



**DOWNTOWN  
CONCORD**

**SPECIFIC PLAN**

# Timeline

## Next Milestones

- Alternatives Analysis Draft Report to MTC - July 30
- Draft Specific Plan Outline – July 31
- First Draft Specific Plan Report – September 15

## Schedule and Agendas

- July 22<sup>nd</sup> – DSC #5 Evaluation of Alternatives
- August 5<sup>th</sup> – DSC #6 Preview and discussion of Preferred Plan
- August 27<sup>th</sup> – Community Workshop #2 Debut Preferred Plan

## Developer Panel – July 9th

### Important Takeaways

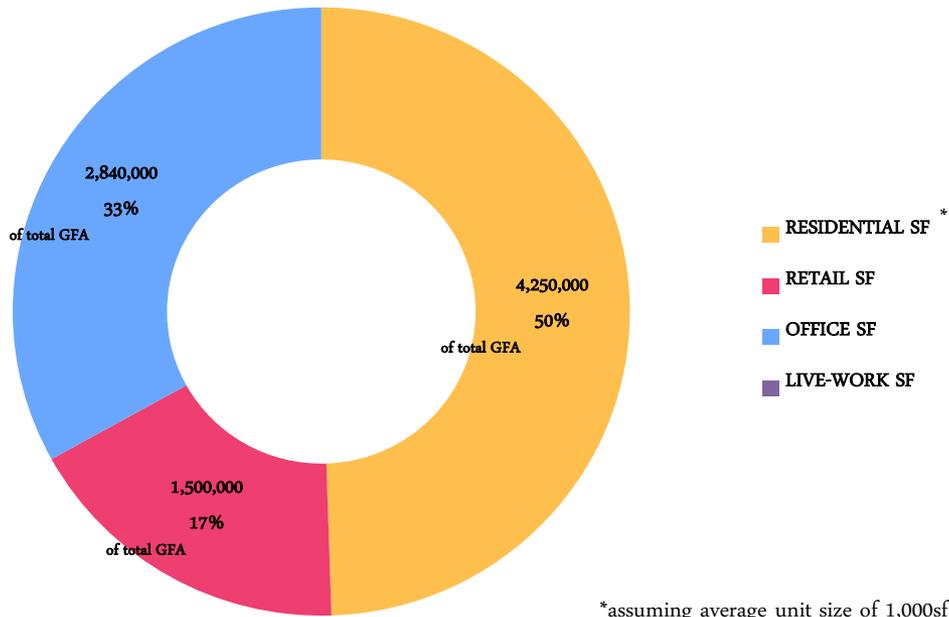
- Future downtown development needs MORE rooftops as starting point
- Placement of High Density Housing near TSP and BART should be initial starting point to create energy along Grant St.
- Can't push retail; retail follows. Use retail on key streets and nodes; don't require ground level retail
- Provide incentives on keeping and retaining Existing Class A space
- Todos Santos Plaza needs higher density around it.
- Demographic shift occurring; people want to be more urban
- Improved projects over time will put pressure on Park and Shop/others to redevelop; but need roof tops FIRST.

### Relevant info.

- Current DP zoning around TSP allows 30 to 70 foot height
- Current DMX zoning allows 30 to 200 foot height

## EXISTING DEVELOPMENT AREAS

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.



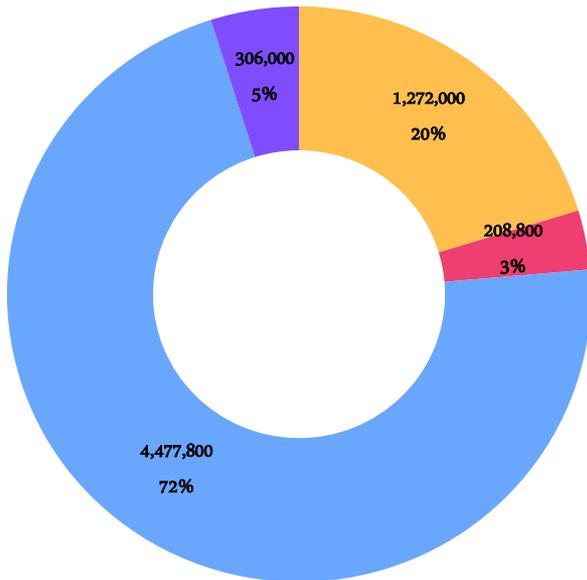
OFFICE AREA	TOTAL (SF)	VACANT %
Class A	2,200,000	20%
Class B	400,000	10%
Class C	240,000	4%
<b>Total Office in PDA</b>	<b>2,840,000</b>	<b>17%</b>

RETAIL AREA	TOTAL (SF)
Park + Shop	458,000
All Other	1,042,000
<b>Total Retail in PDA</b>	<b>1,500,000</b>

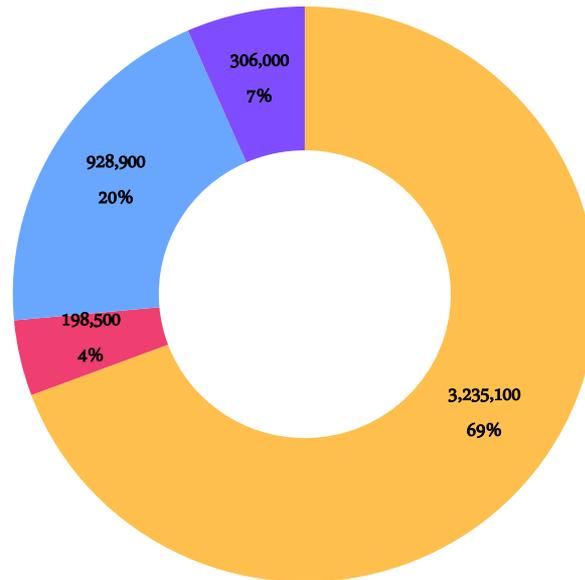
HOUSING UNITS	ESTIMATED OCCUPIED UNITS	PERSONS/ UNIT	ESTIMATED POPULATION
4,250 units	4,123	2.6	10,700 residents

