

ENVIRONMENTAL REVIEW

- The City prepared a Supplemental EIR to the General Plan EIR for the Development Code in 2012.
- Per CEQA, conditions within the Downtown Concord Priority Development Area (PDA) have not changed substantially since the SEIR was adopted.
- Therefore, an Addendum to the SEIR was prepared for the Specific Plan.
- The Addendum updates information in the SEIR related to recent changes to local, regional, state, and federal regulations:
 - BAAQMD Air quality standards
 - State greenhouse gas inventory data
 - County water supply data
 - Traffic analysis
- The Addendum does not require major revisions to the SEIR and all impacts in this Addendum are consistent with those in the SEIR.
- Preparation of an Addendum to the certified SEIR is consistent with CEQA Guidelines.



EXPERIENCING THE NEW DOWNTOWN

Illustrative Site Plan + Green Streets Framework

BEFORE



Existing Downtown Concord, looking north up Grant Street towards Todos Santos Plaza

AFTER



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

EXPERIENCING THE NEW DOWNTOWN

Illustrative Site Plan + Green Streets Framework



Aerial rendering of Phase I Downtown Specific Plan



Existing Grant Street streetscape, looking north towards Todos Santos Plaza

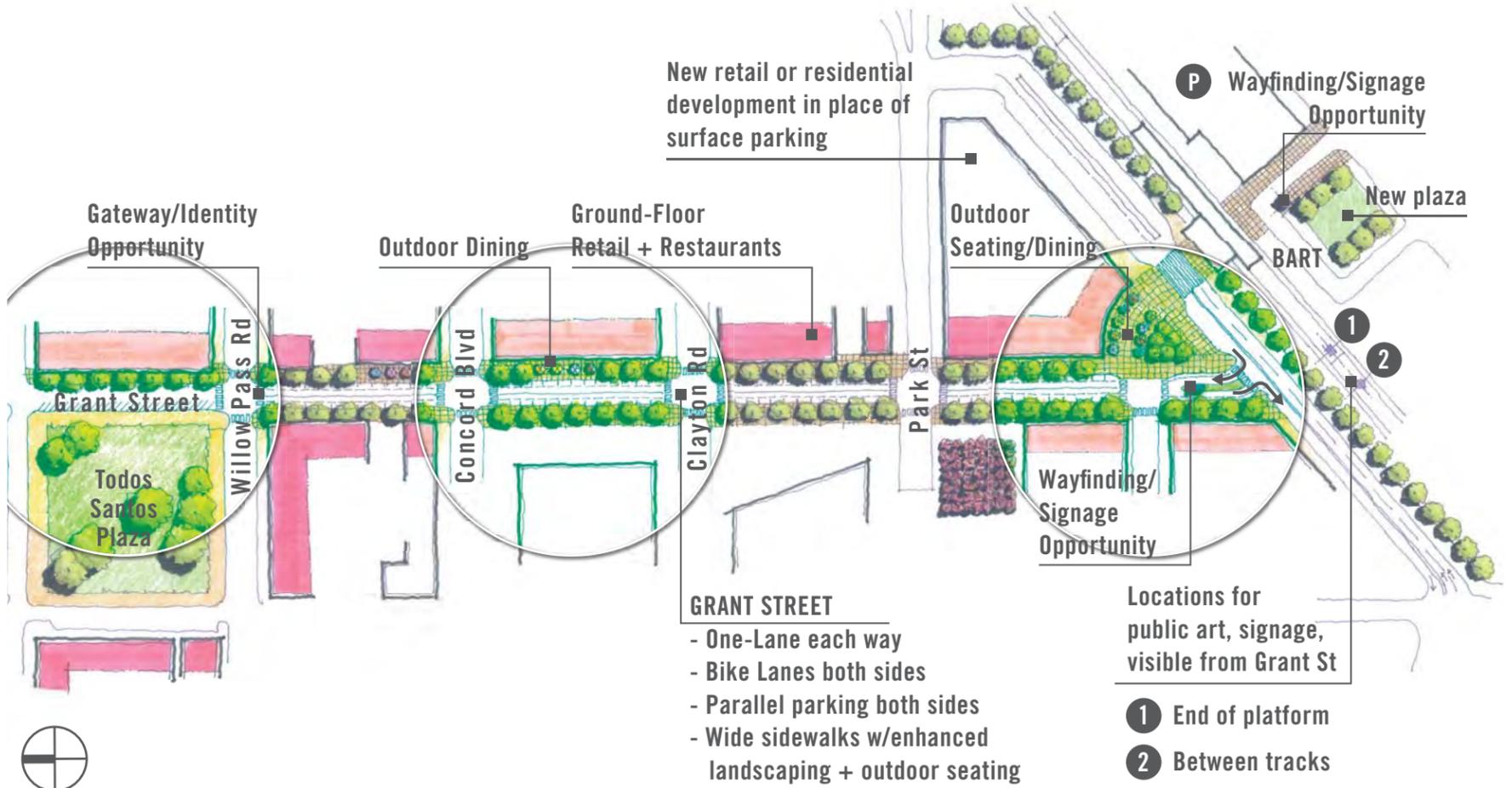


Conceptual rendering of potential future Grant Street streetscape, looking north towards Todos Santos Plaza

