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SAVE THE DATE!
OCT. 7TH

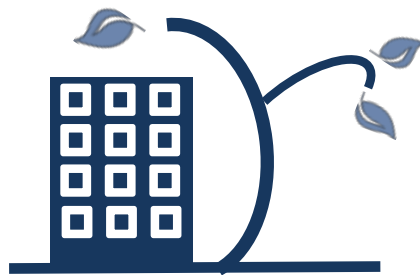
DOWNTOWN CONCORD **Community Workshop #2**

As part of the City's Outreach Plan for the preparation of the *Downtown Concord Specific Plan*, the Consultant team and City staff will be hosting Community Workshop #2 to share information about progress that has been made, as well as upcoming milestones. The City wants to know what the community thinks about a draft vision statement and a development plan that puts an emphasis on new housing. Ideas for short, medium and long-term actions to make the vision a reality are also needed. **We need to hear from you!**

Monday, October 7th, 2013 from 6:30 p.m. to 8:00 p.m.

Salvio Pacheco Square, 2151 Salvio Street, Second Floor, Suite 201, Concord

PLEASE NOTE: Space is limited. Please RSVP by emailing joan.ryan@cityofconcord.org or calling 925-671-3370.



DOWNTOWN CONCORD

September 26, 2013

Subject: Downtown Concord BART Station Specific Plan Area

Dear Property Owner:

Concord's downtown is well-loved, with over 150,000 people visiting Todos Santos Plaza every year for the summer music programs, community events and farmers' markets. Businesses around Todos Santos Plaza have seen resurgence over the last ten years. City staff has been working together with the Downtown Steering Committee to prepare a Downtown Specific Plan to bring continued vitality and enhanced economic opportunities to the central core of the City. The Downtown Specific Plan will present a vision for how the area will develop over the next 20 to 30 years. After the first community workshop held in May, the project's Downtown Steering Committee has been working to incorporate public input from attendees into a draft vision statement and proposed plan for review at the upcoming October 7th workshop.

Staff has enclosed the following information to provide you with a brief summary of the project:

- Downtown Concord Specific Plan boundary map
- Frequently Asked Questions
- City's key opportunity sites (former Redevelopment Agency)
- Community Workshop #2 information flyer

Property owners, business owners and residents are encouraged to attend the second community workshop on the Downtown Concord Specific Plan set for Monday, October 7th from 6:30 to 8 p.m. The workshop will be held at **Salvio Pacheco Square, 2151 Salvio St., Second Floor, Suite 201**. Staff will summarize the plan, goals and policies as well as potential implementation strategies to help to put the plan into action over the short, mid and long-term. The City Council is scheduled to review and adopt the final Specific Plan in mid-2014, after public input is provided and the environmental analysis is completed.

Those wishing to attend are asked to RSVP to Senior Planner Joan Ryan, via e-mail at joan.ryan@cityofconcord.org or (925) 671-3370. For further information about the project, access is available through the project website at <http://www.cityofconcord.org/downtownplan/>

Sincerely,

Joan Ryan
Senior Planner - Housing



Downtown Concord Specific Plan Frequently Asked Questions

1) What is the City's Downtown Specific Plan project?

The City of Concord Downtown Specific Plan is being prepared to describe a vision for the Downtown over the next 25 to 30 years. The Specific Plan envisions Downtown Concord as a modern and vibrant place that is infused with a sense of its heritage, brings more residents to live and work in the Downtown, and preserves the desirable qualities of the City that make it an ideal place to live, work and play. The Plan will include recommendations for the best mix of uses; such as residential, office and retail; in order to make the vision a reality.

2) What does the preferred alternative mean to me?

After seven months of study and review of existing conditions, three land use alternatives were developed. The City's Downtown Steering Committee then generated selection criteria to help them evaluate and select an alternative which would do the best job of achieving their vision for Downtown. The preferred land use alternative focuses on new housing to bring more people, retail and dining to the Downtown. The way in which new housing will be created will be determined by the recommendations in the Specific Plan which are currently being written.

