



DOWNTOWN CONCORD

SPECIFIC PLAN

Downtown Steering Committee Meeting #8

Public Workshop Feedback – Oct. 7

Attendees included 82 residents, property owners, service providers, housing advocates, bike advocates and business owners.

Land Use

- Concerns with parking if BART lot is redeveloped (4)
- Transportation connectivity is lacking to south Concord
- General support for higher densities, in particular near BART
- Support for green streets concept, improving walkability & bike lanes
- Requests for improvement to secure bike parking
- Improve Ellis Park
- Provide a plaza at the proposed Oak St. development

SAFE BICYCLE LANES



WALKABILITY AND WAY FINDING



Public Workshop Feedback – Oct. 7

Transportation

- Still too much capacity for cars – plan does not go far enough
- Reduce cycle lengths at signals to better accommodate pedestrians
- Need more traffic calming, safer streets and intersections; the pedestrian safety is an issue – vehicles do not yield right-of-way
- Reduce speed limits on Willow Pass Road (and Clayton Rd.)
- Support unbundled parking; shared parking arrangements
- Requests for improvement to secure bike parking
- Provide for use of BART, B of A and Wells Fargo lots at off-peak
- Bike lanes need to connect; more protected bike lanes.
- Old Style Electric trolley or shuttle
- Safe routes to schools