# PROGRAM COMPARISON

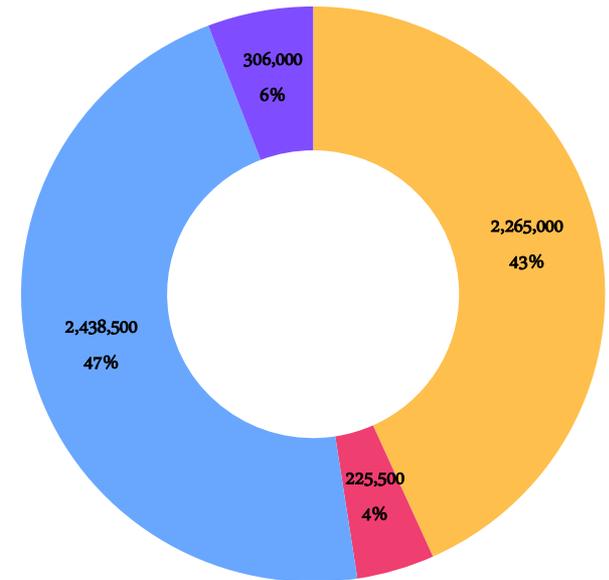
## OPTION A



## OPTION B

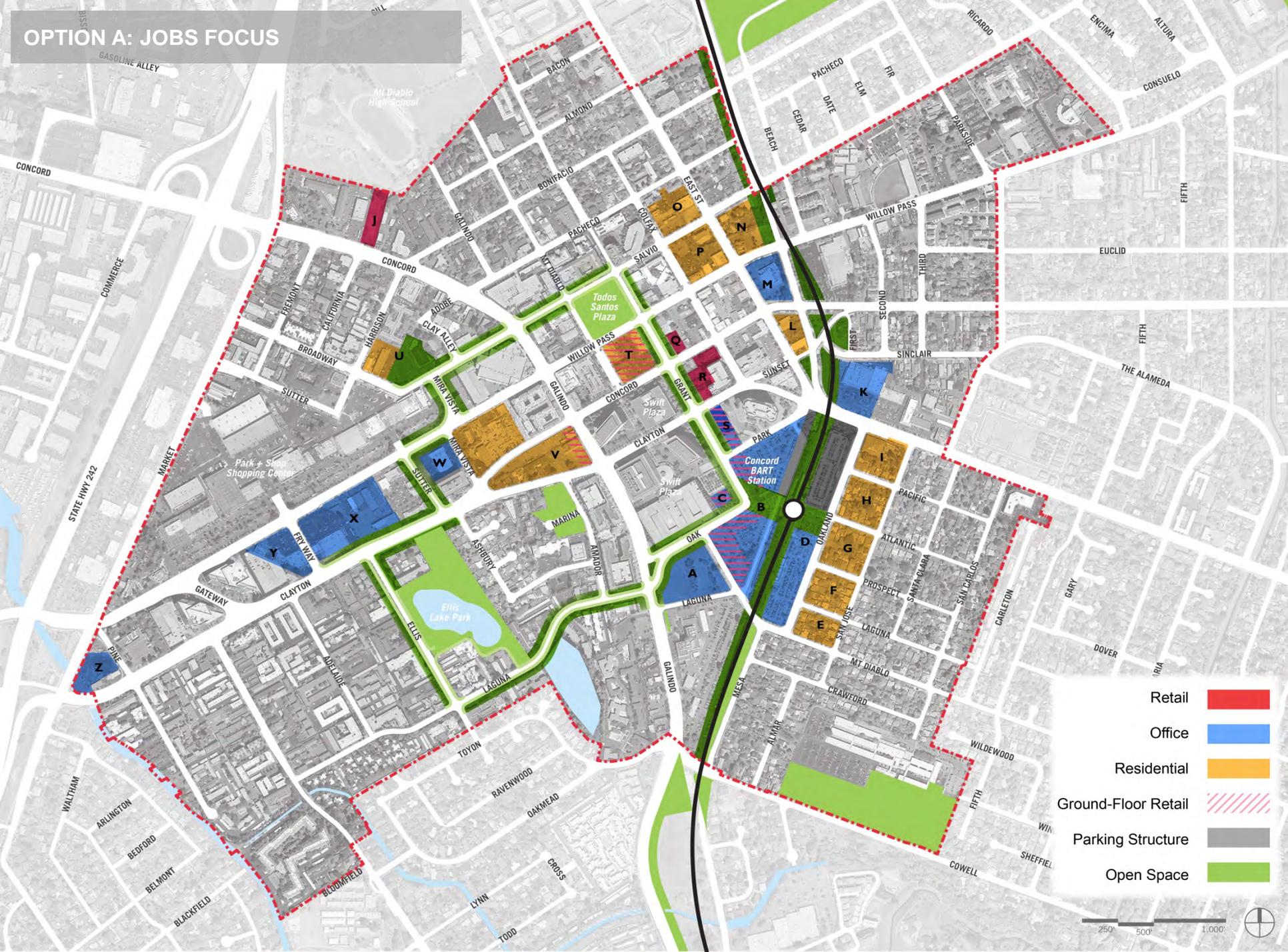


## OPTION C



- RESIDENTIAL SF \*
- RETAIL SF
- OFFICE SF
- LIVE-WORK SF

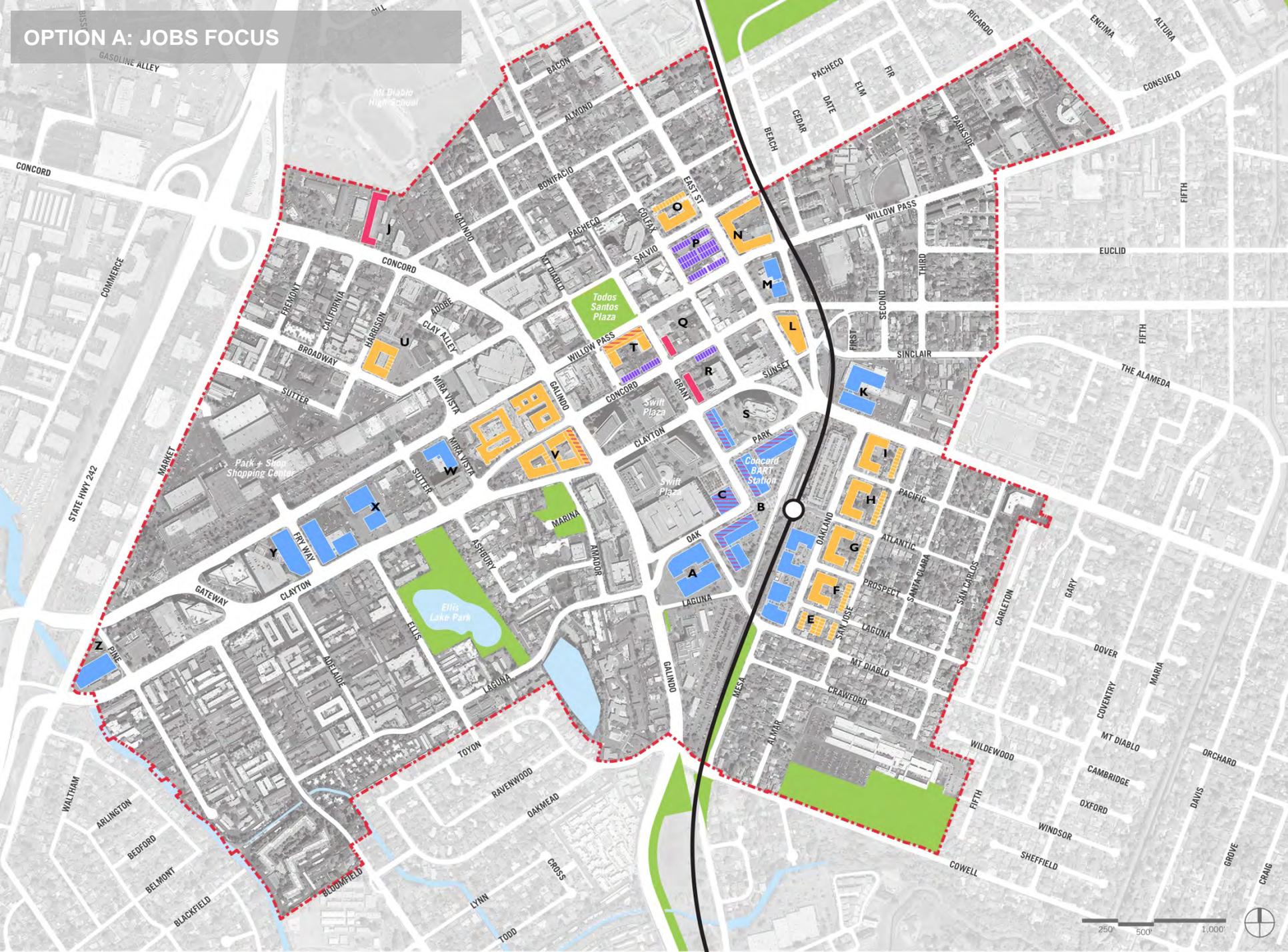
# OPTION A: JOBS FOCUS



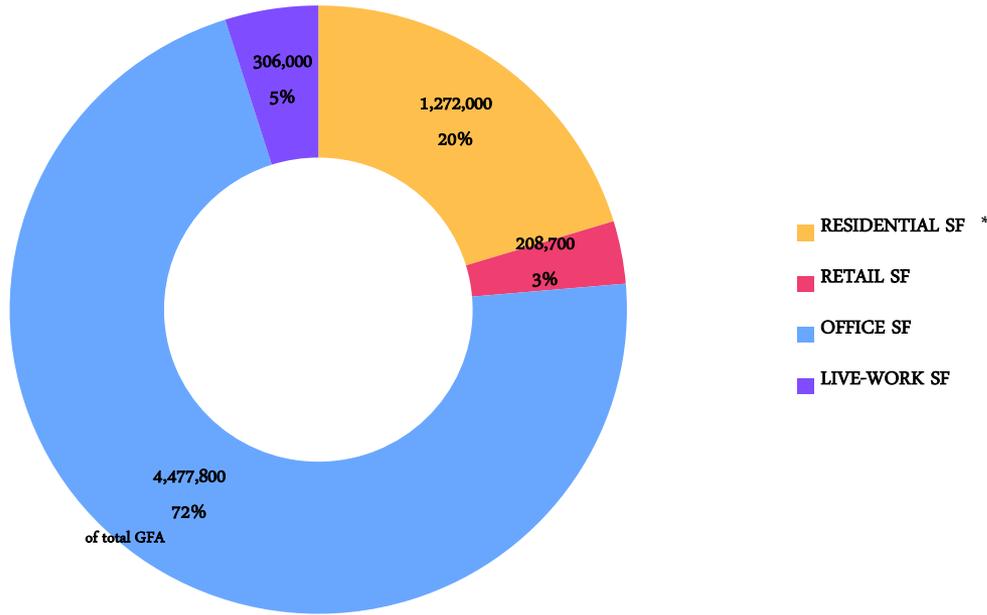
- Retail
- Office
- Residential
- Ground-Floor Retail
- Parking Structure
- Open Space



# OPTION A: JOBS FOCUS



# OPTION A: JOBS FOCUS

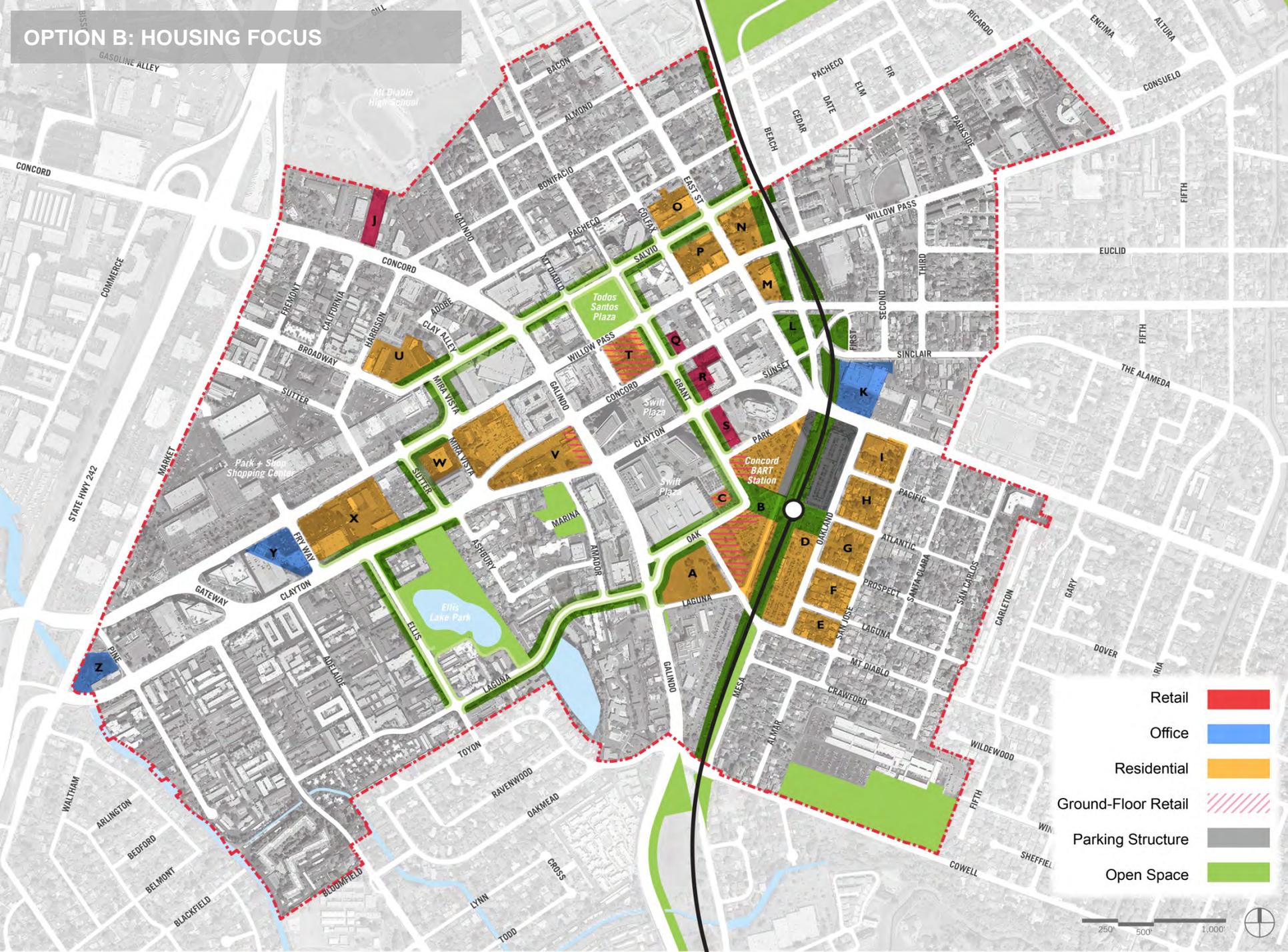


\*excluding Phases I-II Renaissance Housing

		GFA	FAR
Block A	OFFICE	488,558	3.6
Block B	RETAIL	56,614	5.6
	OFFICE	890,988	
Block C	OFFICE	423,570	6.1
	OFFICE	135,000	
Block D	RETAIL	22,500	2.5
	OFFICE	538,069	
	PARKING STRUCTURE	319,488	
Block E	RESIDENTIAL	60,000	1.1
Block F	RESIDENTIAL	97,953	1.3
Block G	RESIDENTIAL	113,916	1.3
Block H	RESIDENTIAL	113,916	1.3
Block I	RESIDENTIAL	108,375	1.3
Block J	RETAIL	50,578	1.2
Block K	OFFICE	382,277	3.4
Block L	RESIDENTIAL	119,284	3.1
Block M	OFFICE	167,895	2.4
Block N	RESIDENTIAL	143,316	1.4
Block O	RESIDENTIAL	58,584	0.8
Block P	MIXED-USE (live-work)	201,600	2.2
Block Q	RETAIL	14,922	0.8
Block R	RETAIL	22,694	1.0
	MIXED-USE (live-work)	28,800	
Block S	RETAIL	15,068	2.8
	OFFICE	88,416	
Block T	RESIDENTIAL	13,608	2.2
	RESIDENTIAL	99,081	
Block U	RETAIL	12,074	2.4
	MIXED-USE (live-work)	75,600	
Block V	RESIDENTIAL	101,511	1.7
	RESIDENTIAL	162,364	
Block W	RESIDENTIAL	99,417	2.5
	RESIDENTIAL	22,140	
Block W	RESIDENTIAL	120,900	2.5
	RETAIL	11,309	
Block W	OFFICE	172,375	2.5

