future growth throughout the area. CCWD plans to continue various conservation methods while also continuing to expand their supply and use of recycled water. Future water supply for the Study Area does not appear to be a significant constraint at this time.

DOWNTOWN CONCORD SPECIFIC PLAN

6.2 DISCUSSION AND FINDINGS

In order to document the utility infrastructure anticipated to support the Preferred Land Use Plan, conceptual infrastructure demands for domestic water and sanitary sewer were developed based on the existing land uses and densities. The existing land use areas are summarized in Table 6.1 with the preferred development plan estimates Post-Phase I and Post-Phase II (cumulative) across the study area.

WATER & SEWER

Estimated water demand is determined for each existing land use based on current usage rates. These usage rates do not account for future conservation measures, which may reduce expected demands. Average estimated water consumption rates are shown in Table 6.2 below.

These water consumption rates reflect today's water use levels and do not account for future reduction due to existing conservation laws or any other policies that may come into effect. Applying these water consumption rates to the study area's existing and proposed total land usage, the estimated water demand can be determined. Sewer flows can be estimated as 90% of the water demand. The results are summarized in Table 6.3 below.

The total water and sewer demand, Post-Phase I development, is 50% greater than today's estimated demand for the study area. The Post-Phase II development is 72% greater than the existing demand. The CCWD Urban Water Management Plan (UWMP) from 2011 projects 140% increase over their entire service area by the year 2030, and 149% by 2035. The increases in water demand proposed by this Study are within CCWD's system-wide projections and are not anticipated to have a significant impact on the regional capacity. This level of sewer growth also appears in line with the available capacity of the existing local sewer infrastructure and without significant impact to the capacity at the local sewage treatment facilities.

The estimates for future water and sewer rates shown in this analysis may be considered conservative as they are estimated using today's water demand and not the required 20% demand reduction by the year 2020. Further conservation and sustainability efforts by the City, including higher reliance on recycled water, may mean that future rates can be further reduced. Although the existing local utility infrastructure appears to have sufficient capacity to support the Study, the condition of the existing infrastructure will need to be considered and incorporated into on-going regional replacement strategies.

STORM DRAINAGE

Since current State storm water requirements mandate that new developments or re-developed areas greater than 10,000SF maintain post-construction stormwater flows from the site at pre-construction levels, no significant changes are anticipated for the Study Area. Both qualifying private and public projects will need to mitigate increased storm flows individually to ensure flows generated by the development are not increased. Qualifying developments will also need to meet regional requirements for storm water quality prior to being released from the site. Commonly accepted Best Management Practices (BMPs) include bio-filtration basins, flow-through planters, detention basins, and green roofs.

DRY UTILITIES

In general, regional joint trench utility infrastructure (power, phone, cable and natural gas) is in place within the Study Area. Franchise agreements with the City require these utility providers to supply services to new customers. New construction would likely require new service applications with the applicable utility purveyor in order to re-establish service or provide new services to undeveloped parcels.

SUMMARY

Based on the findings discussed in the existing conditions summary and the projected utility demand calculations, the existing wet utility infrastructure appears to have sufficient capacity to support the Downtown Concord Specific Plan. As the plan does not propose to create new roadways or relocate existing roads, utility infrastructure improvements should be limited to localized connectivity specific to individual development projects. Regional system-wide capacity-related infrastructure upgrades are not anticipated to be needed to implement the Specific Plan. Standard operations and maintenance practices and schedules already in place are expected to accommodate functionality of existing infrastructure.

**Table 6.1
Land Use Area Summary**

	Existing (SF)	Total Post Phase I	Total Post Phase II
Residential	4,250,000	7,297,600	8,319,500
<i>Estimated Residential Units</i>	4,429	7,794	8,429
Retail	1,500,000	1,781,200	2,243,200
Office	2,840,000	3,426,400	4,407,900
Live-Work	0	327,600	385,200
<i>Estimated Live-Work Units</i>	0	250	300

**Table 6.2
Estimated Water Consumption Rates**

Office	Retail	Residential	Live-Work
GPD/SF	GPD/SF	GPD/unit	GPD/unit
0.10	0.28	180	180

**Table 6.3
Estimated Water/Sewer Demand
by Land Use in Gallons/Day**

	Water: Existing	Sanitary: Existing	Water: Post Phase I	Sewer: Post Phase I	Water: Post Phase II	Sewer: Post Phase II
Residential	792,791	713,512	1,368,276	1,231,448	1,458,671	1,312,804
Retail	423,000	380,700	502,298	452,069	632,582	569,324
Office	293,940	264,546	354,632	319,169	456,218	410,596
Live-Work	0	0	44,750	40,275	53,700	48,330
Total:	1,509,731	1,358,758	2,269,957	2,042,961	2,601,171	2,341,054

DOWNTOWN CONCORD SPECIFIC PLAN

6.3 ORDER OF MAGNITUDE COST ESTIMATES

The Study does not anticipate significant costs will be required for utility upgrades within the Study Area given the limited impact on the existing facilities. There are however a number of proposed circulation improvements identified that benefit multi-modal transportation and improve connectivity from the existing BART station through the Downtown area. Proposed improvements include restriping several main roadways to dedicate bike lanes and modification of key intersections to provide bulb-outs and improve pedestrian circulation.

LOCAL CROSSWALK IMPROVEMENTS

Ten existing intersections have been identified for crosswalk upgrades to improve pedestrian circulation in the Downtown Study Area. These intersections identified for additional improvements are at:

1. Willow Pass and Pine
2. Willow Pass and Galindo
3. Adobe and Galindo
4. Salvio and Galindo
5. Laguna and Galindo
6. Grant and Willow Pass
7. Grant and Concord
8. Grant and Clayton
9. Grant and Park
10. Grant and Oak (at BART)

Table 6.4 Estimated Crosswalk Improvement Costs					
Local Crosswalk Improvements		Units	Unit Cost	Quantity	Cost
1	Willow Pass & Pine	EA	\$25,000	4	\$100,000
2	Willow Pass & Galindo	EA	\$25,000	4	\$100,000
3	Adobe & Galindo	EA	\$25,000	4	\$100,000
4	Salvio & Galindo	EA	\$25,000	4	\$100,000
5	Laguna & Galindo	EA	\$25,000	4	\$100,000
6	Grant & Willow Pass	EA	\$25,000	4	\$100,000
7	Grant & Concord	EA	\$25,000	4	\$100,000
8	Grant & Clayton	EA	\$25,000	4	\$100,000
9	Grant & Park	EA	\$25,000	4	\$100,000
10	Grant & Oak (@ BART)	EA	\$25,000	4	\$100,000
Local Crosswalk Improvements Subtotal					\$1,000,000
Design, Soft Costs, Mapping (@18%)					\$175,500
Inspection, staking, C/A (@10%)					\$97,500
Project Management (@5%)					\$48,750
TOTAL CONSTRUCTION COST					\$1,296,750

Costs associated with these improvements were estimated based on generally expected site conditions and reflect industry average construction costs at the time of the analysis. New crosswalks were assumed to be striped, and include in-pavement pedestrian warning lighting systems. Costs associated with land acquisition or private property improvement modifications to facilitate these pedestrian improvements are not included in this study.

PEDESTRIAN AND BICYCLE IMPROVEMENTS

Seven roadway segments through the Downtown study area have been identified for striping improvements to better facilitate a combination of vehicular and bicycle traffic. Restriping costs are assumed to include traffic control, removal of existing striping, slurry sealing of streets and new striping.

Enhanced pedestrian access routes to the BART Station are also identified in the Study. While the exact nature of the pedestrian improvements has not yet been identified, the costs represented below provide an order of magnitude estimate for planning purposes.

The following roads have been identified for potential striping modifications:

1. Grant Street
2. Pacheco Street
3. Clayton Road
4. Willow Pass Road
5. Salvio Street
6. Concord Boulevard
7. Harrison Street

PUBLIC FACILITY IMPROVEMENTS

In addition to the corridor improvements listed above, several public plaza areas have been identified for improvement in the preferred plan. While these facilities are not yet defined, assumptions have been made as pedestrian lighting, paving, and landscaping in order to provide “order of magnitude” estimates for planning purposes.

**Table 6.5
Pedestrian & Bicycle Improvement Costs**

	Pedestrian & Bicycle Improvements	Units	Unit Cost	Quantity	Cost
1	Roadway Striping: Grant	LF	\$50	3,400	\$170,000
2	Roadway Striping: Pacheco	LF	\$50	560	\$28,000
3	Roadway Striping: Clayton	LF	\$60	6,500	\$390,000
4	Roadway Striping: Willow Pass	LF	\$60	5,500	\$330,000
5	Roadway Striping: Salvio	LF	\$50	2,900	\$145,000
6	Roadway Striping: Concord Boulevard	LF	\$50	4,000	\$200,000
7	Roadway Striping: Harrison Street	LF	\$50	775	\$38,750
8	Pedestrian Connections to BART	LF	\$500,000	1	\$500,000
Pedestrian & Bicycle Improvements Subtotal					\$1,801,750
Design, Soft Costs, Mapping (@18%)					\$324,320
Inspection, staking, C/A (@10%)					\$180,180
Project Management (@5%)					\$90,090
TOTAL CONSTRUCTION COST					\$2,342,280

**Table 6.6
Estimated Public Facility Improvement Costs**

	Public Facility Improvements	Units	Unit Cost	Quantity	Cost
1	BART Plaza: NW of Station	LS	\$7,000,000	1	\$7,000,000
2	BART Plaza: SE of Station	LS	\$7,000,000	1	\$7,000,000
3	Plaza: Clay Alley	LS	\$3,000,000	1	\$3,000,000
Public Facilities Improvements Subtotal					\$17,000,000
Design, Soft Costs, Mapping (@18%)					\$3,060,000
Inspection, staking, C/A (@10%)					\$1,700,000
Project Management (@5%)					\$850,000
TOTAL CONSTRUCTION COST					\$22,610,000

07 Implementation Strategies

7.1 OVERVIEW

The following section is a summary of the proposed land use, economic, circulation, and infrastructure proposes and their short, medium, and long-term implementation strategies.

7.2 KEY ACTIONS FOR IMPLEMENTATION

The Specific Plan addresses key actions necessary to implement the Specific Plan, which includes:

- Administration, Processing, and Review of Applications
- Non-conforming Structures and Uses
- Maximum allowable development

ADMINISTRATION, PROCESSING AND REVIEW OF APPLICATIONS

The Specific Plan retains the existing City of Concord Development Code procedures for Administration, processing, and review of applications, in particular the architectural control and Use Permit approval processes.

NON CONFORMING USES AND STRUCTURES

It is not the intent of the Specific Plan to render any existing building or land use to a legal but non-conforming status. Additionally, the Specific Plan may serve to bring some buildings and land uses into conformance that were previously deemed legal but nonconforming. However, it is possible that existing buildings and land uses may be impacted by the changes included in the Specific Plan. To protect existing buildings and land uses, the Zoning Ordinance includes language to provide protection for existing buildings and land uses.

MAXIMUM ALLOWABLE DEVELOPMENT

The Specific Plan establishes the maximum allowable development consistent with the Concord General Plan.

The Specific Plan divides the maximum allowable development between residential and non-residential uses, recognizing the impacts from residential development on schools and parks, while otherwise allowing market forces to determine the final combination of development types over time.

The Community and Economic Development Department of the City of Concord shall at all times maintain a publicly available record of:

- The total amount of allowable residential and non-residential square footage under the Specific Plan
- The total number of residential square footage and non-residential square footage for which entitlements and building permits have been granted
- The total number of residential square footage and non-residential square footage removed due to building demolition
- The total allowable number of residential square footage and non-residential square footage remaining available

The Community and Economic Development Department shall provide the Planning Commission and City Council with yearly informational updates of this record. After the granting of 50% of the total entitlement/square footage allowable under the Specific Plan, the Planning Manager will report to the City Council. The Council will then consider, at that time, to amend the Plan and after completing the required environmental review.

DOWNTOWN CONCORD SPECIFIC PLAN

7.3 ULI TECHNICAL ADVISORY PANEL

The Great Communities Collaborative provided funding to allow the Greenbelt Alliance the opportunity to select a city to be the recipient of an Urban Land Institute Technical Advisory Panel. Greenbelt Alliance, which has participated in both the Downtown Specific Plan and the Housing Element Update currently underway, became aware of the important role that new development will play in realizing the vision embodied in both of these plans and approached the Planning Division with this potential opportunity.

As a result, Downtown Concord was selected as the focus of a 2-day Urban Land Institute (ULI) Technical Advisory Panel (TAP). Staff provided panel members with a comprehensive briefing binder in advance of their visit. On April 24th and 25th, the panel visited Concord for an intensive work session examining Downtown Concord, touring the Downtown PDA area, meeting with staff, meeting with stakeholders, and then participating in a concentrated study session/charette. In the early evening, the panel will roll up their sleeves to summarize their observations and begin developing strategies. The next day they continue working on the recommendations and incorporate them into a presentation. The presentation is scheduled for 1pm in the City Council Chambers on Friday, April 25th.

The panel members for Concord consisted of seasoned professionals with experience in real estate, commercial brokerage, planning, architecture, and developing financing, and included: economist Alan Billingsley; Will Fleissig, President with Communitas Development, Inc.; Chris Haeggglund, Principal with BAR Architects; Kathleen Livermore, contract planner with City of Alameda; Cameron Mueller, Urban & Environmental Planner with AECOM; Anu Natarajan, City of Fremont Council Member; Paul Ring, Vice President of Development with Core Companies; and Jeff Tumlin, Principal with Nelson Nygaard Transportation Planners. The ULI presentation held in the Council Chambers was open to the public, and approximately 30 people were in attendance. City staff video-taped the session for future viewing by the public.

The ULI panel studied what could be done to encourage new development in Downtown, and how Concord can position itself to take advantage of its many positive attributes which include generous land use entitlements, a young and diverse population, and a strategic location served by three highways and two BART stations, among many other assets.

Based on their April 25th presentation, the ULI Panel's recommendations are shown below. The recommendations as noted during the ULI presentation were those strategies requiring immediate implementation. Staff found the presentation very helpful, in that it provided external confirmation of the need for immediate action on a number of the Downtown Plan's implementation strategies. Staff reviewed the ULI recommendations and determined that almost all of them are currently incorporated within the Downtown Plan (Chapter 7). Each of the ULI recommendations are shown below with the relevant Downtown implementation strategies that relate to each.

During the DSC's most recent meeting on April 28th, the DSC expressed excitement and satisfaction that much of the ULI discussion was in agreement with the recent discussions of the DSC and supported those strategies noted for immediate action. As a result, staff has pulled those strategies noted for Immediate Action into the table below, as requiring the City's immediate focus. In addition, staff has incorporated one additional implementation strategy for inclusion in the Downtown Plan T-1 G "Re-examine signal timing on through streets, especially during mid-day pedestrian travels," as shown within the Implementation Action charts that follow this table.

**Implementation Action:
Immediate/First Small Moves**

1. Define and Brand Downtown

- ED-1 A, B, D** - Push BART to get Station way-finding concept plan to better connect neighborhoods and Downtown districts
- T-4 A, E, F**
- I-1 B** - Integrate Art
- New Downtown graphic

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

- I-2 E, F, G** - Re-examine signal timing on through streets, especially during mid-day
- T-1 G*** - Fill in deficient/missing sidewalks
- Provide pedestrian access to Park and Shop off Salvio Street
- Demonstration bike lanes and connections as economic development – Concord Blvd.

3. Form Parking Downtown Improvement District managed by Downtown associations

- ED-1 E** - Leverage ample existing parking spaces
- T-3 F** - Offer shuttles with 15 minute headways; linked destinations between BART Station, Todos Santos Plaza, John Muir Medical Center, and Diablo Valley College
- ED-2 C**
- T-4 C** - Ombudsman for homeless population

4. Increase activity and destinations in downtown

- T-1 B** - Curate pop-up retail program with short-term leases near Swift Plaza at Grant St.
- ED-5 B** - Retail kiosk
- ED-1 G** - Target new unique restaurants – i.e., Hop Grenade, Pig and Pickle
- Add more programming in park

5. Locate Justice Center to existing vacant buildings near Police station*

- LRPMP** *Don't wait for new structure on redevelopment parcel

**Implementation Action
Short-term Strategies**

- LU-3 D**
- ED-4 A** **Pedestrian priorities**
- ED-6 D**
 - Focus on activating Grant through coffee carts, outdoor seating, kiosk retail
- T-1 B, C, G**
 - Allow pedestrians to walk down Grant without having to push button to cross street
- I-1 A**
 - Accommodate pedestrian crossings in all signal phases in Specific Plan areas, at least during daytime.
- I-2 G**

Bicycle Priorities

Bike lanes

- I-2 A, B, C, E** • Concord Blvd fm Oakland to Detroit
- I-2 F, K** • Clayton Rd and Sunset fm Detroit to Concord Blvd
- T-1 E** • Detroit Ave fm Concord to Contra Costa Canal Trail Spur
- T-4 G**
 - Salvio Street fm Port Chicago Highway Path to Olivera Rd. and Reuse Project
 - Grant Street from BART station to Willow Pass Rd

Bike Paths

- Port Chicago from Salvio to Sunset
- Contra Costa Canal Trail to Clayton via Detroit Ave
- BART right of way from Systron Dr. to BART Station to Port Chicago Highway path

Neighborhood Greenways

- Oak and Laguna between Detroit and BART station
- Salvio Street from Port Chicago to Fry's

Roadway Priorities

- T-1 F** • Re-time signals for quicker cycle and better progression
- T-2 A, B**
 - Convert Grant and Mt. Diablo to two-way between Concord and Salvio St.
 - Adopt NACTO Urban Street Design Guide for use on all streets
 - Eliminate LOS thresholds for downtown environmental analysis
 - Extend Salvio to Fry – Long term strategy

Parking Priorities

- T-3 B** • Allow off-site parking arrangements to meet any commercial parking requirements administratively.
- ED-1 E, I** • Delegate authority to Downtown Todos Santos Business Association management of parking.
- ED-2 C, G** • Lease surplus parking from private owners and make available to public.
- F-1 D**
 - Valet parking for Thursday evening peak.
 - Install parking way-finding and real-time availability information. – Long term strategy

Station Priorities

- T-4 E, F** • Partner with BART to get Concord Station prioritized in upcoming round of major station improvements
- I-1 A, B** • Prioritize pedestrian arrival at Grant St.
- I-2 F, G**

Transit Priorities

- T-1 A** • 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 every 15 minutes all day to match BART schedule. (Free, Every 10-15 minutes, Branded to Concord/Operated by County Connection).
- F-1 A, F** • Consider rerouting Line 314 between John Muir Medical Center, Concord BART and Pleasant Hill BART via Monument Blvd. and improve headway to match BART schedule.

Implementation Action		Term			Responsible Department	Potential Partners	Proposed Indicator	Applicability	Notes/ Comments
		Short 2014	Med 2017	Long 2022					
LAND USE PLAN (LU)									
LU-1	Adopt the Downtown Vision Plan, Implementation Strategy, and Regulating Code								
A.	Incorporate the Downtown Plan into the General Plan Update/Housing Element Update	X			CED		App. by Oct. 2014	All	during Housing Element Update
B.	Prepare and Adopt Addendum for the Vision Plan, Regulating Code, and Implementation Strategy	X			CED		App. by Oct. 2014	All	as part of SP project
C.	Amend Development Code & other City Ordinances, as necessary to insure consistency with the Regulating Code.	X			CED		App. by Oct. 2014	All	
LU-2	Examine Height and incentive bonuses								
A.	Define areas where additional height would be beneficial	X			CED		Oct. 2014	Land Use	beyond current DP zoning
B.	Develop code sections to recognize certain thresholds; up to 5 stories, 12 stories, over 12 stories		X	X	CED		by 2020	Land Use	
C.	Provide FAR/Density bonus for desirable amenities provided (open space, day care facilities, employment, 3-br units, gardens, etc) (See Emeryville, San Diego, and Portland programs)	X			CED			Land Use	
D.	Study modification of Development Code to allow multi-family units w/just design review (within 1/2-mile radius of BART)	X			CED		by 2017	Land Use	
E.	Consider parking reduction as incentive for first two initial projects within the downtown of at least 100 units	X			CED		by 2016	Residential	
LU-3	Urban Design and Development								
A.	Focus primarily on vacant/underutilized parcels w/in transit overlay	X			CED		Oct. 2014	Land Use	1/2 mile of BART
B.	Define a new district around Pacheco, Adobe and Clay's Alley (restaurants, artisannal local retailers).	X	X	X	CED	C		Land Use	
C.	Develop Grant St. as Vital Commercial link from TSP through to BART through use of developer incentives (tbd)	X	X		CED	BART		Land Use	
D.	Study Redevelopment of Park and Shop area			X	CED	Land Owners			
E.	Work with community groups/hold meetings at different locations to generate more community input	X	X		CED				

CED = COMMUNITY & ECONOMIC DEVELOPMENT, PWD = PUBLIC WORKS DEPARTMENT

07 IMPLEMENTATION STRATEGIES

Implementation Action		Term			Responsible Department	Potential Partners	Proposed Indicator	Applicability	Notes/Comments
		Short 2014	Med 2017	Long 2022					
HOUSING (H)									
H-1	Housing								
A.	Provide a greater diversity of housing types including market rate and affordable apts., condos, townhomes.		X		CED	CED	2022	Residential	
B.	Monitor affordability within project area	X	X		CED	Land Owners	2022	Residential	
C.	Maintain City's affordable units currently under Regulatory Agreement within project area at 90% of current level to 2022, as financially feasible	X	X		CED	Land Owners	2022	Residential	
D.	Develop Anti-Displacement strategies for inclusion in Housing Element	X	X		CED	Land Owners	Oct. 2014	Residential	
E.	Monitor conditions of affordable units within City's inventory	X	X		CED	Land Owners	ongoing	Residential	Every 3 years
F.	Examine updates to Secondary Living Unit ordinance to provide affordability and greater flexibility within the Transit Overlay Zone	X			CED		2015	Residential	
G.	Coordinate meeting with Contra Costa Water District to explore reductions to fees and requirements by the District for Secondary Living Units	X			CED	CCWD	2015-16	Residential	
ECONOMIC VITALITY (ED)									
ED-1	Engage Community Strategically for Downtown Redevelopment/Development								
A.	Create, distribute, and market the Downtown Concord Vision Poster and Outreach Campaign	X			CED		Oct. 2015	Retail	for Todos Santos District
B.	Develop Branding Program for Todos Santos District	X			CED		Oct. 2015	Retail	
C.	Develop a Marketing Plan to: Engage business owners; market properties; and provide info. on Dev. Incentives	X			CED		Oct. 2015	Retail	
D.	Engage Property Owners to gain an Understanding of City's goal of branding of Todos Santos District	X			CED		Oct. 2015	Retail	
E.	Re-Examine Creation of and Market Support for Property-Based Improvement District	X			CED		Oct. 2015	Retail	
F.	Prepare Long-term Property Management Plan for submittal to the State for City's prior Redevelopment sites	X			CED	St. Dept. of Finance	May 2014	Retail	
G.	Identify target businesses, based on market demand, to attract to the Downtown Specific Plan Area. Plan & Implement	X			CED		4 new bus./yr	Retail	
H.	Seek grants & other funding sources for improvements/activities	X			CED	ABAG/MTC		Retail	
I.	Expand existing Economic Development Program to Retain and Support existing businesses/offices within Downtown	X			CED		Continuous	Retail	

CED = COMMUNITY & ECONOMIC DEVELOPMENT, PWD = PUBLIC WORKS DEPARTMENT

DOWNTOWN CONCORD SPECIFIC PLAN

	Implementation Action	Term			Responsible Department	Potential Partners	Proposed Indicator	Applicability	Notes/Comments
		Short 2014	Med 2017	Long 2022					
ECONOMIC VITALITY (ED), cont.									
ED-2	Support Development/Redevelopment of Downtown Properties								
A.	Re-Initiate façade improvement program with City supporting design, development and expedited permitting	X			CED	TSBA/ Chamber	Oct. 2015	Retail	Fund Previous Program
B.	Prepare Design Guidelines handout for Developers (excerpt from SP)	X			CED			Land Use	
C.	Encourage and facilitate a Parking Management Program in the DP zoned area and south to BART by initiating a parking management study for the DP & DMX zoning districts that analyzes the availability of existing parking spaces, determines modifications necessary on order to make private spaces available to the public, examines concepts such as unbundled parking & transfer of parking rights, and actions required to form a parking management district.		X	X	CED			Retail	Pursue grants
D.	Examine Timed Parking for on-street parking in DP zoned Area to encourage parking turnover		X		CED	TSBA/ Chamber			
E.	Establish Design Parameters for Successful/flexible retail (guidelines) for mixed use projects	X	X		CED		Oct. 2015	Retail	
F.	Re-examine Development Code for retail requirements within mixed use projects.	X			CED		Oct. 2015		inclusion in Dev. Code Amendment
G.	Re-Examine and Coordinate Procedures and Fees for In-lieu Parking Fee Program.	X			CED				Re-examine fee
ED-3	Initiate Catalyst Development Projects/Leverage Public Land								
A.	Use Successor Agency opportunity sites as catalyst development sites to incentivize developers w/ First-In Incentive Package	X			CED			Land Use	
B.	Select a developer for the 4.22 acre Oak St site through a RFQ, RFP process w/the necessary experience & expertise to complete a high density mixed-use development in a realistic timeframe & negotiate a Disposition & Development Agreement w/that developer	X			CED	BART		Land Use	
C.	Post Oak St site, select a developer for the 3-acre Galindo St site through a RFQ, RFP process w/the necessary experience & expertise to complete a high density mixed-use development in a realistic timeframe & negotiate a Disposition & Development Agreement w/that developer		X		CED			Land Use	
D.	Establish cost/feasibility of promoting fee reduction or fixed impact fees for two key sites to incentivize developers at catalyst sites	X			CED			ALL	

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07 IMPLEMENTATION STRATEGIES