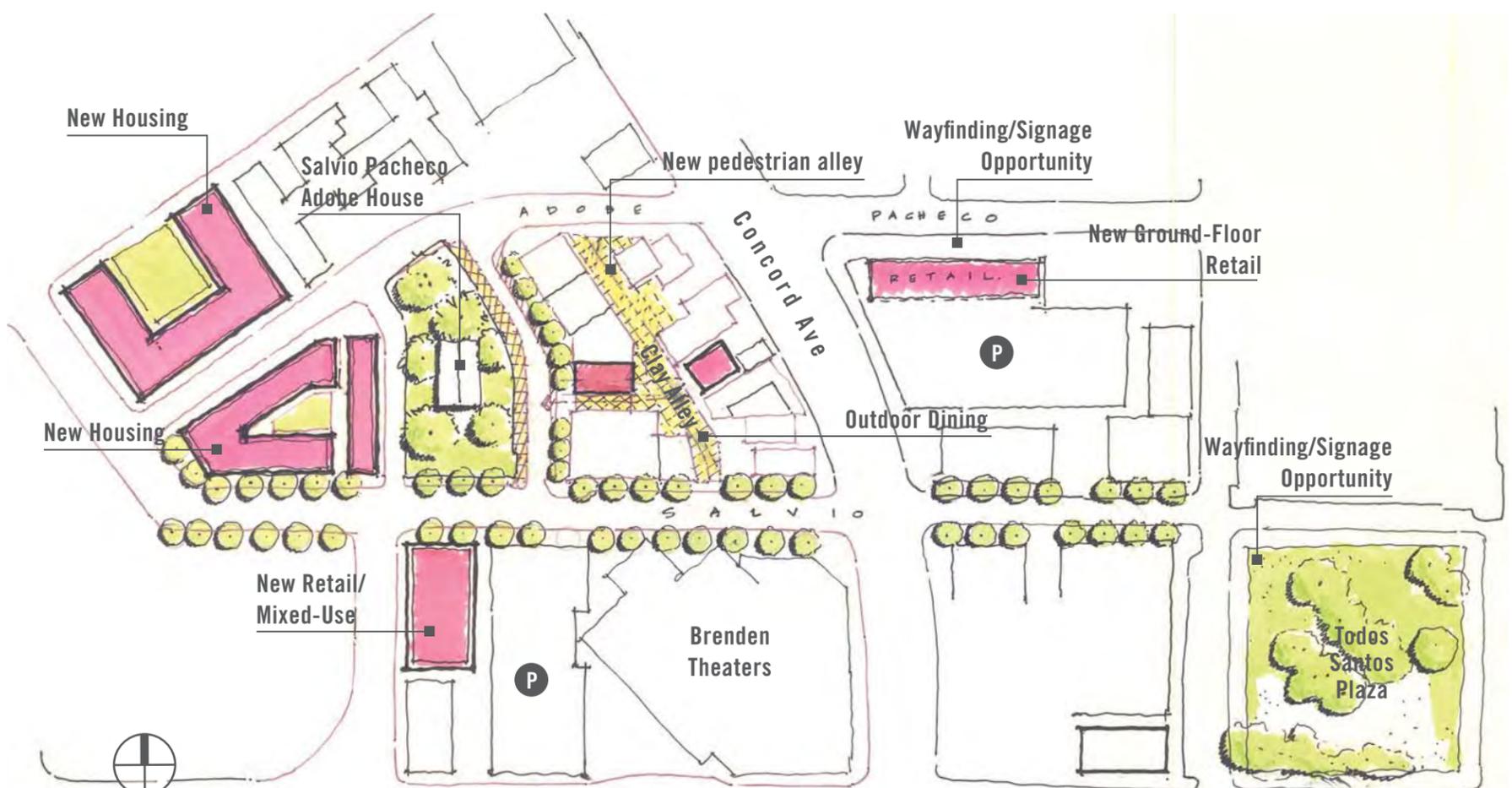
EXPERIENCING THE NEW DOWNTOWN

Grant Street + Pacheco Street/Clay Alley

Key nodes for streetscape improvements north to south along Grant Street



Pacheco Street and Clay Alley new elements and streetscape improvements

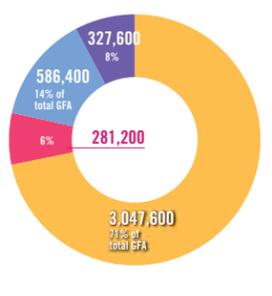


EXPERIENCING THE NEW DOWNTOWN

Phase I Land Use

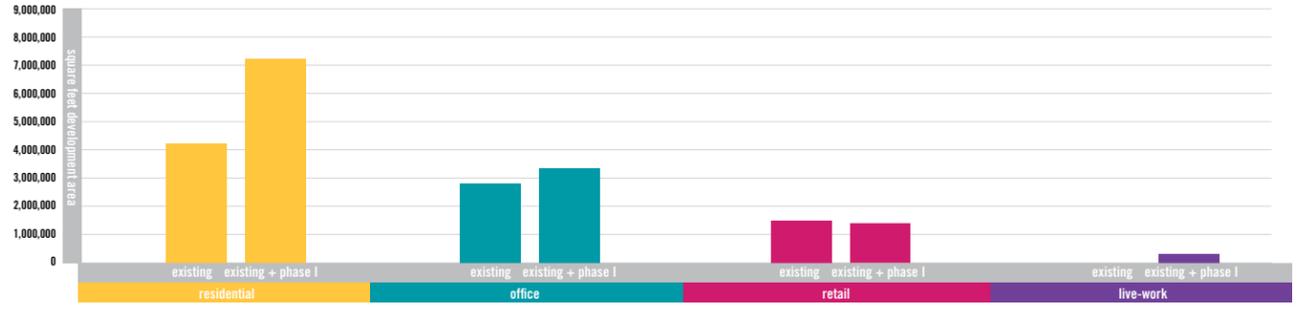


Phase I Building Use + Perspective View: Estimated 2020



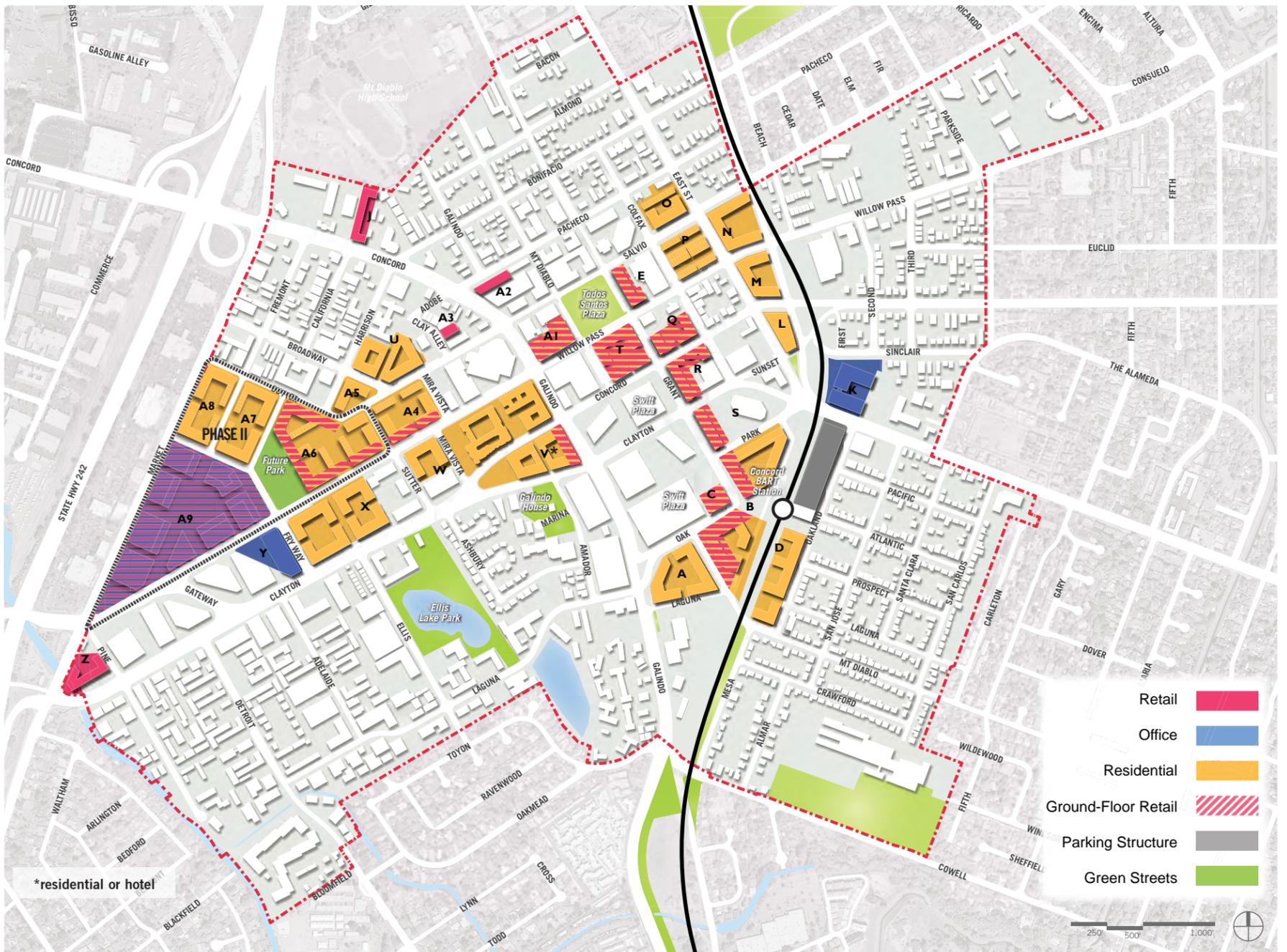
Residential SF*
Retail SF
Office SF
Live-Work SF

*excluding Renaissance I-II



EXPERIENCING THE NEW DOWNTOWN

Phase II Land Use

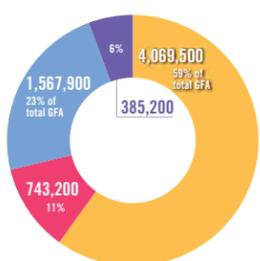


Phase II Building Use + Perspective View: Estimated 2040

Downtown Specific Plan Goals

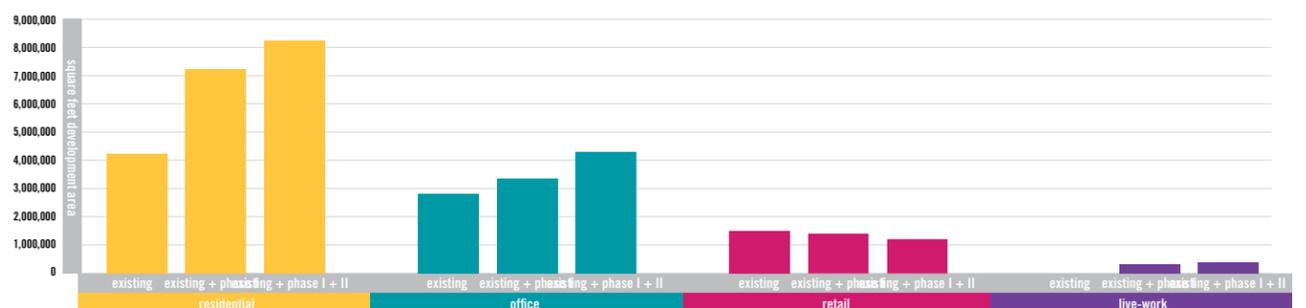
- Increasing job creation
- Enhancing the business climate and expanding the economic base
- Intensification of uses and densities from current built levels

- Increasing BART ridership and efficiency of multi-modal connections
- Constructing housing projects for a mix of housing types and income levels
- Promoting mid and high-density housing