TRAFFIC CALMING AND PEDESTRIAN SAFETY



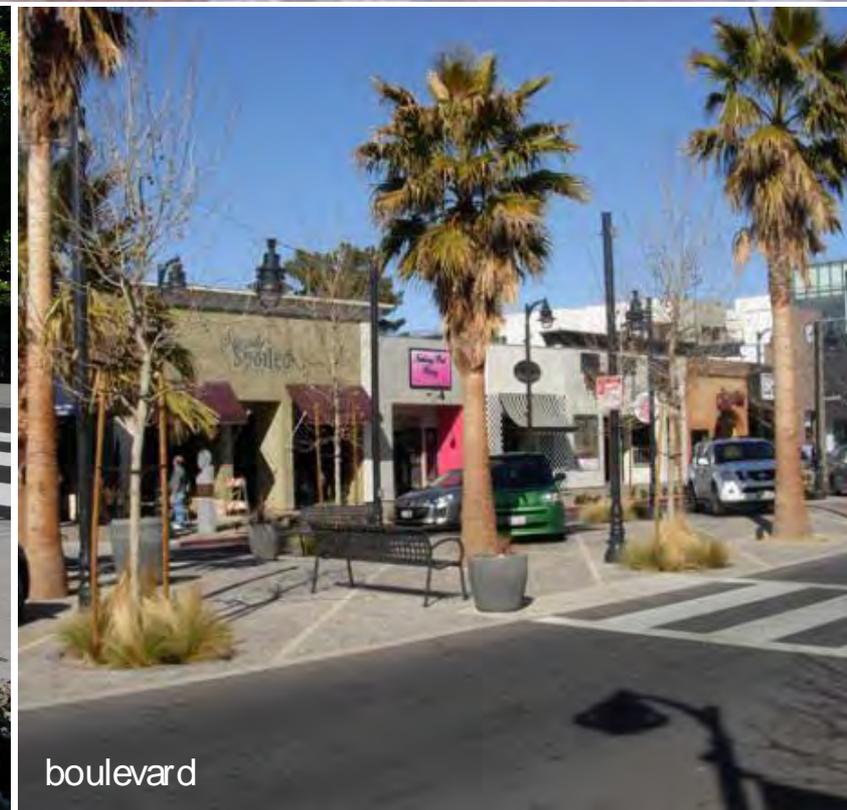
medians



curb bulb-out



marked crossing



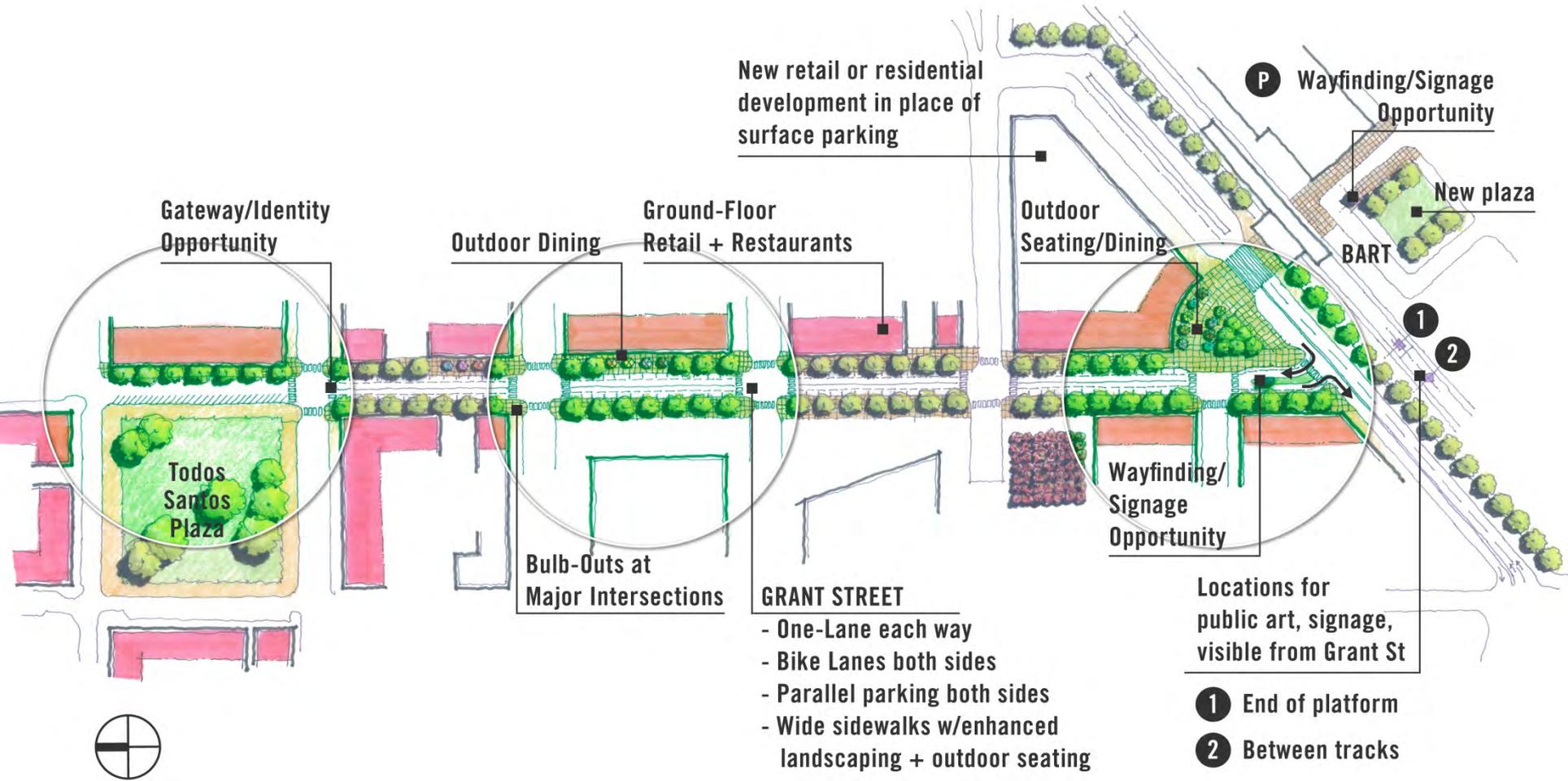
boulevard

Public Workshop Feedback – Oct. 7

Implementation Strategies

- Strong first project needed as catalyst
- Highlight Early California history of the area
- Get developers to comment on practicality of the plan
- Use publicly owned land for affordable housing
- Develop Mt. Diablo St. between BART and Oak St.
- Pedestrian connections to downtown from Park and Shop
- Incentivize a mix of housing types
- Phase in streetscape improvements

GRANT STREET - BART PLAZA: NODES



Schedule Update

Efficiencies Determined for Environmental Analysis

- Addendum to General Plan rather than Supplemental EIR is legally defensible
 - No proposed rezoning or GP changes
 - No increase in traffic from that planned for in GP
 - Climate action plan adopted
- May expedite timing by 1-2 months
- Improves timing for incorporation with Housing Element Update being prepared for 2014-2022

Schedule Update

Streamlining of Environmental Analysis

- Results in cost savings. These cost savings:
 - will allow additional meetings (3 DSC and 1 Com. Workshop)
 - provide for visual model of downtown area
- Draft Addendum to EIR to be Prepared according to CEQA and Circulated to the Public and Stakeholders for Review and Comment (Spring 2014)
- Final Addendum to EIR approved with the Specific Plan