MARKET-RATE TOWNHOMES HOUSING	WORK-LIVE LOFTS	TOTAL
1,170 units	210 units	1,620 units
		4,100 residents
<i>Residential density 50du/acre – 130du/acre (assuming average 1,000sf unit)</i>		14,900 employees

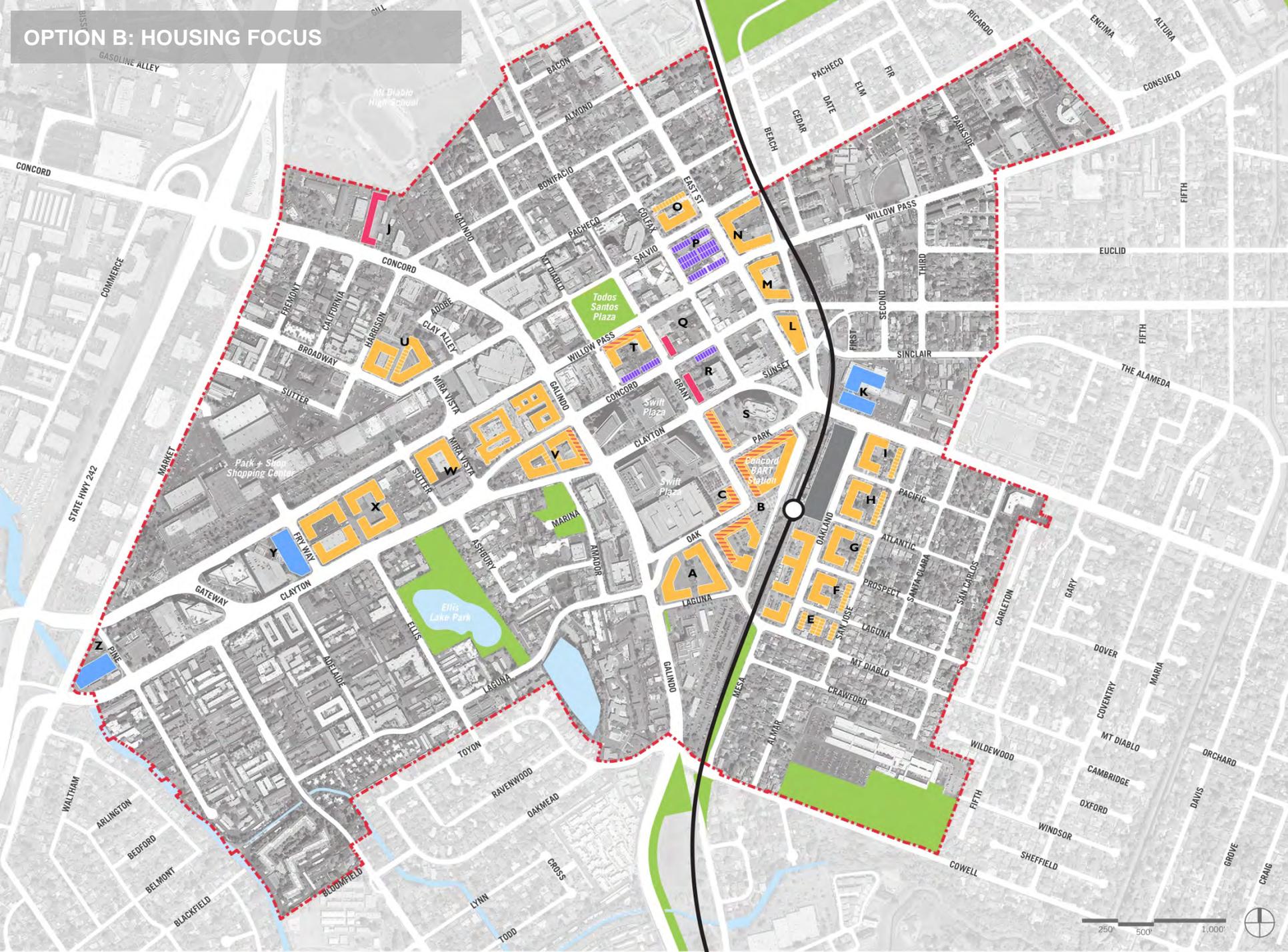
# OPTION B: HOUSING FOCUS



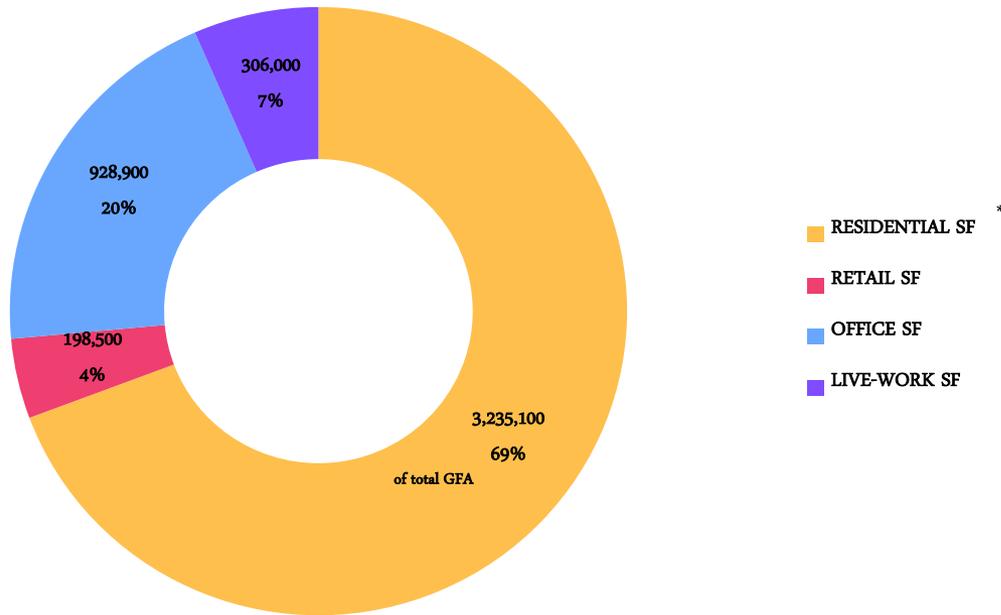
- Retail
- Office
- Residential
- Ground-Floor Retail
- Parking Structure
- Open Space



# OPTION B: HOUSING FOCUS



# OPTION B: HOUSING FOCUS

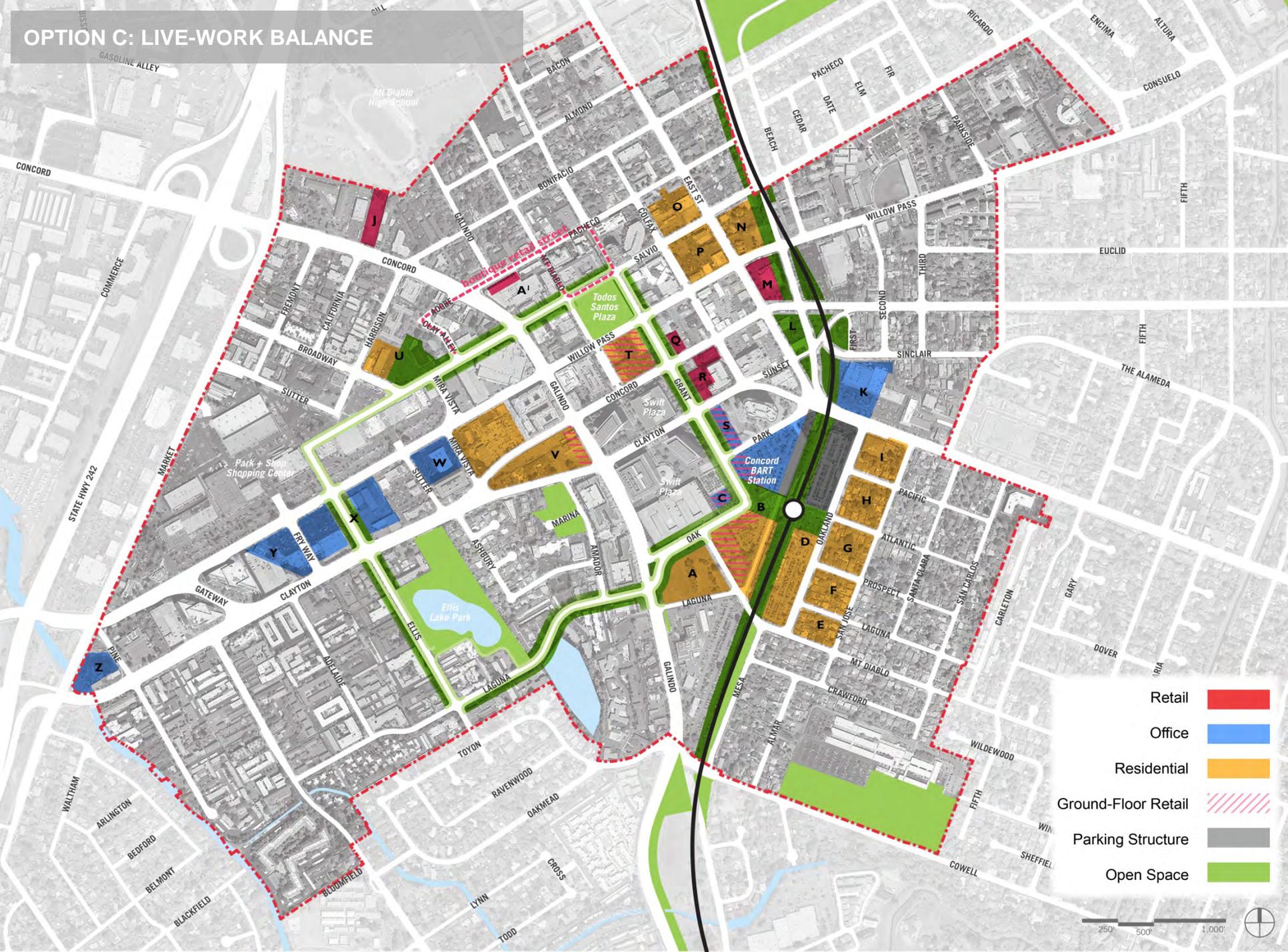


\*excluding Phases I-II Renaissance Housing

		GFA	FAR
Block A	RESIDENTIAL	271,767	2.0
Block B	RESIDENTIAL	47,390	2.0
	RESIDENTIAL	377,715	
	RETAIL	59,123	
Block C	RESIDENTIAL	46,974	2.3
	RETAIL	12,779	
Block D	RESIDENTIAL	260,528	1.7
	PARKING STRUCTURE	319,488	
Block E	RESIDENTIAL	60,000	1.1
Block F	RESIDENTIAL	97,953	1.3
Block G	RESIDENTIAL	113,916	1.3
Block H	RESIDENTIAL	113,916	1.3
Block I	RESIDENTIAL	108,375	1.3
Block J	RETAIL	50,578	1.2
Block K	OFFICE	382,277	3.4
Block L	RESIDENTIAL	119,284	3.1
Block M	RESIDENTIAL	106,527	1.6
Block N	RESIDENTIAL	143,316	1.4
Block O	RESIDENTIAL	58,584	0.8
Block P	MIXED-USE (live-work)	201,600	2.2
Block Q	RETAIL	14,922	0.8
Block R	RETAIL	22,694	1.0
	MIXED-USE (live-work)	28,800	
Block S	RETAIL	15,048	2.0
	RESIDENTIAL	58,122	
Block T	RESIDENTIAL	13,608	1.4
	RESIDENTIAL	99,081	
	RETAIL	12,074	
	MIXED-USE (live-work)	75,600	
Block U	RESIDENTIAL	101,511	2.4
	RESIDENTIAL	162,364	
Block V	RESIDENTIAL	99,417	1.7
	RESIDENTIAL	22,140	
	RESIDENTIAL	120,900	
	RETAIL	11,309	
Block W	RESIDENTIAL	153,992	2.2
	RESIDENTIAL	0	
Block X	RETAIL	477,732	2.2
Block Y	OFFICE	301,861	3.9
Block Z	OFFICE	244,748	4.5