Residential SF*
Retail SF
Office SF
Live-Work SF

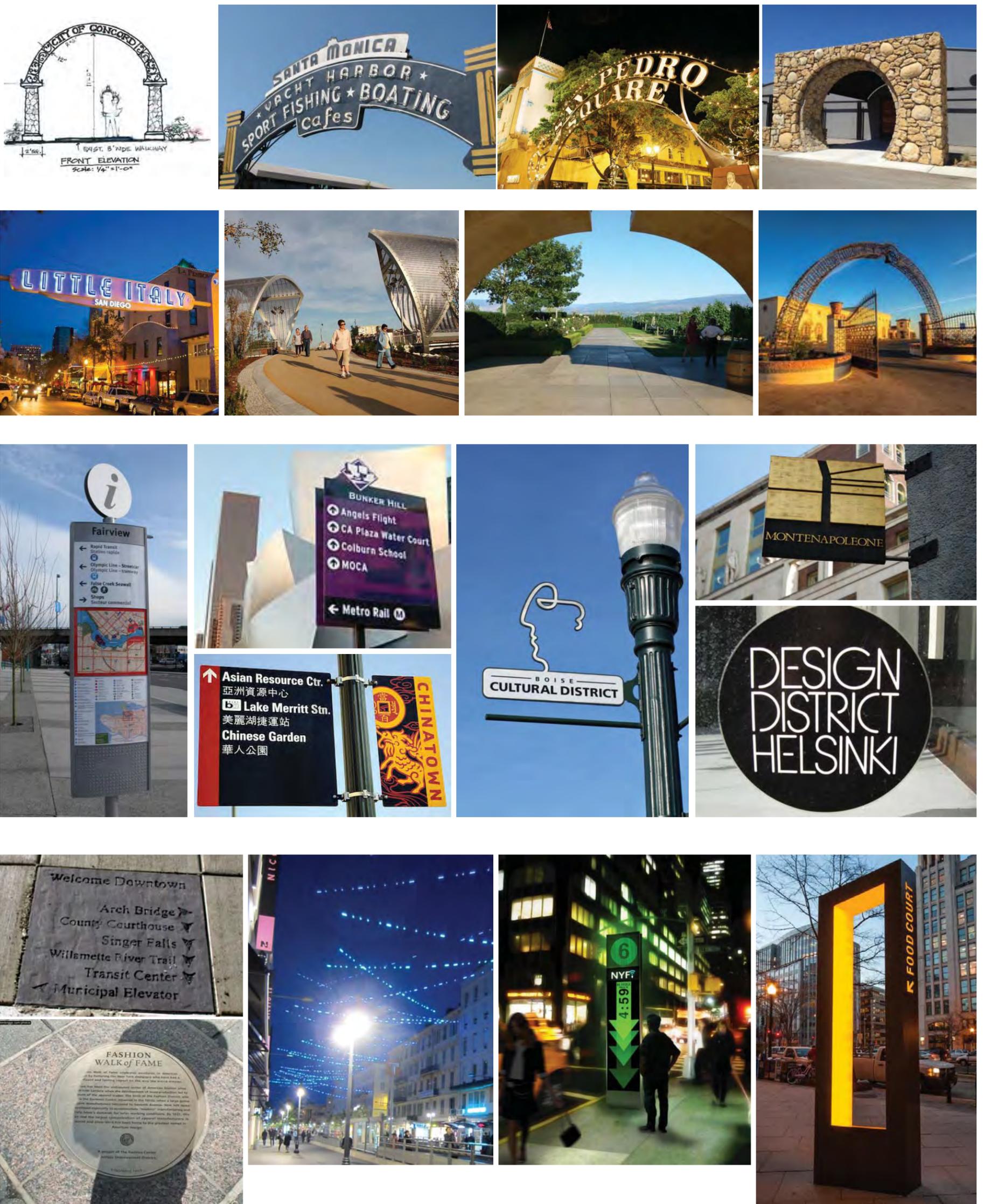
*excluding Renaissance I-II



EXPERIENCING THE NEW DOWNTOWN

Gateway and Wayfinding Styles

Indicate which style of gateways and wayfinding elements you might prefer to define the New Downtown Concord:



EXPERIENCING THE NEW DOWNTOWN

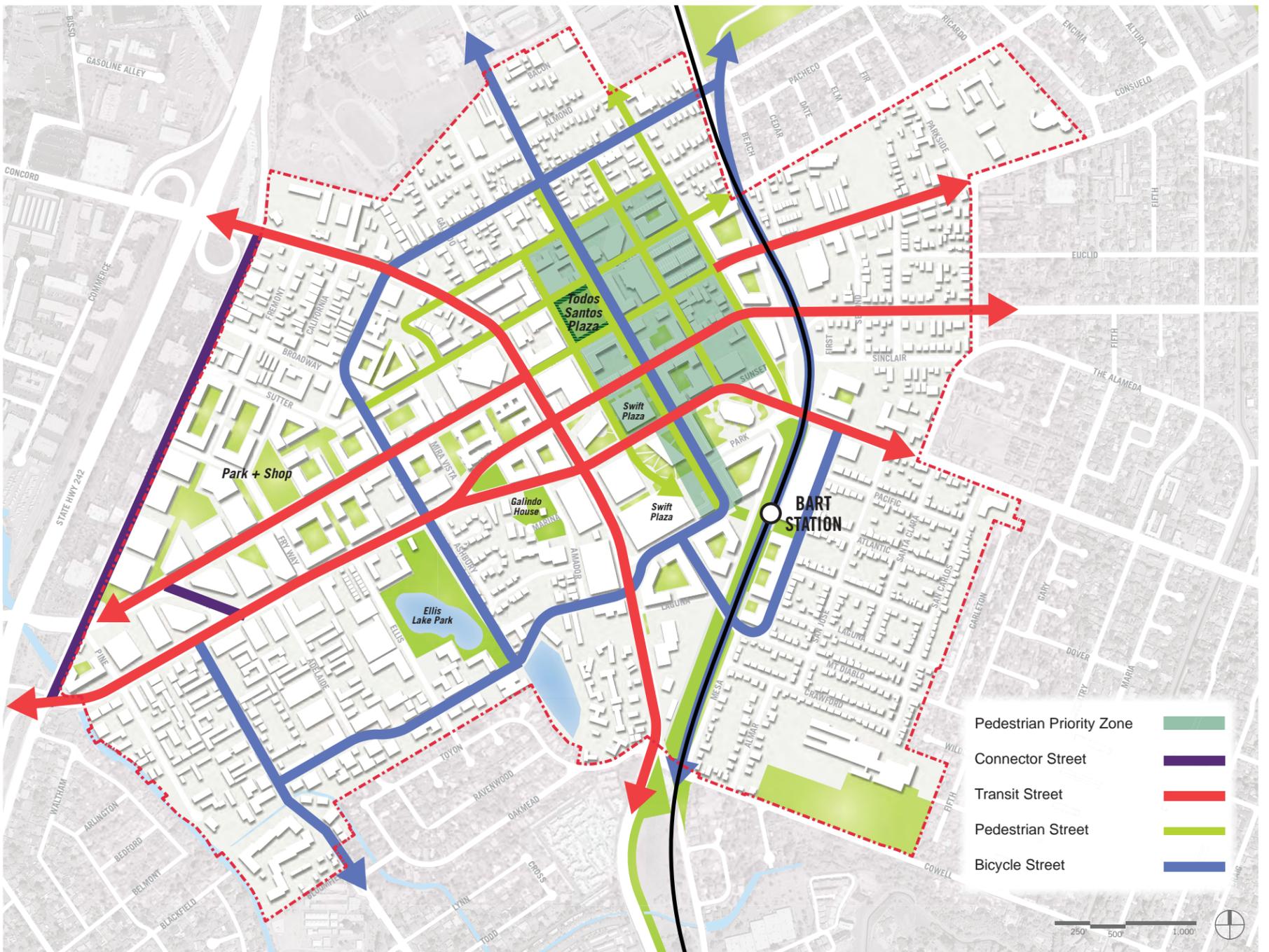
Architecture Styles

Indicate which style of buildings you might prefer to be built in the New Downtown Concord:



CIRCULATION

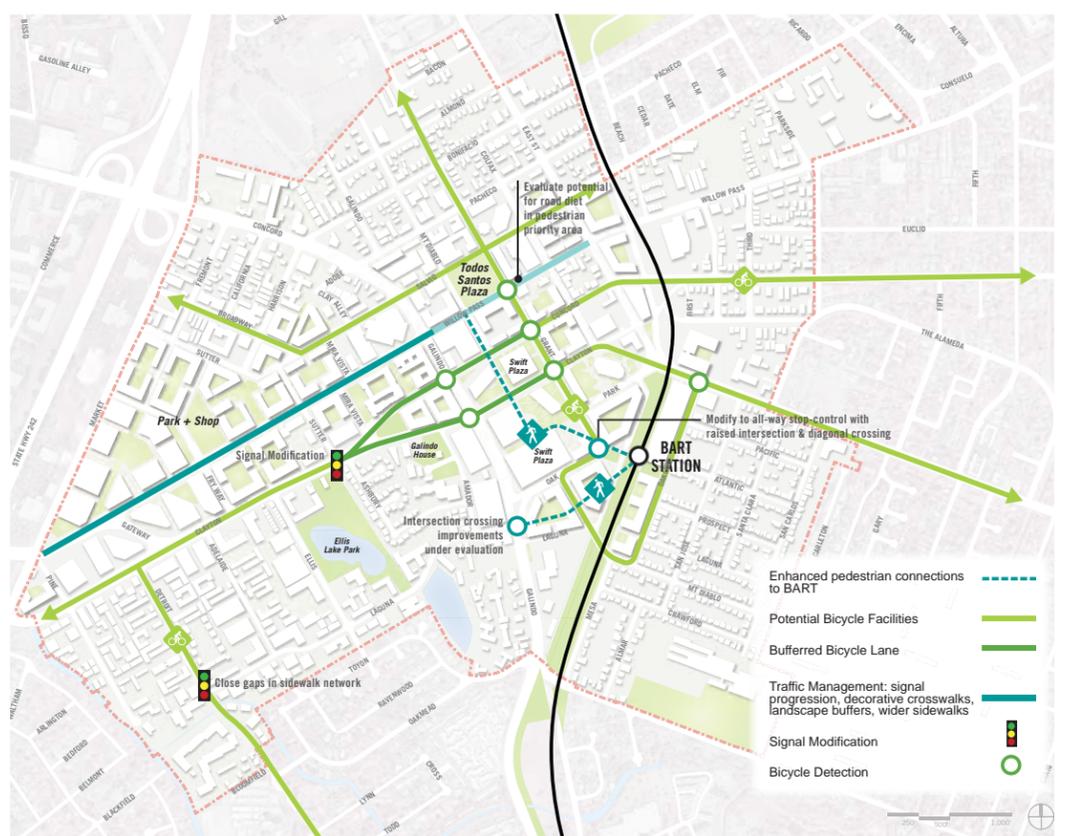
Vision + Street Network



Street Hierarchy

Transportation Vision

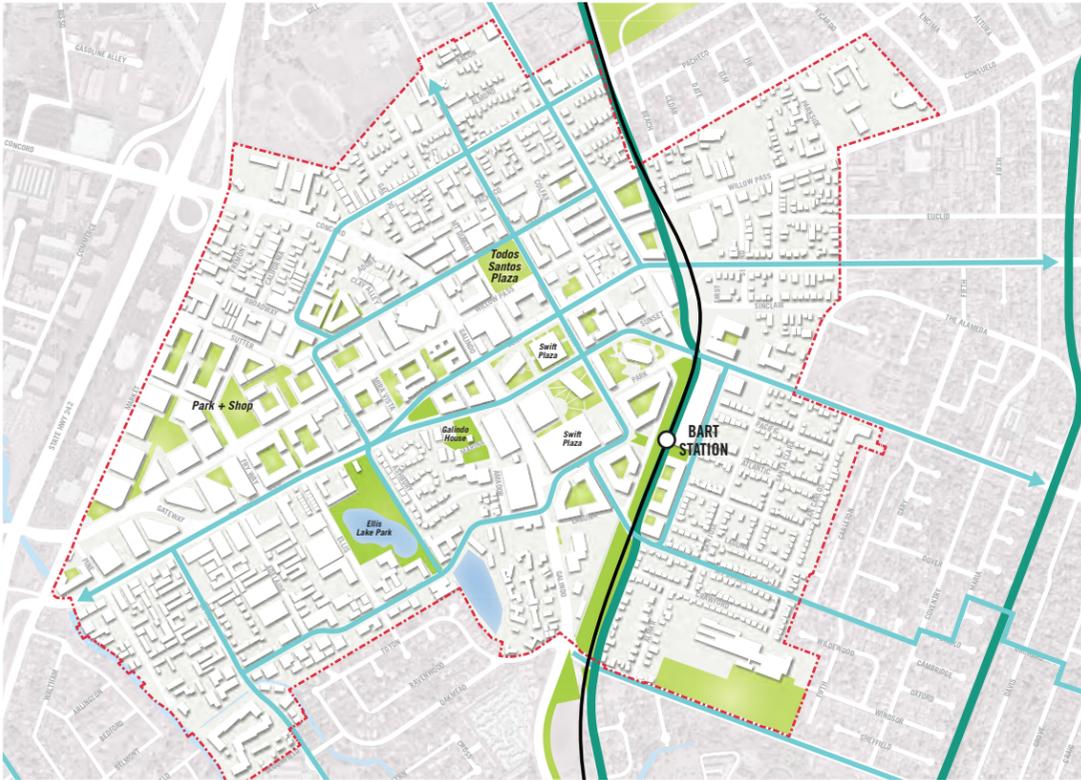
- A flexible vehicular circulation system that allows other modes of travel to take priority on certain Downtown streets
- An integrated pedestrian network of expansive sidewalks, especially within the pedestrian priority zone
- A bicycle network integrated more fully with the downtown & proposed public space improvements
- An integrated circulation plan that supports transit use
- A public parking strategy & management plan that efficiently accommodates downtown visitors & supports downtown businesses
- Flexible parking standards for private development