3) Is the Community Workshop open to the public?

Yes, the upcoming Community Workshop is open to the public. Property owners, business owners and residents are encouraged to attend! The workshop is intended to share information on the preferred land use alternative with the public and obtain additional feedback from the public to continue refining recommendations for incorporation into the Draft Specific Plan.

4) How can I learn more about the preferred alternative

The Downtown Concord Specific Plan agendas, minutes, reports, schedule, maps, and additional information regarding the preferred land use alternative can be accessed through a project page on the City's website at <http://www.cityofconcord.org/downtownplan/>

5) Will zoning change within the downtown as a result of the Plan?

No zoning changes are anticipated at this time. The City undertook an update of its General Plan in 2007 and a comprehensive update to its zoning code in July of 2012. The development of a Specific Plan for the downtown is consistent with those earlier plans, but provides another layer of detail about the type and appearance of new development in Downtown Concord. The Downtown Steering Committee has been working with the project team to prepare policies and strategies to implement the vision for the Downtown by improving the economic vitality of the core, improving access to transit and alternative modes of transportation, and increasing the types of housing opportunities available.

6) What is the current zoning in the downtown?

The Development Code adopted in July of 2012 currently includes zoning that allows a generous mix of land uses and densities; including a range of multi-family residential, retail and office uses, some requiring a Use Permit. Both the Downtown Pedestrian (DP) and Downtown Mixed Use (DMX) zoning districts currently allow densities of 30 to 100 dwelling units/net acre. DP provides a floor area ratio (FAR) range of 0.75 to 4.0 and a building height 30 to 70 feet. DMX allows more density with a floor area ratio (FAR) range of 1.0 to 6.0 and a building height 30 to 200 feet.

7) If zoning isn't changing, can I develop office or retail on parcels that have been identified for residential development in the Specific Plan?

The preferred alternative includes a land use plan that targets mid- and high-density residential development on and around BART parcels, within a 10-minute walk of transit, and around Todos Santos Plaza. The project team is preparing policies and implementation strategies to attract particular uses to key vacant and underutilized opportunity sites. The City will focus on creating incentives for desired uses on key parcels. However, if a property owner wants to develop a different use than that identified in the Specific Plan, and that use is consistent with the current zoning, nothing would prevent the property owner from moving forward with their plans.

8) What are the City's priorities for implementation?

The Successor Agency to the City's former Redevelopment Agency owns **four** key sites (map attached) in the downtown that if developed would provide the critical mass necessary to attract residents and employers alike. Development of these sites will be considered as a priority in the first phase of Plan implementation.

9) What does the green frame mean? Will any property be taken from me?

Through the Specific Plan process, the project team identified a "Green Streets" Framework that connects existing parks and open spaces through green streets, providing for better pedestrian and bicycle paths and improved landscaping. The "Green Streets" Framework is intended to support new land uses including new plazas at the BART station, a new plaza around the Pacheco Adobe, and development of a strong streetscape program that will provide a high degree of walkability in and around various destinations of the Downtown. Development of the "Green Streets" Framework would take place within the existing public right-of-way and/or in coordination with BART. The City does not intend to use eminent domain to obtain any private land for these purposes.

10) What will the new downtown look like?

The Downtown Concord Specific Plan will include a set of Design Guidelines to provide guidance to potential property owners, developers, and the City's design review staff for the desired architectural character and building development for new projects. These guidelines will focus on how buildings should be placed in relation to the street, and address parking and servicing to ensure that Downtown and the area around Todos Santos Plaza remains friendly and attractive to pedestrians. In terms of architectural character, the intent of the design guidelines is for new buildings to include design elements that resonate with an Early California theme without being overly prescriptive, thus allowing architects and developers to have flexibility and creativity.

Legend

Specific Plan Project Area