Implementation Action		Term			Responsible Department	Potential Partners	Proposed Indicator	Applicability
		Short 2014	Med 2017	Long 2022				
ECONOMIC VITALITY (ED), cont.								
ED-3	Initiate Catalyst Development Projects/Leverage Public Land							
A.	Use Successor Agency opportunity sites as catalyst development sites to incentivize developers w/ First-In Incentive Package	X			CED			Land Use
B.	Select a developer for the 4.22 acre Oak St site through a RFQ, RFP process w/the necessary experience & expertise to complete a high density mixed-use development in a realistic timeframe & negotiate a Disposition & Development Agreement w/that developer	X			CED	BART		Land Use
C.	Post Oak St site, select a developer for the 3-acre Galindo St site through a RFQ, RFP process w/the necessary experience & expertise to complete a high density mixed-use development in a realistic timeframe & negotiate a Disposition & Development Agreement w/that developer		X		CED			Land Use
D.	Establish cost/feasibility of promoting fee reduction or fixed impact fees for two key sites to incentivize developers at catalyst sites	X			CED			ALL
ED-4	Encourage and facilitate development of other infill sites in Todos Santos District							
A.	Encourage development of Grant Street sites	X	X		CED	BART		
B.	Encourage development of key opportunity sites in Transit Overlay of Todos Santos District	X	X		CED	BART		Land Use
C.	Develop Inventory and tracking of retail businesses; Definition and tracking of Successful Performing Retail	X	X		CED			Retail
D.	Coordinate with BART on property adjacent to Successor Agency-owned parcels to create complimentary disposition processes	X			CED	BART		
ED-5	Develop Plan for Marketing Strategic Sites to Developers							
A.	Host Second Developer Panel on Implementation and Marketing of Sites	X			CED	ULI		Land Use
B.	Effective targeting and reaching out to desirable developers with successful regional track record	X	X		CED			Land Use
C.	Clearly articulate entitlement streamlining achieved through Specific Plan in marketing approach to developers	X			CED			Land Use
ED-6	Program Quick Wins as Possible for Downtown							
A.	Prepare Request for Proposals to Engage Mural Artwork on utility structures	X			CED			
B.	Host Chalk Art Contest in coordination w/Music & Market or Downtown Events	X			CED			Land Use
C.	Prepare Process and Procedures for Parklet Design Development similar to Sidewalk Café Permit	X			CED	TSBA/ Chamber		Land Use
D.	Coordinate/Facilitate Monthly Vendor Event along Grant St. betw. WPR and BART	X			CED	TSBA/ Chamber		Land Use
E.	Promote existing downtown historic walking tour, Galindo House, Concord Historical Museum & Research Center and key historic properties (example: Todos Santos Days event)	X			CED	Historical Society		Land Use

CED = COMMUNITY & ECONOMIC DEVELOPMENT, PWD = PUBLIC WORKS DEPARTMENT

DOWNTOWN CONCORD SPECIFIC PLAN

Implementation Action		Term			Responsible Department	Potential Partners	Proposed Indicator	Applicability	Notes/Comments
		Short 2014	Med 2017	Long 2022					
TRANSPORTATION (T)									
T-1	Optimize Circulation for Residents and Employees								
A.	Establish Free Downtown Circulator Shuttle to address first mile/last mile concerns with expanded use of BART through development of PBID		X		CED	County Connection	8 routes or trips per day to start	TRANSIT	
B.	Use Public Land to Create Interesting pedestrian places, e.g., public seating, "pop up" retail/event space, etc.		X		CED	CCCTA			temporary installations
C.	Program streetscape furnishing improvements on key corridors		X		CED				
D.	Provide Downtown Concord bike share program and explore the possibility of incorporating electric bikes into the bike share fleet.		X		CED				
E.	Where possible, promote connectivity between Downtown & the Iron Horse Trail, as well the Contra Costa Canal Trail	X	X		CED				
F.	Study conversion of one-way streets to two-way streets to increase accessibility to retail and downtown navigation		X		CED				
G.	Re-examine signal timing on through streets, especially during mid-day pedestrian travels	X			CED				
H.	Strengthen the connection between Park & Shop and Todos Santos Plaza via Willow Pass Road and Salvio Street.	X	X						
T-2	Develop transportation impact study guidelines that establish alternative metrics for evaluating transportation system				PWD		Rreduced travel times & VMT	TRAFFIC, TRANSIT, PARKING	
A.	Corridor travel time as opposed to isolated intersection operations	X	X			County Connection			
B.	Adopt street designation overlay to establish modal priorities	X	X			CCTA			
T-3	Improve Parking Strategies				CED		VMT reductions, x# parking spaces provided below baseline		
A.	Study reduced parking requirements to residential units within ½ mile of BART		X		CED				
B.	Evaluate flexible parking standards – i.e. City of Emeryville range of required parking (33% less than expected demand -10% more than predicated demand for commercial uses).	X	X		CED			RESIDENTIAL, RETAIL, COMMERCIAL, PARKING	
C.	Work with car sharing entities to: 1) locate cars within the downtown project area; 2) make downtown residents/employees aware of the opportunities through annual coordination meetings with providers and 3) establishing guidelines for new projects to provide car sharing spaces	X	X		CED	BART			

	Implementation Action	Term			Responsible Department	Potential Partners	Proposed Indicator	Applicability	Notes/Comments
		Short 2014	Med 2017	Long 2022					
TRANSPORTATION (T)									
T-3 (cont.)	Improve Parking Strategies				CED		VMT reductions, x# parking spaces provided below baseline		
D.	Require parking be unbundled from rent or sales price in residential developments	X			CED				
E.	Further study charging market rate for public parking in the downtown area, implement companion parking technologies (pay by cell phone, etc.) & parking informational brochure, website, wayfinding signs. Bi-annually monitor availability of street parking in the Downtown Pedestrian (DP) zoning district to track impact of new development and set goal of ensuring availability (e.g. 10-15%). As availability reduces over time re-examine preparation of parking study for potential addition of meters.		X		CED				
F.	Return parking revenue to the area by establishing Parking District; could be used to fund free shuttle & Improve pedestrian/cycling conditions including signage and wayfinding		X		CED				Pursue grants
G.	City will consider a parking reduction of up to 25% for any projects providing the following strategies within the Downtown Specific Plan Area: 1) free (bus) transit passes for residents/employees; 2) car sharing memberships & location of on-site parking space for a car sharing vehicle 3) unbundled parking	X			CED				
H.	Further study a modification to City's parking ordinance to allow flexibility for new housing developments, whereby, the property owner shall provide at no cost to every employee and/or residential unit for X years from certificate of occupancy: 1) a pass for unlimited local bus transit service; or 2) a functionally equivalent transit benefit in an amount at least equal to the price of a non-discounted, unlimited monthly local bus pass, to be approved by the Planning Manager or specified within conditions of approval, as appropriate	X			CED				
I.	Further examine Development Code Section 122-386(g) to allow greater flexibility under (g) Adjustments to Parking Requirements to discourage excess parking in proximity to transit stations	X			CED				

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DOWNTOWN CONCORD SPECIFIC PLAN

Implementation Action		Term			Responsible Department	Potential Partners	Proposed Indicator	Applicability	Notes/Comments
		Short 2014	Med 2017	Long 2022					
TRANSPORTATION (T)									
T-4	Optimize Coordination with BART								
A.	Engage and actively coordinate with BART to streamline development and expedite approval processes for Station and Access Improvements	X	X	X	CED, PWD	BART	BART land fully developed by 20xx	RESIDENTIAL, COMMERCIAL, RETAIL	
B.	Explore how the City could convene stakeholders and facilitate the above process								
C.	Develop interim parking strategy and optimizing parking lots					TSBA, Prop. Own			
D.	Explore potential for BART corridor overlay zoning	X	X		CED, PWD	BART		TRAFFIC, TRANSIT, PARKING	subset of Transit Overlay?
E.	Coordinate with BART on way-finding program	X			CED	BART			connecting to Grant St.
F.	Coordinate with BART on Concord Station Improvements	X				BART			
G.	Prepare focused transportation studies on site access/circulation	X	X						as determined necessary
INFRASTRUCTURE (I)									
I-1	Program Grant Street Improvements								
A.	Design Streetscape, Landscape and Lighting Improvements from BART to Todos Santos; Define Cost Estimate	X	X	X	CED	BART			
B.	Implement Public Art at Key Locations	X	X		CED				
I-2	Program Pedestrian and Bicycle Plan Improvements								
A.	Design Green Framework path within Downtown Specific Plan	X			CED, PARKS				
B.	Coordinate with Construction of OBAG Last Mile and Detroit Avenue projects	X			CED, PWD	CCTA			
C.	Coordinate with BART on potential for connection of North Concord BART trail with trail west of Concord BART	X			CED, PWD	BART			
D.	Install Fence and Entry Arches along south side of Todos Santos Plaza	X			CED, PWD				
E.	Program for On-street Pedestrian and Bicycle facility improvements and incorporate with Bicycle Master Plan	X	X		CED, PWD				

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Implementation Action		Term			Responsible Department	Potential Partners	Proposed Indicator	Applicability	Notes/Comments
		Short 2014	Med 2017	Long 2022					
INFRASTRUCTURE (I)									
I-2	Program Pedestrian and Bicycle Plan Improvements (cont.)								
F.	Enhance Streetscape on Key streets linking Major Destinations				CED, PWD				Salvio, Grant, Willow Pass
G.	Create enhanced pedestrian crossings at key locations: Concord Ave., Galindo St., Willow Pass Road		X		CED, PWD				
I.	Examine modifying Section 122-393 Bicycle Parking within next Development Code Amendment to link bicycle parking requirement to number of units, rather than number of spaces.				CED				
J.	Submit application to become a 'Platinum Bike City' by 2020		X	X	CED				
K.	Retain consultant for preparation of Bicycle Master Plan	X			CED				
DESIGN GUIDELINES (F)									
A.	Hold Study Session with DRB to explore Early California theme	X			CED	DRB	Oct. 2013		
B.	Prepare Design Guidelines handout for Developers (excerpt from SP)	X			CED		Oct. 2014		
FUNDING PROGRAMS (F)									
F-1	Investigate Funding Sources and Availability								
A.	Evaluate Tax Increment Financing (TIF) districts and Urban Transportation Districts (UTDs) that can provide financing for facilities, roads, and transportation enhancements within the project area	X	X	X	CED, PWD		x\$\$ invested by 2020, y\$\$ by 2030	INFRASTRUCTURE	
B.	Study Potential for Transfer of development rights		X	X	CED		x# Deals brokered	ALL	
C.	Investigate feasibility of a Benefit Assessment District or other funding mechanisms								
D.	Establish Property-based Improvement District (PBID)	X	X		CED	TSBA			
E.	Explore private/public partnerships for neighborhood revitalization projects	X			CED				
F.	Apply for PDA Implementation grants, as available	X			CED	ABAG/MTC			
G.	Program necessary infrastructure projects for Downtown Specific Plan in CIP	X			CED, PWD				
H.	Safe Routes to Transit	X	X						
J.	Update the City's transportation impact fee to include non-motorized improvements as allowed by law	X			CED				

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7.5 AFFORDABLE HOUSING STRATEGY + ECONOMIC DEVELOPMENT INCENTIVES

EXISTING AFFORDABLE HOUSING DOWNTOWN

Affordable housing is typically defined as housing which costs no more than 30 percent of the gross income of all household members. The City of Concord's median income (called Area Median Income or AMI) for a household of four is \$93,500. A monthly rental payment or monthly mortgage payment of not more than \$2,300 would be considered affordable to a household earning the median income in the City.

There are currently about 4,200 households in the Downtown Project Area, divided roughly into fifths among five income categories (see Table 7.1). About 64 percent of households (2,700 households) in the Study Area earn 80 percent of Area Median Income or less, while that figure is 47 percent of households in the City and 40 percent of households Countywide. Because the Study Area has a higher concentration of lower income residents than the City or the County, the need for and existence of affordable units in the Study Area is significantly higher than in other parts of the City.

Two types of affordable units are analyzed here: income-restricted "official" affordable units and de facto, market-rate affordable units.

Table 7.1
Household Income, Downtown, Concord, Concord Contra Costa County

Income Category (1)	Downtown (2)		Concord		Contra Costa County	
	#hhs	#hhs% of total	#hhs	#hhs% of total	#hhs	#hhs% of total
Extremely Low	935	22%	196	2,509	1,750	758
Very Low	932	22%	7,319	16%	53,254	14%
Low	838	20%	6,636	15%	45,814	12%
Moderate	936	22%	7,195	16%	48,702	13%
Above Moderate	563	13%	9,941	22%	76,887	21%
Total	4,204	100%	13,979	31%	146,269	39%

(1) Census Income categories do not match categories exactly. Census data has been interpolated to fit the income categories for summarizing purposes.

(2) Data from ACS Census updated in 2011 and includes the PDA geography within Census block groups. Total block groups geography is slightly larger than the Project Area.

* 2010 Census; EPS

Income restricted units. Locally supported income-restricted affordable units Downtown (and elsewhere in Concord) are shown on **Table 7.2**. As shown, the Concord Housing Successor Agency supports about 685 income-restricted housing units. While Downtown has about 9 percent of the City's housing units, it has almost 45 percent of all income-restricted affordable units, totaling nearly 318 units. The affordability restriction on about 130 of those units will be up within the next 20 years, which means that those units may be at risk for conversion to non-income restricted, market-rate units. **Figure 7.2** shows the locations of these units.

De facto, market-rate affordable units. The number of households in the Study Area earning below median income is significantly larger than the number of locally-supported income-restricted affordable units in the Study Area (about 2,700 households compared to 318 units). Residents of lower income households in the Study Area must therefore (1) live in market-rate units which are lower cost and/or (2) they are likely paying a significant portion of their incomes towards housing costs and/or (3) share space with one or more households.¹

There are about 2,382 de facto/market-rate affordable units in the Downtown with 1,663 of those units rented (either in multifamily structures or single-family/attached houses) and about 719 units owner-occupied (see **Table 7.3**). While the exact locations of these units are not known, based on a tour of the Downtown and a review of recent sale prices of homes by geography, lower cost housing is likely located in the Ellis Lake District (in apartments) and in the Crawford Villages area (in single-family rentals).

Overall, in the Downtown about:

- 12 percent of the units are income-restricted
- 40 percent are de facto/market-rate affordable rental units and
- 20 percent are de facto/market-rate affordable owner-occupied units (see Table 7.4)

The rest of the units are market-rate units priced for higher income households (meaning those earning more than 80 percent of the area median income).

PROJECTED AFFORDABLE HOUSING NEED

Three projections for the affordable housing need have been completed:

- (a) Current distribution of incomes by household.
- (b) Types of industries projected to grow Downtown and their typical income ranges.
- (c) Regional Housing Needs Allocation proportion of affordable units.

Based on a review of factors (a) and (b), new households are expected to include more households in Moderate to Above Moderate income categories and fewer lower income households than currently reside Downtown (see Table 7.4 and Figure 7.1). The projected number of units by household income range totals 970 to 2,400 new households earning 80 percent of AMI or below.

For the 2014 to 2022 period, the City of Concord's Regional Housing Needs Allocation that must be planned for within the next Housing Element update *citywide* is a total of 3,462 housing units, 36 percent of which are to be affordable to households earning no more than 80 percent of area median income. This allocation provides a broad indicator of the regional affordable housing need and Concord's share of the total projected need for the eight year period. While these units are not allocated at a smaller geographic level, the 36 percent metric indicate a needed level of affordability for all units in the City.

While this analysis finds that between 36 and 45 percent of new households are likely to earn 80 percent or less of AMI in the Downtown, it would be very difficult for a given market-rate development project to provide this level of affordable units because the cost to subsidize such high numbers of income-restricted units would be expected to eliminate the profits that make new development an attractive investment.

DOWNTOWN CONCORD SPECIFIC PLAN

AFFORDABLE HOUSING AND ANTI-DISPLACEMENT POLICIES

Concord's Downtown contains a higher proportion of both official and de facto affordable housing than the rest of the City, reflecting the lower income demographics of the Downtown. The Downtown Specific Plan envisions various improvements to the Downtown that will make it an attractive and convenient location for residents of all income levels. The City must balance various goals for attracting higher-quality development to the Downtown (which would command higher residential and commercial rents) while not displacing existing lower income households

and creating new space for future low income households. The below sections summarize existing City policies, suggest new policies for consideration, and outline an anti-displacement strategy for Downtown.

EXISTING CITY AFFORDABLE HOUSING POLICIES

The City has existing Inclusionary Housing requirements which are applied to for-sale developments with five or more units and rental developments receiving City financing, assistance

or subject to a development agreement. The existing Citywide Affordable policies generally require that 10 percent of the proposed units are income-restricted to households making no more than 120 percent of AMI. The number of income-restricted units can be met with onsite affordable units offsite units, through the payment of an in lieu fee, or by acquiring existing, unrestricted units and converting them to income-restricted units (see Table 7.5 for summary). The City offers a number of incentives to help mitigate the costs of the requirements including density bonuses, modifications to development standards, impact fee deferrals, and expedited application processing.

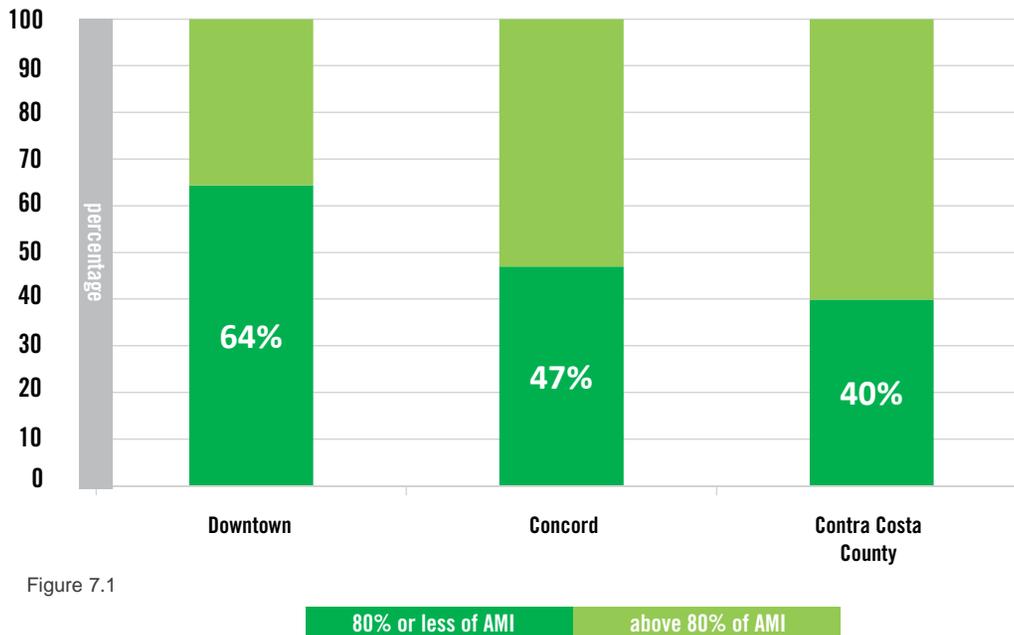


Figure 7.1



Figure 7.2 **Green circle indicates housing sites in the Downtown**

Housing Type
■ Dev. Disabled Housing ■ Multi-Family Housing ■ Senior Housing

Table 7.2
Locally Affordable Housing in Concord under Regulatory Agreement with City

Property Name	Property Address	Affordable Units (1)	% of all Affordable Units Downtown	Expiration of Income Restriction	Expiration Dates Within Next 20 Years
Diane Court Apartments	1750 Diane Court	4		2021	
Diane Court Apartments	1751 Diane Court	4		2013	
Caldera Place Apartments	2401 Bonifacio Street	11		2055	
Californian Apartments	1621 Detroit Ave.	9		2014	9
Camara Circle Apartments	2501 & 2266 Camara Circle	51		2055	
Chateau on Broadway	1700 Broadway Street	31		2041	
Concord Residential	2141 California Street	10		2041	
El Sol Apartments	1890 Farm Bureau Rd.	10		2019	
Jordan Court II Apartments	2248 & 2250 Almond Ave	4		2019	4
Lakeside Apartments	1897 Oakmead Dr.	122		2059	
Las Casitas	1181 Detroit Ave	4		2059	
Phoenix Apartments	3720 Clayton Road	11		2022	
Plaza Tower Apartments	2020 Grant St.	95		2017	95
Riley Court Apartments	2050, 2051, & 2061 Riley Court	47		2052	
Victoria Apartments	1650, 1670, & 1680 Detroit Ave.	12		2035	
Vintage Brook Apartments	4672 Melody Drive	147		2056	
Virginia Apartments	1140 Virginia Lane	89		2054	
Windsor Park Apartments	1531 & 1611 Adelaide St.	24		2015	24
Total, 18 total project sites	Total, 18 total project sites	685	46%		132

(1) Includes locally assisted affordable units. In addition, the City has a number of housing projects which are federally assisted (Section 8). One Section 8 project, The Heritage with about 121 units, is located in the Study Area.

Bold italics formatting indicates project located within the Study Area (a total of 318 units).

* City of Concord compliance monitoring report; EPS

DOWNTOWN CONCORD SPECIFIC PLAN

**Table 7.3
Income-Restricted and Estimated “De Facto” / Market-rate Units Downtown**

Income Category (1)	# Households (2)	% of Total	Number of Income- Restricted Units Downtown	De Facto / Market Rate Affordable (3)		
				Total Units	Est. Rentals (4)	Est. Owner Occupied (4)
Extremely Low	935	22%				
Very Low	932	22%	318	2,382	1,750	758
Low	838	20%				
Moderate	936	22%				
Above Moderate	563	13%				
Total	4,204	100%				

(1) Census income categories do not match categories exactly. Census data has been interpolated to fit the income categories for summarizing purposes.

(2) Data from ACS Census updated in 2011 and includes the PDA geography within Census block groups. Total block groups geography is slightly larger than the Project Area.

(3) Subtracts all units occupied by households in the three income categories below Area Median Income from the number of Income Restricted Units.

(4) Estimated based on Census data which reports households paying more than 30 percent of their household income towards rent or mortgage payments.

**2010 Census; EPS*

Table 7.4 Income-Restricted and Estimated “De Facto” / Market-rate Units Downtown						
Income Category	Downtown					
<u>Current, 2010 Data (1)</u>						
Extremely Low	935			22%		
Very Low	932			22%		
Low	838			20%		
Moderate	936			22%		
Above Moderate	563			13%		
Total	4,204			100%		
<u>Projected New Households, 2040 (2)</u>						
Extremely Low	322	-	814	9%	-	22%
Very Low	322	-	812	9%	-	22%
Low	322	-	729	9%	-	20%
Moderate	490	-	1,347	13%	-	37%
Above Moderate	490	-	1,347	13%	-	37%
Total	3,660					
<u>Total Projected Households, 2040</u>						
Extremely Low	1,257	-	1,748	16%	-	22%
Very Low	1,255	-	1,744	16%	-	22%
Low	1,160	-	1,567	15%	-	20%
Moderate	1,427	-	2,283	18%	-	29%
Above Moderate	1,053	-	1,910	13%	-	24%
Total	7,864					

(1) Census income categories do not match categories exactly. Census data has been interpolated to fit the income categories for summarizing purposes.

(2) Job growth by industry were analyzed for the Study Area to estimate the incomes of new workers. Projected household income ranges are based on these estimates while also taking account of the existing household income distribution in the Study Area.

*2010 Census; EPS

DOWNTOWN CONCORD SPECIFIC PLAN

ADDITIONAL AFFORDABLE POLICIES FOR CONSIDERATION

The City may pursue a multi-pronged approach to retaining and creating new affordable units including new regulatory requirements and code changes that reduce costs.¹

Consider affordable housing nexus fee for rental development. In the past, many cities required new market-rate rental apartment projects to provide onsite affordable units. At the present time, below market-rate units are no longer required in new rental developments, as a result of a recent court decision regarding affordable housing (Palmer) that found inclusionary zoning for rental housing projects violates the Costa-Hawkins Act regarding restrictions on rent control. Concord may explore the potential to adopt a nexus-based fee that rental projects would pay to support affordable housing in the City, with the possible alternative of providing affordable units within their projects.

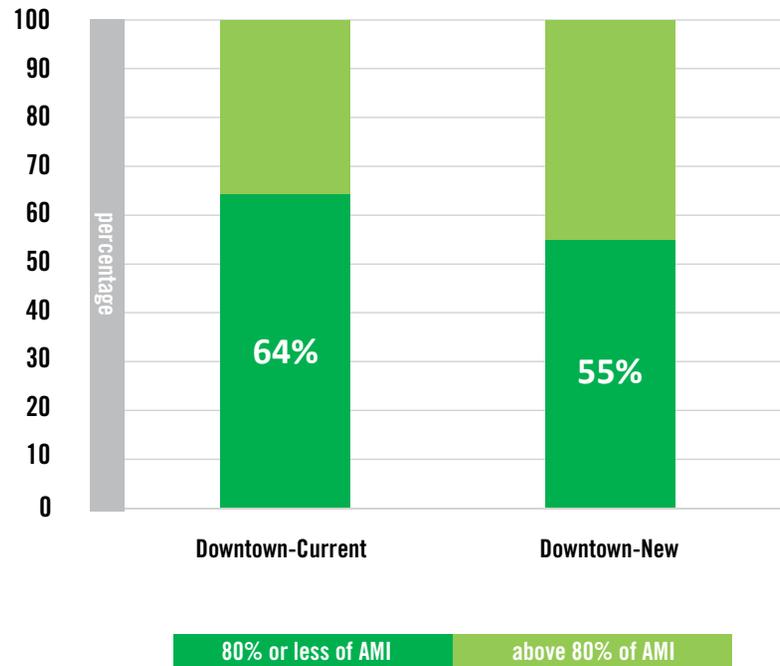


Figure 7.3 Current & Projected Low Income Households Downtown in 2013 (80% of Median means \$66,250 annual gross income for a family of 4 in Concord)

¹ Residents also may participate in federally-assisted units either in public housing projects or with Section 8 housing vouchers, administered through the Contra Costa County Housing Authority. Roughly 1,200 households in Concord received Section 8 vouchers in 2007.

Lower parking requirements. To reduce development costs, the City could consider reducing parking requirements for all projects in this transit-accessible location, though developers may or may not exercise this option depending on market considerations. Parking reductions may be effectively paired with travel demand management techniques, such as unbundling parking from basic housing costs and providing transit passes or carshare memberships or access.

Defer City fees or consider waiving certain fees for all projects exceeding the inclusionary requirement. To further reduce development costs, the City could consider waiving certain City fees for new housing developments that pursue the added density or simply deferring the payment of such fees until later in the development process to reduce developers' financing costs.

² Note that many affordable housing strategies also include Density Bonus programs. The Downtown already has relatively high density zoning and the City's existing affordable housing policy includes density bonuses for projects with affordable housing. Therefore, additional density is not considered as a new policy or strategy.

**Table 7.5
Summary of Existing City
Affordable Housing Program**

Item	For Sale (5+ Units)	Rental - City Assisted Projects
Very Low	0%	6%
Low	6%	OR use rental require-ments 10%
Moderate	<u>10%</u>	<u>0%</u> 16%

- Options:
- 1) Build required affordable unit(s)
 - 2) Pay in lieu fee
 - 3) Develop units off-site within the City
 - 4) Acquire 2 unrestricted multifamily units for each one required and income restrict those units. Rental projects only subject to inclusionary ordinance if receiving Financial Assistance from City
- Incentives--one or More of the following:
 Density bonus²
 Modifications to zoning/ dev standards
 (if units exceed requirement)
 Expedited processing
 Fee Deferral to occupancy

³ All owner-occupied units, even those occupied by low-income residents, are not targets of anti-displacement strategies because their exit from the Downtown would only occur if a household agrees to sell a property. The City's goals do not include limiting relocation options for homeowner. Higher income renters meanwhile, even those earning moderate incomes, are less likely to be displaced because the differential between the rents they are paying and higher market rents is typically not large enough to a property owner to justify the transaction costs typically associated with evicting renters from a building.