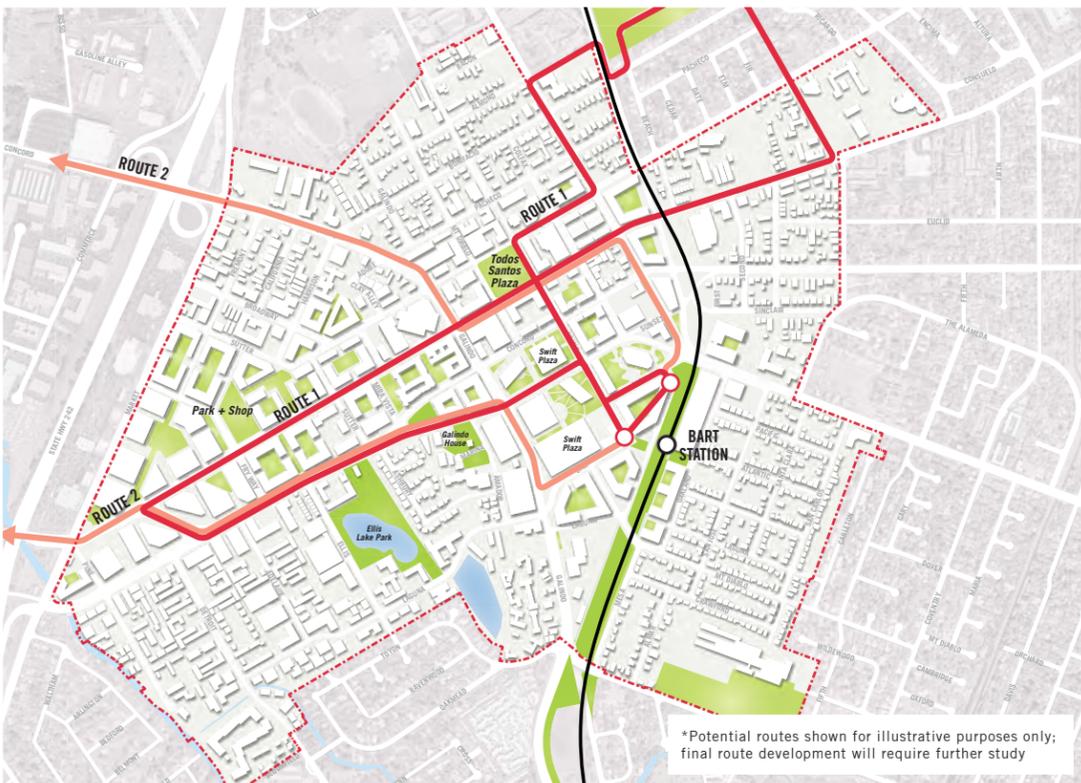
Pedestrian + Bicycle improvements

CIRCULATION

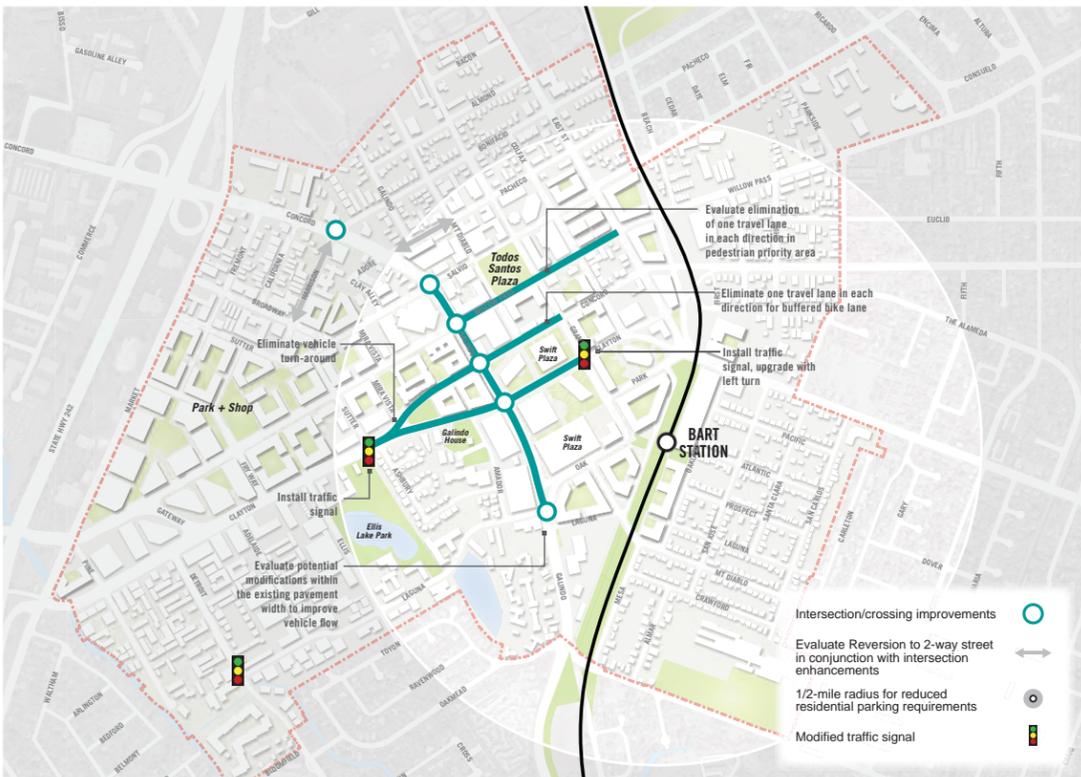
Bicycle, Shuttle + Vehicular Networks



Proposed bicycle facilities



Proposed shuttle routes*



Proposed vehicular improvements

Transportation Goals

GOAL C-1 A system of complete streets that recognizes key modal priorities

GOAL C-2 Efficient but managed vehicle access

GOAL C-3 Pedestrian facilities that create a safe & aesthetically pleasing environment for walking & increased pedestrian activity

GOAL C-4 A bicycle network with safe & efficient connections to major destinations

GOAL C-5 Enhanced efficiency & effectiveness of transit

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

Parking Requirements

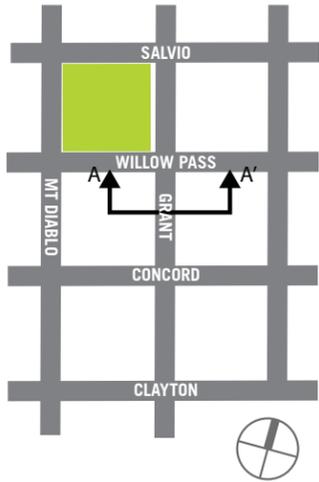
Land Use	Unit	Transit Overlay District ¹	Non-Transit Overlay District ²
Multi-Family	Studio	0.75	1.0
	1-Bedroom	1.25	1.5
	2-Bedroom	1.5	2.0
Hotel	Per Room	0.75	1.0
	3-Bedroom	2.0	2.5
Retail	Per 1,000 sq. ft.	3.0	4.0
Office	Per 1,000 sq. ft.	2.48	3.33
Medical Office	Per 1,000 sq. ft.	3.75	5.0

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

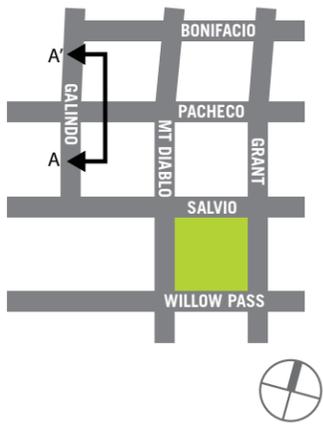
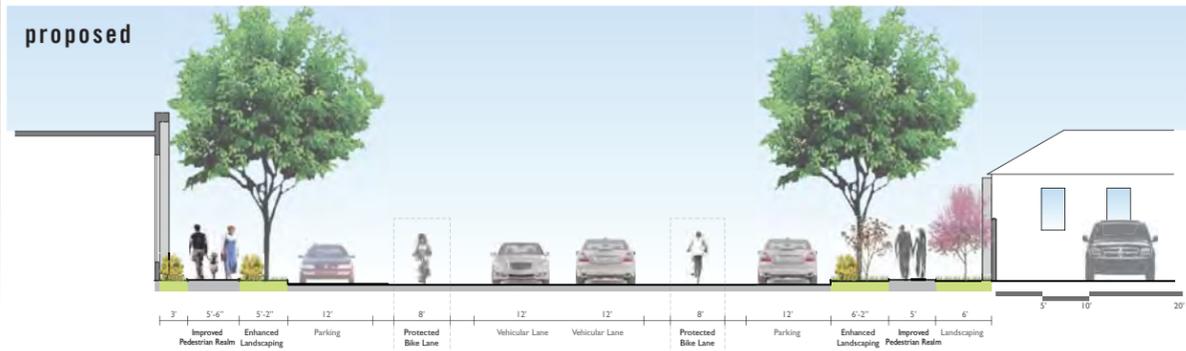
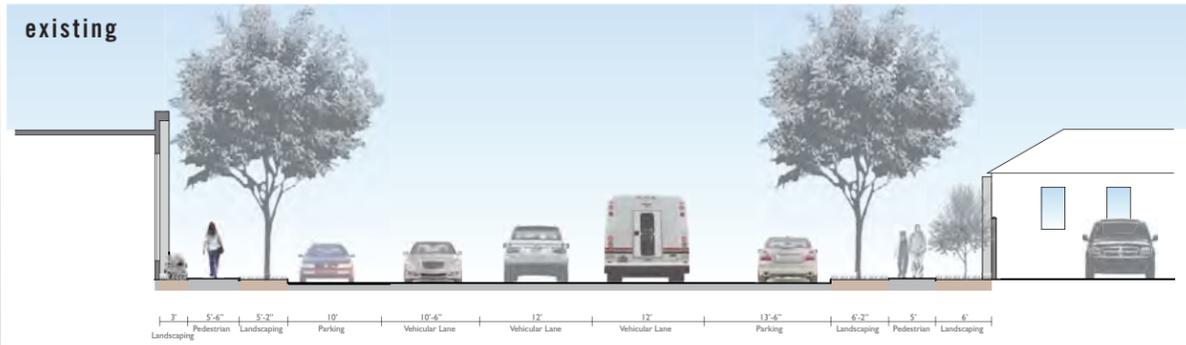