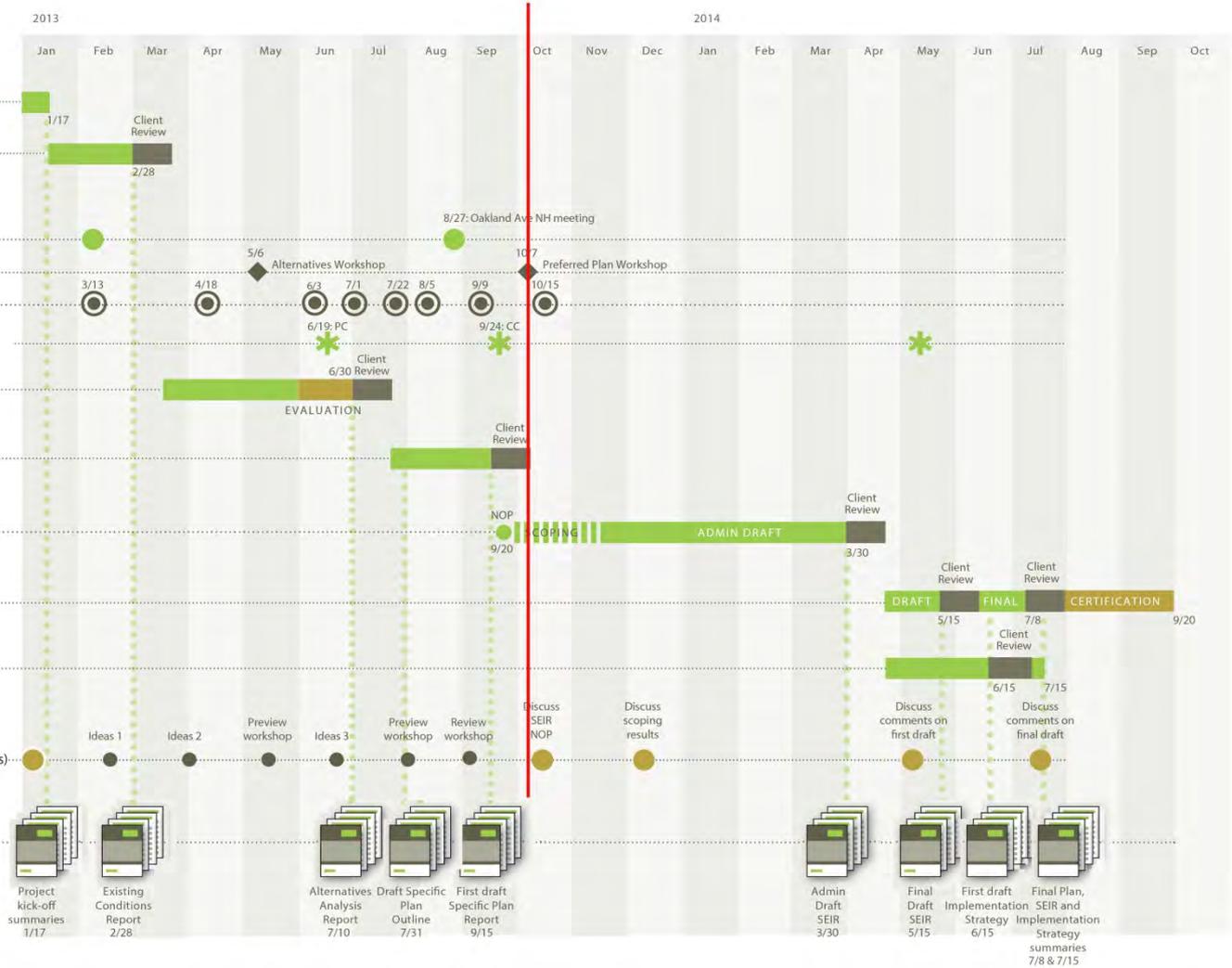
PROJECT TASKS

1. Project Initiation
2. Existing Conditions
3. Community Outreach
 - Stakeholder meetings (one half-day meeting)
 - Community workshops (two workshops)
 - DSC/TAC meetings
4. Development of Alternative Plan Concepts
5. Development of Preferred Plan and first Draft Specific Plan
6. Environmental review and First Draft SEIR
7. Final Specific Plan and Final SEIR
8. Implementation and Phasing Strategy