MARKET-RATE TOWNHOMES HOUSING	WORK-LIVE LOFTS	TOTAL
3,220 units	200 units	3,660 units
	240 units	9,200 residents
		3,100 employees
<i>Residential density 50du/acre – 130du/acre (assuming average 1,000sf unit)</i>		

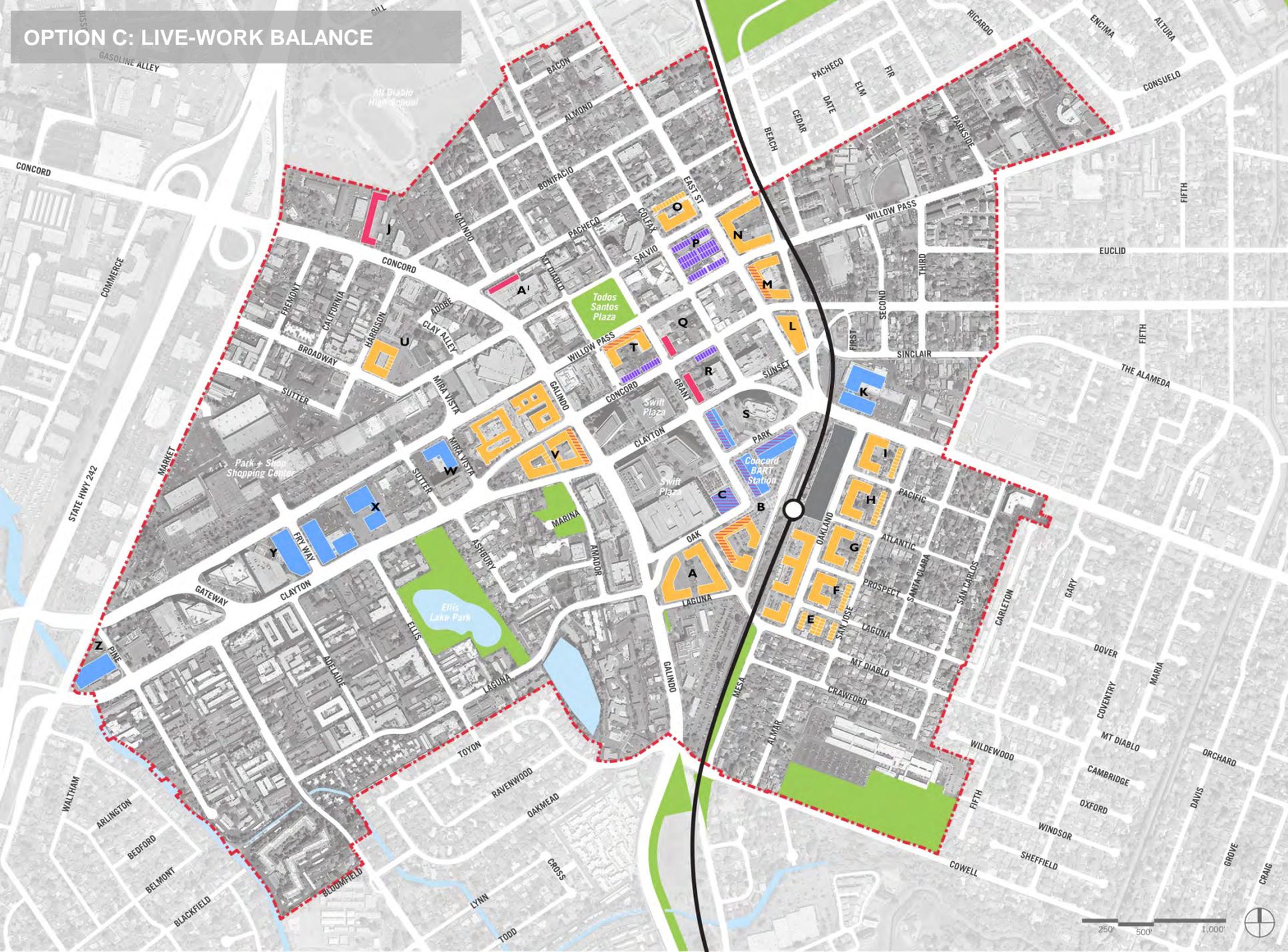
# OPTION C: LIVE-WORK BALANCE



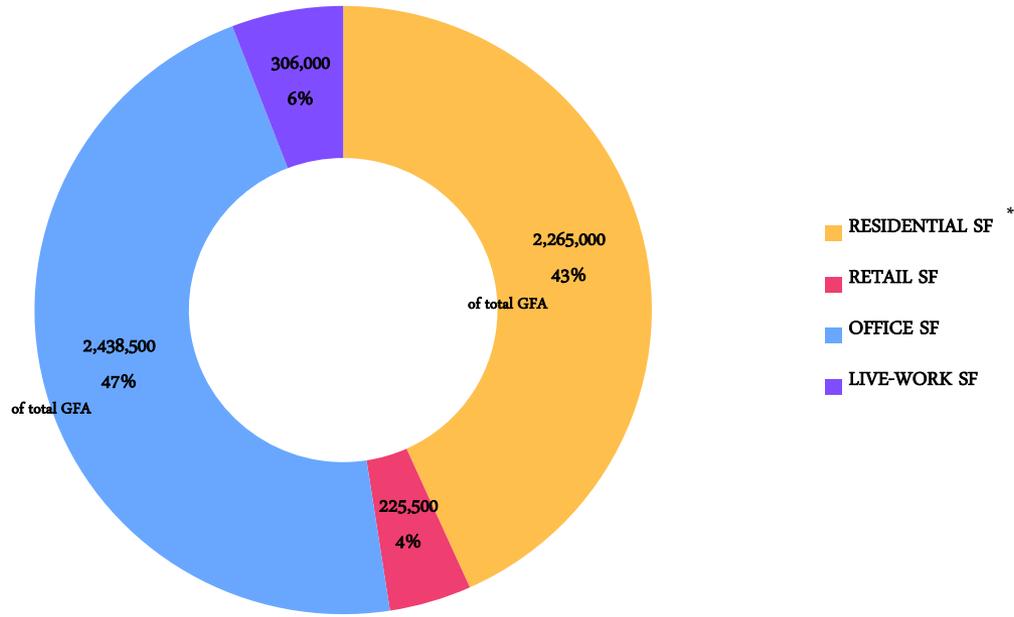
- Retail
- Office
- Residential
- Ground-Floor Retail
- Parking Structure
- Open Space



# OPTION C: LIVE-WORK BALANCE



# OPTION C: LIVE-WORK BALANCE



\*excluding Phases I-II Renaissance Housing

		GFA	FAR
Block A	RESIDENTIAL	271,767	2.0
Block B	RESIDENTIAL	18,721	2.8
	RESIDENTIAL	155,613	
	RETAIL	53,482	
	OFFICE	41,390	
	OFFICE	428,322	
Block C	OFFICE	135,000	5.9
	RETAIL	22,500	
Block D	RESIDENTIAL	260,528	1.7
	PARKING STRUCTURE	319,488	
Block E	RESIDENTIAL	60,000	1.1
Block F	RESIDENTIAL	97,953	1.3
Block G	RESIDENTIAL	113,916	1.3
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Block J	RETAIL	50,578	1.2
Block K	OFFICE	382,277	3.4
Block L	RESIDENTIAL	119,284	3.1
Block M	RESIDENTIAL	17,513	
	RESIDENTIAL	106,527	
	RETAIL	13,523	
Block N	RESIDENTIAL	143,316	1.4
Block O	RESIDENTIAL	58,584	0.8
Block P	MIXED-USE (live-work)	201,600	2.2
Block Q	RETAIL	14,922	0.8
Block R	RETAIL	22,694	1.0
	MIXED-USE (live-work)	28,800	
Block S	RETAIL	15,068	2.8
	OFFICE	88,416	
Block T	RESIDENTIAL	13,608	2.2
	RESIDENTIAL	99,081	
	RETAIL	12,074	
	MIXED-USE (live-work)	75,600	
Block U	RESIDENTIAL	101,511	2.4
	RESIDENTIAL	162,364	
Block V	RESIDENTIAL	99,417	1.7
	RESIDENTIAL	22,140	
	RESIDENTIAL	120,900	
	RETAIL	11,309	
Block W	OFFICE	172,375	2.5
Block X	OFFICE	644,063	2.9
Block Y	OFFICE	301,861	3.9
Block Z	OFFICE	244,748	4.5
Block A1	RETAIL	9,336	1.0