ANTI-DISPLACEMENT STRATEGY

Displacement of low-income residents (often called gentrification) occurs as particular geographies become more attractive to higher income residents and commercial tenants. These new users can pay more to purchase or rent property and landlords or developers convert existing de facto affordable units to other uses. In the Downtown, residents that are the most at risk of displacement by wealthier residents or high-rent commercial uses are those in unrestricted rental units.³

These residents live in about 1,660 rental units in the Downtown (see Figure 7.4). While this is a significant number of units, the Specific Plan has identified opportunity sites which can accommodate 3,465 residential units and more than a million square feet of new office and commercial uses without the loss of existing residential units and without using the maximum zoning capacity of those sites. For displacement to occur, the land costs plus the entitlement risk associated with displacing current residents would need to be significantly lower than land costs for similarly situated land within the Downtown.

DOWNTOWN CONCORD SPECIFIC PLAN

Anti-displacement strategies to reduce the possibility of losing income-restricted units Downtown would include implementing a monitoring program whereby the City ensures that property owners must notify the appropriate city staff prior to the expiration of income restrictions on all units in a particular property.

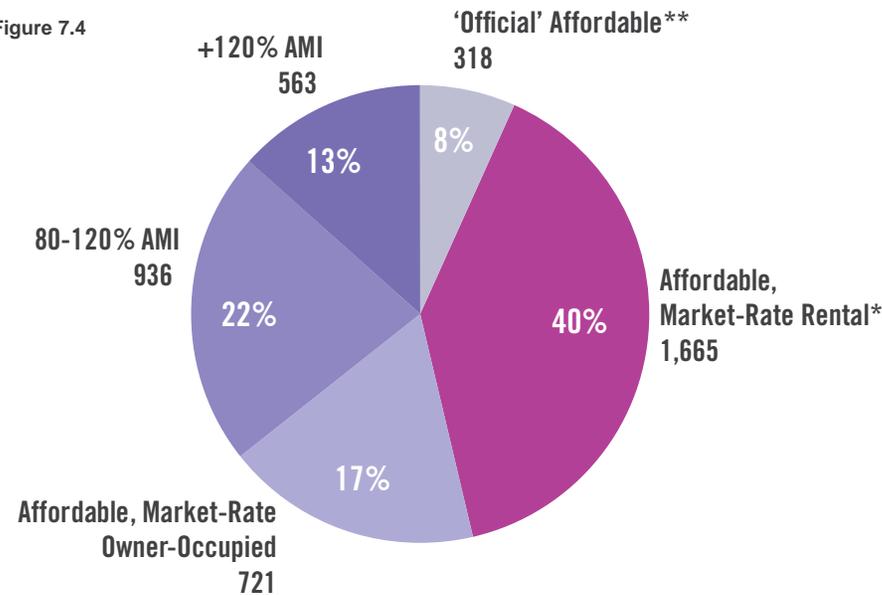
Anti-displacement strategies to reduce the possibility of losing these de facto affordable units Downtown include the following:

Monitor the pace and locations of new development within the Downtown. While the Specific Plan has many development opportunity sites that are not occupied by residents, as part of an anti-displacement strategy the City may monitor transactions and development proposals to determine whether land costs in the Downtown are motivating developers to purchase existing housing for demolition and redevelopment.⁴

Facilitate conversion of de facto affordable units to restricted, “official” affordable units.

The City’s existing policy provides developers the opportunity to purchase and rehabilitate existing units and convert them to income restricted units. The City could strengthen its preference for this alternative in the Downtown by making this preference clear in its policy language, by reducing the number of rehabilitated units required under the policy, and/or by assisting developers in locating potential properties by maintaining a database of potential willing sellers.

Figure 7.4



*This portion of the chart is shaded to indicate the types of units which are traditionally most vulnerable to displacement as areas become attractive to higher income residents. This is discussed in the anti-displacement section of this section.

**In addition to the “official” affordable units, eligible residents may also gain access to federally-assisted units either in public housing projects or with Section 8 housing vouchers, administered through the Contra Costa County Housing Authority. Roughly 1,200 households in Concord received Section 8 vouchers in 2007.

Downzone selected de facto affordable areas.

To avoid displacement of existing lower-income residents, the City may consider ‘downzoning’ particular areas of concern for displacement. This reduction will minimize the financial incentive to demolish and replace existing units to achieve higher property values, thus minimizing the concern that existing residents will be physically displaced by new development.

⁴ While in the future it is possible that the redevelopment costs of lower income housing properties may be much lower than redeveloping other uses, a review of sale records in the area since the City’s comprehensive rezoning - which included increased zoning in some residential areas of the Downtown - do not indicate sales of multifamily properties.

7.6 TRANSPORTATION IMPLEMENTATION

Transportation implementation actions are listed in the Implementation Matrix in Section 7.3. In summary, the implementation measures range from amendments to the zoning code to provide greater parking requirement flexibility, adopting Street Designation overlay for the Specific Plan area as shown previously on Figure 5.1 to provide modal priority guidance for future changes to the street network, and preparation of additional documents/guidelines. Additional studies include a feasibility study for the financing a local community shuttle through a Property Based Improvement District (PBID), preparing, adopting and implementing a citywide bicycle master plan, preparation of a downtown parking management plan that will facilitate near-term development in the downtown area without the need for additional off-street parking supplies, preparation of Transportation Impact Study Guidelines that includes guidelines for the evaluation of non-auto travel modes in the Specific Plan area, and updating the City's Transportation Impact Fee program and include non-motorized improvements.

The City of Concord has also been awarded funding for planning and infrastructure projects, including a Transportation Development Act grant for the preparation of the Citywide Bicycle Master Plan, and a Metropolitan Transportation Commission One Bay Area Grant for the construction of improvements on Detroit Avenue, and last mile bicycle and pedestrian enhancements on Clayton Road, Concord Boulevard, Grant Street and Oakland Avenue to the downtown BART station. Preparation of the Bicycle Master Plan is planned to start in the Spring of 2014.

Various pedestrian and street scape improvements are currently in the design stage, including a traffic signal at the Clayton Road/Sutter Street intersection, replacements of the sidewalk on the north side of Willow Pass Road between Sutter and Gateway Boulevard, reconstruction/rehabilitation of numerous intersections in the downtown area, installation of way finding kiosks, installation of Class III bicycle route signage on portions of Grant Street and Salvio Street, and installation of new bicycle lockers near the downtown BART station. Final design is expected to be completed by August of 2014 with construction starting in late 2014, early 2015.

The City has also applied for safe routes to transit grant funds to evaluate improvements for non-motorized access to the three Concord BART stations—North Concord/Martinez, Downtown Concord and Pleasant Hill/Contra Costa Centre—which are the primary stations that serve residents and employees in Concord. Additional grant funding opportunities will be sought to implement other strategies identified in the Specific Plan, but the timing will be contingent of the availability of funding.

08 Community Outreach

8.1 PROCESS

At the outset of the project, the P+W team prepared a public outreach work plan and conducted working meetings with City staff to gather their input. The goal was to ensure City buy-in, both at the conceptual level and in terms of specific tools and tactics. The public outreach work plan serves to guide the outreach process throughout the planning process. The basic elements of the outreach process required by MTC are included in this Specific Plan. The main components of the public outreach strategy methodology are:

IDEAS FAIR COMMUNITY WORKSHOP

A preliminary community workshop was held in September 2012 for generating ideas, public input and direction for the Specific Plan.

COMMUNITY WORKSHOP #1: ALTERNATIVE PLANS

The project includes two community workshops. The first workshop was held during the Alternatives Analysis phase of the project in May 2013. This workshop was aimed at facilitating useful community and stakeholder input, refining previous findings, shaping specific alternatives, and helping disparate community elements and stakeholders arrive at points of common agreement. The feedback from the community at this workshop was recorded and summarized in the Alternatives Report, issued July 2013.

COMMUNITY WORKSHOP #2: PREFERRED PLAN

A second community workshop was held October 7, 2013 and will be aimed at soliciting input and feedback on the proposals contained within the Preferred Plan. The results and feedback from this workshop will be included in the final draft Specific Plan Report in 2014.

DOWNTOWN STEERING AND TECHNICAL ADVISORY MEETINGS

The Downtown Steering Committee (DSC) met ten times prior to the preparation of this report. The Technical Advisory Committee (TAC) has met four times prior to the preparation of this report. The role of the DSC is to provide oversight of the planning and urban design process, thus ensuring community buy-in, whereas the TAC is primarily a forum for creative input from partner agencies. Summaries of the DSC and TAC meetings which occurred during the earlier phases of the project were included in the Alternatives Report. Summaries of subsequent meetings which occurred during the Preferred Plan and draft Specific Plan phases of the project are included in the feedback section below.

PLANNING COMMISSION MEETINGS / CITY COUNCIL MEETINGS

Planning Commission and City Council Presentations were held June 19, September 18, and September 24, 2013 and February 4, 2014, where status updates on the progress of the Plan were provided. The feedback from these presentations and discussions is included below.



DOWNTOWN CONCORD SPECIFIC PLAN

8.2 FEEDBACK

As noted above, ten DSC and four TAC meetings occurred during the phases of the project which are described in this report. Minutes of the DSC meetings, prepared by City Staff, are included below in chronological order.

REGULAR MEETING OF THE DOWNTOWN STEERING COMMITTEE FOR THE SPECIFIC PLAN

JUNE 3, 2013 (PRIOR MEETINGS MARCH 13, 2013 & APRIL 18, 2013)

The introductory meeting of the Downtown Steering Committee, City of Concord, began at approximately 6:30 P.M., Monday, June 3, 2013, in the Concord Library Community Room.

DOWNTOWN STEERING COMMITTEE (DSC) CONSIDERATION ITEMS

DSC Consideration Items

Updates on Downtown Projects

Senior Planner (Project Manager) Joan Ryan welcomed the Committee and Planning Manager Carol Johnson provided an update on the Climate Action Plan Admin. Draft and then on the Complete Streets General Plan Amendment scheduled for review by the Planning Commission on July 17. Ms. Ryan provided an update on the Development Code Clean-Up Amendments moving forward to the Planning Commission for review on June 19 and on the Renaissance Square Phase II project anticipated to be heard on July 17 by the Planning Commission. Ms. Ryan also may the Committee

aware of two OBAG grants that the City has scored very high on and is awaiting confirmation of an award in mid-June. Chair Leone provided additional details on the two grants including the Last Mile and Detroit Avenue projects, both located within the Study Area.

Community Workshop feedback from May 6th and DSC feedback on April 18

Ms. Ryan continued with three slides summarizing the May 6th Community Workshop in which over 50 people were in attendance. She also summarized the main points heard by the project team during the last Downtown Steering Committee.

Visioning Session and Sharing among DSC members

Ms. Ryan briefly described the goal of today's discussion was to understand the vision of the Committee for the downtown, for members to be respectful of others during the Roundtable discussion, to have the Committee prioritize the project goals, and to provide the consultant with clear direction.

Ms. Johnson noted that staff would be capturing the Committee comments on one of four boards as either: 1) Policy; 2) Plan; 3) Rule; or 4) Action. Committee members then began to share their vision for the development of the downtown:

Chair Leone – Indicated he would start it off in sharing his opinions of his vision for Concord. Focus on creation of a hook between Downtown BART to TSP. He would like to create a more

walkable environment with wider walks, similar street lights to those found in TSP and recommended lighting the trees along Grant St. similar to TSP, such that Grant Street become an extension of TSP, so that the appearance is all tying in and mirroring the appearance of Todos Santos. Way finding signs would lead the way between BART and TSP. He noted his desire for a Mission-style/Santa Barbara appearance to link to the history of the City and to provide consistency with some of the buildings adjacent to TSP. Chair Leone envisioned creating an arch way over Grant Street going toward downtown at Clayton Road, welcoming people to the Downtown. He suggested area along Oakland Ave., across from BART should be examined for rezone to allow higher density housing should be examined for rezoning which would also provide additional support for retail businesses along Grant Street. He suggested that housing should be built next to BART near Grant Street to attract retail/restaurants along Grant Street.

Vice Chair Grayson – noted there were a lot of great ideas at the table. He noted that one of the opportunities is that he wants to focus on creating synergies. He noted there are some good things happening in the downtown and that the City needs to have a plan of connectedness among these locations all the way down to Contra Costa Blvd. He emphasized creating the downtown as a destination. He noted we need to examine what we do have and what we are missing. He envisions an entertainment/conference district, possible Performing Arts Center/Conference Center. He

reflected that a retail anchor may not be feasible; but other types of anchors may be created through an entertainment/conference district that doesn't compete with other uses the City already has.

Ken Dami – Echoed Vice Chair Grayson, noting that the Chamber of Commerce membership (committee) is examining the idea of a conference center as part of exploring a tourism business investment district and looking at potential ways to capitalize on funds that might be generated by including a performing arts center/conference center to create a destination in Concord. He noted in another membership the Chamber is looking at transportation issues, which as we have heard in prior DSC meetings there needs to be connectivity to connect other shopping areas. The Chamber's membership is examining how we see this connectivity growing outside of Todos Santos, particularly if a conference center were added.

Jeff Woods – Focus on the creation of more jobs; he emphasized that there needs to be focus on filling existing offices to create occupancy and synergy so people don't have to use their cars downtown. There are vacant offices which if filled would create that additional demand for retail, energy, etc. We should examine what would be necessary to incentivize businesses/offices to come downtown.

Ed Andrews – Shuttle is necessary to get residents and employees out of their cars and moving from place to place. Rather than having housing focused immediate BART area, need to spread it out a little.

Richard Eber – Supports concept of Convention Center/Performing Arts Center use. He noted, building such an amenity you will be more likely to get additional housing. Mr. Eber noted he believes by providing an amenity such as this it will make it more attractive for developers to come in. He stated, affordable housing will not assist in supporting the commercial development in the area. The Committee needs to focus on what is good for the community not filling State mandates, and doing what's best for our community. We do not want "stack and pack" with infeasible retail on the ground level, similar to other cities.

Tim McGallian – Noted that on terms of the "stack and pack" comment, referring to Pleasant Hill, Concord is more suited toward development in that the City already has an attraction to build around, i.e., the area around Todos Santos. We need to be careful about the type of housing that comes in, not everyone can afford the type of rents that Renaissance requires. There needs to be a variety and a mix. The City needs to think about providing incentives so that we can have people downtown all the time, not just for special events. Concord is too spread out; so residents still want their cars. Need to make people in Concord want to come to the Downtown. He noted having the additional people downtown, then commercial and office will follow and it will make it more attractive to be able to support an amenity such as a Performing Arts venue. The City cannot use BART as a crutch since probably about 90% of people who do business here live here.

Ross Wells – Suggested that utilizing Grant Street as a one-way road may be a possibility. This would make Grant St. more pedestrian friendly and would allow the City to widen sidewalks and incorporate tree wells and more patio dining, benches, etc. that would improve the atmosphere/energy along the street. One-way from BART would provide a better atmosphere and provide for outdoor eating to greatly improve Grant St. With the right mix of restaurants, people will come on BART to visit and patronize businesses.

Kirk Shelby – Questioned: How do you deal with bike lanes? Need to look at the circulation issues. Possibilities for Colfax, Grant, Mt. Diablo they are not heavily used. There may be an opportunity for Willow Pass traffic to get routed off Willow Pass Road and more onto Clayton Road. Try to keep pedestrian/bikes off Clayton Road where cars are going at least 40 mph. Expand to be more viable; establish a need that's unique to Concord. Need a regional anchor, not something where you are competing with existing uses. He noted, looking at Grant St. you can mirror what's going on the other side. He suggested bringing Ron's Arch all down the way to BART, to make the statement "You've Arrived". So you are there right away. Move residential up (vertically) a couple stories and provide more opportunity for retail. Reduce constraints. The walk on the BofA campus is very nice, and leads you into downtown as well as an alternate path. We need to examine and prioritize streets so that these physical constraints are not limiting circulation.

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Darrin Walters – The sidewalks downtown are tripping hazards; infrastructure needs improvement in this regard. He noted that Colfax, East Street, Mt. Diablo and along the park all have many tripping hazards. There are numerous very bad spots around downtown including on Galindo near Chevron. Spots near Qzar and the Legion hall, you need to really watch where you are walking. Bricks are popping up in a variety of locations due to trees. On Colfax street, the sidewalks need to be repaired; need to examine Grant Street – one side looks good, the other needs to be improved. This needs to be examined because once people fall they are not going to want to walk around within the City. Prospective employers look at these things and make an assessment that the City is not spending its money in the right areas and makes a determination not to locate in Concord.

Kathy Renfro – Suggested that activities need to be added into the mix; trees and flowers as well. Agree with housing component, but entertainment is critical, because people get tired of restaurants.

Adam Foster – Our responsibility is to provide infrastructure that will allow organic development to occur. We have an anchor tenant and that is Todos Santos Plaza, TSP IS the attraction downtown. He suggested there should be a pointed policy reducing vehicular traffic speed to 25 mph for most of the downtown area, except for 1-2 east/west and north/south arterials. The speed of vehicles on certain roads is a deterrent to walkability. Loves the idea of mimicking design characteristics downtown. He noted there should be a foot candle lighting policy for certain minimum and maximum lighting

levels. Salvio Street is dangerous near East St. and Port Chicago. The appearance of our City should demonstrate, “We care about our City, Come Here”. That would be our biggest advertisement.

Kathy Renfro – Recommended tying in the museums and historical properties and providing activities at Ellis Lake and tying into Park and Shop.

Ron Leone – We see anchors in many ways. San Carlos, “the Town” Restaurant served as an anchor at the time, which serves as a creator of businesses.

Ken Dami - Noted that Market Hall in Rockridge is a unique area also close to BART that attracts many visitors.

Tim McGallian – Questioned, What would we incentivize businesses and restaurants with? I believe that anchor could be a restaurant. There are a number of business owners who are interested in coming to Concord, but it is a bit of a chicken and egg syndrome, in that there are not the numbers necessary to attract new businesses, without additional housing and potentially some type of incentives.

Ron Leone – Stated, that although Redevelopment Funding is gone, when we do improvements to the downtown, the City will sell itself. A performing arts center or a similar use would sell the City even more. He also noted that a restaurant could be an anchor to Concord.

Jeff Woods – Noted that the incentive is the people. If there is a solid base of people, businesses will want to locate.

Adam Foster – If I was locating a business, I would be looking at the quantity of people. We are not going to become Broadway Plaza. The biggest key is to improve the area around BART. The walk from BART to downtown is initially blocked by busses, then taxis and bike lockers. We need to provide a clear path, pedestrian friendly to lead people downtown. Taxis and busses should be on the other side of BART. Mr. Foster noted that he utilized www.Walkscore.com when choosing to live in Concord and the website provides ratings based on a number of criteria to determine how walkable an area is. City needs to focus on working with BART to remove these constraints. Could possibly create our own walkability standard, and perhaps other tools, as long as we keep it fun and innovative we will be successful.

Darrin Walters – Better signage is needed at BART to lead people, current signs are very tall.

Planning Manager Carol Johnson - noted the City of San Pablo did its own plan, set up a scoring way with metrics for pedestrians, bikes, and vehicles.

Ken Dami – stated that Market Hall at Rockridge exists because people could not afford San Francisco. Many homes in area are rented and shared. He noted the area is very walkable, sidewalks are terrible, but people are out all the time there and along College Avenue in that same area. He noted this is an example of a BART destination. Another strong example is the Oracle Arena where people absolutely use BART to get there. He also noted, affordable housing is desirable but a balanced approach is necessary. He

suggested, if you want the disposable income, that young people prevalently seem to spend more in that regard. The consultant can be used to provide information there. He noted you need to create continuity and connectedness among Downtown and connect to other parts of the downtown.

Ed Andrews – stated the sidewalk issue is related to the type of trees used in the downtown and this needs to be examined through this process. In order to flatten out sidewalks you are going to need to remove and replace trees and consider what will be planted for the future to reduce maintenance and encourage walkability. He noted that iron grates can also be used to increase walkability in narrower areas.

Kirk Shelby – Recommended that you need to create a space where you can do all these things, be entertained, eat, shop, exercise, preferably without driving that will help the downtown area.

Ross Wells – Has the City ever done a survey as to where people come from at the City's events.

Downtown Manager Florence Weiss noted that 50-70% of Downtown patrons of the Music and Market series and other events are from Concord. But, many are from surrounding areas including Orinda, Danville, Martinez, and Pleasant Hill. Farmers market attracts people who take BART because the produce at our market is less costly. We also cross coordinate with Swift Plaza and other employers to incentivize shopping.

Ron Leone – Stated that if we agree with a theme of early California, you could implement street vendor carts in certain areas to add to that street activity/atmosphere which could facilitate that retail environment.

Kathy Renfro – Could also utilize the pedal-carts to get people around.

Adam Foster – In terms of Clayton Road, we could look at the pedestrian bridges and may want to target certain locations if the traffic level suggests potential there. It's hard to imagine now, but in the future as the right projects come in.

Grayson – Noted, he could see at some time in the future, the Bank of America complex potentially utilizing a bridge for pedestrians near Clayton Road and that being a possibility in the future.

Working Session on Future Development

Review of Project Goals

City staff the led the Committee through an exercise reviewing, discussing and prioritizing the following project goals while following a forced ranking exercise to determine which goals were a priority for the Committee in light of the future development of the downtown.

Existing Goals for the Project are as follows:

1. Increasing BART ridership and efficiency of multi-modal connections
2. Intensification of uses and densities from current built levels
3. Promoting mid and high-density housing
4. Constructing housing projects for a mix of housing types and income levels
5. Increasing job creation
6. Enhancing a strong business climate and expand the City's economic base
7. Implementation of strategies to foster a vibrant downtown, prior to initiation of construction within the Concord Reuse Plan Area.

The Group agreement on prioritizing of the goals through the exercise concluded with the following order 5,6,2,1,4,3 (referencing the numbering above).

Goal #7 was modified by the Committee and referred to as more of a Mission Statement. Ms. Johnson noted that she would synthesize Goal 7 with the comments received to come up with a few mission statements for review by the Committee at the next meeting on July 1.

Mr. Shelby – noted that in terms of Strategies for CNWS; he anticipates that the reuse area will have a unique identity there compared to downtown Concord.

DOWNTOWN CONCORD SPECIFIC PLAN

Economics Responses

Ms. Ryan reviewed feedback from EPS regarding the Committee's earlier questions from the April 18 DSC meeting. Responses are included within the June 3 Presentation (on Project website).

Affordable Housing memo

Ms. Ryan presented an additional five slides providing an overview of affordable housing including the current income levels for Contra Costa County, a schedule of milestones for the roll out of RHNA numbers, the City's draft RHNA numbers, the existing income levels for households within the downtown and the affordability plan for the Concord Reuse Plan.

Planning Manager, Ms. Johnson noted that the RHNA requirement is for the City to provide opportunity sites for affordable housing through an adequate amount of land zoned for such housing densities, but the City does not need to construct that housing on its own, but rather the City needs to provide policies and incentives as well as adequately zoned land for the opportunity to occur.

Chair Leone asked, "How does the City get penalized?"

Ms. Johnson indicated that if the City does not provide for opportunities within our Housing Element, then the City's Housing Element will not be approved by the State. If the City does not prepare its Housing Element within the required timelines, then the City will be ineligible for the grants and funding opportunities that require a qualified Housing Element.

Richard Eber – Stated that he was troubled with the State mandates. If you put too many restrictions and regulations on developers, then without redevelopment funds any longer being available, there are not going to be people that will want to construct this housing and the quality of that housing, will likely not be good.

Mr. Eber stated that he has reservations regarding the affordable housing memo and whether there is a conflict of interest since the author is tied up with ABAG/MTC in other areas of her work. Question whether the author is working for Concord or ABAG/MTC. I believe everyone would agree this is the best meeting we have had in terms of presenting ideas about our downtown area and the ideas came from people from Concord. The ideas that come from the Committee are those that the City should be chiefly concerned with.

Ron Leone – Noted that it is a balancing act in that the City needs to comply with State Law, but at the same time design a complete plan that is good for Concord. I concur that I have enjoyed this meeting because we had an opportunity to hear from everybody. We will take time next meeting to hear more from the audience.

REGULAR MEETING OF THE DOWNTOWN
STEERING COMMITTEE FOR THE SPECIFIC
PLAN

JULY 1, 2013

I. PUBLIC COMMENT PERIOD

Matt Vander Sluis, representing Greenbelt Alliance, provided attendees with his printed platform from the Community Coalition for a Sustainable Concord (CCSC) entitled “Community Platform for Downtown Concord.” He noted that the CCSC worked closely with the City on the Concord Naval Weapons Station and is again interested in working with the City on the Downtown Specific Plan.

PUBLIC COMMENTS CLOSED

II. CONSENT ITEMS

A motion was made by Vice-mayor Grayson and seconded by Mr. Walters to approve the meeting minutes from the previous meeting. The meeting minutes dated June 3, 2013 were unanimously approved.

**III. DOWNTOWN STEERING COMMITTEE (DSC)
CONSIDERATION ITEMS**

Progress on Development of Alternatives

Senior Planner (Project Manager) Joan Ryan welcomed the Committee and briefly provided an update regarding the timing of the sequence of meetings, tasks completed to date and tasks currently underway and then next steps in the schedule. She then introduced Dennis Dornan of Perkins and Will to open with the consultant's presentation.

Dennis Dornan and Prakash Pinto then led a power point presentation providing an overview of the Grant Street Linkage between Concord BART and Todos Santos Plaza. He also provided a photo montage of Precedents with an examination of local Transit-Oriented Development and lastly a more detailed description of the three Alternatives.

Chair Leone opened the discussion up to the DSC for questions and comments and then opened the meeting up for public comment on the item.

Larry Gray – Questioned whether adding parking would take away from our intent?

Mr. Pinto responded that cars create some vibrancy to a certain degree but it is a mix. He noted that you do not need a dedicated bus lane. Mixing parking with amenities works and provides vibrancy to an area.

Vice-Chair Grayson questioned where BART is with the City's Plans?

Ms. Johnson, Planning Manager, noted that BART is supportive of the City's plans and has met with City staff regarding a variety of potential projects. She noted that BART is currently examining investments for existing stations following a period of investment in extensions of lines. She indicated BART is currently examining projects in the following categories for a number of stations including Concord BART and they include: 1) Quick Wins; 2) Way Finding; and 3) Station investments with site improvements. She noted that BART is on the Technical Advisory Committee and is being kept up to date regarding project progress.