Parking supply

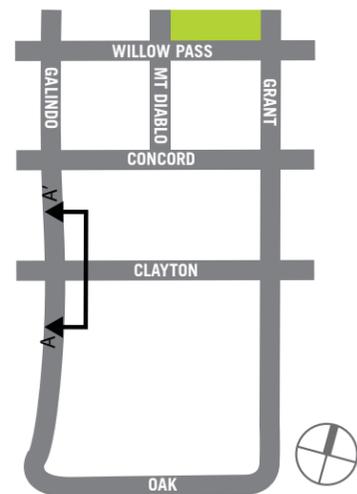
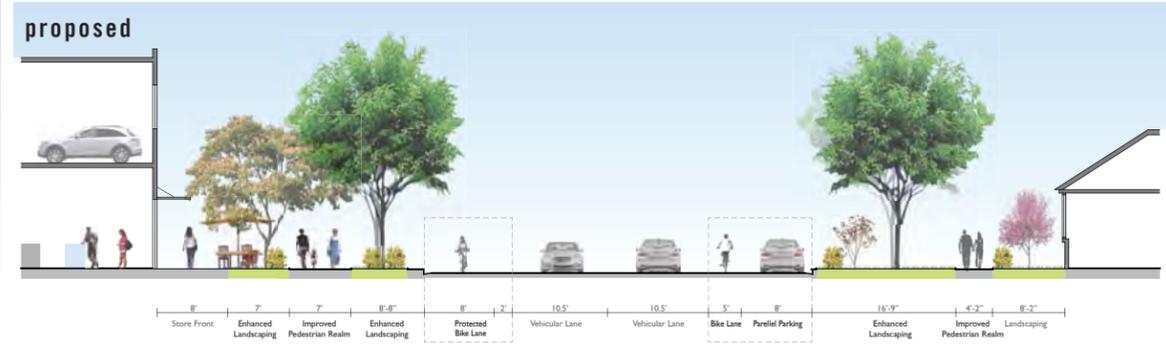
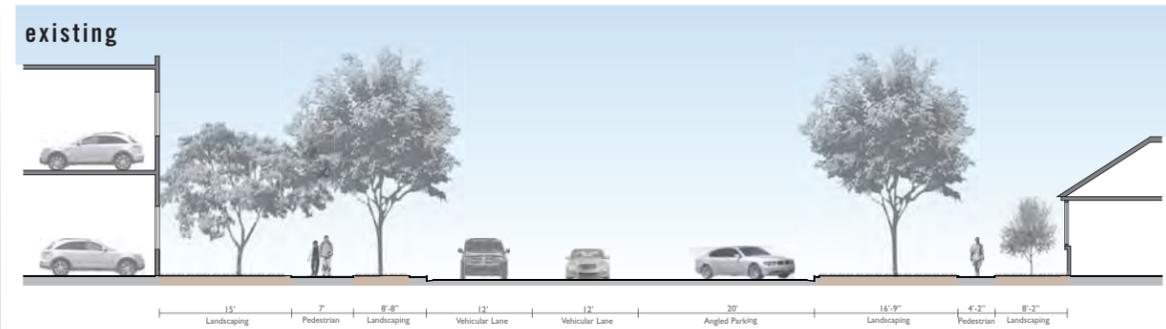
CIRCULATION



Grant Street @ Willow Pass Rd



Pacheco Street @ Galindo St



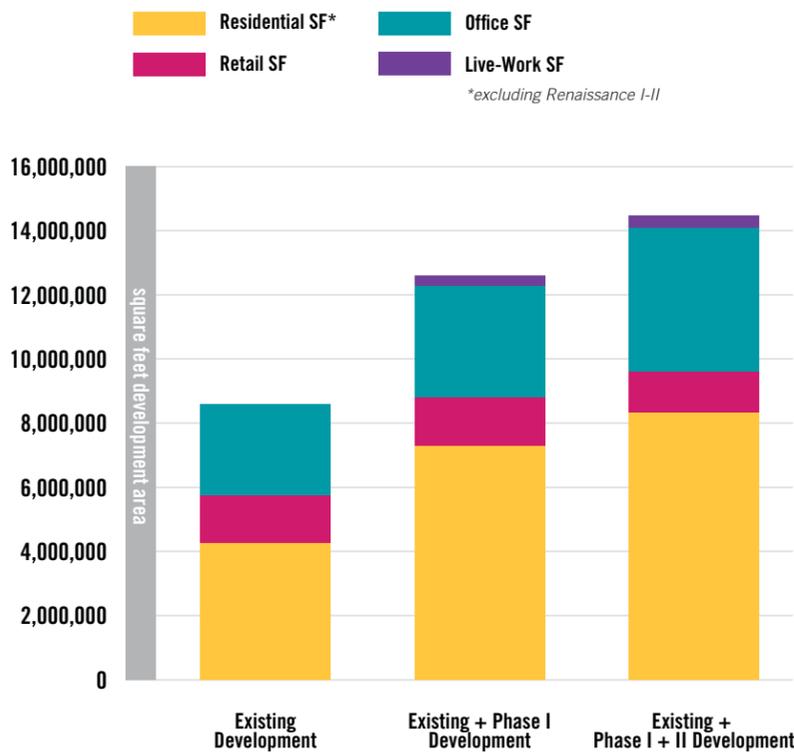
Clayton Road @ Galindo St



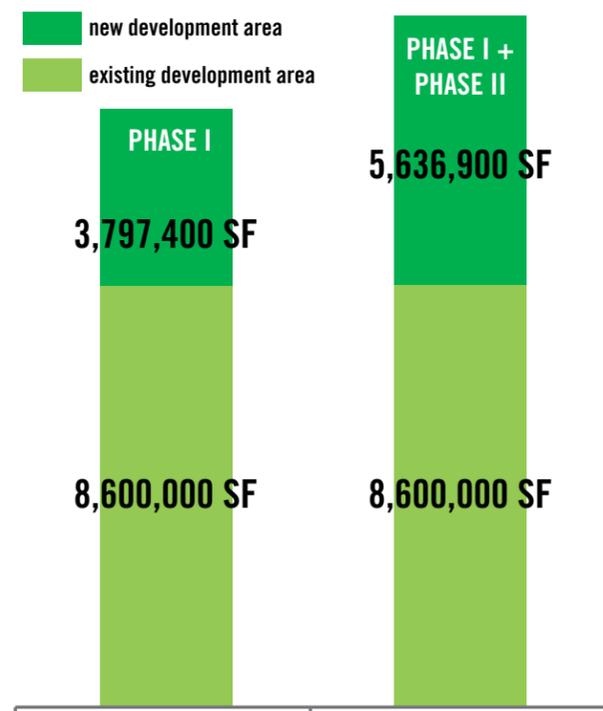
IMPLEMENTATION + ACTIONS

Economic Analysis

Phase I + Phase II Overall Development Area by Use

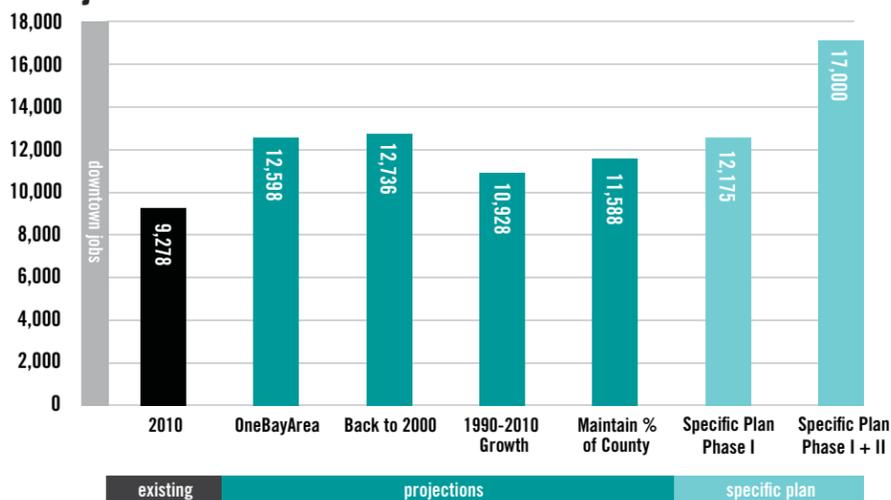


Phase I + Phase II Total Development Areas

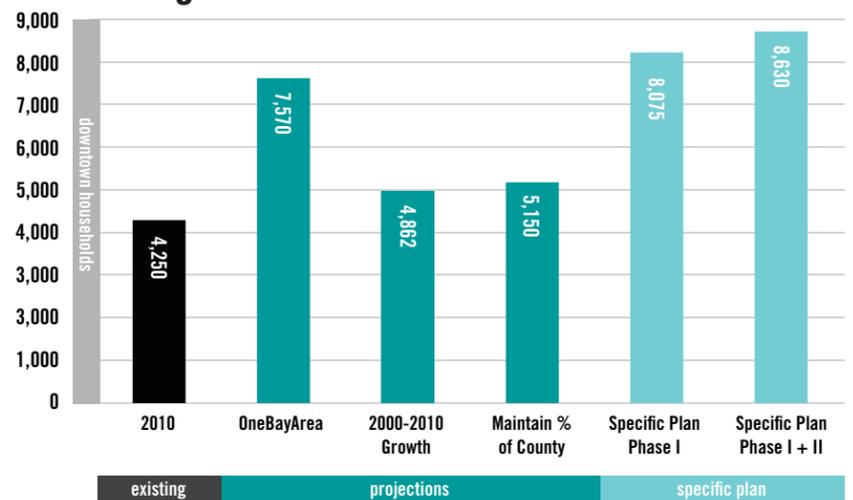


Projections for jobs and housing growth through 2040 in the Downtown area are generally consistent with one another and with the Specific Plan proposal