## MARKET-RATE TOWNHOMES HOUSING

## WORK-LIVE LOFTS

## TOTAL

2,050 units

180 units

240 units

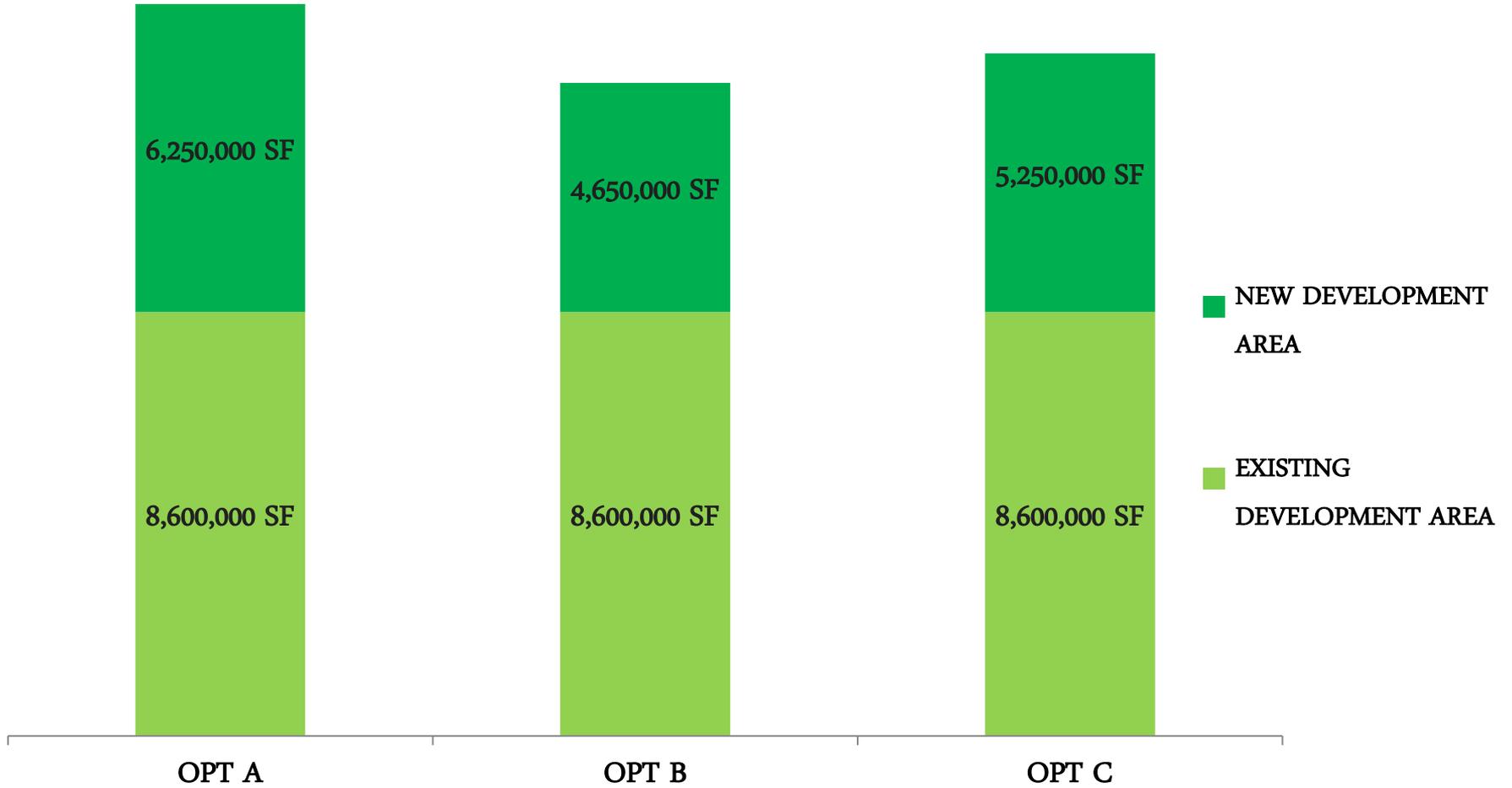
2,470 units

6,200 residents

*Residential density 50du/acre – 130du/acre (assuming average 1,000sf unit)*

8,100 employees

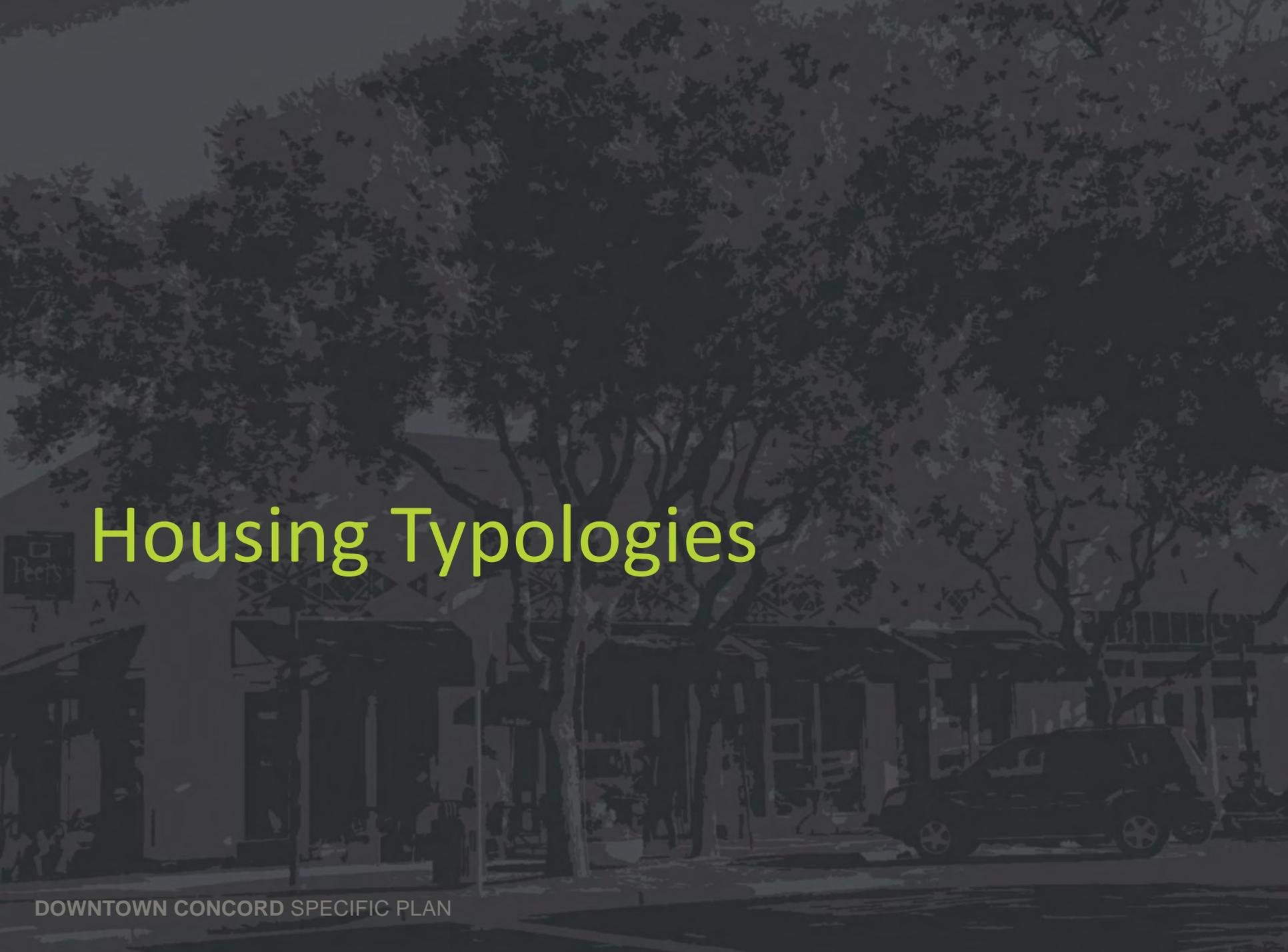
# PROGRAM COMPARISON



**PROGRAM COMPARISON**

**Table 1.XX  
Summary of Development by Alternative**

Use	Existing Development	Alternative A Jobs Focus		Alternative B Housing Focus		Alternative C Balanced	
		#	%Δ	#	%Δ	#	%Δ
<b>Residential</b>							
Residential Units	4,250	1,614	38%	3,661	86%	2,467	58%
Square Feet	4,250,000	1,272,001	30%	3,235,112	76%	2,265,034	53%
Residential Population	10,719	4,068	38%	9,204	86%	6,212	58%
<b>Office/Employment</b>							
Square Feet Office Space	2,640,000	4,477,820	158%	928,886	33%	2,438,542	86%
<b>Retail</b>							
Park + Shop Square Feet	485,000	0	0%	0	0%	0	0%
All Other Retail Square Feet	1,042,000	208,759	20%	198,527	19%	225,486	22%
<b>Total Retail</b>	<b>1,527,000</b>	<b>208,759</b>	<b>14%</b>	<b>198,527</b>	<b>13%</b>	<b>225,486</b>	<b>15%</b>
<b>Estimated Employees</b>	<b>9,278</b>	<b>14,926</b>	<b>161%</b>	<b>3,096</b>	<b>33%</b>	<b>8,128</b>	<b>88%</b>



# Housing Typologies

**HOUSING TYPOLOGY:  
TRANSIT-ORIENTED HOUSING**



**30 du/acre**

contra costa center transit village



**40-50 du/acre**

fruitvale transit village, oakland



**80-90 du/acre**

bergamot transit village, santa monica



**110 du/acre**

macarthur transit village, berkeley

**HOUSING TYPOLOGY:  
MIXED-USE HOUSING**



**50 du/ac**  
**Efficiency/affordable units**



**25 du/acre**

HOUSING TYPOLOGY:  
APARTMENTS



**HOUSING TYPOLOGY:  
WORK-LIVE LOFTS**



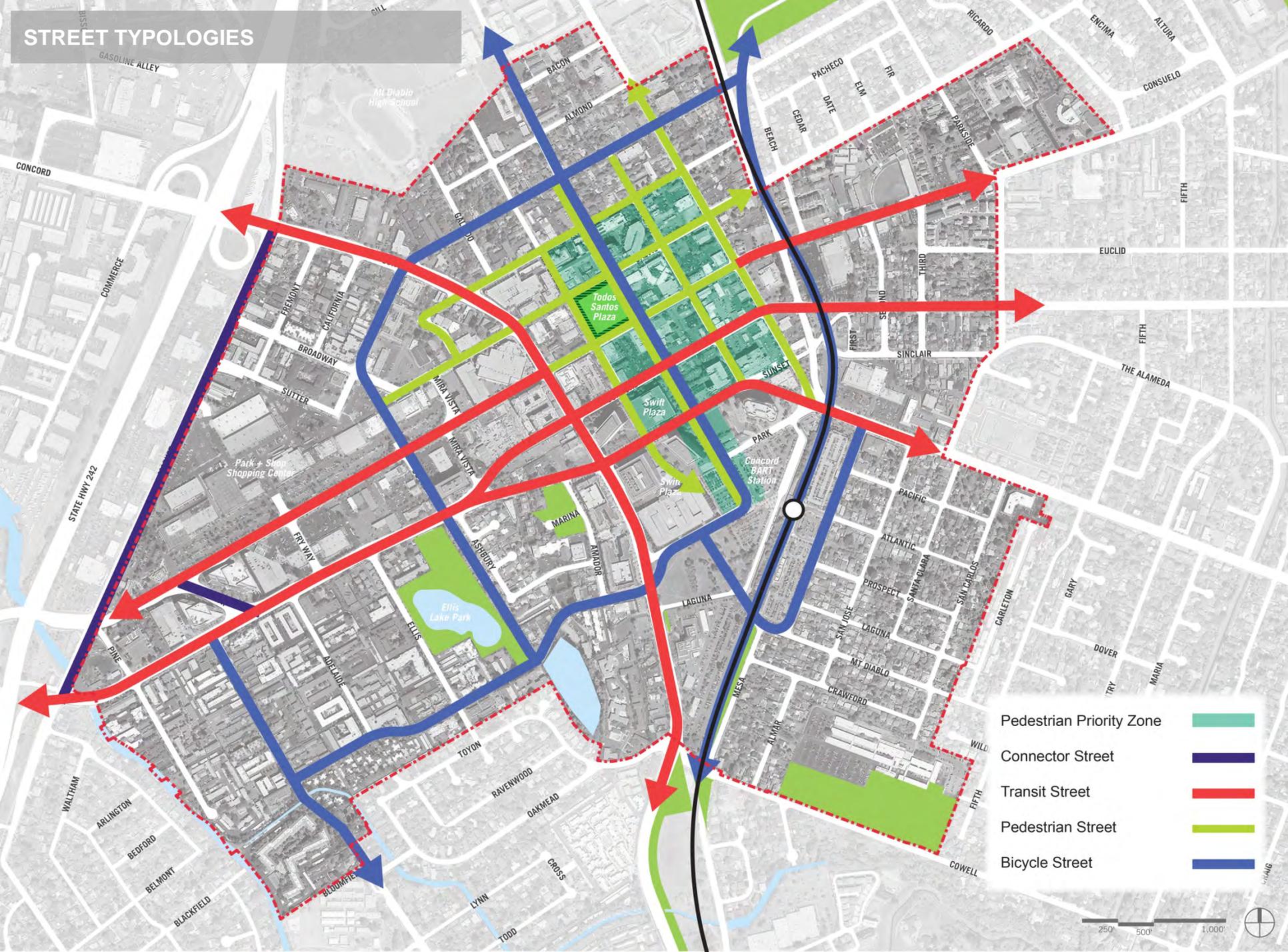
**25-35 du/acre**





# Transportation Metrics

# STREET TYPOLOGIES



- Pedestrian Priority Zone
- Connector Street
- Transit Street
- Pedestrian Street
- Bicycle Street

