

DOWNTOWN CONCORD SPECIFIC PLAN



City Council Update – Feb. 4, 2014

Downtown Specific Plan Goals

- Increasing job creation
- Enhancing the business climate and expanding the economic base
- Jump-start land use development from current built levels, consistent with densities adopted in General Plan in 2007.
- 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



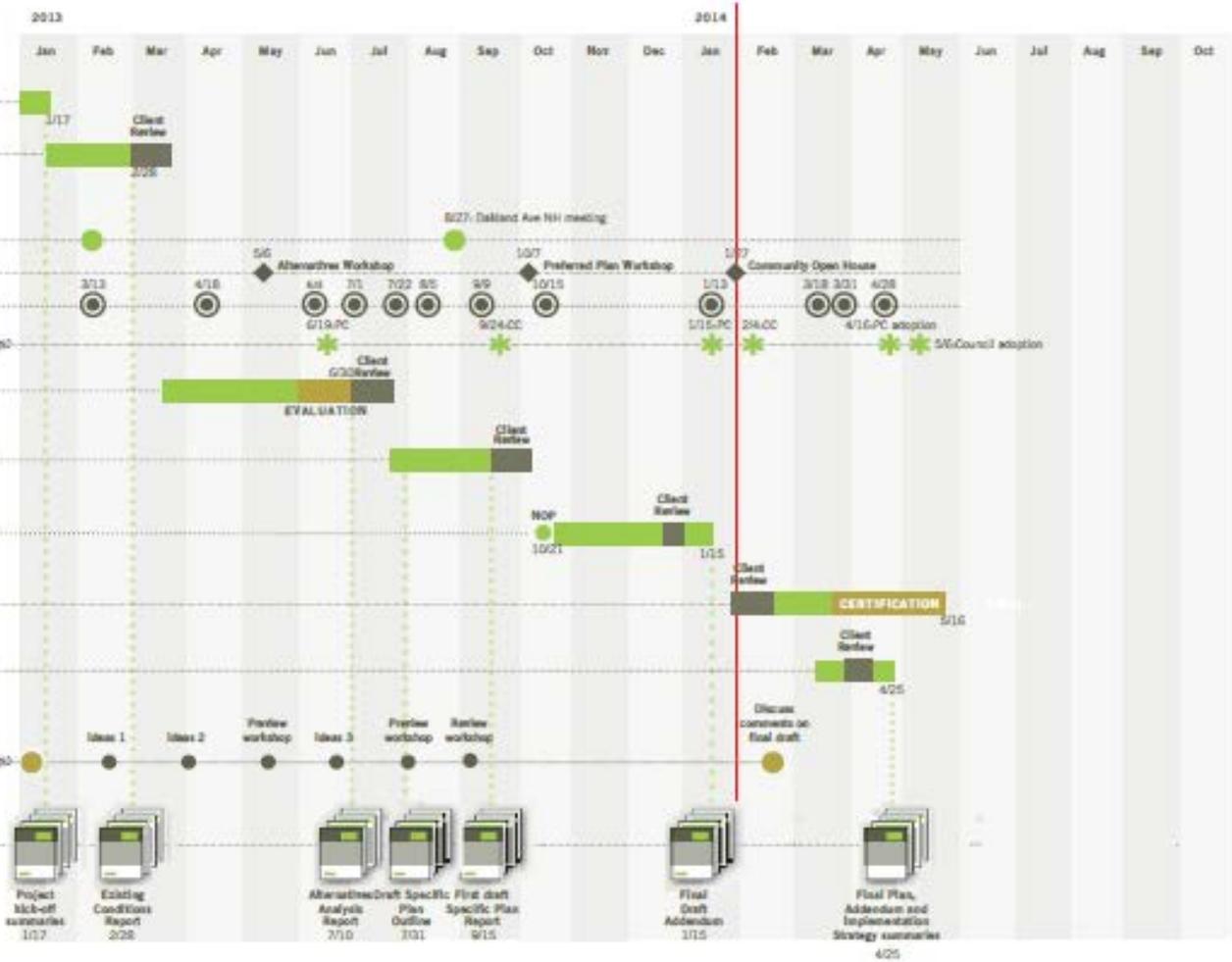
PROJECT TASKS

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

MEETINGS

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

DELIVERABLES



Illustrative Site Plan



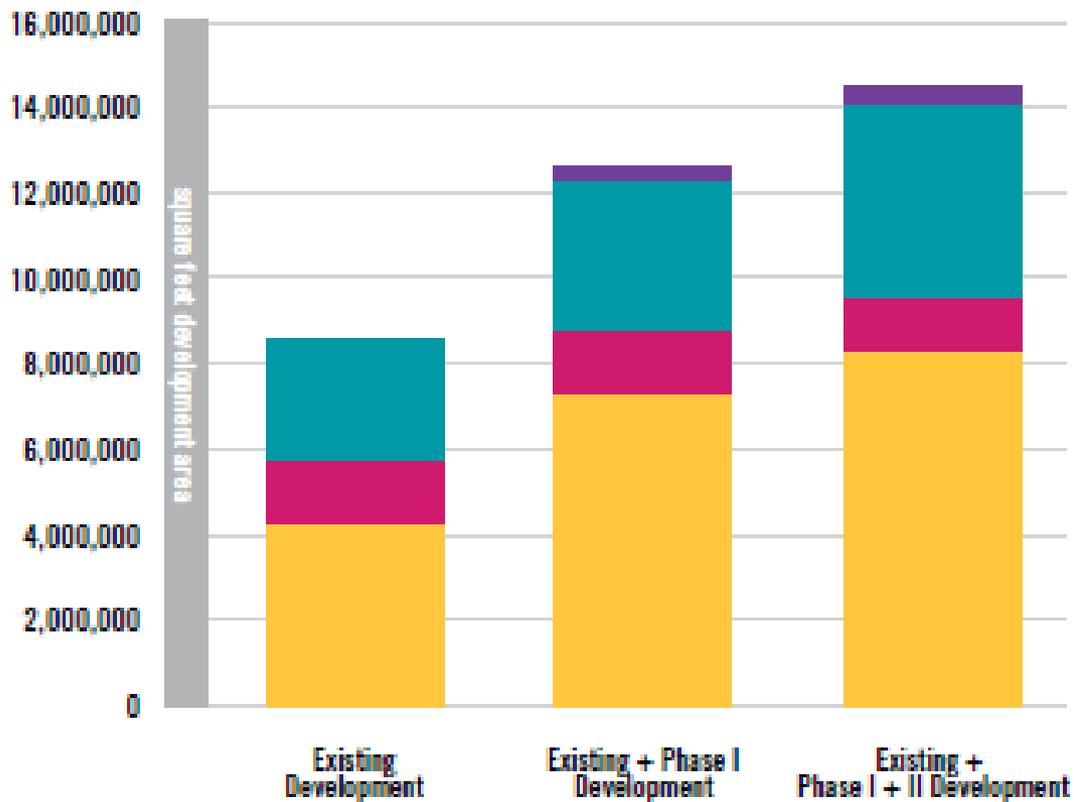
Land Use Strategy – Phase I



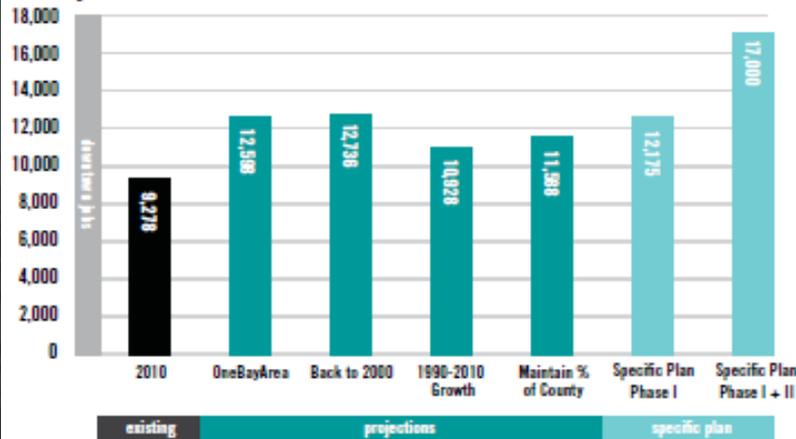
Phase I + Phase II Overall Development Area by Use