Adam Foster noted that the City should be able to reduce parking downtown. He also noted that cars next to the sidewalk provide some protection for the pedestrian.

Richard Eber noted that in Pleasanton they have a very inviting downtown, similar to what he believes the Committee is interested in having and noted that area would be worth looking at.

Ed Andrews noted that defined streetscape guidelines particular to the downtown are needed and believe that outdoor seating is of interest and should be supported through guidelines to provide more interest and activate the street.

Kathy Renfro also recommended that we follow examples of other trails and trail head connections and noted we need to look at Loma Vista on Cowell and the OBAG grant along Detroit Avenue to review the pedestrian experience and gauge what works.

Matt Vander Sluis, CCSC, noted that we need to examine where people are coming from in particular along the Monument Corridor. For example from along the green corridor, along the BART trail and so forth. He noted we need to be looking at implementation funding and learn from similar trails such as the Ohlone Trail or Iron Horse trail in Walnut Creek

DOWNTOWN CONCORD SPECIFIC PLAN

Chair Leone then introduced Matt Wilson from Outdoor Republic who provided a presentation regarding his vision of the future potential streetscape along Grant Street. He described an Old Town walking district with California Heritage as a theme that included mini mercados to activate the area. He emphasized the need for creation of atmosphere and pointed to Old Town San Diego as an example. The presentation can be accessed on the City's Downtown Specific Plan page (under City Initiatives) on the City's Website www.cityofconcord.org under the July 1 presentations heading.

Paul Sinz, Contra Costa Properties, voiced that the City needs to look at other things to customize the downtown. He recommended that in consideration of moving people around within the downtown, the Committee should look to Disneyland as an example in examining how to utilize shuttles to move large amounts of people quickly. He noted shuttles could be used to connect BART to Todos Santos Plaza, to Park and Shop and potentially to a convention center, etc. He also noted there may be some potential to add parking at the backside of Park and Shop.

Robert Hoag mentioned two examples where streets met or missed the mark, for example Little Italy where streets close for restaurants on certain evenings which brings people out and creates a buzz of activity and then Santa Fe where although busy during the day, the evening seen is rather dead.

Larry Gray – suggested temporarily closing certain City streets on a regular basis to achieve that level of activity and attract residents.

Vice Chair Grayson – noted there were a lot of great ideas he saw with the presentation this evening. He continues to like what he sees in terms of the potential along Grant Street.

Ed Andrews noted he wants to keep the vitality healthy; yet keep the businesses viable. He stated he is confident you can do both by maintaining a balance. He noted he listens to the leasing agents and what tenants are interested in and parking and access are one of those tenants are looking for. So he suggested you just need to maintain a balance.

Chair Leone noted that stores want convenient parking and suggested that the team look at parking, making people aware of the parking options and examine potentially the adding or modifying timed parking. He also noted that the City was looking at replacing the barricades on the south side of Todos Santos Plaza with a 4-foot tall wrought iron fence for safety reasons. Along with the fence, arch ways from either corner of the park over the diagonal walking paths are being recommended as entry points to the park. The (Housing & Economic Development) Committee will be making a recommendation to Council on September (3rd).

Jeff Woods stated that businesses leave when events occur because vendors drew business away so you need a balance otherwise the brick and mortar businesses suffer and you don't want those to go away.

Chair Leone indicated that he thought the early California theme was appealing since it draws on the history of Concord.

Dennis Dornan then proceeded with presenting the Alternatives Development slides.

Robert Hoag noted that Alternative A is loaded with office; but you need to add more restaurants, retail and shopping or the workers will all go home in the evening. He emphasized what is needed is an anchor facility or anchor tenant with a strong presence to attract people as well as additional business that wants to be located near the anchor.

Carol Johnson noted that the economic feasibility study that EPS has been working on has revealed that Concord has a lot of existing retail, but much of it is underperforming retail. She noted that the study found that the City needs to reinvigorate retail with policies that will lead to redevelopment with higher performing retail.

Dennis Dornan responded that policies could require the first level of buildings in certain areas to be convertible such that retail can grow over time. Retail is not going to happen without additional population.

He noted, affordable housing to the level being requested by some may not result in retail increasing as that retail needs households with the adequate income levels to support that retail. The City needs to think about what can be not what is currently the case.

Adam Foster stated that he prefers Alternative B with the increased housing. He noted that both he and Chair Leone went to the “Off the Grid” vendor truck event in El Cerrito. He also noted more and more people are utilizing the internet for purchases. He stated that the internet has killed retail as it was 40 years ago and will continue to compete with brick and mortar retail.

Mr. Pinto noted that they have worked on various projects in the past with EPS and BART. He recommended looking at quality and ways to improve the performance of existing retail. He noted the City needs to be more strategic as we move toward the future and noted that the City is currently over-retailed. Too much reality can be bad; he noted we should be de-emphasizing ground floor retail and limit it to key corners and nodes. He noted in Berkeley for a time they required ground-level retail everywhere and that is a decision that is hard to unwind.

Chair Leone noted that he agreed with Mr. Eber in that the Downtown already has a large number of households that are considered low income. He stated the City needs to provide housing that will attract households with sufficient incomes to support the retail uses.

Kathy Renfro suggested that we need to stop comparing ourselves to Walnut Creek. She suggested the City anchor itself in our history, highlight the uniqueness of what the City offers and focus on what attracts people to the City.

Adam Foster stated that small scale retail can also be looked at as an attraction with boutique shopping and other similar shops similar to Pleasant Hill along Crescent Dr. He also noted that If you have a diversity of housing and a mix, that value of housing can be a benefit to the area.

DOWNTOWN CONCORD SPECIFIC PLAN

REGULAR MEETING OF THE DOWNTOWN
STEERING COMMITTEE FOR THE SPECIFIC
PLAN

JULY 22, 2013

I. PUBLIC COMMENT PERIOD

Amie Fishman, representing EBHO and the CCSC, noted that the CCSC is interested in the process and hopeful that the downtown plan will meet the needs of a wide range of people so that it can support residents to be able to live and work in the same community, which serves to strengthen the community. She noted they support coordination of the downtown plan with the Reuse Area and some of the similar policies that were achieved with the Reuse Area. She noted that economic realities will change and that we need to look to the future in our planning efforts.

Clarrissa Cabansagan, representing Transform, handed out a document entitled “*Motor Vehicle Collisions with Bicyclists & Pedestrians (2002-2011) for the Downtown Concord Specific Plan Area – Draft.*” (The map depicts all non-highway motor vehicle collisions with bicyclists & pedestrians. The two fatal incidents were collisions with pedestrians. She noted that there have been lots of conditions, particularly with bikes outside of the green frame (as shown on map). She noted the Downtown Plan should take the accident data into consideration to work to improve hot spots.

Matt Vander Sluis representing Greenbelt Alliance, stated that they support a plan that strengthens the local environment, such that people can invest in the downtown by shopping. He noted he had submitted the CCSC platform at the last meeting. He also noted that minor reductions in car speeds can reduce pedestrian accidents by a 9-fold increase.

PUBLIC COMMENTS CLOSED

II. CONSENT ITEMS

Kirk Shelby noted that the Draft July 1 meeting minutes incorrectly reflect him as attending that meeting. The comment was noted by staff. A motion was then made by Darrin Walters and seconded by Kirk Shelby to approve the meeting minutes from the previous meeting, reflecting the modification. The meeting minutes dated July 1, 2013 were then unanimously approved.

III. DOWNTOWN STEERING COMMITTEE (DSC) CONSIDERATION ITEMS

Alternatives Refinement and Summaries

Senior Planner (Project Manager) Joan Ryan welcomed the Committee and briefly provided an update regarding the upcoming schedule, meeting dates, and next milestones in terms of document preparation and the potential for additional meetings in September. She then provided a brief overview of a Developer Roundtable Panel that was set up by the consultant to review the Alternatives and the comments and recommendations they provided.

She then reviewed the Alternative Summaries, first reviewing the existing conditions in terms of housing, office and retail square footage. She then provided information on Alternative A – Job Focus, Alternative B – Housing Focus and Alternative C – Balanced Focus, noting the incremental increases for each alternative in terms of jobs and housing units.

Chair Leone opened the discussion up to the DSC for questions and comments and then opened the meeting up for public comment on the first item.

Kirk Shelby stated if you build up the population but then you want to be able to follow that up with modifications, is that still possible? He noted that much of the reason seniors and even younger people are interested in going urban is because of the proximity of services, retail and restaurants. If you are restricted in building additional retail that then he questioned whether they will still be interested? He suggested that the implementation be kept flexible. He also noted that some references to uses such as boutique retail can be in any of the alternatives.

Ms. Ryan responded that the importance of the Plan will be in the Implementation and Phasing Strategy to build in some check-in points in the timeline to gauge success along the way and make adjustments, as needed. The document is intended to be a living document that has implementation measures that are tracked and can be adjusted along the way.

Ms. Johnson also noted that the City could use performance measures or metrics to track results and make adjustments along the way including certain triggers, as needed to ensure that the plan creates and maintains the vibrancy of the area but it will be a mix. She noted flexibility is the key.

Robert Hoag questioned whether anyone had read the paper this morning with the article regarding the multi-family project Avalon near Pleasant Hill BART ? (http://www.contracostatimes.com/ci_23696449/much-pleasant-hill-contra-costa-centre-bart-transit?IADID=Search-www.contracostatimes.com-www.contracostatimes.com) He noted the quick summary was that experts believe the biggest drawback to getting tenants to occupy that project is providing adequate parking for the ground floor tenants. The real estate broker consulted for the article stated the ground floor spaces were designed to fail, because they don't have the parking that retailers want. Mr. Hoag noted, we don't want to paint ourselves into a corner with such concepts, but have flexible policies built into the plan that we can monitor and keep our eye on.

Ms. Johnson, Planning Manager, noted that as we get further in the Specific Plan process we will be developing affordable housing strategies, but for now we are trying to select a direction toward overall uses.

Vice Chair Grayson – requested a clarification. So should we be looking at the alternatives as an overall land use template that we can then tweak and adjust and further detail?

Ms. Johnson responded that was exactly right. Once a Preferred Alternative is selected the team would continue to refine in order to prepare the environmental analysis and then start developing strategies for implementation.

Kathy Renfro questioned how the Developer Panel was selected and whether they would be willing to assist the City further with the Preferred Development? .

Ms. Johnson responded that the developer panel was selected to include consultants that were not familiar with Concord and therefore not biased in any particular direction as well as one local consultant who previously worked for Discovery Homes, but currently works as a consultant. She indicated that the developers had indicated they would be willing to assist the team again within a few months.

Adam Foster thanked staff for arranging the developer panel.

Vice Chair Grayson noted that a lot of the land that is available in the downtown is former Redevelopment land. He noted that when the state took our Redevelopment funds they also took our land.

Matt Vander Sluis stated the theme of flexibility is important especially with respect to the City sites and what happens on those.

Robert Hoag questioned whether staff has involved the airport and noted that we do not want to de-emphasize the airport as that is an important factor as an amenity to many businesses and can be an attractor.

Chair Leone stated the airport is a key to the downtown and an important feature that some businesses and office uses would take advantage of or consider when locating in Concord.

Adam Foster noted that heights as they relate to airport development are important to consider particularly around an airport. He recalled that in Washington DC the airport tied height to frontage distance so that you had a proportionate building.

Kirk Shelby suggested the consultant and team look at the surrounding context of the housing sites noted in the alternatives in terms of what is immediately around them when locating the housing. Some of these sites have challenging circumstances with highly travelled road on both sides. We may want to re-examine some of these locations. He indicated for example, he would not want to live between Willow Pass and Clayton Roads. He noted that Carmel has four lanes through its' downtown but most other downtowns have two or three lanes.

Ms. Johnson responded that the housing sites are intended as placeholders in terms of the amount of housing development desired. The proposed sites could be pushed or switched with others as long as the overall development intensity remains generally consistent.

Adam Foster noted that much of this will be infill housing though and so there will be the need to adapt to adjacent uses and respond to challenges with adjustments in design.

Housing Typologies

Ms. Ryan continued the presentation providing a sampling of photo examples for a range of housing product types and density levels including apartments, transit-oriented housing, mixed use housing, town homes and live work lofts.

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Transportation Metrics

Ms. Johnson continued the presentation on transportation metrics including street typologies and definitions, transportation metrics, and the key takeaways for the three alternatives. The transportation matrix describes at a glance the dominant types of transportation facilities and the appropriate uses for each whether it be transit, bicycles or pedestrian usage.

Tim McGallian questioned whether the A, B or C columns within the Transportation Metrics table represent additional trips or is it a reduction to those numbers?

Staff responded that these were additional trips.

Tim McGallian questioned whether housing development within the Concord Naval Weapons Station was included?

Staff responded that no, CNWS trips were not included.

Kirk Shelby questioned is there information as to how far people are willing to walk? Secondly, BART's focus was to get riders to come east. Will they be satisfied with an alternative with housing as the focus?

Ms. Johnson responded the generally people are willing to walk a ½ mile for a 10 minute walk. She also noted that BART is trying to balance its ridership. There may be other methods for BART to deal with additional riders making the western ride that could include adding trains or modifying the timing of trains. BART recently met with the

City to discuss its kick off of a project to provide investments to existing stations and is looking to the City to understand their needs.

Larry Gray noted that the biggest challenge is traffic and suggested that we need to de-emphasize Willow Pass Road particularly by Todos Santos Plaza by narrowing or some other method.

Ms. Johnson noted that Willow Pass Road will be critical to access for the Naval Weapon Station as it is the only corridor that provides direct access from the south. She indicated the City could examine traffic calming, synchronizing or progression timing of the lights, but that the City needs to maintain or accommodate the existing volumes, particularly for the development that will be coming in the future.

Dave Campbell representing the East Bay Bicycle Coalition noted that the traffic corridors provide a huge challenge with traffic. He noted that he wants the streets to be safe and inviting and is currently also working with Dublin on their downtown. He noted that a 6 lane arterial of traffic has never been possible within a downtown. People just do not feel safe. He suggested that the City needs to start balancing the trips and need to make streets safer. He congratulated the City on the OBAG grant it received and indicated he believes that (Last mile) project will be beneficial to the downtown. He stated that with the protected bike lane shown in the OBAG grant, people will be recognizing Concord as taking a lead on this effort.

Ray Barbour noted that trucks are not shown on the facilities matrix. He spoke regarding Willow Pass Road and Clayton Road and noted that Willow Pass Road is a truck route and Clayton Road is also a truck route and this can be an issue to have truck routes undesignated or volumes reduced. He noted the consultant should look into this further.

Mr. Barbour also questioned what is the occupancy level of the high density housing?

Ms. Ryan responded that the occupancy levels of the two current projects along Galindo Avenue, both Renaissance and Park Central have been ranging 97% to 98%. Staff has not performed additional checks on occupancy levels of the high density housing west of Ellis Lake.

Chair Leone noted that Renaissance will soon be building Phase 2 of their project, based on the strong occupancy levels.

Matt Vander Sluis noted that those who live within ½ mile of BART or major transit are 10 times more likely to use transit. He noted that is a great statistic to confirm that development at Concord BART should prove positive toward BART ridership.

Amie Fishman suggested that when you are in Todos Santos Plaza you don't feel the density of the Plaza tower; good design can be inviting and galvanize retail opportunities. She noted think hard about creating density that feels good.

Virginia Thomas noted the discussion of reduction in speed limit on Treat Blvd. at the Council meeting in June and suggested it may also be appropriate in the downtown and questioned criteria for reducing speeds.

Adam Foster suggested we need to figure out what kind of transit we want. Safety is important. He stated he has a goal of riding his bike more and is now riding to work in Danville. He stated he feels much less safe in Concord than any other area. He noted that Walnut Creek has made some efforts. He suggested that the City of Concord needs to make some drastic alterations and needs to eliminate some lanes in order to increase safety for bicyclists.

Tim McGallian noted other locations have separated bike lanes, recently went to Vancouver where there were good examples and it flowed well. For example, on Salvio Street the City has planter boxes near E.J. Phairs that separate pedestrians from the roadway. We could potentially use similar ideas elsewhere.

Adam Foster indicated that he recently visited Ashland, Oregon and he liked the way their main road from the freeway introduced you to the City lowering speed limits along the road from 50 mph, to 40 mph, to 30 mph, to 25 mph and finally to 20 mph at the City core to let you know you are coming to a concentrated area.

He emphasized if you don't want to eliminate lanes, reducing speed is necessary to make people safe. In the morning, people fly down Willow Pass Road and Clayton Road. He noted that at those

slower speeds you also provide more visibility to businesses as people are looking around to see what is there.

Darrin Walters noted that people use Willow Pass Road to cut through when traffic on Highways 4 and 242. If you make it uncomfortable for people to cut through with reduced speeds, then they will stay on Highway 4.

Vice Chair Grayson stated that the plans are showing a pedestrian priority zone (14 blocks) and Willow Pass Road as a pedestrian street on the Street Typology slide so this is recognition that staff is hearing the group. We can get into more of the details at future meetings as we refine the plan.

Adam Foster stated that the barricades along the south side of Todos Santos Plaza on Willow Pass Road are proposed to be replaced and although he is glad that the Council Committee is looking at solutions, but noted that he wonders if this would conflict with the pedestrian experience or curb side parking. He suggested the Committee look at some other options.

Vice Chair Grayson welcomed Mr. Foster to attend the Council meeting Sept. 3.

Florence Weiss, Downtown Manager stated that a study of that location (Willow Pass Road at the Plaza) took into account the situation where if a car broke down would there be room to exist and there would be room for a car door to open with the fence there.

Kirk Shelby noted that opportunities in terms of underutilized parcels are out there. He suggested creating a nice couplet to allow for expansion of core downtown area, as time goes on. He suggested we can use features to enhance flexibility for the downtown. He recommends the ability to leave options open

Chair Leone stated that another example of ground floor commercial not working is the Renaissance project because there was not any parking. Retail needs parking. He also noted that the planters along Salvio provide some level of protection to the pedestrian.

Evaluation Criteria, Process, Tools and Alternatives

Vision statement

Carol Johnson then reviewed with the Committee a draft vision statement prepared by staff based on review of other vision statements and discussions at prior meetings.

Amie Fishman noted that the vision statement doesn't mention housing specifically only indirectly and we may want to add a statement in that regard. She noted the vision statement describes an exciting place.

Matt Vander Sluis noted that the statement did a good job of honoring the work at Grant Street, but that it should be expanded to the entire pedestrian zone, but that it sounds like a place he would love to live.

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Kathy Renfro suggested the last sentence should be the first. She also suggested that Concord should be noted as a destination with Grant St. as the gateway to the destination.

Tim McGallian offered he would like a replacement for the word festive, perhaps dynamic.

Kirk Shelby agreed with incorporating some language regarding housing. He also stated that we need recognize the concept of incremental monitoring or adjustments and flexibility. He also recommended adding the phrase “diverse intermix of uses” to create that synergy and stated that the plan needs to grow organically.

Adam Foster voiced that the vision statement was exciting and recommending adding a phrase to touch on healthy, active lifestyle.

Chair Leone suggested that an Early California look or theme should be added.

Kirk Shelby echoed the suggestion and thought perhaps at least a portion of the downtown could be coined “the Todos Santos District”. He noted we need to strive for an anchor.

Vice Chair Grayson stated that the Downtown with an early California feel would be supported.

Kathy Renfro stated instead of festive, an entertainment theme could be depicted through culture, theater, perhaps even with the fencing at Todos Santos Plaza.

Jeff Woods stated he would support the concept of a Todos Santos Plaza district for the downtown and that the Downtown with an early California feel would be supported. He liked it and noted the City would need to market or brand it.

Kirk Shelby noted a recent visit to Solvang and emphasized it is the whole experience that makes that downtown successful, but that there is a theme there. He suggested looking at other downtowns for themes and how they apply them.

Robert Hoag noted the old California roots and heritage build on that and stated Concord has not forgotten its roots.

Evaluation Criteria and Ratings

Staff then reviewed the criteria for evaluation and suggested to the Committee that each of the criteria would be examined in terms of which Alternative could meet each criterion the best. Staff had a matrix for the three alternatives listing the six goals on a white board (similar to that shown below) and worked with the Committee to evaluate each of the goals.

Based on that evaluation, the following ratings were provided (utilizing smile faces, straight or sad faces during the meeting to keep it simple). Staff then added up the smile faces for each alternative to get a total, resulting in Alternative B (housing) rating as the Preferred Alternative with 5 smiles, followed by Alternative C (balanced) with 2 smiles and then Alternative A with 0.

To evaluate it slightly differently, staff assigned points to each symbol as follows: 3 points to smile face, 2 to straight and 1 to sad face, and the results were the same with: Alternative A (jobs focus) with 9 points, Alternative B (housing focus) resulting as the Preferred Alternative with 17 points, followed by Alternative C (balanced) with 12 points.

The matrix and results are shown below.

**Table 8.1
Alternatives Evaluation Matrix**

		Concept Alternatives		
DSC-Ranked Order of Importance	Criteria	A Jobs Focus	B Housing Focus	C Balanced
1	Increasing job creation	☹	☺	☹
2	Enhancing business climate and expanding economic base	☹	☺	☹
3	Intensification of uses and densities from current built levels	☹	☺	☹
4	Increasing BART ridership and efficiency of multi-modal connections	☹	☺	☹
5	Constructing housing projects for a mix of housing types and income levels	☹	☹	☺
6	Promoting mid and high-density housing	☹	☺	☹
Number of smile faces – Alternative B was Preferred		0	5	2
OR Through use of point system		☺=3	☹=2	☹=1
Alternative B also voted as the Preferred Alternative		9	17	12

DOWNTOWN CONCORD SPECIFIC PLAN

REGULAR MEETING OF THE DOWNTOWN STEERING COMMITTEE FOR THE SPECIFIC PLAN

AUGUST 5, 2013

I. CONSENT ITEMS

A motion was then made by Kirk Shelby and seconded by Robert Hoag to approve the meeting minutes from the previous meeting. The meeting minutes dated July 22, 2013 were then unanimously approved.

II. DOWNTOWN STEERING COMMITTEE CONSIDERATION ITEMS

Preferred Alternative Review and Refinement

Senior Planner (Project Manager) Joan Ryan welcomed the Committee and briefly provided an update regarding the upcoming milestones, meeting dates, and activity of the consultant in terms of document preparation. She then provided a brief review of the Preferred Alternative, noting that the evaluation of the DSC during the last meeting had led to selection of the Alternative B (Housing Focus) as the Preferred Alternative. She then reviewed the changes that had been made to the vision statement based on the comments received during the last meeting.

Planning Manager, Carol Johnson, then read the revised vision statement for the DSC and also noted that staff had extracted plan objectives for the Specific Plan project as a result of the vision statement. She then pointed to the

handout provided entitled “Sample Strategies” and noted that the matrix was an example as to how staff is envisioning the overall organization for implementation tracking. She discussed the hierarchy of how the objectives would get broken down into strategies that support the overall objectives and the overarching goals for the project. Each objective would be supported by strategies, that is, breaking it down into incremental steps and the matrix includes Implementation Activities and Progress indicators with targets and horizon dates for tracking.

Chair Leone questioned how an Early California theme would get implemented?

Staff responded that you would implement an Early California theme through Design Guidelines. Ms. Johnson noted that this was a good example of the type of strategy that could be included with an implementation matrix and suggested the specific strategy would be to prepare Design Guidelines with an Early California Architecture theme. She indicated staff has done some work in this regard already with the City’s planning intern researching and examining Early California Architecture examples that will be shared at the next meeting.

Chair Leone questioned whether the same would be true of façade changes?

Ms. Johnson replied that this is something that would need to be examined in terms of a threshold for requirement. The DSC would need to decide how extensive of requirements we would want to have in terms of requiring a certain appearance,

with what the threshold would be, and how much change we would want in the situation of rehabilitated versus new development. If you are just repainting, then we probably wouldn’t require it, but if you are replacing a window then you may want to require them to adhere to the style. One idea would be to have a pattern book, so doors and windows and roof elements would all be within a picture dictionary type of approach. It would help facilitate when a small business owner may not want to hire a designer, but he could at least point his contractor toward what type of window style he needs to use.

Chair Leone opened the discussion up to the DSC for questions and comments and then opened the meeting up for public comment on the first item.

Kirk Shelby confirmed the word “authenticity” within the first sentence of the Vision Statement.

Ed Andrews stated that he thinks of remodeling a lot and he tries to do it in a way that breeds a contemporary look, he stated it might be tricky to blend his look with Early California Architecture and keep it contemporary at the same time in order to bring in new hot tenants. He noted it would be good to have examples and have something to e-mail to tenants. Sometimes he noted he gets comments from prospective tenants that the building looks dated, as it is from 1988. Peets coffee was designed to have contemporary updated appearance specifically to bring in the new tenant. He stated you need to balance over time, as trends and materials can get dated... a contemporary Mediterranean or contemporary Early

California appearance may still relate but you can have features that lend itself to the same style. He noted the idea is to give enough flexibility to give cohesion but not back yourself into a corner.

Ms. Johnson, noted Kirk Shelby as the architect in the group, could probably provide good input here, but the idea she noted is that you can pay your respects to a certain style without completely immersing in it. You want to remain authentic in the appearance with appearing fake.

Kirk Shelby noted over time trends and materials can fade, so the key is to provide a range you may have some of the same massing and approaches in terms of arches, and have some features that allow some flexibility. Idea is to give enough flexibility so that you don't tie yourself into a corner.

Matt Vander Sluis noted that it was exciting to be hearing the discussion

Tim McGallian questioned whether design guidelines are typical or difficult to include in a Plan?

Ms. Johnson stated that yes it is difficult because you have so many existing buildings and an existing range of architecture currently that span decades to try to meld into cohesion. But she noted you could do such things as utilizing street furniture with a consistent theme or appearance to tie the downtown together, with benches, tiles, light poles, fencing for example, and using those to tie the downtown together, rather than having very specific architectural restrictions.

Tim McGallian questioned what about in the gas lamp district in San Diego? He noted many of the buildings down there have similar appearances done through awnings for example, that are similar color or other common features.

Ms. Johnson suggested it may be difficult to achieve certain looks with corporate or national tenants that may not agree to particular colors. Santa Barbara is a city where the look is more important to them and they can do that because they are such a sought after destination.

Ken Dami noted in the gas lamp quarter in San Diego you have a lot of buildings with similar characteristics and architecture, how difficult is that to achieve?

Ms. Johnson noted that when you have some large landholders it is easier to obtain a cohesive, similar appearance if that is what you are going after, but if you have a number of smaller land owners then it is more challenging. However, if you look too much all the same, then it looks like you are frozen in time and it doesn't look like the City is growing and evolving. You want to be able to determine what your balance is going to be and so you want to determine what are going to be the common elements that tie everything together. A lot of cities do that through the street furniture, through the fixtures, through the way finding and those devices rather than having a really rigid design guidelines for all the buildings, but again that is a policy discussion and the devil is in the details. But this discussion will be discussed further as more of an implementation action.