jobs



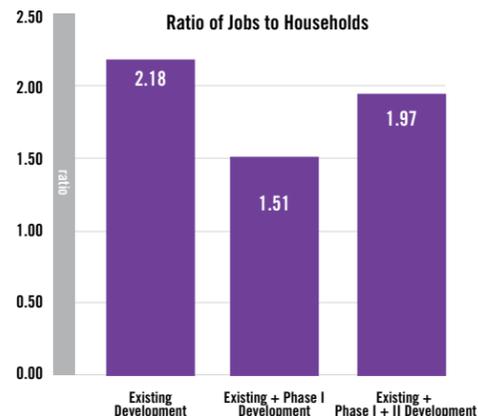
housing



Retail Summary

- Retail offerings Downtown include a critical mass of restaurants plus basic & specialty goods, but lack options for clothing, footwear, homeware, gifts
- The Specific Plan encourages reinvestment in existing retail by concentrating more residents & workers Downtown. Strategically-located signage will visitors between Downtown retail destinations
- The Specific Plan identifies locations for public investments to support future retail clusters along key streets, including sites that would strengthen the link between the Park & Shop and the Downtown core

Ratio of Jobs to Households



Office Summary

- Downtown office complexes are recovering from significant vacancies due to the recession & sale of the Bank of America site
- Potential tenants seek vibrant lunch & after-work locations, plus a safe pedestrian experience from BART to Todos Santos
- The Specific Plan focuses on Grant Street improvements & increased residential population to support office market growth

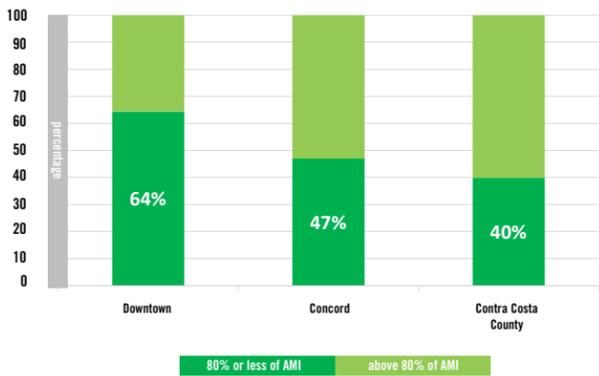
Residential Summary

- Walkable, downtown locations are attractive residential locations to young professionals, small families and seniors
- Existing stock of residential units Downtown attractive to new demographics is limited and nearly fully occupied
- The Specific Plan identifies new residential locations Downtown to accommodate these types of residential units, without negatively impacting existing residential neighborhoods

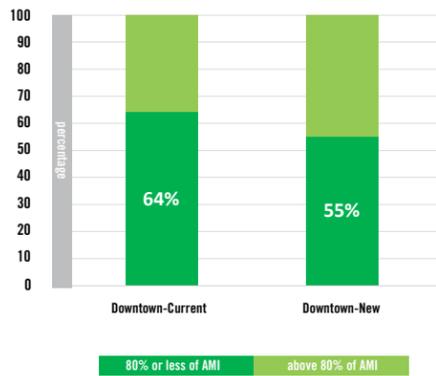
IMPLEMENTATION + ACTIONS

Affordable Housing

Current Downtown, City & County-wide Income



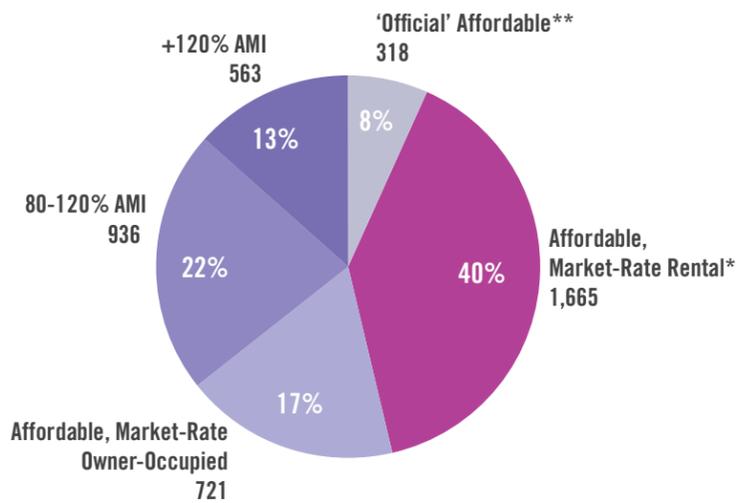
Current & Projected Low Income Households, Downtown
in 2013, 80% of Median means \$66,250 annual gross income for a family of 4 in Concord



Overall, in the Downtown about:

- 8% of the units are income-restricted
- 40% are de facto/market-rate affordable rental units and
- 17% are de facto/market-rate affordable owner-occupied units

Distribution of Downtown Units by Category



*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.

New Construction Affordable Housing Requirements

For-Sale (5+ units)

Set-aside 6% of project units for **Low** income households

or

Set-aside 10% of project units for **Moderate** income households

Rental, City-Assisted Projects

Set-aside 6% of project units for **Very Low** income households

or

Set-aside 10% of project units for **Low** income households

Payment of in-lieu fee, rather than constructing units is an option for some projects.

Affordable Incentives One or More of the Following:

- Density bonus
- Modifications to zoning/ dev standards (if units exceed requirement)
- Expedited processing
- Fee Deferral to occupancy

Housing Element Policies

Chapter 7 of the Housing Element includes five primary goals to support the development and retention of affordable housing in Concord, followed by about 72 programs that the City administers or supports to achieve the five goals.

Potential Anti-Displacement Strategies

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

Monitor the pace and locations of new development within the Downtown. 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.¹

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. City policy could reduce the number of rehabilitated units required, and/or assist developers in locating potential properties by maintaining a database of potential willing sellers.

Downzone selected de facto affordable areas. Consider 'downzoning' particular areas of concern for displacement. This reduction will minimize 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.

Monitor conditions of affordable units through continued implementation of multifamily inspection programs.

Strategies to avoid losses of affordable, income-restricted units include:

Require notification before conversion of units to non-income restricted housing.

Explore extending affordability restrictions. Examine extending term of restricted affordable units scheduled to expire in next ten years.

²While 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.

Potential Affordable Housing Strategies

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.

Consider **affordable housing nexus fee** for rental development which would require that fees be paid or income-restricted units be produced as part of new rental projects.

Lower parking requirements around BART. To reduce development costs, consider reducing parking requirements for all projects in this transit-accessible location.

Defer City fees or waive certain fees for all projects exceeding the inclusionary requirement.