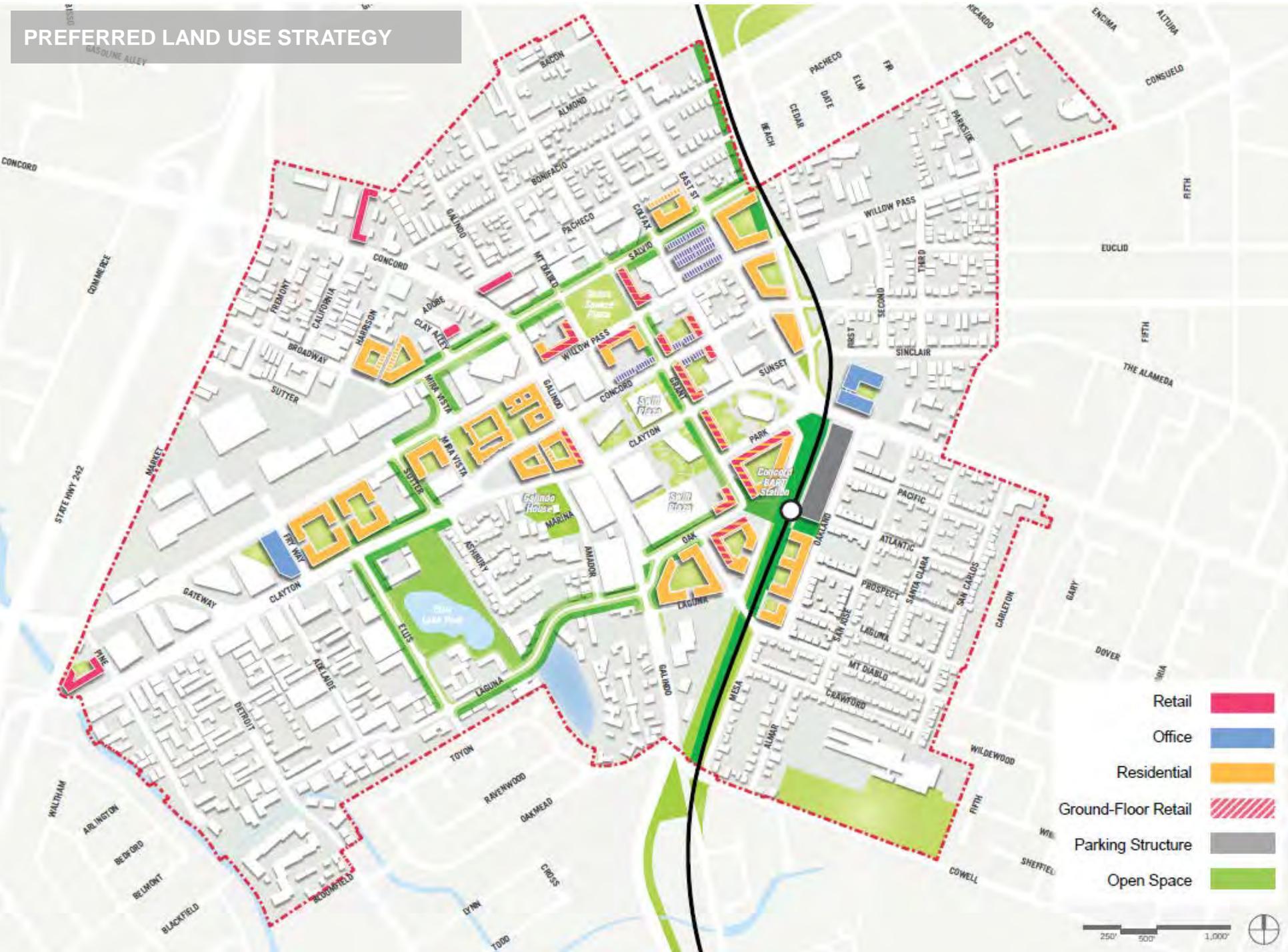
MEETINGS

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

DELIVERABLES



PREFERRED LAND USE STRATEGY



Retail



Office



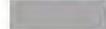
Residential



Ground-Floor Retail



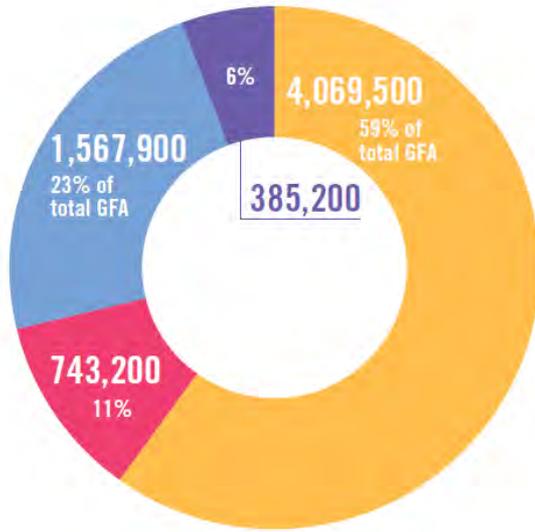
Parking Structure



Open Space



PREFERRED LAND USE STRATEGY PHASE I

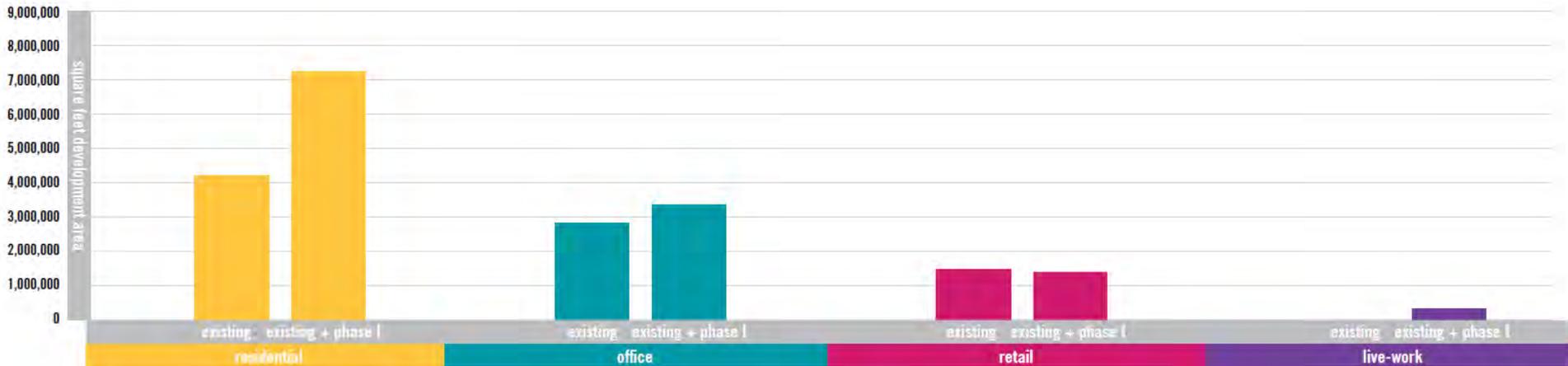


- Residential SF*
- Retail SF
- Office SF
- Live-Work SF

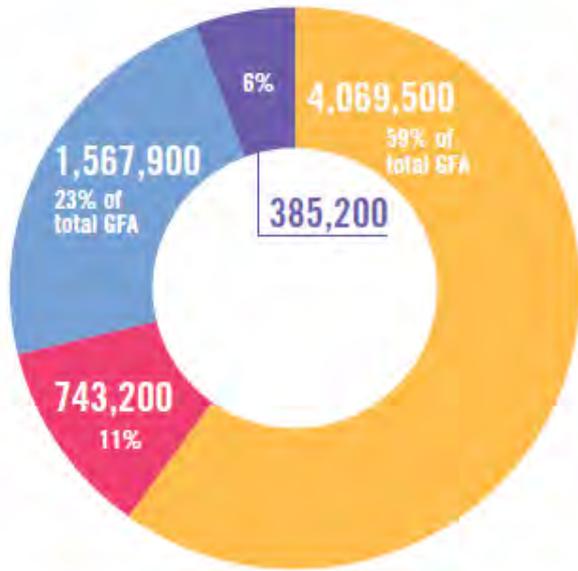