Kirk Shelby noted that he likes what staff has presented and likes the idea of going from goals to objectives to implementation strategies. He noted it's real important that it be adaptable over time and that you show how the evolution may work.

Airport Height

Ms. Ryan then reviewed the Airport Land Use Map from the Airport Land Use Compatibility Plan and safety zones with the DSC and pointed to the areas within the project area that would be subject to further restrictions of the ALUC. She also described the allowable uses within safety zones 3 and 4 and noted that the Specific Plan would require review by the ALUC.

Commissioner Hoag questioned who controls the airport?

Ms. Ryan responded that the County controls the Buchanan Airport and that the Airport Land Use Commission is the interface that reviews upcoming projects and would review this project for consistency with the Airport Land Use Compatibility (ALUC) Plan. She noted that the ALUC Plan restricts development within the Safety Zones which surround the runways and defines the eligible uses within those zones. Therefore the Commission would review the Specific Plan for consistency with the ALUC Plan. Fry's Electronics and the back side of Park and Shop were noted as being within a portion of the Safety zones.

Chair Leone noted that we like the airport because businesses view it as an amenity.

DOWNTOWN CONCORD SPECIFIC PLAN

Introduction of Implementation Strategies

Ms. Ryan continued the presentation providing an overview of potential short term implementation strategies intended to be easy to implement and less costly with the goal of generating interest and excitement in the downtown. She shared some of those ideas including painting of utility boxes, murals, parklets, and use of vendor truck events for limited duration special events.

Ms. Johnson noted staff thinks a vendor truck event may be a nice way to draw people to the downtown where there is not currently a lot of activity such as Clay Alley to activate an area, and a good way to draw people in more to those businesses.

Richard Eber reminded the Committee that the Committee should be careful as we do not want to antagonize downtown merchants with the inclusion of vendors and cautioned the Committee on how they moved forward with the concept.

Ms. Ryan noted that the importance of the Plan will be in the Implementation and Phasing Strategy to build in some check-in points in the timeline to gauge success along the way and make adjustments, as needed. She noted the implementation matrix will be key in this regard. She noted that the document is intended to be a living document that has implementation measures that are tracked and can be adjusted along the way.

Ms. Johnson also noted that the City could use performance measures or metrics to track results and make adjustments along the way including certain triggers, as needed to ensure that the plan creates and maintains the vibrancy of the area but it will be a mix. She noted flexibility is the key.

Outline of Specific Plan

Ms. Ryan reviewed the draft table of contents for the Specific Plan with the Committee and noted that it would become more detailed as the consultant proceeded through preparation of the Draft Specific Plan during August and September.

Chair Leone questioned whether the DSC would be able to review a copy of the draft implementation strategies, prior to the next meeting?

Staff responded that yes, the DSC would be able to review a draft, but that the timeline is going to be tight with the City's need to be able to provide the Draft document to MTC by the end of October. But noted there should be time for massaging language prior to the end of September. Ms. Johnson noted that we will start organizing the objectives and implementation strategies under the relevant chapter headings, as we move forward. Under infrastructure analysis, for example, the team can now start analyzing demand to determine if there may be some deficiencies and determine any necessary improvements as needed and what the phasing would be for those improvements.

Staff noted that based on the time, extra time was available for input on what they would like to discuss at the next meeting.

Adam Foster indicated that he was interested in a discussion of height and what building heights the DSC thought were appropriate. He noted that the General Plan and zoning could always be changed but questioned to what degree the Committee wants substantial change from the current fabric of the downtown and questioned are we consistent with the vision statement?

Ms. Johnson noted that we actually have already very significant height allowances in downtown Concord. Staff responded that currently the Development Code provides for heights on the blocks surrounding Todos Santos Plaza of up to 70 feet and most of the remainder of the downtown allows up to 200 feet. Ms. Johnson noted that the existing height limit of 70 feet may be one way we could incentivize developers around the park by offering increased height. She noted there may also be opportunities to provide incentives in terms of parking through reduction of parking requirements, or perhaps through unbundling parking for affordable housing.

Adam Foster indicated he would like to see more discussed in terms of parking and how it is managed in the downtown including private lots. More of a discussion of how we are going to calculate parking demands for the downtown.

Ms. Johnson noted that the City currently allows developers to meet their parking requirement through the payment of an in-lieu fee within a limited specific area, and the project team could perhaps examine expanding the in-lieu fee district boundary to allow more flexibility with reductions to the need for parking spaces. She noted the

creation of a parking management plan, may yet be another opportunity to optimize the existing parking spaces currently available with those created over time. Downtown office buildings could also be incorporated into an overall shared parking system such that they could lease out their spaces if a building finds they have surplus spaces.

Adam Foster noted that he would like to further examine street typologies in terms of widths for streets. He noted being multi-modal may mean getting rid of traffic lanes in some cases and he noted that is a very political issue, so worth discussing further.

Kirk Shelby stated he is interested in two things: 1) public space and 2) streetscape proposals. He noted that he walked around today downtown and suggested the DSC needs to look at how much volume the City wants to accommodate in a pleasant and safe way, and noted it is a tricky balance. In many areas of the downtown there is only room for one person to get by, so many sidewalks do not allow for the capacity of a more intensified downtown. He suggested you want to have a variety of ways to get people downtown and so we have to figure out how you are going to accommodate them. He concluded there are a variety of factors that need to be looked at beyond sidewalks and parking, in terms of safety and overall physical image.

Adam Foster indicated he went recently to the BART fleet lab (Fleet of the Future Model Train Car, July 23-26) where BART unveiled future cars. He

suggested that we should have a chapter providing a vision of how we want the City to interface and integrate with the BART station.

Richard Eber noted that he agrees with some of the comments of Kirk and Adam. He noted that the pending legislative Bill - SB 1 proposal by Mark DeSaulnier and Darryl Steinberg should concern everyone on the Committee as it alters the nature of redevelopment and that a lot of the parcels in the downtown may be taken over by the State. He noted that SB 1 is really rewriting redevelopment.

Matt Vander Sluis commented that it was visually helpful to see some of the types of short-term implementation items that may be considered and wondered if there may be similar initiatives for biking that could be implemented, perhaps some short-term pilot projects so people could get a feeling for some of these ideas without a long-term commitment.

Ms. Johnson noted there are items such as bike corrals, temporary markings for bike lanes, and other types of projects that could be implemented on a temporary basis to increase awareness within the City. She noted that the East Bay Bike Coalition has been coming to Concord to hold classes to improve safety and that the City is exploring safe routes. A Share the Road campaign so that drivers become more sensitized to the existence of bicyclists on the road, may be another tool.

Matt Vander Sluis inquired whether the City was pursuing any grants in that regard.

She noted the City will not be pursuing new grants,

due to staff capacity, until some of the existing grants can be wrapped up.

Jeff Woods wanted to commend the DSC for talking about the excess parking. Jeff noted there is a glut of parking some days, but on farmers' market days he stated parking is very difficult with the parking garages full and other spaces difficult to find. He noted if u want to park close to downtown it is very difficult and with additional uses this could become an issue and is worth discussing more.

Adam Foster noted we might want to look at having paid parking during highly attended events such that those who want to park closely will need to pay for it.

Chair Leone stated that the City conducted a parking study and determined that meters were not justified due to the amount of parking typically available, but he noted you could limit the curbed timed parking further and make adjustments as needed. He suggested that some City's are really increasing the charges for parking tickets in their downtown to enforce the timed parking.

Vice-Chair Tim Grayson noted there have been some fantastic comments this evening. He noted that if the City was going to charge for parking it would only be feasible for special event parking otherwise on other days there is an incredible amount of surplus parking, so you would not want to even think of charging right now. He suggested that the DSC needs to consider a policy that is very flexible and one where the policy can grow as development occurs.

DOWNTOWN CONCORD SPECIFIC PLAN

He suggested bicyclists feel inhibited because there are not a lot of bikes on the road and so it does not feel safe. In order to provide bike corrals that may eliminate some parking spaces, there should be more awareness brought to the issue and he noted this can be done by using banners to create awareness or through other ways. He noted that we don't want to get to finely detailed at this point though.

Ms. Johnson concurred and noted that the Specific Plan will be broad based with goals and policies and that some of the implementation actions may be to study an issue further. She stated that such an implementation as creation of bike corrals or others could be studied via a subcommittee with a revisit to the broader DSC at a later date.

Ed Andrews stated that once we do a plan, it typically sits, and nothing gets done. He noted that to him the most important thing is the implementation that we move forward and then continue to massage the plan, as needed, if new conditions crop up and require quarterly or annual action items, as appropriate. But that we need to move forward.

Ms. Johnson noted the City uses a Performance Management Plan and it is structured with a goal or objective and then action items, similar to what we are planning on with the Specific Plan and so that is a perfect model for what we are anticipating this plan is going to be.

Kathy Renfro indicated she liked Adam's comment about BART and inquired whether staff had met with BART regarding their plans.

Ms. Johnson noted that staff just had their meeting with BART regarding their investment framework plan for existing stations, but this was really a kick off and more of a temperature taking meeting where City staff shared our progress to date on the Specific Plan and remaining schedule and shared previous history. BART will be returning with what their plans are at a later date. However, staff will be having another TAC meeting on 9/9 where BART will be attending. So she noted staff is continuing to have contact and coordination with BART.

Kathy Renfro suggested that coordination on portraying the City's history through murals or art and incorporating that into way finding or in other ways, had been something BART had been open to previously.

She also questioned--Is there an Economic / Job-Creation part of the Specific Plan?

Ms. Johnson responded that we could add an Economic Vitality section.

Adam Foster noted that one idea for a short term implementation item may be to do a parklet or short term bike lane which would be a great way to introduce the project to the community and provide awareness on these issues, as well as getting immediate reaction from the attendees. He suggested putting together a parklet prior to the Oct. 7 Community Workshop, perhaps on Grant Street which would provide more awareness for the concept as well as to generate interest for the workshop.

Ms. Johnson suggested a more feasible idea in the short time frame available could be a chalk art competition. She noted that parklets are a more significant project, creating more citywide coordination.

Chair Leone - Alternative could be bringing some examples through photos to share.

Adam Foster indicated he is not going to feel comfortable recommending these actions if he has not seen them in use. He wondered whether there was grant money availability? It would be good to see some of the public reaction.

Chair Leone noted his concern but indicated he was not sure of the practicality of it in such a short time frame.

Ms. Johnson noted that if we wanted to start planning for some of the short-term implementation items now for debut in the spring when the Draft EIR is being distributed for public review, that may be a more realistic approach.

Adam Foster noted that he could agree with that and volunteered to assist.

Tim McGallian questioned how do parklets get made and whether the City had money for any of this?

Ms. Johnson noted that grant money will come available for some of the mid-term infrastructure items through Plan Bay Area funding, but suggested that for some of the short-term items being discussed those would need to get achieved through more of a grass roots type effort.

Tim McGallian questioned how do parklets get made and what is the process.

Ms. Johnson responded that City of San Francisco has actually prepared a rather comprehensive process and approach toward parklets that is something we could model after, but it requires some time, because you are locating something within the public right-of-way. A business or organization, Rotary, Lions Club or Boy Scouts could take something like this on.

Matt Vander Sluis suggested a pop up park and also noted that the Annual Park (ing) Day this year is Sept. 20th [(PARK(ing) Day is an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public parks.)] and that perhaps the City could take advantage of the event an transition a few parking spaces. He noted Walnut Creek will be holding an event. He also noted that perhaps there may be an opportunity, as a Boy Scout Eagle Scout project to fundraise and create a more permanent parklet within the downtown.

A member of the public commented that there may be an opportunity to create a PBID (Property-based Improvement District) opportunity

Florence Weiss, Downtown Manager noted that the City had pursued a PBID in the past but that the issue was not dead and that the PBID may be an opportunity in the future She noted that a few of the property owners had been reluctant in approving a PBID as these were charges they would need to

pass down to the tenant and the economic realities were not strong enough to where they wanted to pursue a PBID at this time.

Chair Leone questioned what will consultant be doing in terms of design? Will they be coming up with streetscape design?

Ms. Johnson noted the consultant will be preparing the Specific Plan which is a policy plan that will include streetscape design guidelines with street cross sections and design guidelines.

Chair Leone questioned whether we will need to apply for a grant in terms of some of the BART improvements?

Ms. Johnson noted the City will be telling BART what we would like and BART has some station improvement money but City will likely need to negotiate with BART. We want to make sure that when you come out of the BART Station that you have a more direct line of sight toward the downtown and up Grant Street, which would likely impact some of the parking spaces.

Chair Leone noted that in the past we had discussed providing an archway over Grant Street as it approaches Todos Santos Plaza.

Ms. Johnson noted that in the past the City had a public art fund, but those are quite limited now. She noted part of the implementation would be identifying the funding sources and financing necessary or perhaps a non-profit wants to take on a specific project. If we want enhanced

programming and appearance of the downtown then we are going to likely need enhanced funding from the City to support the implementation of a number of strategies or look at creating a non-profit that can take on some aspects.

Community Workshop Discussion

Ms. Ryan reviewed the revision to the upcoming Workshop #2 date and venue with the new date scheduled for October 7th at 6:30 p.m. She indicated the workshop would be held at the same location as the first workshop, Salvio Pacheco Square, Suite 201, at 6:30 p.m. and thanked Jeff Woods for the use of his facility once again. She noted that the emphasis for the meeting would be in describing the Preferred Alternative to the public, the purpose and benefits, reviewing the planned implementation strategies and then the timeline for the remainder of the project. She noted that DSC members are encouraged to attend.

DOWNTOWN CONCORD SPECIFIC PLAN

REGULAR MEETING OF THE DOWNTOWN STEERING COMMITTEE FOR THE SPECIFIC PLAN

SEPTEMBER 9, 2013

I. ROLL CALL

Nine members were present and two at-large alternates were also in attendance.

II. PUBLIC COMMENT PERIOD

Cynthia Armour, representing the East Bay Bicycle Coalition, made the DSC aware of an upcoming advocacy ride being planned for Downtown Concord to advocate for making Concord a more bike-friendly and pedestrian friendly Concord. The ride will take place on October 5th at 2 p.m. with a meeting point at the Concord BART Station. She handed out flyers noting that the ride will end at Todos Santos Square and those who wish to engage in further conversation after the ride will meet at E.J. Phairs Brewery (corner of Salvio and Grant). Further information available at ebbc.org/concord

PUBLIC COMMENTS CLOSED

III. CONSENT ITEMS

A motion was then made by Tim McGallian and seconded by Ross Wells to approve the meeting minutes from the previous meeting. The meeting minutes dated August 5, 2013 were then unanimously approved.

IV. DOWNTOWN STEERING COMMITTEE CONSIDERATION ITEMS

Preferred Alternative Review

Senior Planner (Project Manager) Joan Ryan welcomed the Committee and provided a brief update regarding the current tasks that staff and the consultants were working on, upcoming milestones, meeting dates, and noted the preparation of the Draft Specific Plan that the consultant is currently working on. She indicated the DSC has selected Alternative B (Housing Focus) as the Preferred Alternative and that refinements to that alternative were continuing. She then turned the presentation over to the City's consultants from Perkins + Will (P+W).

Project Manager for P+W, Dennis Dornan, provided introductions of his team members that were present including Prakash Pinto from P+W and Jim Musbach, Principal at EPS, their economic sub-consultant. Mr. Dornan began the presentation briefly reviewing the timeline and the upcoming environmental analysis, the bulk of which will take place between Sept. 2013 and March 2014. He noted that the team had brought forward the timing of Task 8 – Implementation based on the interest and request of the DSC. He noted that they anticipated the environmental process to be straightforward and largely consistent with the General Plan EIR.

Mr. Dornan then provided a review of the Preferred Alternative, previously referred to as Option B – Housing Focus. He noted that ground floor retail would be emphasized on key streets. He also

reviewed a Phase II plan for the long-term which included redevelopment of the Park and Shop Shopping Center that would be accompanied by two levels of underground parking. The area was shown with commercial uses on the western portion of the site and housing uses on the eastern portion of the site. He noted that the plan covers a 30-year timeframe and therefore they were including Park and Shop, though he noted there will be many challenges with its development.

Mr. Pinto noted that the overall development planned for the Specific Plan is consistent with the General Plan which are already very generous ranging in density between a FAR of 1.0 and 6.0, falling within the current thresholds. However, it was included for the purposes of the environmental analysis.

Mr. Dornan noted that the Specific Plan is making an effort to describe how the various spaces in the downtown would be knitted together.

Ms. Ryan briefly interjected noting that staff held a meeting with the Doris Court neighborhood (south of the BART station) on August 27th to review with them the progress on the Specific Plan and make them aware of the level of development being shown for their neighborhood (Med. Density). She noted that 30 neighbors were in attendance and that all but 2-3 were strongly in favor of retaining the neighborhood as it currently stands (with low density zoning), as a single family residential neighborhood. She noted that current zoning could allow secondary units to be added to the existing single family units. She noted that development is being shown on the BART sites however.

Planning Manager, Carol Johnson, noted that there would be significant costs to go back into that neighborhood and upgrade the infrastructure for any additional density. Also, because the area is all in private ownership additional costs would be added there. She noted that staff is now showing the existing zoning within the Specific Plan. She indicated that what we do have now is a good contact list for the neighborhood.

Goals, Policies and Implementation

Prakash Pinto, Principal for P+W reviewed a summary of the preliminary goals, policies and implementation strategies for the Downtown Specific Plan. He discussed objectives including “Protect and enhance Downtown Concord’s authentic character and historic assets, Promote high quality infill development that successfully integrates new with existing development; and Reflect early California architecture in the design of new buildings, Promote sustainable principles; Provide a variety of living opportunities through a range of housing types and prices; Create a thriving local mix of boutiques, restaurants, and cultural destinations; and Develop a green network of pedestrian friendly streets to promote healthy, active lifestyles. Policies and Implementation strategies were summarized for each. He noted the team is looking at the Silver standard for LEED to promote sustainability for any new buildings. He noted the project team is interested in getting the DSC’s input on the implementation strategies.

Mr. Musbach noted the importance of making the downtown more developer-friendly and indicated clarity of development process and any speeding

up of that process is very attractive to developers in deciding whether to work within the City. He noted you don’t know if you are going to write down land costs until you are negotiating with a developer.

Mr. Pinto noted there are concepts they will be covering within the Design Guidelines to provide a coherent aesthetic. He noted, based on the discussion with the Developer Panel, one key item was having flexibility in meeting the parking standards.

Mr. Pinto stated he would like to broaden the vision of developers that would be willing to come to the City. He suggested that permit fees can impede progress – that the City should examine fees and incentives. He noted that an expedited time frame is viewed by developer as very helpful. He emphasized that creating additional housing would improve vitality and safety with more people out on the street. He also raised the concept of supporting art interventions to serve as a catalyst toward change and vitality in the downtown and reaching out to satellite opportunities with cultural institutions may be a mid to long-term idea to explore.

Mr. Musbach noted adding the housing first and the residential piece of this is really key toward attracting new businesses and employers. He also noted the ability of property owners to do a Property-based Improvement district where they assess themselves for specified improvements and they would see a return on value over time as more vibrancy is created.

Mr. Dornan noted the Green Network would emphasize those areas as pedestrian friendly

streets and the team would intend to implement strategies to promote upgrades for Salvio Street, in addition to Grant Street, since this was the City’s historic main street. He then reviewed the Street Typologies and noted the recognizable hierarchy stating that there were no plans to eliminate lanes of traffic. He noted the team is looking at a shuttle circulator. He noted that the Preferred Alternative will have a greater impact on BART, but less so on the streets. He noted that we also have a slide where trucks should go. Mr. Dornan then reviewed the Housing typologies demonstrating the types of housing that could be produced ranging from townhomes, live/work units, apartments and mixed-use transit oriented housing. He noted that the Draft Specific Plan would be released at the next meeting.

Chair Leone requested whether there were any questions of the Committee.

Vice-Chair Grayson confirmed with the consultant that all of the land uses are falling within the current zoning and noted that the zoning currently allowed is quite generous. He then confirmed his understanding that the zoning shown within the preferred alternative of the specific plan does not conflict with the General Plan but only enhances the General Plan. He questioned what the green on the plan denoted on the Housing Focus slide and confirmed through the consultant that the green denoted is enhanced sidewalks not removing any parking lots or creating any new parks. He noted that we need to be clear with the public that we are not proposing to rezone with the Specific Plan.

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Mr. Pinto responded that the green frame and other green areas on the plan reflected walkability improvements, including enhancements to streetscape and landscaping, not the creation of new parklands. This will be something clarified at the Community Workshop. *Mr. Pinto* also confirmed that the plan is consistent with the current zoning.

Vice-Chair Grayson questioned what is the ability to maintain that flexibility in terms of uses? He emphasized the team needs a way to maintain flexibility but to provide certain policies to encourage particular uses, with housing in particular. He then inquired with respect to the transportation matrix and asked how it aligned with the street typology? *Mr. Grayson* also stated that he would like a stronger pedestrian/bike presence in the downtown.

Mr. Dornan noted the network shown is that which is recommended by the traffic consultant. He noted that the plan is not eliminating any lanes, but is planned to incorporate the proposals for the two OBAG grants for the Last Mile to BART and Detroit Avenue. The amount of pedestrian improvements being proposed are not evident at this scale, but they are being included within the Specific Plan.

Mr. Pinto applauded the City for moving forward with the Complete Streets adoption effort. Those principles are geared toward the pedestrian with walkability and public realm improvements.

Mr. McGallian noted he would like to see the DSC be more aggressive with Grant Street in showing specific uses and taking a harder line since there is more opportunity there between BART and Todos

Santos. He suggested focusing on Grant Street and up and down Colfax for the short to mid-term.

Mr. Dornan noted that Grant St. could happen incrementally. The things learned from the developer panel were that Park and Shop is close to the freeway and based on its size will be attractive to developers down the line. Very few parcels that large are available close to the freeway.

Larry Gray questioned what is the green shown at Willow Pass Road? Staff responded that the same number of lanes would be included but some traffic calming could occur there so that it won't feel like a freeway.

Kathy Renfro questioned what happened to the transition of one-way streets to two concepts. *Ms. Johnson* noted that through the traffic study, staff determined that it would result in delays on Concord Ave. and Galindo Street and thus that was marked as a intersection study to be scoped at a later date, since there is not adequate funding in the current scope of work to further study that issue. She noted the City-wide bike plan will also be looking at further improvements and that will be initiated in Feb. 2014.

Kathy Renfro questioned whether the consultant had the ability to do the traffic study through the 3-D model?

Mr. Dornan noted that the traffic consultant has continued utilized modeling as a tool in coming to their conclusions regarding transportation. He noted that they are also utilizing a 3-D rendering

program which assists with understanding shade and shadowing.

Adam Foster questioned the potential impact on schools and noted that he thought Wren School may be impacted. He noted safe streets to schools as a consideration.

Richard Eber noted that schools are already impacted.

Ron Leone noted that when it comes to the schools, that it is the responsibility of the school district to determine how best to accommodate growth and he noted in his experience school districts are happy to have an increase in housing. Growth is not viewed as a problem because more money is generated and they can determine how best to accommodate students or to modify school boundaries as needed.

Jeff Woods noted that the vision indicates we want a thriving economy but under LU-3 it is noted that we want to retain 50% affordability and that does not seem in line with vitality. What the affordable housing strategies were and how do those lead to vitality in the area?

Ms. Ryan responded the implementation strategies noted within the handout and specifically described as item E under LU-3 to retain 50% affordability are based on the current study which found the 64% of the units in the downtown are affordable units now. This strategy recognizes that new units will be built likely bringing the affordability level down in the short to mid-term; so the strategy intends to track affordability annually to limit the reduction in affordability to 50% through 2022. In addition, she

noted the proposed monitoring of affordable units over time and the current monitoring of multi-family units through the City's multi-family inspection program.

Ms. Ryan noted that the City already has an inclusionary housing program and a density bonus program on the books that address affordability.

Ron Leone noted his perception is that if you want to increase your residential areas could you give the opportunity to develop commercial as well?

Mr. Pinto noted that yes the Downtown Mixed Use would allow that.

Ron Leone noted his concern earlier when hearing about the worries of the some owners within the Doris Court neighborhood and stated people need to understand that we are not going to be taking out any houses, they would have to be purchased by a developer so the only people being displaced would be those who are choosing to sell. Developers would be buying people out; we are not talking about eminent domain.

Kathy Renfro questioned whether it was just based on the neighbors, she noted if it was just an informal meeting, we could have a formal meeting.

Richard Eber stated that he is not sure that housing with very little parking is how the current residents of Concord view the future of their city and how it jives with how they want their downtown to be. Do the residents want this high density housing? He noted that he sees these assumptions for reduced parking but questioned whether that what the current residents want.

Mr. Pinto noted that parking is something that we are taking into account. All cities along the BART line have reduced parking standards within proximity to BART. Reduced parking standards within the ½ mile of BART are already within the City's Development Code and these are not being created new within the Specific Plan.

Richard Eber noted we do not want to make the same mistakes as the Avalon project in Pleasant Hill. I don't think we should turn our backs to the residents of Concord.

Mr. Pinto noted that developers are not going to build something that will not sell.

Ms. Ryan corrected an earlier comment noting that the City is not considering charging for parking, the comment was intended to refer to timed parking.

Ms. Johnson noted that we have received some requests from the TSBA to re-examine timed parking and in particular lengthier parking so that people are not parked for four hours. She noted that parking maximums can be a deterrent to development. The team also is looking at other traffic management options such as ride sharing, reduced dollars for transit passes, etc.

Mr. Pinto noted that he is on the Berkeley Zoning Adjustments Board and since they have reduced the parking standards within ½ mile of the BART station the City has experienced interest in development that is 500% over what they have typically seen. Enforcement is a rather marginal cost since it is already in place. Although you are considering the existing residents you also

need to consider the people who will move to the downtown.

Ron Leone noted that now you have scanning devices where you just drive by, so technologies are more efficient and cheaper so he is not as concerned with modifications to timed parking.

Kirk Shelby – stated right now I look at it and it seems like everything is residential do you really want everything residential you may want residential priority, but why all residential I would provide more opportunities for ground floor commercial. Residential at the ground floor is not really great either.

Mr. Pinto – noted he did an analysis in Berkeley and over 75% of retail has been vacant for years, what we are finding is that the retail needs to be focused more toward nodes.

Tim McGallian – If I recall, we examined the issue of ground floor commercial during the last Development Code Update.

Ms. Johnson – Noted yes we did and that you want ground floor heights that are taller so that they can accommodate commercial over time. You want buildings that can age and are adaptable. This plan will have performance measures in it with monitoring to continue tracking of progress.