IMPLEMENTATION + ACTIONS

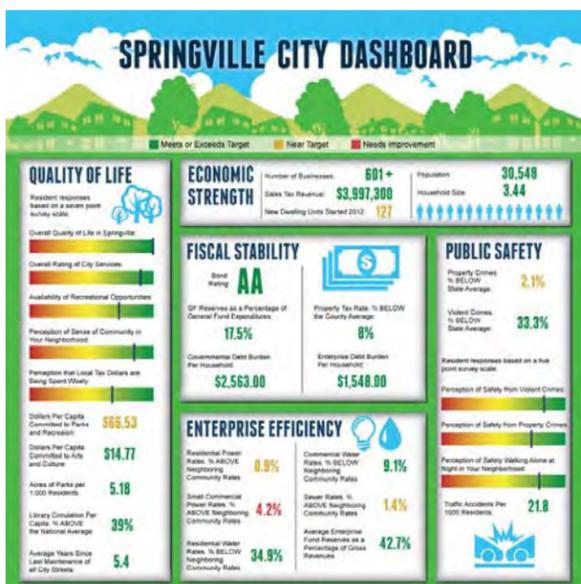
Sample Implementation Matrix

	Short Term 2015 - 2017	Medium Term 2017 - 2022	Long Term 2022 - 2040
LAND USE PLAN (LU)			
LU-1 Adopt the Downtown Vision Plan, Implementation Strategy, and Regulating Code			
A. Incorporate the Downtown Plan into General Plan Update/Housing Element Update	X		
B. Scope EIR to ensure the maximum coverage for important infill sites	X		
LU-2 Examine Height and incentive bonuses			
A. Define areas where additional height would be beneficial	X		
B. Develop code sections to recognize certain height thresholds; up to 5, 12, over 12 stories		X	
C. Provide FAR/Density bonuses for desirable amenities provided	X		
LU-3 Urban Design and Development			
A. Focus initially on vacant and underutilized parcels within transit overlay	X		
B. Provide greater diversity of housing types (market rate and affordable apts., condos, townhomes)		X	
C. Define new district @ Pacheco, Adobe, Clay Alley (restaurants, artisanal local retailers)		X	X
D. Develop Grant Street as Vital Commercial link to BART through developer incentives	X	X	
E. Monitor affordability to retain 50% affordability (at low income) through 2022	X	X	
F. Maintain City's affordable units currently under Regulatory Agreement at 90% to 2022	X	X	
G. Develop Anti-Displacement strategies for inclusion in Housing Element	X	X	
I. Study Redevelopment of Park & Shop area for potential implementation in Phase II			X
ECONOMIC VITALITY (ED)			
ED-1 Engage Community Strategically for Downtown Redevelopment/Development			
A. Develop Marketing Plan to Engage business owners, market properties, incentives	X		
B. Re-Examine Market Support for Property-Based Improvement District	X		
C. Seek Grants and other funding for improvements/activities	X		
D. Develop Plan to Retain and Support existing businesses/offices within Downtown	X		
ED-2 Support Development/Redevelopment of Downtown Properties			
A. Re-initiate façade improvement pgm w/City-sponsored design, development & expedited permitting	X		
B. Encourage and facilitate shared parking program in Downtown Ped zone & around BART		X	X
C. Examine timed On-Street Parking to encourage parking turnover		X	
D. Design Guidelines for successful retail for mixed use projects		X	
ED-3 Initiate Catalyst Development Projects/Leverage Public Land			
A. Use Successor Agency sites as catalyst developments to incentivize w/ First-In Incentive Package	X		
B. Promote fee reduction or fixed impact fees for key sites as incentive	X		
ED-6 Program Quick Wins as Possible for Downtown			
A. Prepare Request for Proposals to Engage Mural Artwork on utility structures	X		
B. Prepare Process and Procedures for Parklet Design Development	X		
C. Coordinate/Facilitate Monthly Vendor Event along Grant Street	X		
TRANSPORTATION (T)			
T-1 Optimize Circulation for Residents and Employees			
A. Establish Free Downtown Shuttle to address first/last mile concerns with BART		X	
B. Program streetscape furnishing improvements on key corridors			
C. Provide Downtown Concord bike share program			
T-2 Develop alternative metrics for evaluating transportation system			
A. Corridor travel time as opposed to isolated intersection operations	X	X	
B. Adopt street designation overlay to establish modal priorities			
T-3 Improve Parking Strategies			
A. Expand reduced parking requirements to residential units within ½ mile of BART	X		
B. Work with Zipcar or other car sharing entity to locate cars within the downtown area	X	X	
C. Develop an 'unbundled' parking strategy	X		
T-4 Optimize Coordination with BART			
INFRASTRUCTURE (I)			
I-1 Program Grant Street Improvements			
A. Design Streetscape, Landscape and Lighting Improvements from BART to Todos Santos	X	X	X
B. Consider Public Art at Key Locations	X	X	
I-2 Program Pedestrian and Bicycle Plan Improvements			
A. Program for On-street Pedestrian and Bicycle facility improvements	X	X	
B. Enhance Streetscape on key streets linking Major Destinations			
C. Create enhanced pedestrian crossings at key locations		X	
DESIGN GUIDELINES (F)			
A. Prepare Design Guidelines handout for Developers (excerpt from SP)	X		
FUNDING PROGRAMS (F)			
A. Evaluate Tax Increment Financing (TIF) districts & Urban Transportation Districts (UTDs) to finance facilities, roads, and transportation enhancements	X	X	X
B. Study Potential for Transfer of development rights		X	X
C. Explore private/public partnerships for neighborhood revitalization projects	X		
D. Apply for PDA Implementation grants, as available	X		
E. Explore Transportation Infrastructure Finance + Innovation Act (TIFIA) program funds	X		
F. Safe Routes to Transit	X	X	
G. Become a 'Platinum Bike City' by 2020		X	X
H. Update the City's transportation impact fee to include non-motorized improvements as allowed by law	X		

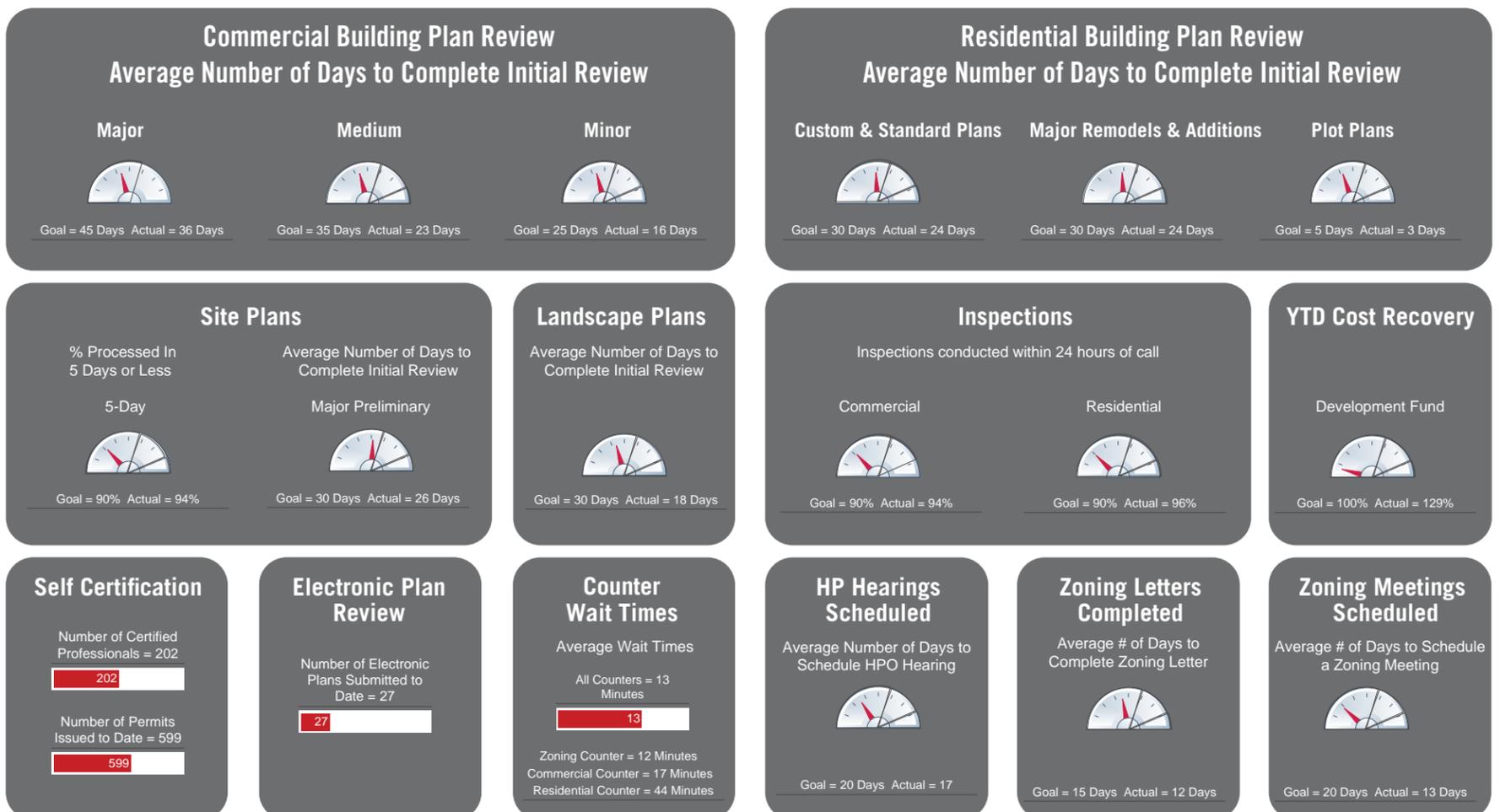
IMPLEMENTATION + ACTIONS

Implementation Performance Dashboard

Examples of web-based, publicly accessible Municipal Performance Dashboards for measuring and tracking implementation progress and outcomes:



PLANNING + DEVELOPMENT PERFORMANCE INDICATORS



Source: City of Phoenix, AZ: first quarter FY 2013-14