Housing Units

Apartments	Townhomes	Work-Live Lofts	Total
3,120 units	95 units	250 units	3,465 units
			8,680 residents
			2,900 employees

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



**PREFERRED LAND USE STRATEGY
PHASE 2**

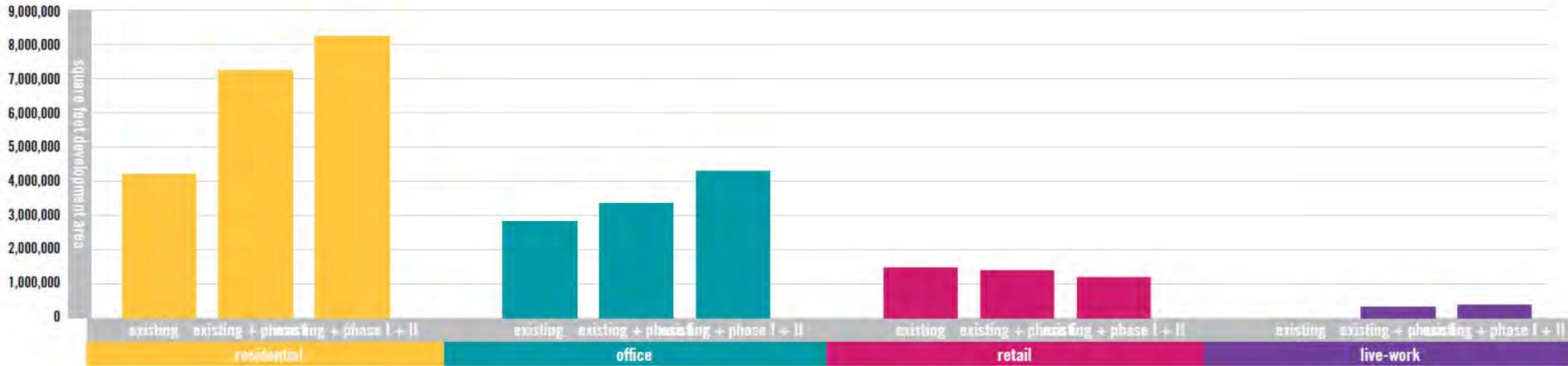


- Residential SF*
- Retail SF
- Office SF
- Live-Work SF

Housing Units

Apartments	Townhomes	Work-Live Lofts	Total
3,500 units	220 units	300 units	4,020 units
			10,100 residents
			7,720 employees