**Auto Dominant Highway** – Freeways & approach that serve high volumes of high speed regional motor vehicle traffic. Transbay and express transit buses are also accommodated. Bicycles and pedestrians are prohibited.

**Transit Street** – Primary routes for CCCTA, Tri-Delta Transit & downtown shuttle. Signal preemption for transit vehicles, bus stops, bus lanes where appropriate. Accommodate mid-high volumes of through traffic. Pedestrian amenities enhanced around bus stops.

**Connector Street** – Accommodates automobiles, bicycles & trucks equally. Mid-high volumes of through traffic within and beyond the city.

**Local Street** – Accommodates automobiles, bicycles & trucks equally. Low volumes of local traffic, primarily provide access to property. Through traffic is discouraged. Traffic calming techniques to slow and discourage through automobile and truck traffic.

**Bicycle Boulevard** – Routes for bicycles providing continuous access & connections to the bicycle route network. Through motor vehicle traffic discouraged. Traffic calming techniques to slow and discourage through automobile and truck traffic.

**Major Transit Hub** – Transfer points where high volume transit lines intersect (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.

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

**Pedestrian Priority Street Frontage** – Streets on which high volumes of pedestrian traffic are encouraged. 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 should have pedestrian priority.

## Modal Priorities in SPA

- Clayton Road, Concord Road, Concord Boulevard and portions of Willow Pass potential for ***Transit Street***
- Detroit, Laguna, Oak, Oakland, Grant, Bonifacio, East, Harrison – potential for ***Bicycle Boulevard***
- Market Street potential for ***Connector Street***
- Downtown core including portion of Willow Pass and Grant Street connecting to BART; ***Pedestrian priority zone.***

# TRANSPORTATION FACILITIES MATRIX

Facility	Transit	Bicycles	Pedestrians	Autos
Transit Street /1/	★	■	■	■
Bicycle Boulevard	■	★	■	■
Bicycle Path (class I)	◆	★	★	◆
Pedestrian Path	◆	◆	★	◆
Connector Street /1/	□	■	■	■
Local Street /1/	□	■	■	■
Auto Dominant Road	■	◆	◆	★

★ = Dominant

■ = Accommodated

□ = Incidental

◆ = Prohibited

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

# TRANSPORTATION METRICS

Transportation Metric	Existing	Option A: Jobs Focus	Option B: Housing Focus	Option C: Balanced
Gross Daily Trips (includes auto, bike, walk, transit)	111,300	<i>44,200</i>	<i>41,900</i>	<i>41,500</i>
Daily BART Trips	10,700	<i>2,600</i>	<i>3,000</i>	<i>2,700</i>
Daily Internal Capture (assumed to be walk/bike)	13% (14,800)	14% (22,200)	16% (23,900)	15% (22,600)
Daily External Bike/Walk Trips	8% (7,600)	10% (13,100)	12% (14,900)	11% (13,700)
Daily Transit Mode Share	15% (14,100)	14% (18,900)	15% (19,200)	14% (18,800)
Daily Vehicle Trips	74,800	<i>26,600</i>	<i>20,500</i>	<i>22,900</i>
AM Peak Hour Trips	6,100	<i>3,300</i>	<i>1,400</i>	<i>2,200</i>
PM Peak Hour Trips	5,700	<i>4,100</i>	<i>1,600</i>	<i>2,700</i>

■ **OPTION A**

- **Generates the most vehicle trips & fewer trips with origins and destinations in Specific Plan Area; highest impact on intersection and roadway segment operations**
- **Least impact to BART as most morning trips would be in the eastbound direction where there is additional capacity**

■ **OPTION B**

- **Generates the least vehicle trips & results in more trips with both origin & destination in Specific Plan Area; the least impact to intersection operations**
- **Greater impact on BART, as most morning trips would be in the westbound direction which is already at or approaching capacity for much of peak hour**
- **Balances high levels of existing office development with internalization of trips**

■ **OPTION C**

- **Balances the pros/cons of OPTIONS A & B**

- Analyze intersection & roadway segment operations with the preferred alternative under the following scenarios:
  - Existing Plus Project
  - Cumulative Plus Project
  
- Provide suggestions in the refinement of final Project Alternative to minimize transportation impacts & develop mitigation measures that further the City's goals for this project



# Evaluation of Alternatives

# Alternatives Evaluation

## GROUP EXERCISE

### Evaluation Process

- Based upon prioritizing goals for Project
- Combined with potential weighting of the goals
- Used symbols in forced ranking of the alternatives
- Related scoring with each of the symbols
- Use rankings while multiplying by weighting to achieve each score
- Totaling scores for each alternative

### Presenting to the Community

- Keeping it simple
- Easy to relate conclusions to scoring
- Relate key points to public.

# ALTERNATIVES EVALUATION CRITERIA

DSC-RANKED ORDER OF IMPORTANCE	CRITERIA	Concept Alternatives		
		A Job focus	B Housing focus	C Balanced
1	Increasing job creation			
2	Enhancing a strong business climate & expanding the city's economic base			
3	Intensification of uses & densities from current built levels			
4	Increasing BART ridership & efficiency of multi-modal connections			
5	Constructing housing projects for a mix of housing types & income levels			
6	Promoting mid- and high-density housing			
n/a	Expand multimodal circulation & alternative transportation methods			

# ALTERNATIVES EVALUATION CRITERIA

## DOWNTOWN CONCORD SPECIFIC PLAN

### MASTERPLAN ALTERNATIVES PHASE

#### ALTERNATIVES EVALUATION CRITERIA

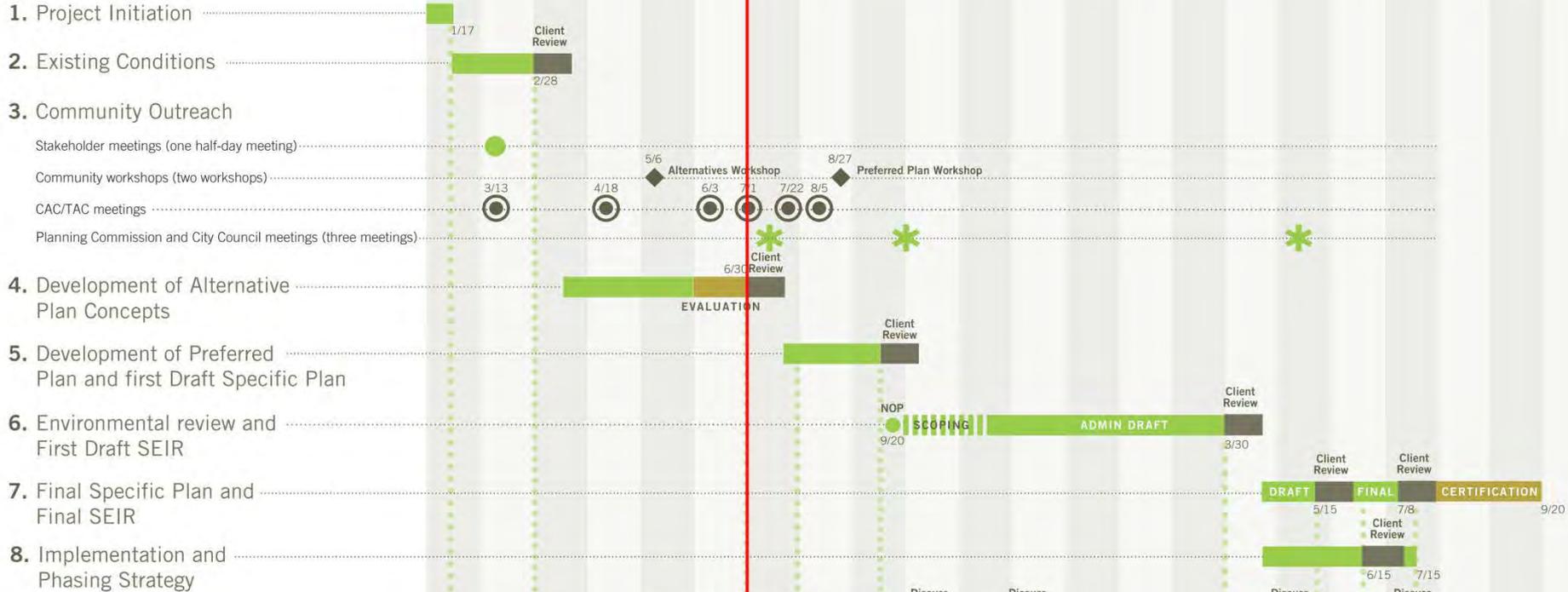
PERKINS+WILL

21-Jun-13

DSC-RANKED ORDER OF IMPORTANCE	CRITERIA	CONCEPT ALTERNATIVES			Weighting	CONCEPT ALTERNATIVES				
		A Job Focus	B Housing Focus	C Balanced		A Job Focus	B Housing Focus	C Balanced		
1	Increasing job creation	●	○	◐	1	1	3	2		
2	Enhancing a strong business climate and expanding the City's economic base	●	◐	○	0.9	0.9	1.8	2.7		
3	Intensification of uses and densities from current built levels	◐	●	○	0.9	1.8	0.9	2.7		
4	Increasing BART ridership and efficiency of multi-modal connections	●	◐	○	0.8	0.8	1.6	2.4		
5	Constructing housing projects for a mix of housing types and income levels	○	◐	●	0.8	2.4	1.6	0.8		
6	Promoting mid and high-density housing	☺	☹	☹	0.7	2.1	1.4	0.7		
N/A	Expand multimodal circulation and alternative transportation methods	○	◐	●	0.6	1.8	1.2	0.6		
		○=3,	◐= 2,	●= 1				<b>10.8</b>	<b>11.5</b>	<b>11.9</b>
		☺=3,	☹= 2,	☹= 1				3rd	2nd	1st

sample evaluation

## PROJECT TASKS



## MEETINGS

City and team meetings (five in-person meetings; six on-line meetings)