Mr. Dornan – One thing not being shown is the commercial vacancies which represents a lot of area and is why it looks so predominant with residential.

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Kirk Shelby – There have to be sites that are more conducive to higher density. Is it possible to try to target the higher densities and lower densities even in this scheme? I believe there are sites that lend themselves more toward one type of use or another. He voiced concern that there may be too much flexibility. He noted you don't want to have too much density in one area or the other.

Mr. Pinto noted that the plan really looks at the BART and opportunity (city-owned) sites near BART as the catalyst, priority sites and having some density around Todos Santos. At the same time you want to allow the market to dictate some things. The Development Code currently allows the higher density.

Mr. Pinto – As a reminder, the genesis of the plan is really through MTC and promoting housing that is transit-oriented targeting opportunities

Kirk Shelby – Concerned that there may not be the support and services necessary for residential such as grocery other than Safeway, Ranch 99 which is a specialty market and the discount grocery.

Mr. Pinto noted he is not so worried about that because this plan is representing new residents that will be added and therefore new customers, which means that commercial businesses will follow. Trader Joes and Whole Foods for example have gone in recently within multi-family complexes.

Ron Leone asked whether there were any additional questions of the Committee and if not he would be opening the discussion up to the public. He then asked for speakers from the public.

Ray Barbour – commented comparing Berkeley to Concord is not a good comparison; that it is apples to oranges. He noted that we don't have a university down here and Concord may be a little more cowboy. Also Willow Pass is a truck route, but that truck route ends at East Street, so East Street and Galindo that's not a truck route. Any streets proposed as truck routes that are not currently, will have to be built up to truck standards.

Mr. Dornan notes that the truck route information was not brought on the slides they have, and the transportation consultant has provided for an alternate route, but will be included in the Specific Plan.

David Bowlby noted he is representing the owners of 2400 Willow Pass Road (Blockbuster and Bank), represented as Letter "M" on the map. He also noted he is very familiar with Safeway. He noted his client is a bit confused, showing residential envisioned on his block when a variety of uses are allowed. In Walnut Creek, they struggle with the same, so don't lose sight that you still want to bring your suburban people into the downtown. He noted I do not see an opportunity for a hotel, or cultural institution that you may want to bring. These owners had not heard about the project. The diagram is confusing to the public, for example it is not clear to the public what residential for example means.

Matt Wilson stated you may recall the presentation I provided on Grant St. I have walked Grant St. many times and there are delays at the lights for pedestrians along there, so maybe it is an issue of timing. He noted, if there were a heavily themed

street, like Bourbon Street, like Pier 39, like Old-Town San Diego, there is nobody who wants to rush through those spaces. As more congregate, more retail spending occurs. I know I am willing to drive across the bay once a year to Pier 39 to participate in that experience.

Cynthia Armour noted that you want a network of streets that will allow anyone to bike safely. She noted she had some questions with Clayton and Concord Blvd., but noted that the OBAG grant stops at Sutter St. so had concerns with riders being thrown out to areas where bike lanes just end.

Mr. Dornan noted that the Transit Streets have Class 1 bike paths but noted the bike in Ms. Johnson noted the current bike lanes proposed where the one-way couplet starts, between Sutter and Market St. we have much more constrained space, so that will be studied in more detail through the Bike Study, following this project.

Ms. Armour – stated she had not seen anything regarding bike parking and suggested density bonus for providing indoor parking.

Ms. Johnson - noted that the City does have new bike parking requirements within the Development Code, but it applies to new projects and we have not had any new projects yet where it is applicable to be able to try it on for size. But that would be an area where we could use input.

Ron Leone noted he would bring it back to the Committee for comments.

Mr. Foster- thought staff did a great job putting our thoughts into the vision statement and into the implementation strategies. He noted that staff has captured our thoughts.

Vice Mayor Grayson – Second the thought on the hotel and convention center. Legitimate issues were raised regarding parking and it is a fine balancing act where you have managed parking that keeps mobility at a maximum while making it possible for projects to pencil out in their costs. He stated he really likes the flexibility, as a builder we are not going to build something that is not going to sell. In some things being suggested, we are already doing some of these things so that is encouraging. The current flexibility of our zoning is important. The Committee has really rounded out this study with the range of opinions provided. Staff should begin a plan for property owner outreach and business/tenant outreach as long as cost effective and within the budget of the project.

Kirk Shelby – while we are providing the basic bones, the actual branding of Todos Santos, we can borrow from other areas that are successful, just spent some time in Santa Fe, a lot of walking, landscaping, pocket parks and vibrancy, it was fabulous. We want to encourage bicycle traffic, but bikes and pedestrians don't always mix. He noted we want to make sure that you have consistent infrastructure in particular with signage and walkways. Create a fabric creating a sense of place.

Tim McGallian need to recognize we are still a suburban community. He also noted they will still need cars and residents of Concord will use their

cars to get to the downtown. He noted the TBID with the hotels and loves the idea of a downtown hotel, the TBID can assist in letting people know we are on the map.

Adam Foster – In the implementation strategies would like to see a pilot column for 2014, given that we already have 1.1 million for OBAG Last Mile, Detroit Avenue, parklets, outdoor seating and outdoor dining areas and connecting the Galindo House and Masonic Lodge with the rest of downtown, and streamlining of second units and reduced front yard setbacks for homes with porches.

Ron Leone noted that this was really a good meeting and seeing the time we will adjourn until the Community Workshop on October 7th.

Implementation Strategies (Short and Long Term)

Comments noted above.

DOWNTOWN CONCORD SPECIFIC PLAN

REGULAR MEETING OF THE DOWNTOWN
STEERING COMMITTEE FOR THE SPECIFIC
PLAN

OCTOBER 15, 2013

I. ROLL CALL

Ten members were present and two at-large alternates were also in attendance.

II. PUBLIC COMMENT PERIOD

S. Ardrey indicated he was a cyclist, living in Concord since 2000. He spoke in support of the increased use of bikes for transportation due to cost, health and environmental reasons. He noted that more bike facilities were needed in order to get across town safely. He stated he would like a protected bike lane from Salvio St./East Olivera Rd. to Salvio St./Mira Vista and then west on Willow Pass Road to allow people to go the Willows Shopping Center and Sun Valley Mall. He noted that many other communities are ahead of Concord in terms of bicycle infrastructure and that Concord needs to be more progressive in this area. He also noted kids need to be able to ride bikes to school.

PUBLIC COMMENTS CLOSED

III. CONSENT ITEMS

A motion was then made by Tim Grayson and seconded by Ross Wells to approve the meeting minutes from the previous meeting. The meeting minutes dated September 9, 2013 were then unanimously approved.

IV. DOWNTOWN STEERING COMMITTEE CONSIDERATION ITEMS

Summary of Public Workshop feedback

Senior Planner (Project Manager) Joan Ryan provided a brief summary regarding the recent Community Workshop #2 held on October 7th at Salvio Pacheco Square building, Suite 201. She indicated the workshop was attended by approximately 85 residents, property owners, service providers, housing and bike advocates and business owners. She then reviewed the feedback received during the breakout sessions following the presentation provided by the City's consulting group of

Perkins + Will. The break out groups included those on Land Use, Transportation, and Implementation Strategies. She noted that the detailed comments were also provided to the Committee with their hand outs and would be posted to the website.

Chair Ron Leone then opened the it up to the Committee for questions and indicated after the Committee he would open for comments by the public, followed by discussion by the Commission.

Larry Gray inquired whether, based on the workshop, if there were any good suggestions regarding traffic calming?

Ms. Ryan noted there were comments along the lines of reducing speeds and potentially narrowing or eliminating lanes, so that cars are not so dominant, and then for pedestrians generally with regard to improving and expanding sidewalks for pedestrians and timing at lights.

Richard Eber stated on the topic of "too much capacity for cars" (referring to written summary) is this reflective of the people who showed up to the Community Workshop or do you feel that this is shared by the majority of the public?

Ms. Johnson noted that this summary is based on the statements that were found on the sticky notes on the boards from the Community Workshop.

Richard Eber noted that so perhaps this does not have the larger depth of public opinion.

Adam Foster noted these are people who took time out of their day who are passionate about an item.

Joel Devalcourt representing Greenbelt Alliance and the Community Coalition for a Sustainable Concord noted he was glad to see broader community support for the housing option and much of the work that the project team has been working on. He thanked the City for their work at the community workshop and noted the support during the workshop for mixed income housing and the support for green streets and creating a walkable infrastructure. He indicated it was wonderful to see support for improving the safety of downtown pedestrians and encouraged more robust strategies along with shared parking and strong parking management.

S. Ardrey noted his support of the plan, and his support of a strong link between Todos Santos Plaza and Concord BART because it is not clear once you get off at BART.

Adam Foster said he enjoyed the workshop and seeing how many people attended and stated his

support for holding another public workshop prior to environmental analysis to communicate to the public the comments heard during the October workshop and if and how those comments would be included into the Draft Plan.

Kirk Shelby noted that during the Workshop he spoke with a woman who lives close to the downtown area who had concerns regarding the transitions between the existing single family and the newly proposed multi-family denser areas. He advised that the transitions are something the Committee needs to continue to consider. Mr. Shelby stated that the Committee needs to continue examining how we get safe streets. He noted that the City needs to provide adequate capacity on streets meant for vehicles and not compromise those corridors with bike traffic. He noted the mixing of the two is not a good situation; he indicated finding appropriate streets for the bike lanes is the key.

Robert Hoag noted that the residents he is speaking to in the community are indicating that anything that impedes vehicular traffic is not good; people will continue to want to use their cars within the City. He noted they are not opposed to bikes. But, he noted that we need the correct balance and bike and pedestrian improvements should be built in appropriate locations, primary vehicular corridors should remain.

Adam Foster stated the need for safe streets, in particular based on his experience with his family walking and biking in the downtown. He noted that the City does not need three heavily travelled vehicular corridors in the downtown. He noted that

Concord has some of the worst bike and pedestrian infrastructure within the downtown and that if the City does not make improvements the City is not going to be able to attract the younger demographic that likes to live in an urban setting.

Robert Hoag stated that he is not saying no bike lanes, he is saying that they need to be located on the appropriate streets.

Ed Andrews noted that it doesn't have to be one or the other, it needs to be balanced. Businesses won't locate if their customers cannot get to the downtown and park then we are not going to get the downtown shoppers we want.

Tim McGallian stated the City is not a true urban environment; we are still largely suburban and need to recognize that. Many of the people who live here do not work here and that still needs to be recognized. He noted that we still need to be able to move cars through the city more efficiently and noted that we need that balance and provide separate routes so that they are not battling each other.

Ross Wells stated that Clayton Road is a primary corridor through the entire City and out to Clayton. Any modifications to Clayton Road as a vehicular corridor will present a difficult challenge.

Adam Foster noted the thing you do to address congestion is to create an environment to make Concord more of an employment hub, so that more residents can work here. He then stated that if you only give the option of driving that is all that

people will do. He emphasized the City needs to provide other options through safe bike routes and pedestrian walkways in order to attract the younger demographic and the younger workers that we want. He stated he is all for providing separate streets for bikes and cars. He stated our land banks are our right-of-ways and we don't seem to be willing to give up any traffic lanes for safe streets.

Richard Eber stated a lot of what we are discussing is our vision for what the future will be. He noted that I think we can all agree that we don't want something like what is over at Pleasant Hill BART, and we can't will the success of businesses based on faulty assumptions. We need to decide do we want something like San Francisco with the congestion that comes with that. If we are not providing adequate parking at multi-family residences, it is a leap of faith that people will come and buy. He questioned whether we are to assume that people will willingly give up their cars. He noted bicycles are not more than probably 1% of the transit option used within the City. Do we want to congest our major thoroughfares trying to accommodate bikes? Are people going to shop using bikes? He asked how are residents and visitors going to access retail services and jobs. He noted job creation can really not be legislated.

Kathy Renfrow questioned whether the comments from the workshop reflected residents opinions, we need to be careful as to whether the workshop comments really represent Concord residents? She noted that we have held many workshops where younger residents attend and bike and pedestrian issues come up and also that most

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do work outside the City, but would work here if there was a comparable job available. She noted that the Committee needs to remember that the CNWS traffic will be coming and that will need to be accommodated.

Bob Hoag contemplated where other commuter traffic would go if not through the downtown. He noted that Treat Boulevard is already excessively used. Every stop light between freeway and Oak Grove was the same with cars backed up from intersection to intersection. When thinking about commuter traffic, there is nowhere else to put it. Kirker Pass Road also is already heavily used. He noted that he worked in B of A complex in the early years and many of the workers early on were coming from other areas and loved it due to the reverse commute. He then noted, people do not necessarily want to live where they work. He indicated he has travelled to many locations that have fabulous transit systems and the key is ease of use and timing. The key is public transportation that is convenient enough, with higher frequency both trains and busses where you don't have to wait for more than 5 minutes.

Tim McGallian noted that for some people, they have to have their cars for employment because there do not have other options, based on their work requirements. He indicated that his base of operations is actually in Texas, but that he travels frequently to San Jose and so it is not practical for everyone to use transit, depending on your type of employment. He emphasized you need to understand the type of businesses that you want to attract and those that would want to locate here

and why. Need to understand the type of cross section of businesses that you want to attract to facilitate some of those companies to come here. Bio tech or other tech uses may be good to investigate and pursue.

Adam Foster stated he was very happy with the great conversation that was occurring. He noted that the Committee needs to remember that most of Downtown Concord is already relatively affordable and "affordable by design" and indicated that this is why younger people are wanting to locate in Concord. However, he cautioned, we need to retain young professionals by becoming more urban, otherwise they are going to move to other locations that are more urban. He noted that looming growth out at the Concord Naval Weapons Station, and the traffic associated with that development, does not have to occur; it can still be designed with transit in mind; perhaps only designing with one car garages rather than two. He stated there are other options out there to consider such as electric bike share. He noted if you build fewer big roads, people will find other options. He stated right now there are people that do not live in the City that utilize concord roads just as a cut through and the City is accommodating them. He noted that the City has a traffic consultant that is saying that you can reduce lanes on Willow Pass Road to accommodate bike lanes, and questioned why are we then supporting three arterials through Downtown?

[June 20th, 2013 Fehr & Peers memo excerpt – "*On Willow Pass Road, a road diet has been identified as a potential measure at several community meetings. Road diets are ideal on four-lane*

roadways carrying upwards of 15,000 to 20,000 vehicles per day. On roadways with average daily traffic volumes between 20,000 and 25,000 there is a greater likelihood that traffic would divert to alternate routes. Based on the level of daily traffic on Willow Pass Road, a road diet would likely result in traffic diverting to parallel roadways, including Clayton Road and Concord Boulevard. With a road diet, Willow Pass Road would have limited ability to accommodate traffic growth, whether from the SPA or regional growth".]

Larry Gray noted that there is a lot of outside influence and their feedback was evident at the community workshop. He noted that Treat Blvd. is extremely congested. He noted that bus rapid transit (essentially a BART on wheels) may be an option within the City, for example for use on Treat Blvd. and Clayton Road to improve the service levels. He stated, we need to try to come up with a plan and not get too bogged down by things, adjustments will need to be made along the way.

Chair Leone concluded the discussion noting that he thought it was healthy to have this roundtable discussion with some divergent opinions and hear each other out. He indicated that he supports more walkability and bike improvements but in the appropriate locations and noted that the City still needs to maintain its traffic flows. He noted he believes that both can be accommodated. He discussed a conversation with Ray Kuzbari, the Transportation Manager, and discovered there are some excesses on Clayton Road where there may be some opportunities.

Refinements to Downtown Plan

Ms. Ryan briefly discussed the updates with respect to the environmental analysis. She noted that based on the Preferred Plan the Committee is moving forward with, the project team is able to move forward with preparation of an Addendum to the General Plan EIR, rather than the Supplemental EIR originally scoped for the project. She indicated the EIR consultant had advised that because the Preferred Plan does not require a rezoning, and the level of traffic is consistent with the original General Plan and because the City already has an adopted Climate Action Plan, the City is able to move forward with an Addendum, which would allow for some savings which could be used toward additional outreach. This would also reduce the amount of timeline allocated for the project. She then reviewed with the Committee, the items the project team was aware of from the previous meeting that required modification on the graphical land use plan. She noted the team would update the green spaces on the plan and clarification that those are not public open space areas. She also noted that the “green streets” needed clarification through the legend and finally that a better visual connection between Todos Santos Plaza and Concord BART would be shown. *Ms. Ryan* noted that the project team would be making those updates through the next revision of the plan, but they would not be reflected in the version the Committee would be reviewing the next day.

Ms. Johnson noted the team rather than referring to a Preferred Plan would now be referring to the Preferred Land Use Strategy to provide clearer

messaging that since the existing zoning allows a range of uses, we want to be clear that this is a strategy.

Tim Grayson suggested modification on the land use graphic using the term “greenways” or “greenbelt corridor” rather than open space within the legend.

Implementation Strategies Performance Measures and Monitoring

Ms. Ryan passed out and reviewed the revised Implementation Strategies which she indicated would be included within the Specific Plan. She noted that this would largely be how the project would be implemented and combined with the performance measures and monitoring would be how we define and track the success of the Plan’s implementation. She briefly discussed performance measures, tracking and monitoring and provided a few examples of tools that can be used both quantitatively and qualitatively. She noted that performance measures can be used to measure the success of the plan. The City would likely implement tracking using a baseline from which to move forward to compare growth, ridership and other factors which is planned to occur for implementation of the plan.

Ms. Ryan then indicated that staff would be routing to them the Draft Specific Plan later in the week for their review and comment by November 15th. Staff then reviewed a number of the strategies with the DSC under the “Economic Vitality” objective to provide an example of the types of strategies being considered. She indicated that during the

Committee’s review of the Specific Plan, she would appreciate a special focus on the review of the implementation strategies. Staff noted that the document was in a pdf, and probably would not allow on-line editing.

Ms. Johnson noted that perhaps we could turn this into an editable document or a survey for the DSC to report back. She indicated the project team will probably be finished digesting all of the comments received by February and that is the time at which we would probably hold the next DSC meeting, prior to the environmental document coming out with probably a follow up Community Workshop in March and then a final meeting in April prior to going to the Planning Commission and City Council for the adoption.

Ms. Johnson then noted there are a lot of implementation actions and so we may want to identify a subset of the DSC that works toward tracking of the implementation strategies into the future. We will also need to identify who is going to be responsible for making sure that the implementation actions get done, as we continue to move through the process.

Tim Grayson suggested that with the Implementation strategies the short term strategies should be targeting 2014-2017, rather than 2015, as we do not want to wait to implement. *Staff agreed.*

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Design Guidelines and Architectural Character

Ms. Ryan then described that the Design Guidelines that would be included within the Specific Plan would provide guidance for determining the architectural character for future projects. This would be done through guidelines on urban form, massing and character, setbacks, the definition of ground floor treatment, parking and servicing, private open space and sustainable practices. She then shared four examples related to Early California architecture and noted that the project team is headed in this direction with respect to architectural character.

Ms. Johnson noted that there are not too many examples of larger buildings with this style, but these examples show how you could transition with higher buildings in the background, but stepping down to a more approachable scale at the corner.

Adam Foster noted that he liked the treatment.

Ms. Johnson noted that the team wanted to check in with the Committee and see if we were on the right track with the images presented.

The Committee agreed that the architectural slides better represented their impression of the Early California theme that they believe is appropriate for the City.

Bob Hoag stated that he felt the Performance Measure slide (example Portland, Oregon with the quantitative plan performance targets) was powerful because it was so concise and something similar to what the Specific Plan should utilize.

Ms. Johnson noted that we also have an example within the City's Climate Action Plan with a coordinator noted for each objective.

Kathy Renfrow indicated that we need to include and focus on economic strategies and how to connect Concord regionally, not just with the Concord Chamber of Commerce and the TSBA. She noted we need to continue to think regionally, especially with job creation.

Adam Foster – indicated he would like to see more strategies regarding transportation and that he would like to add safe routes to school in terms of a strategy and develop the goal of becoming a “Platinum Bike City” by 2020.

Richard Eber – noted that he would like to continue to get a wider audience for the Specific Plan and get the Historical Society involved for their perspective. He noted that we need to be more inclusive with continuing to try to get more involvement.

Bob Hoag suggested that the youth fares need to be extended up with BART and questioned whether there is currently a fee reduction and to what age that extends?

Adam Foster – stated that while the community workshops have had great attendance and the Committee has been good with getting the word out to increase attendance, he suggested that one of the reasons people attend is due to the convenient location downtown and suggested that he would like to get the next meetings downtown, if at all possible, so that there is a consistent meeting place.

Tim Grayson noted that he agreed with the central meeting place, but noted that it was incumbent upon the Committee members to get the word out. He noted that the temptation is always there to get too far into the details, but he reminded the group to stay at a higher altitude and policy minded so that the City is ready for whatever scenario comes forward in the future. He noted lets come prepared with our materials so that we are proactive in developing polices, not as reactive. He suggested for staff to provide some specific timelines for roll out of plan and be specific in terms of the actual targets we are shooting for. He emphasized the City needs policies to be included for whatever future occurs. He recommended the City consider some targets and outcomes/options if those targets are exceeded or alternately if those targets are not met, similar to an if/then statement. Lastly, he noted, the team needs to continue to engage BART.

On the Horizon.....

Chair Ron Leone noted that the City Manager and he will be meeting on the Downtown Vision with the General Manager of BART within the next few weeks. He also noted that he is working on a public realm-themed project, potentially with CCWD, and hopes to update the group at the next Committee meeting. He noted this could be some type of public art or public fountain that would say you have arrived, but will likely require fundraising.

Larry Gray offered that perhaps you could sell bricks to help fundraise for that type of effort.

Ms. Johnson noted that BART has some funds toward Station improvements and the City has

applied to a safe routes to transit grant which could leverage funds to broaden the scope of our Master Bicycle Plan to the entire City. The City should know by December if they made the short list.

Kathy Renfrow noted that when the Chair meets with the BART General Manager, they should be reminded about the prior meetings on Downtown BART and a lot of the previous discussion that has already occurred.

FUTURE MEETINGS

Staff requested that 3-4 additional meetings be added to the Downtown Steering Committee's schedule during the first half of 2014, one of which will be planned to be a Community Workshop. The Committee agreed that the Salvio Pacheco location is preferred, for a future workshop if possible.

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REGULAR MEETING OF THE DOWNTOWN STEERING COMMITTEE FOR THE SPECIFIC PLAN

JANUARY 13, 2014

II. PUBLIC COMMENT PERIOD

Ray Barbour commented regarding the planned arches at Todos Santos Plaza and noted that he felt that the arch is a piece of art and not a sign. He stated that he felt putting Concord on it took away from the branding of the area, and thought the arches were an important opportunity to use branding and indicate you have arrived to the North Todos Santos District. Mr. Barbour provided a graphic of the arches and indicated that he thinks branding can tastefully occur through the arches letting people still know they have arrived at the City of Concord, but within the Todos Santos District.

PUBLIC COMMENTS CLOSED

III. CONSENT ITEMS

A motion was then made by Tim McGallian and seconded by Ross Wells to approve the meeting minutes from the previous meeting. The meeting minutes dated October 15, 2013 were then unanimously approved.

IV. DOWNTOWN STEERING COMMITTEE CONSIDERATION ITEMS

Downtown Specific Plan progress on document/schedule

Chair Ron Leone discussed he had told Rich Eber he would allow him some time to speak regarding some concerns he wanted to discuss and then noted he would allow Richard Eber to initiate a discussion for the Committee to respond to.

Richard Eber noted that there have been some concerns of a few of the Committee members. He noted they have been unhappy with the work that Perkins + Will is doing and that although the City is paying them it seems their allegiance is elsewhere. He also stated that Committee members have not had enough time to provide enough of their vision. He stated that he believes the Committee has been on a very short leash with not enough opportunity to participate. He also noted that staff in polling for comments of the Committee regarding implementation strategies in November and using a 1, 2, 3 rating system he felt had simplified the process and did not provide adequate opportunity for feedback.

Mr. Eber noted that Kirk Shelby, Virginia Thomas, Kathy Renfrow and he had a meeting with staff to share their concerns throughout the process and staff subsequently prepared a handout (FAQs) summarizing the questions from the Committee members. He noted that staff did a very good job in recapping the points and providing a summary of the meeting. He noted his concerns are that in order to make it diverse and take care of priorities of ABAG and the State of California, we may be losing what we love about Todos Santos Plaza and making it too dense and losing too many parking spaces. He noted that he is concerned regarding ABAG and their mandates with more density and intensity of development downtown. He questioned whether we wanted to create a downtown that he feels may be difficult for existing residents to access. He stated that he had a meeting with Ron Leone on this subject and Chair Leone urged Mr. Eber to provide positive things the Committee could move forward with, in an effort to achieve consensus. Mr. Eber noted that he is interested in making Concord a better place to live. He offered that the downtown has positive things

and he wants the Commission to reach consensus. He reiterated that he would like for the City to maintain independence from ABAG.

Chair Leone questioned whether the Committee could perhaps review each of the points/concerns on Mr. Eber's list. Mr. Leone suggested opening the floor to the Committee to discuss the various points and in particular the first item regarding maintaining independence as a Committee from ABAG or from the State.

Virginia Thomas noted that there were certain deadlines associated with the grant funding, and felt perhaps that this didn't let the Committee be as independent. She noted there seemed like a back side push to get things done within a timeframe without necessarily having time to think things through.

Adam Foster noted that he respectfully disagreed with Richard and believes the consultants had performed a professional job and that he had learned a lot from them.

Ed Andrews noted he agreed with Adam to the extent that P+W can provide some expertise. He noted, although we want more housing, and some of the economic development that comes with that and we need a certain level of expertise to do so. But he agreed that we don't want to be run by someone's agenda that is not for the betterment of Concord.

Ross Wells stated that the consultants are professionals and have been doing an excellent job. But noted that we do want to maintain independence. He indicated what he was hearing is that the process may be moving forward to quickly.

Kirk Shelby noted that in the Plan that we are seeing we do not necessarily see how are comments have been incorporated and he noted that the Committee has not necessarily come to agreement on everything. He noted that strong opinions were expressed regarding Clayton Rd. and Concord Blvd. and that bike lanes should not be included on those roads because it is not healthy. He noted that he has frustration to a certain extent was regarding the bike lane issue and that although they were protected bike lanes that is not enough for safety on these roads, along with the health and safety aspects. He noted that the plan feels pre-ordained to a certain extent.