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





Implementation – Strategies, Performance Measures and Monitoring

Implementation Strategies - Prioritize

- Hand-out and review strategies for discussion

Performance measures

The use of performance measures or targets in long-range planning can help stakeholders to understand the potential benefits of emphasizing different priorities.

Example: Portland, Oregon - Plan Performance Targets

Topic Area	Target
Safety	By 2020, reduce the number of pedestrian, bicyclist, and motor vehicle occupant fatalities by 50% compared to 2012.
Congestion	By 2020, reduce vehicle hours of delay (VHD) per person by 10% compared to 2012.
Climate Change	By 2030, reduce transportation-related carbon dioxide emissions by 30% below 1990 levels
Active transportation	By 2030, triple walking, biking, and transit mode share compared to 2012.
Travel	By 2030, reduce vehicle miles traveled per person by 10% compared to 2005.
Affordability	By 2030, reduce the average household combined cost of housing and transportation by 25%
Access to Daily Needs	By 2030, increase by 50% the number of essential destinations accessible within 30 minutes by biking and public transit, compared to 2012.

Performance measures

Quantitatively evaluating may be time consuming and require technical capabilities not available. Cities can also apply qualitative measurements

Figure 3: Delaware Valley Regional Planning Commission – Performance Monitoring Results

What We Track	How is the DVRPC Region Performing?	Trend
TR 1: Have vehicle crashes and fatalities declined?	Between 2001 and 2005, the DVRPC region experienced an 18% decrease in fatalities per million VMT and less than 1% decrease in all crashes per million VMT. However, the overall number of crashes rose by 4.6% during this same time period.	
TR 2: Is congestion getting worse?	Congestion appears to be stable – neither improving nor worsening, though VMT has increased.	
TR 3: Is transit ridership increasing?	While transit ridership has experienced some fluctuation, it has increased in the last 5 years.	
TR 4: Has the number of deficient bridges in need of rehabilitation or replacement decreased?	The number of bridges identified as structurally deficient in the DVRPC region has remained steady, but remains twice as high as the acceptable level set by FHWA in its current strategic plan.	
TR 5: Are roads better maintained?	The region saw a slight increase in road miles considered to be deficient, mostly due to NJDOT's stricter standards.	
TR 6: Are fewer people driving to work alone?	The number of people driving to work by themselves continues to increase and is now 73% of all commuters.	
TR 7: Are people driving less?	There are more cars and more drivers driving more miles every year in the region. The region appears to be more auto-dependent.	
TR 8: Are DVRPC's transportation goals in keeping with the LRP goals?	Approximately 97% of the mapped 2007-2010 TIP project funding supports the Long Range Plan and its stated goals.	

Performance measures

Downtown Concord Goals and potential performance measures

Goal	Factor	Measure
Increasing BART ridership and efficiency of multi-modal connections	Level of Transit Service	<ul style="list-style-type: none">◆ Ridership◆ Initiation of Trip location◆ Average commute time
Intensification of uses and densities from current built levels	Housing Starts	<ul style="list-style-type: none">◆ New Units◆ New Square Footage◆ Project densities
Promoting mid and high-density housing	Housing Detail	<ul style="list-style-type: none">◆ Project densities◆ New housing submittals
Constructing housing projects for a mix of housing types and income levels	Housing Detail Affordability	<ul style="list-style-type: none">◆ Break down of housing types◆ Affordable units
Increasing job creation	Employment Economic Development	<ul style="list-style-type: none">◆ New jobs◆ New employers
Enhancing a strong business climate and expand the City's economic base	Economic base	<ul style="list-style-type: none">◆ New businesses◆ Retaining employers
Implementation of strategies to foster a vibrant downtown, prior to initiation of construction within the Concord Reuse Plan Area.	Economic Vitality	<ul style="list-style-type: none">◆ Downtown numbers◆ Business surveys◆ Residential surveys

Performance monitoring

Allows a city to observe trends in key indicators and assess the progress being made toward goals and objectives.