Meetings in person ● Meetings on-line ●

## DELIVERABLES



## Next steps

- Tonight - DSC #5 Evaluation of Alternatives
- Late July/Early August - Design team develops/refines Preferred Plan
- August 5<sup>th</sup> - DSC #6 Preview and discussion of Preferred Plan
- August 27<sup>th</sup> – Community Workshop #2; Presentation of Preferred Plan
- September 15<sup>th</sup> – Design team prepares first draft Specific Plan



# DOWNTOWN CONCORD

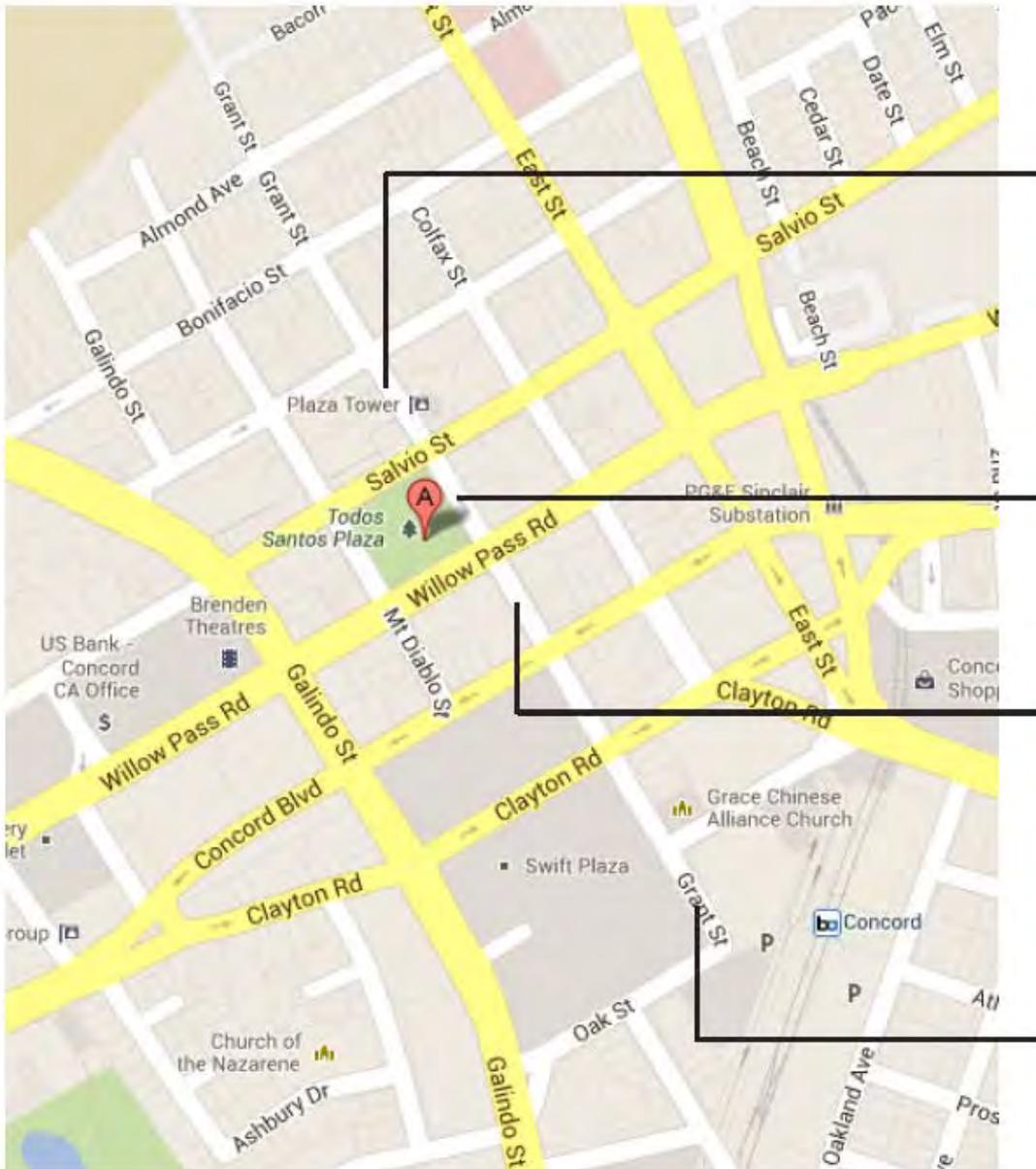
SPECIFIC PLAN

## Previous slides from 7/1

-



# PARKING @ GRANT ST



Intersecting Pacheco, West Side



Intersecting Pacheco, East Side



Intersecting Salvio, West Side



Intersecting Salvio, East Side



Intersecting Willow Pass, West Side



Intersecting Willow Pass, East Side



TRAFFIC CALMING



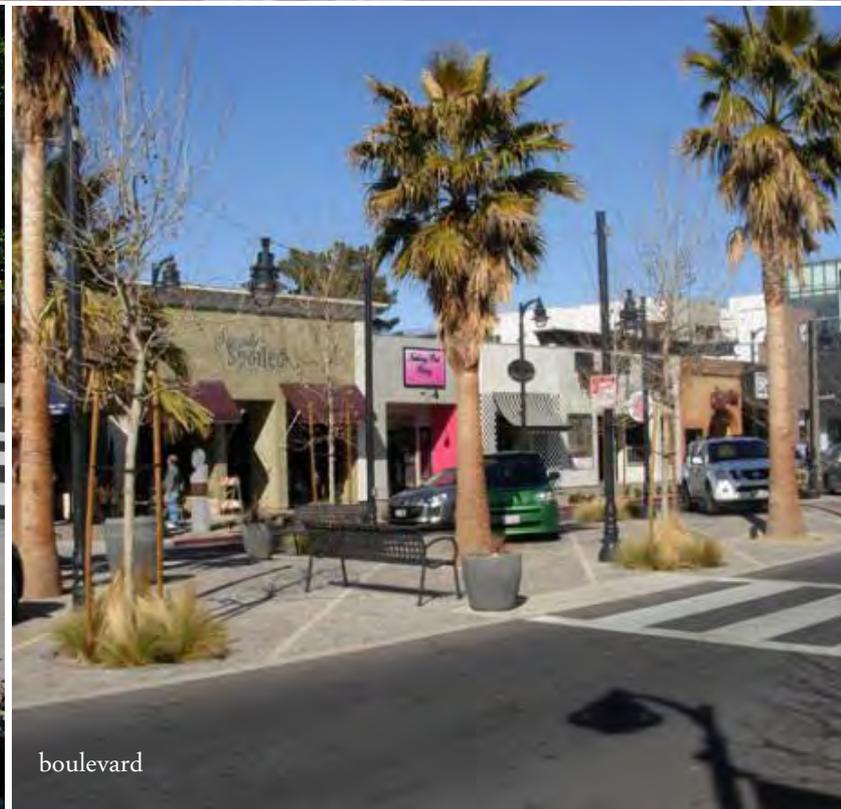
medians



curb bulb-out