Tim McGallian agreed that we do have certain time constraints with a grant and that we probably would not have been able to do the project without the grant, but he noted he has also noticed that the comments provided to the consultants do not come back in the following meeting and he noted that was also for the Committee to address in

Ms. Johnson noted that the PDA grant does have certain strings attached in that certain parameters need to be addressed within the Specific Plan. But she noted that in terms of the density, these are all issues that were already addressed back with the General Plan adoption when the current densities of the designations downtown were determined. She stated we are not making any changes to zoning with this Plan. She noted those are all policy decisions that were determined back in 2007. She noted the bike lanes were a result of Ray Kuzbari submitting a grant to OBAG and receiving that grant for the two streets and thus Perkins + Will has simply been reflecting bike lanes per the approved grant for projects that will be implemented soon. She indicated that is an area where we can't really step back. She noted that there has not been a lot

of strong consensus on some of these other issues. She noted that this is where Joan and I were looking for the Committee's assistance in terms of the review of the Draft Plan and noted that we only got a handful of comments from the Committee. She noted that we only got a handful of comments on the implementation strategies and only one set of comments on the entire document, and noted that was the opportunity of the Committee to provide specific comments on the Plan, and she noted that unless you do that we cannot forward that information to the consultant.

Mr. Eber noted that it was difficult to respond regarding the implementation strategies.

Ms. Thomas noted that she was not sure how to reply regarding the implementation strategies that she did not like and thus did not respond on those.

Adam Foster noted that he came up with his own notation system to provide his comments to staff and provided more detailed comments on some. He noted that finding consensus among 13 committee members on many issues was going to be difficult. Dealing with a large specific plan area, is almost like a general plan, he noted that many of the strategies do indicate that this is a component we will have to study further.

Kirk Shelby noted that he thinks the Committee would be surprised by how many things they probably agree with. He indicated he would like to look for those opportunities to create some agreement. He noted his frustration was with this Committee potentially missing the mark and not getting the circulation right, especially with the bike issue and missing certain opportunities.

Kathy Renfrow noted that she was surprised that not more people read the Plan, because most of the plan was pretty good. She stated she was not sure how to have a conversation regarding the Plan if nobody commented on it.

Mr. Leone noted one of the things he thought was useful was having the additional meetings and noted that additional meetings had already been added and that was the reason that you did not see the consultant at all of the meetings. He then suggested that one of the things we need to do is draw consensus and that does not mean that everyone has to agree then we can give direction to P+W so they can put it in the plan. He noted he thought we were all in agreement that Concord wants its own plan. But that we need to be more specific so that they have clarity.

Ms. Johnson noted that she could start making a list for discussion, noting that the first one would be regarding the bike lanes, and went up to the white board.

Ross Wells questioned whether this was a mute discussion item regarding the bike lanes since they have already been granted the funding. He questioned would we send the money back?

Kathy Renfrow noted that there are other people who would use those bike lanes.

Adam Foster noted that he rides a lot and would feel uncomfortable on bike lanes there and has ridden on Clayton Road, but where he feels safer on the sidewalk.

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Ms. Johnson noted that we should be getting the Safe Routes to Transit grant which would be \$200,000 in addition to what we have toward a Bicycle Master Plan and if we think that the bike lanes associated with the OBAG grant would not be a good idea, you may want to consider studying that further.

Mr. Leone noted that one of the things he was thinking is having some general consensus saying for example, we don't want to have traffic hindered on Clayton Road. Even if certain items are going under study, the Council will know there is consensus on those items.

Ms. Johnson suggested you could also come up with a performance standard.

Mr. Foster noted it would be difficult to become to prescriptive. But agreed there may be certain items to study further.

Kirk Shelby noted the key item was in staying safe. He noted he has seen lots of collisions with bikes and cars on Galindo and Clayton Rd.

Richard Eber noted that he has had the need to take Cowell Road over to Monument Blvd. and that this area has experienced more traffic. He cautioned unintended consequences and noted that bikes are never going to represent more than 1% of the total. He noted that bikes do not accommodate riding in the rain or riding with packages. He noted who should not put so much emphasis on such a small segment of reality.

Mr. Foster noted that a multimodal approach could alleviate some of your concerns about congestions and traffic. When you have large discrepancies in speed this can be a huge safety matter, as well as turning movements. He noted, nobody wants to cause an accident when they are driving.

Mr. Eber noted for #2 that he does not want development to reach such a level that residents are not able to achieve good access to reach downtown.

Ms. Johnson noted that this goes back to what is already allowed in the downtown and that up to 100 du/acre is allowed with up to 70 feet in height around the Plaza and 200 feet in most of the remainder of the downtown. This is what would be allowed if we did not do anything. If we did not want that to happen we would need to change the General Plan and the Development Code.

Mr. Eber indicated he just doesn't want to see what happened near the Pleasant Hill BART Station where people cannot access the area with lack of parking and general congestions. He noted he wants to keep Todos Santos Plaza the great place it is.

Tim McGallian noted that Mr. Eber continues to refer to this area, and that this is what we have a Planning Commission and Design Review Board for. He agrees that we need to be aware of the downsides, but we have already agreed on the mix of housing and retail and office. We can discuss the low income and affordable side of it.

Mr. Leone noted that the reality is that the downtown concord area has a sufficient amount of affordable housing already. What we are really looking for is market rate housing with people with disposable income that will help to support our businesses and our restaurants and he noted this is something we have already discussed.

Darrin Walters agreed that we were moving forward with market rate housing to generate disposable which was mentioned a number of times by the Committee members.

Ms. Johnson noted yes, this was the case and that we also discussed retaining existing affordable housing within the project area to ensure we are meeting our fair share, but that currently the need is for more market rate housing.

Ms. Ryan noted that we also spoke of setting milestones so that we can check in and quantify the amount of affordable housing over time such that we do not lose the existing affordability that we do have, and that slowly over time as market rate units are added, adjustments may need to be made, but that currently there is adequate affordable housing downtown.

Ms. Johnson indicated if there were specific phrases or modifications to implementation strategies, we could address those.

Adam Foster stated that Mr. Eber had indicated that the increased density may detract from the downtown, noted that we had a transportation professional look at the parking issue and they indicated that there was adequate parking even for special events.

Mr. Eber noted he didn't want to jeopardize the access to the downtown.

Mr. Foster noted he believes that he would welcome additional people downtown and feels the streets would be safer with more people on them. He challenged Mr. Eber and noted that the outside agency influence affecting the process seemed to be the tea-party platform that Mr. Eber was bringing in and that he had used their language verbatim with the "stack and pack housing" and noted that he felt he was trying to bring in outside influences more than anyone on the Committee.

Mr. Eber noted that he disagreed.

Mr. Leone noted that what he heard Mr. Eber saying is that he did not want new projects to be built without enough parking such that overflow parking occurs out into neighborhoods and streets.

Mr. Eber stated that is exactly what he meant. He indicated this is what was indicated in comment #5.

Mr. Walters noted that he works in the downtown and there are people waiting for stalls in the parking structure as he leaves and he believes that there is not adequate parking now especially for special events.

Mr. Foster noted that overall by providing free parking it is first come, first serve. He noted that Walnut Creek now has meters in many of the parking garages. He noted the reality is that the City is subsidizing free parking. Those funds can be put back into the downtown. If we are going to make parking free, you are not thoroughly analyzing the issue.

Mr. Walters noted that there are other ways to get to the downtown, but people are not necessarily aware of them, and indicated he had three people that day ask him where the BART station was. He noted if we developed the Grant St. corridor people would know that they didn't have to drive. He stated that the City does not fully utilize the downtown BART station and that if we did more people would utilize it for the events; and we are very fortunate in that our City has two.

Mr. Shelby agreed but for those who cannot use BART, it is realistic to expect that they would take their car. He noted, if we are looking way out into the future there may be other alternatives that may become available that families could utilize. He stated yet our whole infrastructure has been set up on the private vehicle. He indicated you need a check and balance and this debate has

gone on since the 1980s in linking traffic up to the freeways. He stated at this time there is a dearth of opportunities where you almost have to twist someone's arm to come here. But at some point it will turn around. He noted this is where consultants can be helpful based on their experiences in other cities.

Mr. McGallian queried if we are talking about additional people living downtown, there was ample parking provided at past projects such as the Renaissance. If we are planning properly, these people should not be creating a parking problem.

Ms. Johnson noted that the Plan also calls for a Parking Management Plan because most of those lots are sitting empty many of the times and they are not allowing people to park in their lots during the events.

Mr. McGallian noted that with the Swift Parking garages, those are being leased out during the day.

Mr. Foster noted that there will be some substantial demographic shifts with younger people being attracted to urban areas, similarly empty nesters will be doing the same. He invited the Committee to the craft beer festival on Jan. 25 and noted many of them will be coming via BART to a live, festive event.

Florence Weiss stated that you will see waves of people coming from BART from San Francisco, Berkeley and Oakland to the Brew's Fest for its third year and this is evidence also of how we get new businesses as we now have two new businesses about to open with brew pubs downtown. She stated that she too lives in Concord and that the demographic is not necessarily what you would think on a Saturday night downtown. She noted there are parking issues on the weekend. She indicated that Bank

of America does now open their lots on Thursday nights for the special events and charges for it, and that lot gets used more and more.

Mr. Wells noted that sitting on Design Review and we always want to make sure that there is adequate parking. He noted that more of the issue is people from other areas of the City needing parking and that may call for the use of trolleys or something similar, but most of those will be using their car.

Mr. Eber noted that issue #8, that the Grant St. corridor would assist with this and promote people to use BART, to walk, to bike and that there are other cultural attractions which can be done, beside just concerts downtown.

Kathy Renfrow noted that when looking forward 30 years, much of the attraction to in the future could will likely be out to the Naval Weapons Station and so many of the people that we think may be downtown, may actually be out at the new weapons station.

Ms. Thomas stated that is why she would like to see the downtown grow stronger now.

Mr. Leone questioned whether there was yet agreement on this issue of parking and the Committee agreed that there was.

Mr. Andrews indicated that he does not have a problem with higher density and questioned Mr. Eber as to how that will impact access to downtown.

Mr. Eber noted he that is not against, nor for anything in particular, but does not want to make Concord into a mini-San Francisco and wants to preserve our current way of life.

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Amos Munoz noted that what I just heard Mr. Eber say is that I don't want to disrupt my current lifestyle, but this plan will change that because what I am hearing is this will change the residential, this will change the retail and increase jobs and so there will be a different high level picture and if you disagree with that picture then we are never going to meet.

Kirk Shelby noted that the downtown plaza is pretty much at capacity during special events. In the development part of it, besides just housing, you need to provide for other activity areas, beside Todos Santos Plaza.

Adam Foster indicated that Mr. Munoz brought up a great point, he noted that a small time feel is an appealing thing to many and noted that high speed traffic does not promote a small town feel.

Kathy Renfrow noted that in the plan it was noted that along Grant St. there would be businesses and activities and that most of the focus would be along Grant St.

Kirk Shelby responded that it was a delicate synthesis that has to happen.

Mr. Leone stated that he thought it would become a synergy as more people started living downtown, with other people who have visions of businesses and activities that could happen to have your capacity enhanced. He noted that in his opinion this vision of the plan enhances Concord, it doesn't destroy Concord.

Mr. Eber noted that we did not have to go into #6 at this time, as CSBA has invited DeSaulnier to speak on SB 1.

The Committee then agreed they could go onto item #7.

Mr. Eber indicated #7 was one area where it seemed there have not been as many opinions as he would like to see, especially with cultural opportunities.

Ms. Johnson responded that staff had asked for participation in preparing the vision statement and that little had been forthcoming and so staff brought forward some examples from other cities with successful downtowns, and thus staff drafted a vision statement based on the comments that we heard from the Committee and you had an opportunity to comment and we incorporated those comments and everyone expressed satisfaction with the vision and so she indicated she was puzzled by the comment.

Mr. Eber noted that Mayor Grayson had indicated a small convention center, libraries, other people museums and a small performing arts center, artist's lofts, it seems that we have not explored this enough.

Mr. McGallian stated that the infrastructure put forth in this plan does not prohibit any of that, but he noted you also have to have someone who steps forward who wants to build it. He noted at no point did we ever say you can't put it in. He noted, we can't just park a piece of land and say that will be a convention center in 20 years. There are really only so many options, we have not prevented any of them, we are encouraging certain uses, we can only go so far.

Kirk Shelby noted that on Grant St. we would like to encourage certain uses in certain areas with more retail for example along Grant St. and any developer should be made aware of that from the beginning and the Design Review Board and Commission will be there to review that as well to make sure it is consistent with the plan.

Kathy Renfrow stated that this is why she keeps asking what the economic development plan for the area is and the outreach to different businesses and what is the plan to bring those additional businesses here.

Mr. McGallian noted, but that is a different department, that is John Montagh and he has an economic development plan that he is following to do that on a daily basis.

Ms. Renfrow responded that she believes that is an important part of the plan.

Ms. Andrews stated there is not a lot of retail that works in this town and that soft goods does not work at all. He noted that in order to have the synergy of retail, you need to have a good 150,000 sq. ft. of retail in an area where people can feel like they are walking. He noted that it is not the strongest market that people think. He recommended revisiting the PBID to brand and promote the downtown as a shopping area for something besides just eating and restaurants.

Mr. Leone noted that he agreed. He mentioned that Ray Barbour had mentioned this before of re-branding the downtown as the Todos Santos District.

Mr. Foster indicated Broadway Plaza was a great example of downtown pedestrian retail. He noted that small blocks were more helpful. He questioned whether the high speed corridors were helpful in encouraging those downtown pedestrian tenants and stated that he thought an organic mix of businesses and the use of Todos Santos District as a brand with Todos Santos Plaza as the anchor was appealing and believes it can grow from there.

Mr. Leone noted #10, that the desire for Early California Architecture had been discussed and agreed to.

Mr. Foster noted that he would like the Galindo House tied into the house more and that he liked what Carol had suggested with the Adobe Drive and that exploring that area as more of a retail center was interesting.

Mr. Eber noted that he was disappointed that the historical society had not had any appreciable input to the plan because he thought they should really be included in some of the conversations.

Ms. Ryan noted that Jay Trolin of the historical society had been made aware of the meetings and website and had provided input to the implementation strategies and that there was a specific implementation strategy crafted by him.

Mr. Eber noted that it would be nice if the historical society representative had attended some of the meetings.

Ms. Renfrow questioned whether Mr. Eber had invited him.

Mr. Eber noted that he had not but would be willing to. Do you think that if we invited them to the meeting we would have time for them. Mr. Eber noted that they would have more expertise as to the historical nature of the downtown.

Mr. Leone questioned whether the Committee had been successful in getting through Mr. Eber's entire list?

Mr. Eber noted that yes, he believed they had and that he felt the discussion had been a very healthy one and one that needed to happen.

Mr. Leone thanked everyone for their discussion and apologized to staff for trailing off of the agenda with other topics.

Ms. Johnson noted that the summary the Committee had discussed actually hit on a number of the agenda items including a) the progress to date, and b) discussion of the FAQs that was prepared as a result of the meeting with the subset of the committee. Ms. Johnson also made the Committee aware of agenda item c) that the Draft Addendum would be available for review on Jan. 21st on the webpage and that the Addendum would be looking at regulatory updates since the Supplemental EIR was prepared in terms of Air Quality, Green House Gas and an updated Urban Water Management Plan prepared by Contra Costa Water District. She emphasized that because we are not changing anything, in terms of the land use, an EIR was not required. She noted that because there was not any rezoning, most of the environmental analysis had already been prepared previously through the General Plan EIR and Supplemental EIR for the Development Code and that the Addendum was simply providing these regulatory updates.

Ms. Ryan confirmed that the Open House would be held on Jan. 27th and encouraged the Committee to attend.

Ms. Johnson noted that this would be a different format than previous workshops with more of an Open House format with different stations set up for land use, environmental, circulation and implementation.

Ms. Ryan noted that there would be copies of the Specific Plan as well as the Draft Addendum available for review at the different stations and that these would both be available on the website.

Ms. Johnson also reminded the Committee that they could still take comments regarding the plan and that if there were parts of the plan that they continued to have concerns about or that were unclear, there was still an opportunity to do word-smithing.

Ms. Ryan confirmed that the Open House was at 6:30 p.m. and the location was at the Salvio Pacheco Building, Suite 201.

Ms. Renfrow inquired as to whether there would still be visual renderings to assist in understanding the plan.

Ms. Ryan indicated the renderings would be available at the Open House which would include both an aerial looking north over BART as well as a view down Grant St. with a before and after in terms of what the future could look like.

Mr. Foster noted that staff had done a great job at the previous workshops and that he had been very proud to be a Committee member involved with those workshops and he thanked Jeff for allowing the use of the meeting space. He offered one suggestion noting that perhaps it could be noted here are some changes based on your input.

DOWNTOWN CONCORD SPECIFIC PLAN

Mr. Shelby offered what about outreach to residents in Clayton Valley and outside the area.

Ms. Ryan noted that staff could utilize the City's facebook page to get additional information out and noted that a press release could be used.

Ms. Johnson noted that the City Talk

Ms. Ryan then provided a brief update regarding the Housing Element Update and noted two roundtables had been held in November and a third update would be provided in January. She noted that the Regional Housing Needs Allocation for the next cycle for Concord was approximately 3,500, and that this was Citywide, not just downtown. She noted that the important thing was to understand that the City was not required to build these units, but did need to provide land adequately zoned to provide the capacity for those units to be built and a regulatory environment with policies to encourage development. But noted that the Downtown Specific Plan would inform the Housing Element Update.

Mr. Eber asked whether a portion of this was geared toward the naval weapons station?

Ms. Johnson replied that ABAG had assumed that 10% of the Naval Weapons Station would develop during Cycle 5 and that this could be a bit optimistic given that the City is just now in the next month going out for a Request for Qualifications from developers which would be followed by a Request for Proposals for a master developer. She noted there was enough existing capacity within the City without having to rely on the weapons station to put housing on during that timeframe.

Ms. Ryan noted she had provided a previous Housing Element presentation with their materials and that it was important to note that during the last two years there had only been 0-2 new units built as compared to 385 back in 2000-01. She indicated the noteworthy item was the finding regarding the increasingly younger population.

Mr. Leone noted that he sees impending growth happening in the near future for Concord and that is because apartments in San Francisco are now approaching \$3,000-\$5,000/month and it is more expensive than in New York, so people will start moving out of the City. He noted, we will be able to attract some of those people. He also noted the TBID as another opportunity as they are beginning to market as a destination location in addition to the dealerships.

Ms. Johnson noted that during the roundtables, one thing that was mentioned as a challenge according to developers was the schools, but this may be also be an opportunity for residents in the community or on the Committee to get more involved.

Mr. Leone noted that the meeting was finished and that the Committee had done a great job today.

DOWNTOWN CONCORD SPECIFIC PLAN

REGULAR MEETING OF THE DOWNTOWN STEERING COMMITTEE FOR THE SPECIFIC PLAN

MARCH 31, 2014

I. ROLL CALL

Ten members were present and one at-large alternate was also in attendance.

II. PUBLIC COMMENT PERIOD

No Comments.

PUBLIC COMMENTS CLOSED

III. CONSENT ITEMS

A motion was then made by Darrin Walters and seconded by Jeff Woods to approve the meeting minutes from the previous meeting. The meeting minutes dated January 31, 2014 were then unanimously approved.

IV. DOWNTOWN STEERING COMMITTEE CONSIDERATION ITEMS

Recent Meetings - Update

Joan Ryan, Senior Planner provided updates to the Committee regarding the Open House held on January 27th, the City Council update provided on February 4th, and the status of the Long Range Property Management Plan, the Housing Element Update, a PDA grant that would be submitted for Salvio Street improvements adjacent to Ravioli's restaurant, and the upcoming ATP grant that staff will be reviewing for potential projects.

Agency Coordination - Update

Ms. Ryan and Carol Johnson, Planning Manager provided updates to the Committee regarding recent meetings with BART and shared preliminary concept plans prepared by BART designed to provide station improvements at the Concord BART Station, including preliminary banner concepts. Ms. Ryan also indicated that BART would be conducting a deep cleaning of the station in the next 3-4 months.

Tim McGallian stated that any way-finding within the BART improvements should be consistent with the 13 way-finding kiosks already located in the downtown.

Darrin Walters inquired when the Committee could provide input to the BART plans.

Ms. Johnson responded that part of the BART process would be to hold a community outreach meeting to get the public's feedback in terms of preferences and that BART is still putting together cost estimates for each of the design components in the plan. She noted it may be similar to the process the City went through with "Penny for your Thoughts" in that there may not be enough funds for all of the improvements, so the community may need to prioritize what they see as the primary needs.

Ms. Ryan then shared that she and Chair Leone had attended the Airport Land Use Commission meeting on March 26th to provide a presentation regarding the Downtown Specific Plan project. She noted that the Commission was unanimous in determining that the Downtown Specific Plan was consistent with the Airport Land Use Compatibility Plan.

Robert Hoag stated that he sees the Buchanan Airport as a stealth asset to protect to attract businesses and that the airport could be an attractive asset when future businesses are considering whether to locate in Concord, for example at Bank of America tech center (now Swift Plaza), but especially as the Naval Weapons Station develops. He noted that it will be important to stay in contact with the ALUC as the downtown and the weapons station develops in the future.

Chair Leone agreed and noted that there is not currently a Concord representative on the Airport Land Use Commission and that he would like Concord to have a future representative.

Kirk Shelby questioned in returning back to discussing the BART plans, why the taxis and busses were located as they are and noted this poses potential conflicts. He noted that he would expand the walkway for pedestrians and even consider closing Oak Street (at Grant) near BART to coordinate a bike street to Laguna. He noted that it would be unfortunate to construct all this work but be too short sighted. He explained his vision of expanding the walkway north where pedestrians could safely walk up Grant St. or even through the Bank of America (Swift Plaza) campus.

Adam Foster stated that he believed the BART plans may be too conservative and provide the bare minimum, if we are looking at a longer life span for the area. He also suggested that Oak Street could be closed and become an attractive bike route.

Ms. Ryan then indicated that Downtown Concord had been selected for review and analysis by an Urban Land Institute Technical Advisory Panel. She noted that the dates would be April 24-25th.

Ms. Johnson indicated that the Panel would participate in a tour of the downtown, sit in with interviews of stakeholders likely selected from property owner and business leaders and then conduct an intensive work session and charette designed to answer what would assist Concord in jump starting development in the downtown. She indicated staff would be providing the panel binders of information on the downtown including the Draft Specific Plan.

Ms. Ryan noted that the findings of the panel would be provided on the afternoon of April 25th and that the presentation would be open to the public.

Ms. Johnson noted that the Committee would be receiving an invitation.

Comments received on the Specific Plan and Draft Addendum

Ms. Ryan shared the general comments received on the Specific Plan and the Draft Addendum during the public comment period. Three comments were received on the Specific Plan including those from TransForm, property owner Frank Dodd and Greenbelt Alliance. She noted that two comment letters were received on the Draft Addendum including those from Greenbelt Alliance and Adam Foster.

Ms. Ryan then summarized each set of comments through a power point presentation. She noted TransForm comments primarily addressed parking issues and indicated staff was providing updates in the Final document to accommodate a number of the comments or to study further based on existing implementation strategies.

Ms. Ryan then summarized the comments of Frank Dodd which were primarily regarding the City's existing Secondary Living Unit ordinance.

Robert Hoag noted regarding the water meter connection/service that a separate meter should not be needed as most of the water use is associated with outside watering.

Tim McGallian stated that the intention is not to see two lots or two homes on these lots and that this could become problematic later if the City should want to increase density in the area later.

Darrin Walters noted that with a separate meter it is easier to split the bill and track water use of renters and thus landowners would prefer separation, but the cost is high.

Adam Foster respectfully disagreed with Mr. McGallian and noted that more flexible secondary living unit language would allow the land owner an income stream in which to make continued improvements at the property. He noted that the City of Danville has many attractive secondary living units and that this is a great way to institute affordable housing by design because the units are small but affordable and provide an option to multifamily housing.

Ms. Johnson reminded the Committee that the reason they had not moved forward with intensifying the area south of BART was due in part not only to the neighborhood outcry at the neighborhood meeting held, but also due to the costly sewer upgrades that would likely be needed for densification of the degree associated with any multi-family housing.

Ms. Ryan noted that secondary living units are currently allowed on any single family property as long as the setbacks and coverage requirements are met. The commenter is requesting additional flexibility with respect to the deed restriction that currently requires the owner to live in one of the two units.

Mr. Foster noted that the current water connection/service fee was excessive.

Ms. Ryan then summarized the comments of Greenbelt Alliance (Community Coalition for a Sustainable Concord which included requesting a delay in the process to allow for the outcome of the ULI panel, more specific language for safer walking/biking, parking demand management and affordable housing. She noted the comments also requested an affordable housing unit target, the dedication of two of four vacant city sites for affordable housing, creation of good jobs that pay living wages, and green jobs and ensuring connections to regional open space.

Kirk Shelby questioned didn't we discuss affordable housing months ago and conclude that we were focusing on market rate housing not affordable housing initially at least to attract residents that would support local businesses? He noted the earlier findings were that the Downtown already has a lot of affordable housing.

Darrin Walters agreed and noted that we already meet the affordable housing goals in the downtown.

Tim Grayson agreed and noted that the only way to make Downtown work is that the City needs more market rate housing. He noted that the consultant had already provided information earlier in the process that the downtown has more than enough affordable housing, along the lines of 60% and therefore the City already exceeds the target. He stated the City needs to be attracting market rate housing in order to provide the support needed and the disposable income needed to allow local businesses to succeed and to attract new businesses. He noted that Greenbelt Alliance has good intentions, but that the affordable housing numbers are currently high, and that the City will focus on market rate housing and then continue

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to monitor affordability in the area. He noted adjustments can be made over time. He stated the City needs to create the economic movement and pursue the common goal of jobs.

Kirk Shelby noted that the idea is to create a vibrant mix of housing types. Committee needs to take care in terms of how the issue is addressed in terms of genuineness, but that this was also his understanding that we would be moving forward initially at any rate with a focus on attracting market rate developers.

Joel Devalcourt representing Greenbelt Alliance and the CCSC clarified that the letter on the Specific Plan was not just from Greenbelt Alliance but from the Community Coalition for a Sustainable Concord (CCSC) which includes the CNWS Neighborhood Alliance, East Bay Housing Organizations, IBEW Local #302, Carpenters Local Union 152, Public Advocates, Save Mount Diablo and TransForm. He noted that an earlier draft plan included 850 affordable units downtown (referring to Sept. 9, 2013 power point presentation - page 10) and wondered what happened to that earlier concept. He indicated that he believes we can come to a middle ground, with respect to affordability.

Monitoring/Dashboard and Tracking Mechanisms for Implementation

Ms. Ryan then summarized the concept of regular reporting of the progress of the specific plan, similar to how staff currently must report annually on the progress of the General Plan. She indicated that performance monitoring and reporting would be used to determine how progress is being made toward the implementation strategies included within the Specific Plan. She noted this could include observing trends as well as identifying problems with achieving objectives or strategies. She indicated that staff's preference would be to

develop a web-based accessible dashboard for tracking implementation progress and provided some examples.