- Observe activity trends
- Evaluate performance of strategies
- Identify problems with achieving objectives

Setting targets for Performance

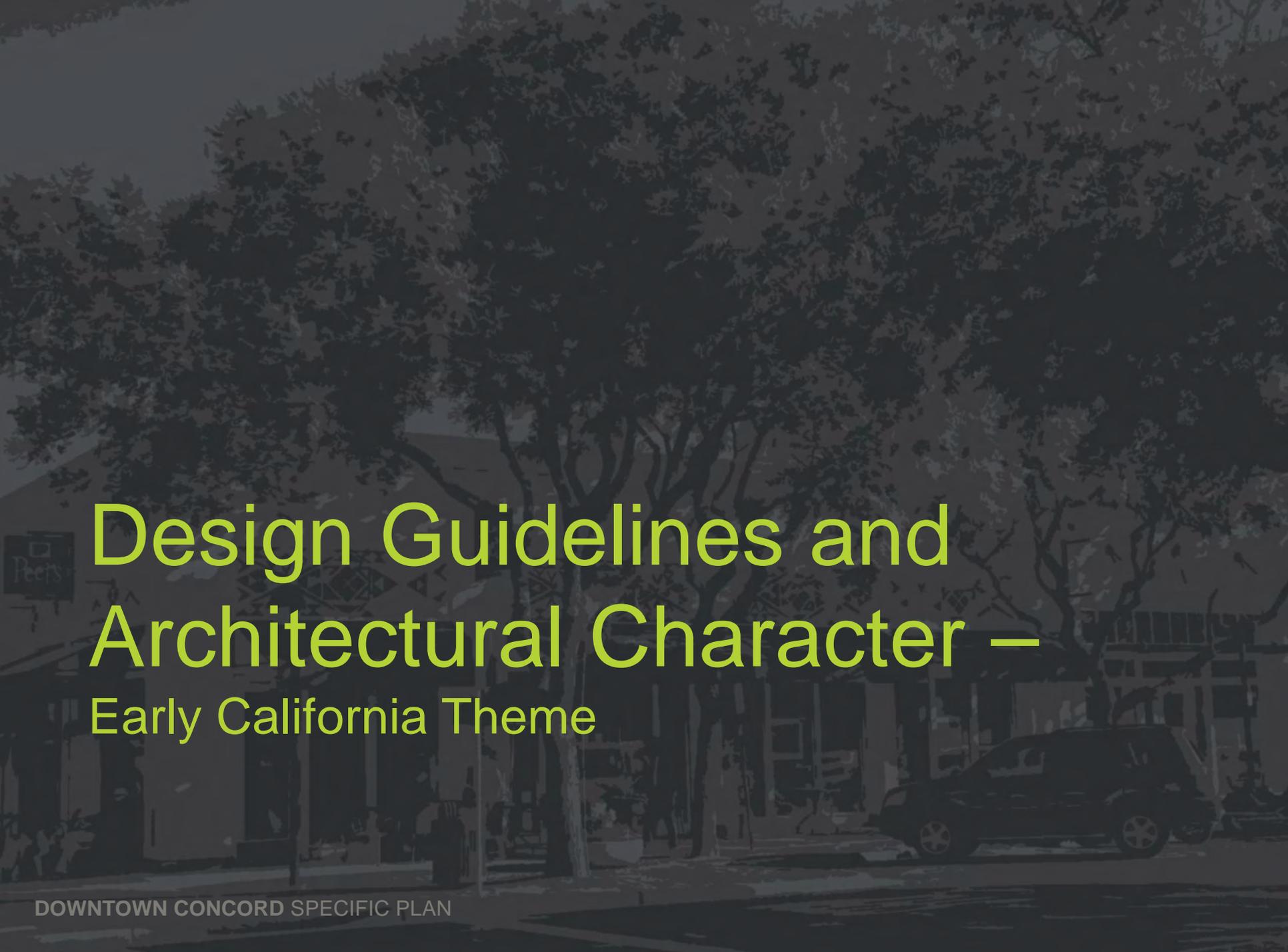
- Includes setting targets/horizons to be reached in incremental steps.

<u>Milestones</u>	<u>Check in</u>	<u>Office</u>	<u>Commercial</u>
2016	400 units	market/affordability	new sf and renewed sf
2020	1,000 units		
2025	2,000 units		
2030	2,600 units		
2035	3,200 units		
2040	3,800 units		