marked crossing



boulevard

# ENHANCED STREET CROSSINGS



LED crossing



paving treatment / 4-way crosswalk



paint treatment

LIGHTING



tree guard lighting



lighting combined with signage

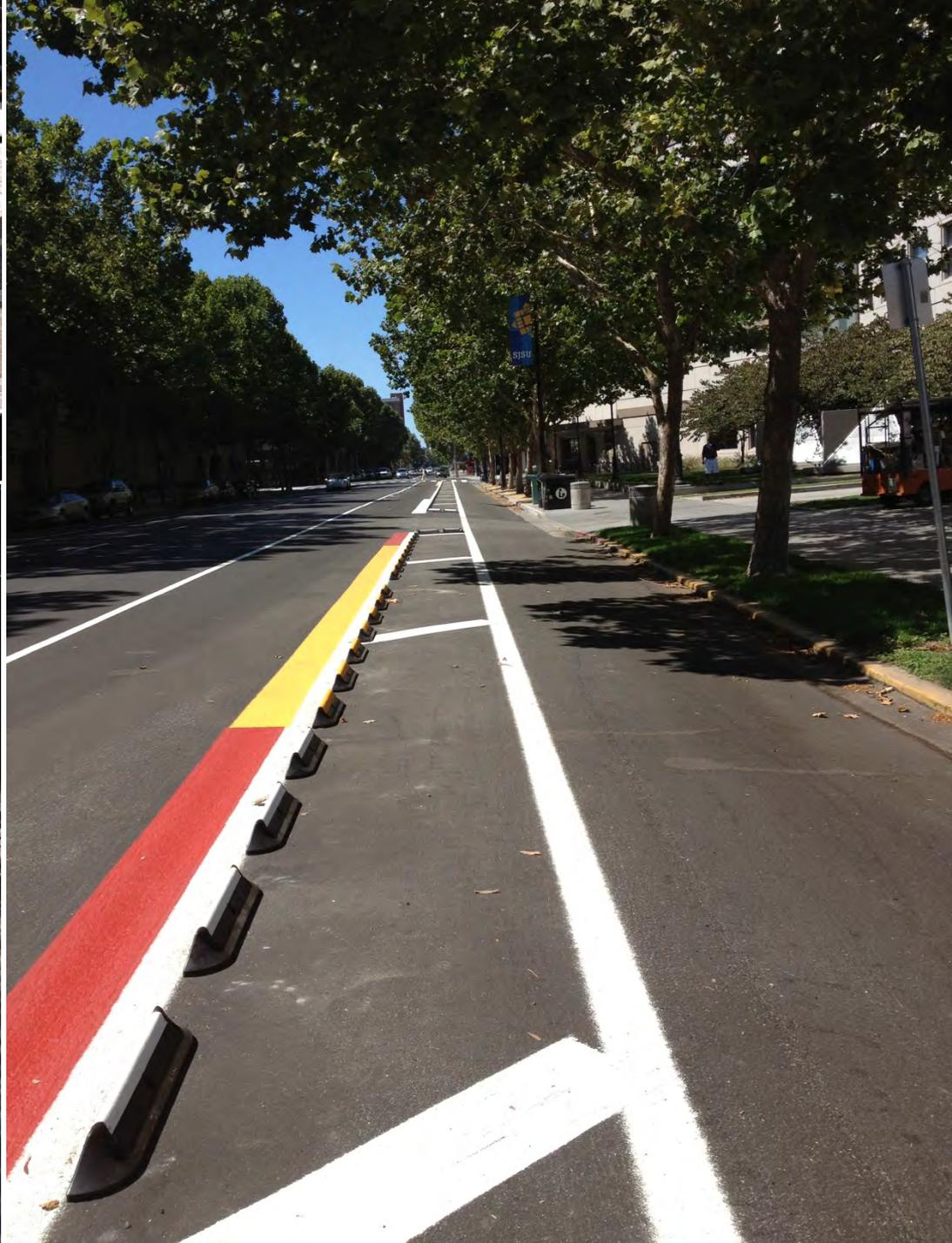


lighted seating areas



solar streetlamps

# SAFE BICYCLE LANES



GROUND-FLOOR RETAIL



Pasadena Old Town



4<sup>th</sup> St, Berkeley



Sacramento transparent retail facade



Pasadena Old Town

GATEWAYS + IDENTITY



# WAYFINDING - SIGNAGE



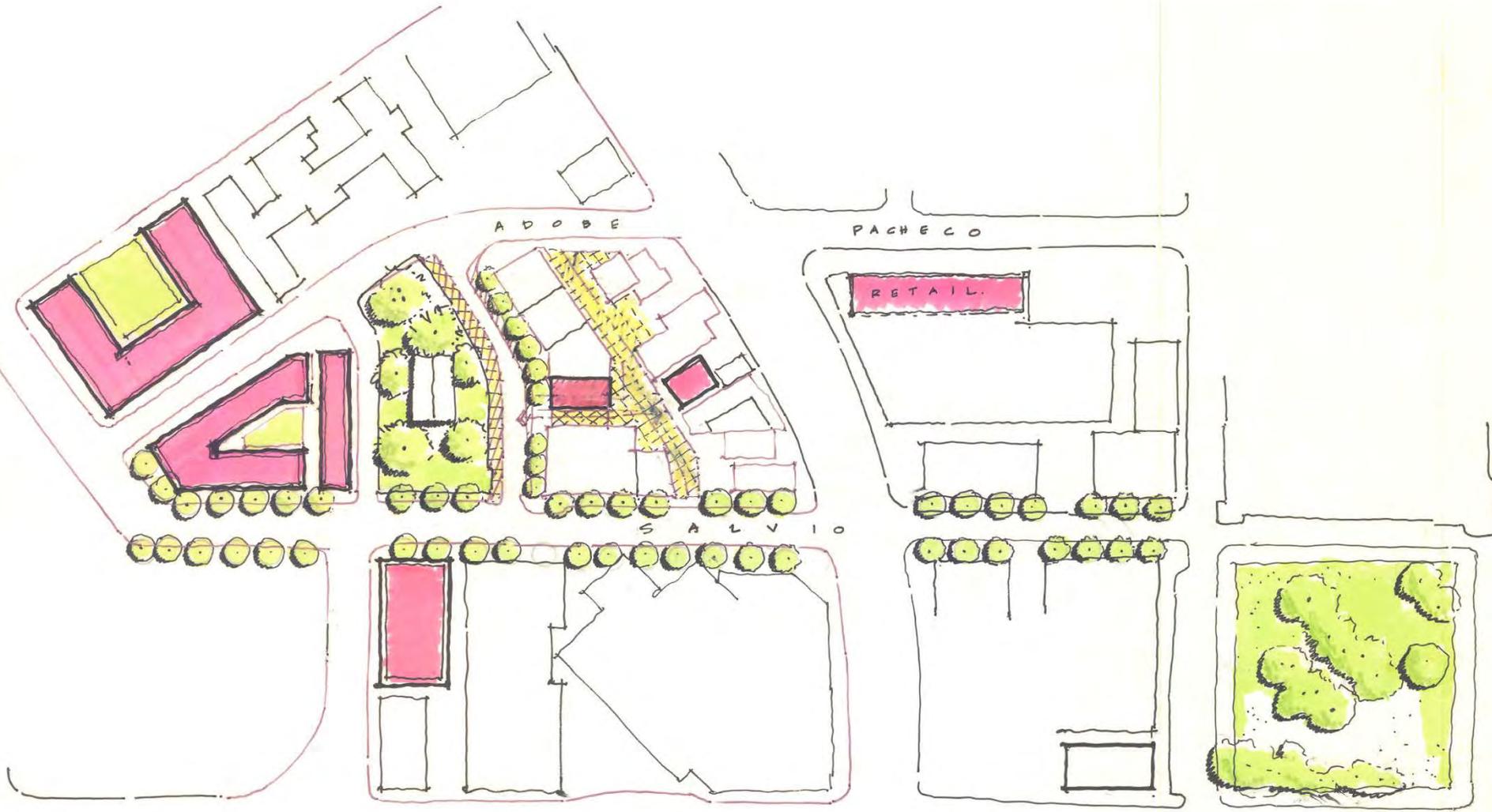
# OUTDOOR SEATING



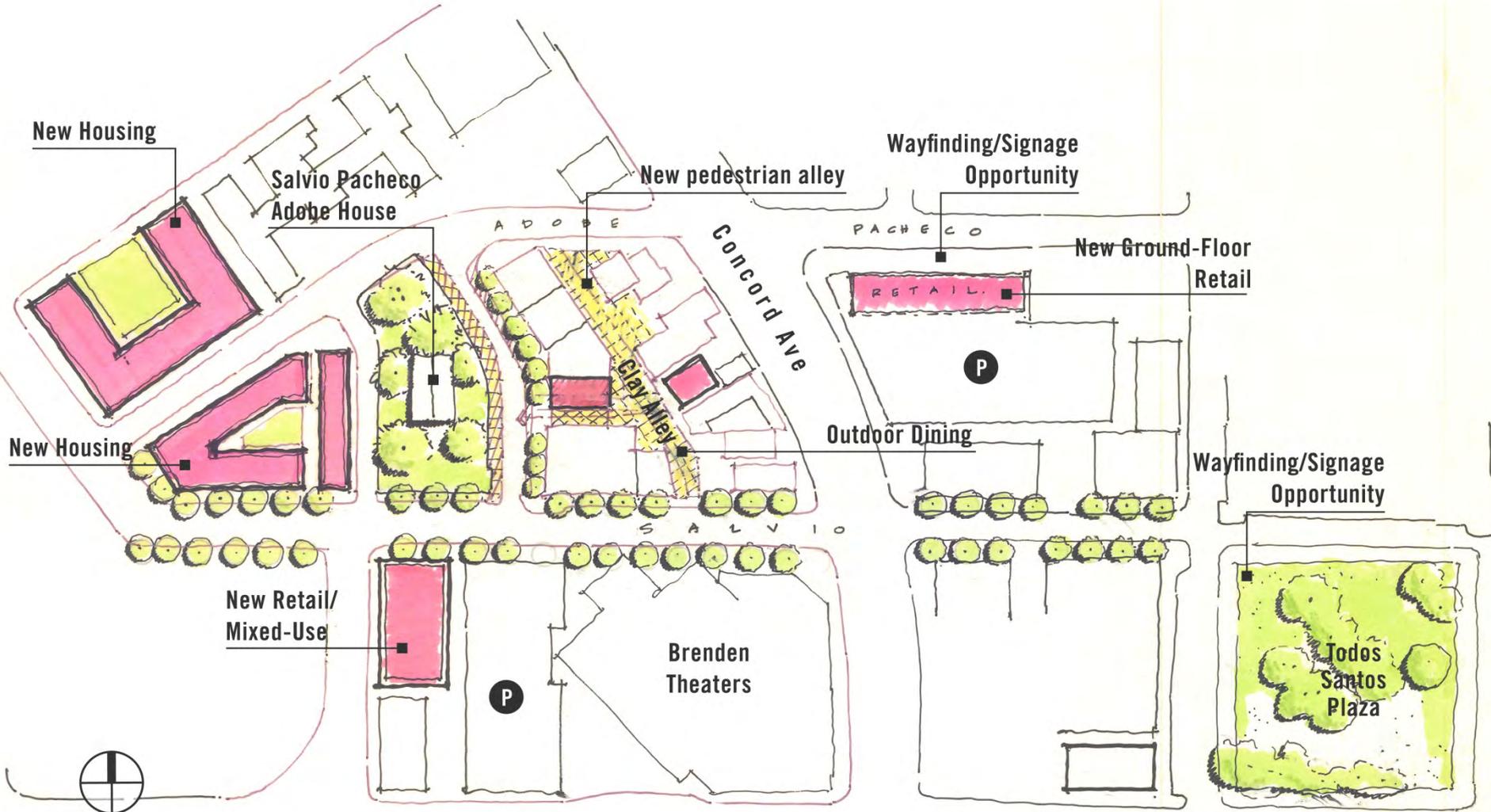
# TREES + PLANTING



PACHECO STREET - CLAY ALLEY



# PACHECO STREET – CLAY ALLEY





ALLEYS + PASEOS



residential alley



mixed-use alley



boutique retail alley

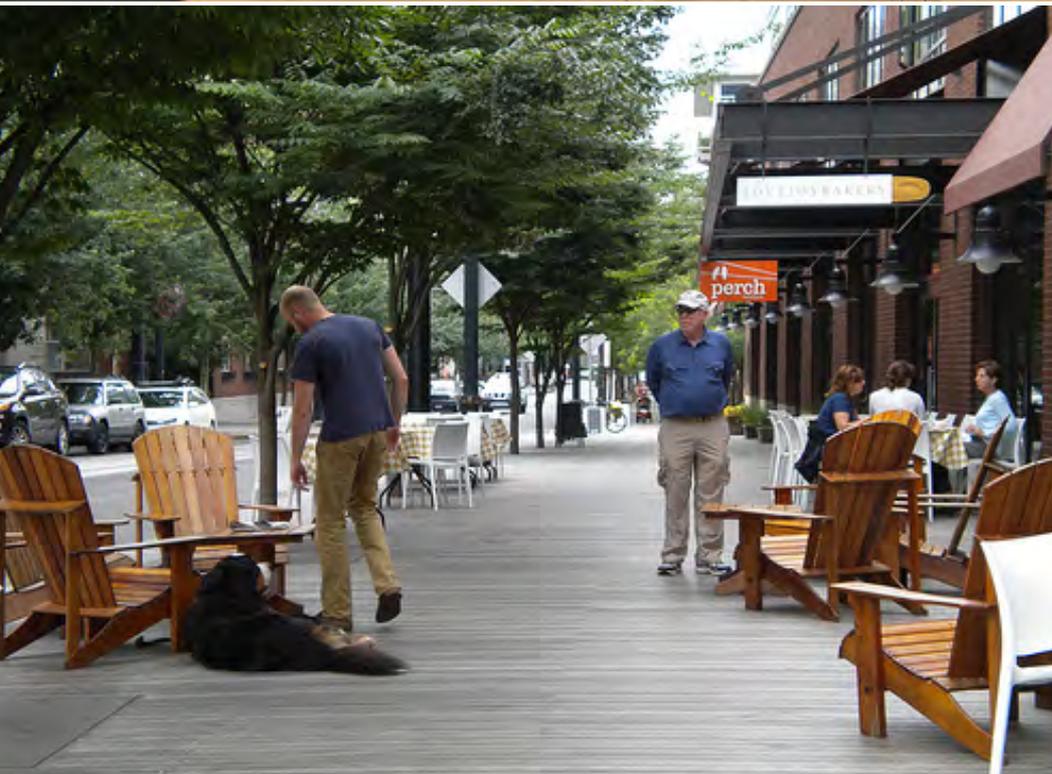


residential alley

PUBLIC PLAZAS



WIDE SIDEWALKS



OUTDOOR DINING