She then noted some examples of the types of quantifiable components that could be tracked including the number and types of units (built, entitled, and in the application queue), existing and new affordable units, activity trends with commercial and office sectors, pedestrian and bike improvements, parking availability, etc., and then invited discussion by the Committee in terms of what they would like to see tracked over time.

Mayor Grayson indicated that one of the components he wants to track more regularly is traffic counts and volumes along with bikes and pedestrians.

Robert Hoag stated he would like tracking of the number of businesses that come to the downtown and those that leave to understand why they are choosing Concord and also why they are leaving, so we can track the kinds of businesses and sector trends, he noted that business licensing may already have some of this. He noted, then we can determine how we may want to market differently.

Adam Foster noted that he would like to include accident data as well as information regarding the increase in pedestrians and bike riders over time, with a time table so we can track growth over time.

Larry Gray noted the importance of being able to see how the plan is progressing and indicated he would like a timetable for implementation.

Amos Munoz stated the break-down of retail is important as well as the diversity in terms of the types of retail; he noted that currently the retail environment is boring.

Ed Andrews echoed the concern and noted that currently the only interested parties he gets are those interested in opening restaurants. Soft goods are not attracted to the downtown. But he noted that gross sales tracking in the downtown would be helpful but can be tricky as many tenants are cautious about this, due to the fact that many leases are tied to gross sales, so they are protective of info, but demand and customer count would be valuable.

Ms. Johnson noted that there are technical solutions out there that can assist the City in providing a dashboard that makes the progress of the downtown more transparent to the public. She noted that she recently spoke with a few such businesses at the recent Planning Commissioner's academy.

Kirk Shelby stated that he agreed with Mayor Grayson and Adam Foster in the need for the tracking of accidents and the volume of bikes and vehicles. He also noted that there are emerging solutions. He also indicated that vacancy rates can be deceptive and that you need to know the reason behind certain vacancies. He also noted that tracking of average rental rates and sales prices would be valuable.

Adam Foster noted that there are sensors available to provide data regarding bike and pedestrian foot traffic, they are used in San Francisco.

Larry Gray questioned once the Specific Plan is adopted they what are the next steps.

Staff responded that action on the implementation strategies would begin, but that many of them require additional funding and therefore staff may be relying on grant funding for many of the strategies.

Larry Gray questioned whether the City would move forward with some of the improvements prior to any development necessarily occurring.

Chair Leone indicated yes that to the degree the City can, they will be moving forward with improvements as this is what attracts new businesses.

Adam Foster emphasized that he believes focus should be on moving Willow Pass Road toward a pedestrian focus that allows cars, but makes pedestrians a priority. He noted that the City needs to put more of a focus toward multi-modal priorities in order to attract the young professionals and the growing younger segment of the population that wants more urban living otherwise he noted, they will go elsewhere.

He noted that the Concord Naval Weapons Station will add additional traffic to Willow Pass Road and so now is the time to make those adjustments.

Chair Leone noted that the original concept and city layout was not pedestrian oriented, but designed more for vehicular traffic.

Darrin Walters noted that just the re-timing of lights could assist with reducing the amount of traffic on Willow Pass Road if the flow of traffic on Clayton Road and Concord Blvd. improved.

Kirk Shelby responded that by routing or re-routing the traffic flow, the routes need to be capable of handling the traffic.

Amos Munoz provided kudos to staff in their planning of the recent Open House on January 27th and noted that the format and the information provided was very well thought out and received.

Tim McGallian noted that it is quicker to get through on Willow Pass Road than Clayton Road and that

Clayton Road would be utilized better if the flow improved.

Chair Leone agreed and indicated that he won't use Treat Blvd. for that reason due to length of time it takes to get across town and to the freeway.

Tim McGallian noted that Park and Shop should be included more within the Plan and that Paul Sinz has a retail plan that he has been working on for the rear of Park and Shop along Salvio St. that staff should see.

FUTURE MEETINGS

Ms. Ryan indicated that future DSC meeting was currently scheduled for April 28.

Ms. Johnson polled the Committee as to whether they were interested in meeting one more time and the consensus was that they would. *Ms. Johnson* suggested that perhaps the Committee could discuss the findings of the ULI Technical Assistance Panel

Ms. Ryan noted that Planning Commission and City Council dates are tentatively set in May for the adoption of the Specific Plan, but that staff would see what findings came out of the ULI Panel.

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REGULAR MEETING OF THE DOWNTOWN STEERING COMMITTEE FOR THE SPECIFIC PLAN

APRIL 28, 2014

I. ROLL CALL

Seven members were in attendance.

II. PUBLIC COMMENT PERIOD

No Comments.

PUBLIC COMMENTS CLOSED

III. CONSENT ITEMS

A motion was then made by Tim Grayson and seconded by Tim McGallian to approve the meeting minutes from the previous meeting. The meeting minutes dated March 31, 2014 were then unanimously approved.

IV. DOWNTOWN STEERING COMMITTEE CONSIDERATION ITEMS

Review of ULI Presentation

Carol Johnson, Planning Manager described the background regarding the City being selected for an Urban Land Institute Technical Assistance Panel (TAP) and summarized the two-day intensive study process conducted by the TAP. She also summarized the background of the members on the panel which included: (Chair Jeff Tumlin, Principal, Nelson Nygaard, Alan Billingsley, Principal, Billingsley Interests, Will Fleissig, President, Communitas Development, Inc., Chris Haeggglund, Principal, BAR Architects, Kathleen Livermore, Contract Planner, City of Alameda, Cameron Mueller, Urban & Environmental Planner, AECOM; Anu Natarajan, Urban Planner, Council Member, City of Fremont; Paul Ring, VP of Development,

Core Companies; John Means, Associate, ULI San Francisco; Dana Van Galder, Director, ULI San Francisco. The panel had been provided a comprehensive briefing book by staff and was taken on a tour of the downtown and she noted the panel also spoke with community stakeholders. She noted that on April 25th the panel provided a presentation in the Council chambers at 1 p.m. that lasted approximately 30 minutes.

Chair Ron Leone then requested that the ULI presentation be played for the Committee. The presentation can be found on the City's Downtown page of the City's website.

Group Discussion of ULI Report/Findings on Downtown

Ms. Ryan confirmed the presentation would be available on the City's website in the next few days.

Darrin Walters indicated the Panel's recommendations brought out key areas that the Committee had all previously discussed. He noted Grant Street had been discussed, and coordination with BART had been discussed, as well as most of their recommendations, and he noted in some ways it feels like a pat on the back confirming that the Committee has done their job well. He noted that it showed that the City is on track with what we want to do.

Robert Hoag stated that he agreed with the need for branding of the downtown and noted that where in the past it has been Concord where families come first, but he liked the concept of Concord being the heart of the Diablo Valley, because it really is. He also echoed the need for better bike trails in the downtown. He then noted that we need to look for better ways to make the connection for visitors and residents between Park and Shop and the downtown with Todos Santos

Plaza. Lastly, he stated that California ranks 50 out of 50 in terms of being the worst place to do business. He said Concord will need to look for ways to run counter to that trend with being more business friendly.

Darrin Walters noted the example of Toyota leaving the Bay Area as an example of this, with 5,000 jobs moving to Texas. He noted it would be devastating if for example a business like Chevron up and left the Bay Area.

Robert Hoag noted we need to look at what we are doing within Concord to attract business and market the facilities we have as well as the vacant land that could provide for businesses that are re-locating. He noted Concord still suffers a bit from schizophrenia in terms of the question "Who are we?"

Ms. Johnson noted that the Panel during their discussions asked the same question. She also noted to them that the word Concord means "coming together".

Vice-Chair Grayson stated that he felt a lot of excitement while watching the presentation because it told him that the Committee has done a lot of things right and he noted that all the time spent on this Committee has been well spent. He noted that he was happy that the process is heading in the right direction and he indicated the Committee is on track. He noted that he agreed with the comments regarding branding and its importance. He then stated that there are some things happening already that are separate from the Downtown Plan project that would assist in the support of the downtown. He also indicated that development of the Downtown can happen simultaneously with the development of the Reuse Area, if necessary. He noted the Panel's recommendation for an ombudsman for the

homeless, is good and the City had this, and stated that the City is currently coordinating with the County to team up on this effort. He also noted his strong desire to coordinate with BART.

Darrin Walters noted the need to just stay on top of BART. He also noted, part of the reason that Park and Shop seems alienated from the Downtown is because of the width of Galindo Street, which serves to separate the two. Galindo and Willow Pass Rd.

Vice-Chair Grayson stated the City has some serious transportation challenges that the City Council will need to address in terms of transportation planning. He noted the other item he heard from the Panel regarding the Social Justice Center was let's not wait to build it. He noted he was very satisfied to hear this and noted the Social Justice Center is currently looking at potential vacant buildings near the Police Department for occupancy in the upcoming months. He said that branding is huge and stated that this has been discussed with the Committee since day 1. The brand needs to be right so that people say "I want to go to Concord".

Ms. Johnson stated that she thinks the Panel was saying that the City perhaps needs something bolder than what we currently have in terms of branding.

Vice-Chair Grayson replied that he didn't think we need to necessarily undo anything the City has, as much as we need to enhance things, for example with a consumer-friendly website.

Ms. Johnson stated that she thinks the Panel with the cartoon they provided in the presentation was trying to say - - "Don't try to be all things to all people". Instead determine who you are and focus on that.

Vice-Chair Grayson stated to conclude his comments that he believes there is enough in the presentation to confirm that the Committee has taken the right direction. He believes some of the issues go beyond the scope of the Committee and to some degree are larger City and regional issues that need to be addressed more at the Council level. He stated that seeing the presentation, he feels affirmation that the Committee has gone the right direction and now there may be some challenges that the Committee can send forth for further Council consideration and that the Council may need to address further.

Adam Foster stated that he does not support the Specific Plan. He believes that there needs to be more wow factor. He noted we should be running light rail down Willow Pass Road from the Weapons Station to the Downtown. Our streets were designed using CalTrans standards rather than streets for people. Although the Committee has had some great conversations, he noted he does not believe the plan goes far enough. He noted a desire for better bike routes in the downtown and safe routes to school. He noted that East Bay bike share should be pursued.

Robert Hoag noted that in discussing the Downtown, we need to recognize surrounding areas, and the southern downtown boundary is along the edges of the Monument Corridor. He noted that as the Plan and process moves forward, whatever we do, we don't want to disenfranchise or neglect the Monument Corridor, and he noted he wants to ensure that planning for the downtown is inclusive in its thinking. He noted that he is sensitive to this based on the last Planning Commission meeting, and that as the downtown develops he doesn't want them to feel that they are excluded from downtown. He stated the downtown vision is inclusive of all of Concord.

Vice-Chair Grayson stated that he believes that the Committee has done an excellent job of remaining open minded to where we designed this to be inclusive of the whole City of Concord. He noted he doesn't think we have designed this to be a city within a city. Our focus and scope is what we want to see in the downtown. The Planning Commission and City Council will also have their opportunity to provide input to the Plan. He stated that he completely supports the concept of a downtown shuttle with routes as discussed in the Plan. He noted that he would support a policy for light rail for the long-term, but believes that it is completely out of the purview of the project to begin talking about connections with the weapons station regarding light rail.

Adam Foster stated that he does not disagree that the Plan could lay the framework and be detailed later.

Vice-Chair Grayson stated that although we need to have vision for the next 25-30 years, the City really needs to focus on the next 5-10 years and the now moment because light rail is not realistically within the next 15 years. He noted he really believes if the City comes up with a fantastic Downtown Plan and lets the Concord Naval Weapons Station become the fantastic development that it will become through the RFP process, then the two will create the synergy to connect together. He noted there will be a demand for it. He stated, exploring light rail for the long-term is supportable, but to expend any amount of time detailing that is premature. It is all about timing right now, so that we can start presenting this Downtown Specific Plan to ABAG and MTC because there are grant cycles with near future deadlines that will not be around for another 2-3 years. So we need to get this plan in front of the appropriate agencies that have funding so that we do not miss out on this

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wave of funding. He noted he wants the maximum amount of money for the City. He indicated that the Committee has reached out to the Monument Corridor through the planning for Ellis Lake Park and including Laguna as part of the green streets framework that ties the circulation into the rest of the downtown.

Tim McGallian noted that that's the fun of the art of compromise. We can wow everyone and that would be phenomenal, but if we can't do it then let's be honest and get something accomplished. He noted he is a big supporter of light rail, but more in terms of now and the downtown, a bus, trolley, shuttle or something of that nature is appropriate. He noted the best conversation of the process was discussing Park and Shop and how it is disjointed and how perhaps they could be brought into the fold with design and marketing with the Todos Santos business association. He noted re-branding is being done right now through the TBID and they are already using "Diablo Valley, Defying Expectations" as a tag line and he noted he believes that they are heading in the right direction with their marketing. There may be some ways the City can tag onto that. He noted the concept of having TSBA manage parking was interesting and a possibility.

Ms. Ryan noted the Plan includes a strategy to prepare a parking management plan which could be supported by a PBID.

Ms. Johnson noted the Panel found the City had plenty of parking, but that you may want to manage the parking for peak events.

Mr. Walters noted that counters on the parking garages would be very helpful.

Mr. McGallian questioned how quickly we could get a shuttle loop going? He stated a desire to start with a smaller loop and expand from there, keeping it simple.

Kirk Shelby noted we still need to decide what the 2014 downtown is. He noted how we cultivate development in the areas that will benefit the most and what we want to achieve short-term needs to be the focus. He noted it is important to define where we are talking about. He noted that many people walking from the south utilize Laguna and cross at Laguna. Trying to enhance already existing traffic and pedestrian patterns that already exist is a better approach than trying to re-create new patterns. He noted he does not like the idea of light rail for weapons station to the downtown as we already have BART doing that. Where we need the light rail is probably out along Clayton Road.

Adam Foster stated that there are parts of the Naval Weapons Station that are closer to Bailey Road than to North Concord BART and so the light rail would be appropriate for those areas. He agreed that creating the framework and not the detail now was appropriate but noted that what the City should be doing is dedicating right-of-way. He indicated he completely agrees with not trying to slow down the process so that we can obtain the maximum funding for the City. He noted if there are tiny policy things that we are already doing than we should incorporate those into the plan.

Darrin Walter cautioned that when new areas develop it can draw away from the older areas and pointed to other cities and noted that the City should learn from some of their mistakes.

Mr. Hoag noted that we don't want to lose our peripheral vision and paint ourselves into a corner. When we do the downtown work, we want to make sure we don't compound problems in other areas.

Vice-Chair Grayson noted that he does want to state that the City has a fantastic staff and one of the things that happened in 2010 during the election period is discussions came up regarding development of the Weapons Station and the Council wanted to assure residents that when the Naval Weapons Station developed it would not be at the expense of the downtown and the rest of the City. He noted that he wants the Plan to be a home fun. He noted to staff you have heard the comments up to date and this evening. He asked, what is the expectation tonight?

Ms. Ryan indicated that staff has taken the comments and recommendations of the ULI and reviewed those against the implementation strategies within the Plan and noted that it is important for the committee to know that almost all of their recommendations are already included with the plan. She then passed out a hand-out for discussion noting that staff had detailed out the ULI comments and noted where each could be found within the Plan and plans to include the brief analysis and immediate actions within Chapter 7 for Implementation.

Ms. Johnson noted just to build on that because everything is really covered within the Plan, though there may be some minor tweaks and edits to the final draft Plan that staff would handle prior to going to Planning Commission. However, because they are so minor, we do not see any reason to delay the process. She noted under #2 for Improving Access and Orientation for pedestrians and bicyclists, we discussed the signal timing, and we did not have an implementation strategy but we think that there is an existing policy that we can add that to as shown in the hand out. The point that Will Lund made, regarding signal timing, it is especially important during mid-day, why not make the traffic signals more balanced toward the

pedestrian, to make it much more likely that the office workers will come to the downtown during lunch time.

She noted that staff in terms of formatting, is doing a summary of the ULI presentation panel and highlighting these immediate actions and cross referencing the recommendations within the table itself. It was Will Fleissig that said there is so much to do in terms of the near term implementation strategies, these need to be narrowed with those for immediate action. The panel already culled through our implementation strategies and noted these immediate actions as the “do now” plan. She then reminded the Committee about the heated up market and cautioned that there will likely be a maximum of three years before the market goes down again. Ms. Johnson noted that we cannot underscore enough how critically important it is to act immediately.

Adam Foster indicated that he felt the Committee had done enough, and he would like to see the Plan move forward to the Planning Commission, but that he would like to see them review the Plan over two meetings. He noted this would give the Commission time to digest the plan and then also give the public an opportunity for additional time to look at the plan and that would give him more peace of mind as a committee member that way we are moving forward, but we are still giving this plan a quick look.

Chair Ron Leone indicated that he concurred with almost all of the comments and noted that he was very pleased with the Committee and the results of what we have been doing. He noted he really thinks that this visioning is very important, but also that he is pleased with the way it has developed.

He stated it is not a bad idea to include light rail as a concept, because we know that is a long-term solution, but that he thinks there are some things we can do in the meantime. Speaking with CCCTA and making them aware that we want a shuttle service and not making our streets so that it will encumber or preclude us from development of light rail in the future. He noted that he thinks we can do both, move forward with a shuttle, but let's secure any pathways or rights that we need so that should money be available in the future then we can do that. He noted in terms of walkability, he likes ideas about signal timing and making walking faster and noted if it is mid-day and not during commute he does not think that would be an issue.

He also noted regarding the wow and connect ability, that he is still interested in talking about a walking bridge over the great expanse of Galindo Street, which would provide a great connection between Park and Shop and Todos Santos Plaza. He noted, again if you noted the pathway, it could perhaps happen in the future. He noted it did disturb him to see the slide about the bike routes and the doughnut hole, but noted that will change. He noted he is happy with the outcome and with what the Committee is doing and he thanked staff and the Committee. He then invited the public to comment:

Robert Walburg then spoke as a resident who lives off of Bonifacio Street. He spoke in support of Todos Santos Plaza being closed off to cars to improve the walkability. He also noted a desire for increased bike trails throughout the downtown.

Joel Devalcourt, Greenbelt Alliance, stated he was happy to see the ULI presentation and the work the Committee has done over the last couple months. He noted that the panel offered high level recommendations, but the plan needs some more

of the specificity such as how the “doughnut hole” is solved. He noted that cities live and die by people walking and that this was a really important thing here. He noted the Implementation chapter needs to be more of a description of how to get from here to there. He noted it is difficult to use a matrix to make things happen, because there is no prioritization. He said looking at the mode shares i.e. the balance between bikes and cars and pedestrians and how to make targets that look 5 and 10 years out should be included. He stated the irony is the downtown is dis-connected from its adjacent parts. He noted having pilot programs is a good way to move implementation forward. He also noted the land use chapter and the need for more emphasis up front that we want people downtown, we want housing downtown, we want jobs and activity, so that hits developers right up front. He noted that high quality homes are going to bring people downtown and so the plan should just say that up front. He noted maybe the Plan has 85-95% of what the panel said, but that 85-95% of the Plan really needs to talk and with those tweaks it could really talk. He then noted that he agreed with the Plan moving forward to the Planning Commission twice so the Commission can really review and then the public has an opportunity to really review.

Chair Ron Leone stated he wanted to bring it back to the Committee.

Vice-Chair Grayson stated that he concurred with the comments that the Planning Commission should review the plan over the course of two meetings and noted that he felt it was a lot to review during just one single meeting.

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Mr. McGallian noted that the property owners need to be on board with the plan to create economic vitality and that things such as pop-ups that you see in other cities, but traditional property owners here don't seem to embrace those concepts.

Ms. Johnson disagreed and noted that for example Will Lund with Swift Plaza had a lot of ideas and they had discussed some ideas to potentially activate that area. She noted that he could do a wrap-around that ground floor, where potentially even a pop up retail space inside that vacant space, or a coffee kiosk could be implemented to activate that frontage and he seemed open to some of those ideas.

Mr. McGallian noted that Mr. Lund seems to be a lot more progressive, but stated that Salvio Pacheco Square is an example where he doesn't feel they are doing everything they could to help businesses grow and that he perceives them as being anti-business. He noted, the City can only do so much to forward development, but property owners are key to success, in working with potential tenants and retaining quality tenants. He noted the Suwa's space and how long that has been empty, and indicated that whatever tenant goes in there will set the tone, and would like to see a quality destination restaurant, rather than fast food there. Key corners set the tone in the downtown and property owners need to be willing to attract quality tenants and work with them.

Vice-Chair Grayson stated that he will say that the City needs to do a better job with outreach to property owners and do a better job to work within a sincere, genuine way through several different ways and means through partnerships. We could become a little more proactive.

Mr. McGallian noted that the Salvio Pacheco building was developed with Redevelopment funds and that it was to highlight redevelopment and make things happen and he feels like they are not happening there at this time.

Mr. Walters stated that businesses come to the TSBA indicating that they have difficulty with negotiating with management at Salvio Pacheco and he noted we hear the complaints.

Mr. McGallian noted that terms have been unreasonable at Salvio Pacheco, and noted potential tenants leave. He noted this block needs to be pushed on.

Joel Devalcourt noted one thing he would like to offer is that Grant Street connects your transportation hub, but it is also one of the areas with the most vacant properties. He noted the ULI Panel had discussed, if you anchor your pop-up retail near new opportunities and time it with events already existing, and have other pop-ups and activities that draw people into that area, you can assist in activating the streets around them by the City partnering with those people. He noted you can use your big parcels to connect your key pieces of the downtown and he noted the City can be that facilitator.

Mr. Foster followed that noting that the City is the largest property owner downtown and we have the most leverage, we have the most real estate, so what we are trying to do with Grant Street is within our control.

Vice-Chair Grayson corrected that the State of California is the owner of those properties.

Mr. Foster acknowledged this but noted the City had a lot of control with what happened in these areas and with respect to parking management, the

City can establish parking in-lieu fees so that some of the property owners can build in their parking lots to establish more density and that money can go toward streetscape. He noted he thinks that would be a helpful policy to put in place.

Mr. Walters stated talking with business owners about charging for parking because that will get you shot.

Mr. Foster clarified what he meant was you may have parking spots on your property, and the City says you don't need that parking, so if you want to pay as a property owner to absorb some of the parking elsewhere in the downtown, we will let you build in your parking area.

Ms. Johnson noted that it was similar to a transfer of development rights with transfer of parking rights.

Mr. Foster agreed.

Mr. McGallian noted that as the Plan comes to the Planning Commission and perhaps there are some pie in the sky elements we want, which can add to some of the wow, and even if we don't get everything if you get half you are still ahead, so he inquired to what extent can we include those? He noted we don't want to get ahead of ourselves.

Ms. Johnson suggested plans are more effective if they are a living document, and so part of that is acknowledging that we are somewhat in a state of flux, there are a large amount of funding sources that are out there and there might be a lot of large scale projects, but they may come out of things such as the Citywide Bike and Pedestrian Plan, and we might be looking at getting down to the specifics in that plan, that can later be incorporated in the Downtown Plan. There is a regional transportation plan that is underway and other opportunities to look at working with CCCTA to effectuate the

shuttle implementation. She noted there is nothing to say that this has to be the end all be all when we vote on this document. We may find that once we get feedback once implementing these items that we may need to adjust some items, and that is acceptable it is actually really good, because it means it is in front of people and is a living document.

Mr. McGallian asked if for example if people want light rail and pedestrian bridges in key locations, those can all be implemented at that point?

Ms. Johnson said the question is whether those really long term items, 30 years down the road, are worth delaying the plan so that we can't get going on some of the immediate action items. She stated those are some of the trade-offs for consideration.

Mr. Foster noted that these are just laying the policy in place that could potentially facilitate these later.

Ms. Johnson said there are a lot of policies in this document that talk about the need for future study, so she noted, I don't think it closes us off from anything.

Chair Ron Leone noted so if we wanted to include a policy on light rail or pedestrian bridges that was general and for future study we could do that?

Ms. Johnson noted yes, but it would be helpful to staff for the Committee to show us where you would like that included or there may be an existing policy that could be modified to include that, with a few adjustments.

Mr. Foster asked whether the most recent draft is what they should work off of.

Mr. Hoag stated we talked about wow factor, this committee worked for over a year and the public recognizes that. He noted where you are going to get your wow factor is through that first project that shows up because the public is going to recognize that and realize this is not just a plan that sits on a shelf, there is some action associated with it. It does not have to be huge. But once the plan is blessed, if day one something happens, then you have your wow factor. He noted, people want to see action.

Mr. Foster stated that wow factor could be just one intersection and he stated he thinks that intersection should be Willow Pass Road and Galindo St. and that grants could be pursued to accomplish some interesting designs. He noted, if we wanted to implement something like that, Transform would partner and that would be a grant the City could obtain.

Chair Leone inquired about next steps.

Ms. Johnson stated that staff would be incorporating the section distributed to the Committee regarding the ULI and immediate actions. She stated if there is language Committee members would like included they should forward that as soon as possible such that it can be included for the Planning Commission review. She noted we would be moving forward with the Plan on May 7th and May 21st to the Planning Commission as the two upcoming dates and the City Council review would move to June.

Mr. Hoag stated with two sessions with the Planning Commission we would get a better product.

Mr. McGallian agreed and noted that it would be less formal and more people would be willing to provide comments with more of a workshop

Chair Leone noted he did not have a problem with that.

Vice-Chair Grayson noted he agreed.

THE MEETING WAS ADJOURNED AT APPROXIMATELY 8:38 P.M.

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09 Appendix

Section 9.2 Affordable Housing memo

Has been incorporated into Chapter 7 of the Specific Plan

The document is on file with the City Clerk's office for public review or can be viewed on <http://www.cityofconcord.org/downtownplan/>

Section 9.3 Transportation memo

The memo has been incorporated into Chapter 5 of the Specific Plan

The document is on file with the City Clerk's office for public review or can be viewed on <http://www.cityofconcord.org/downtownplan/>

Section 9.4 Existing Conditions Report

The memo has been incorporated into Chapter 2 Planning Context, Chapter 3 Land Use Plan, Chapter 5 Circulation and Transportation and Chapter 6 Infrastructure of the Specific Plan

The document is on file with the City Clerk's office for public review or can be viewed on <http://www.cityofconcord.org/downtownplan/>

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Tim Grayson	Mayor (Vice-Chair)
Robert Hoag	Planning Commissioner
Tim McGallian	Planning Commissioner
Kirk Shelby	Design Review Board member
Ross Wells	Design Review Board member
Darrin Walters	TSBA
Amos Munoz	Chamber of Commerce
Adam Foster	At-large Member
Kathy Renfrow	At-large Member
Jeff Woods	At-large Member
Ed Andrews	At-large Member
Virginia Thomas	At-large Member
Larry Gray	At-large Member (Alternate)
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