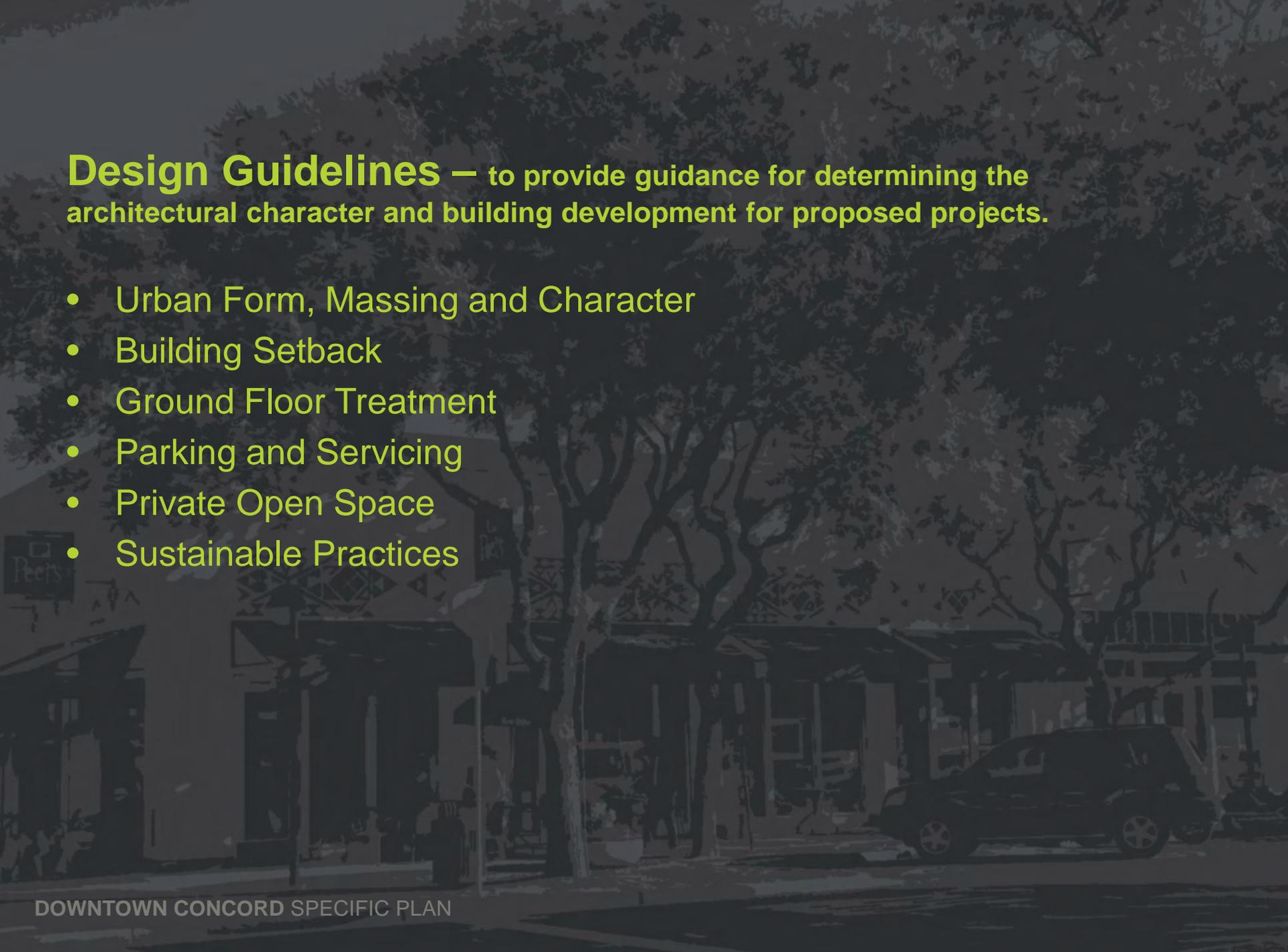
- These targets would be reviewed within the City's Annual Housing Element Update.

GATEWAYS + IDENTITY





Design Guidelines and Architectural Character – Early California Theme

A dark, grayscale photograph of a street scene in downtown Concord. The image shows a row of trees in the foreground, with buildings and a car visible in the background. The overall tone is muted and professional.

Design Guidelines — to provide guidance for determining the architectural character and building development for proposed projects.

- Urban Form, Massing and Character
- Building Setback
- Ground Floor Treatment
- Parking and Servicing
- Private Open Space
- Sustainable Practices

ARCHITECTURAL CHARACTER



ARCHITECTURAL CHARACTER



ARCHITECTURAL CHARACTER



DOWNTOWN CONCORD SPECIFIC PLAN

ARCHITECTURAL CHARACTER



DOWNTOWN CONCORD SPECIFIC PLAN

Next steps

- October to January 2014 - Preparation of Addendum to EIR and Draft Specific Plan
- Nov. to Dec. 2013 – Continued development of Implementation Strategies, Performance measures and monitoring.
- Feb to March 2014 - 60 day public review
- April to May - Final Specific Plan and Addendum to EIR
- May to July 2014 - Financing and Implementation Strategy. Approval and Certification of Specific Plan and Addendum to EIR