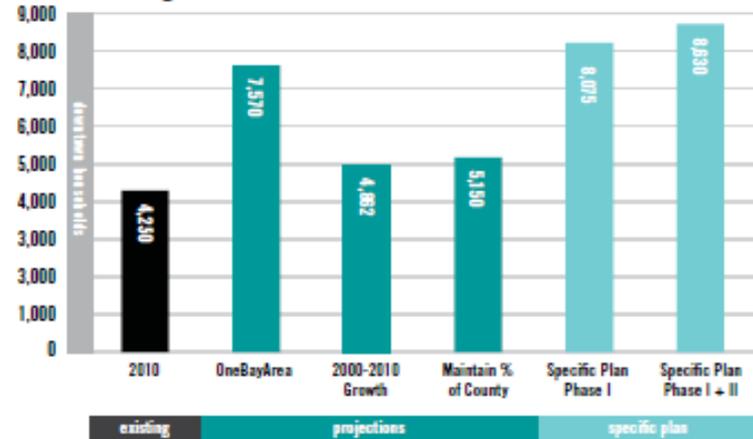
*excluding Renaissance I-II



jobs



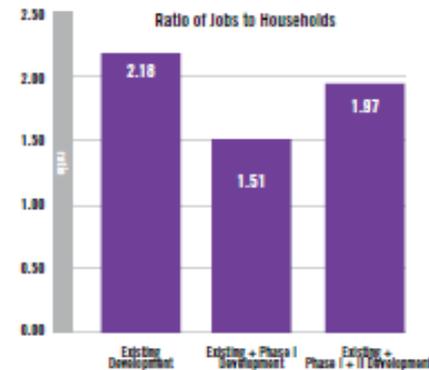
housing



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

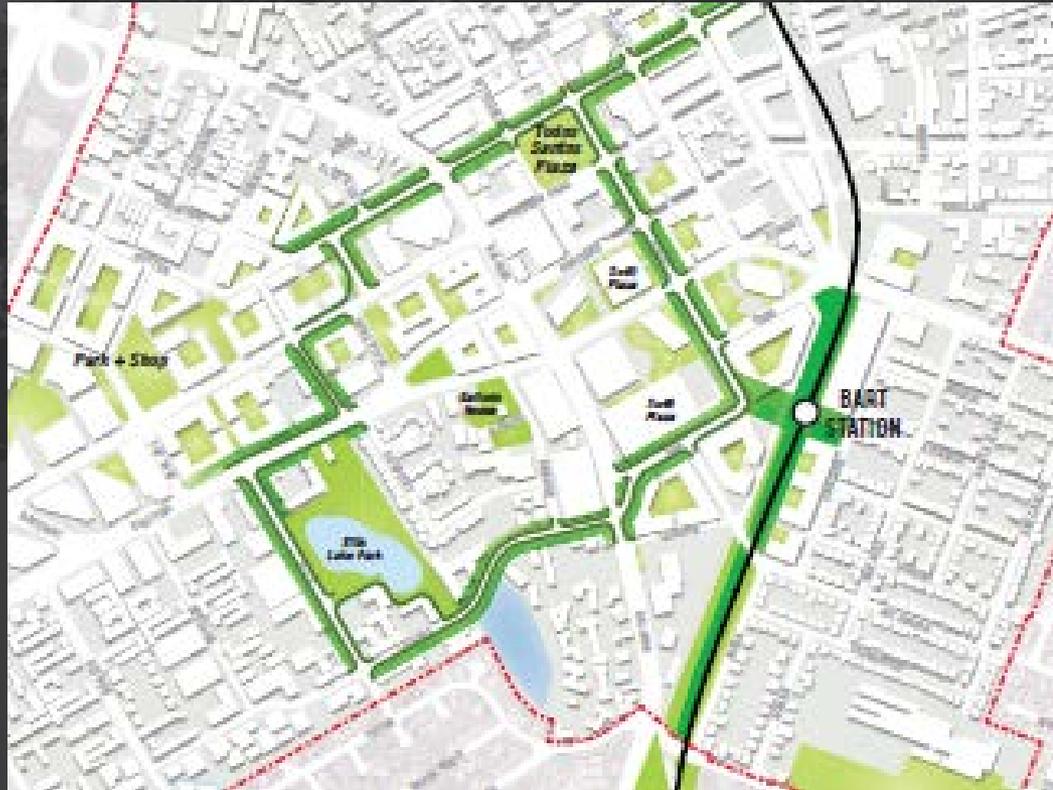
Summary of Development for
Downtown PDA
(Projection to Year 2040)

	Housing Units ¹	Residents	Office	Retail	Jobs
Existing	4,429 ²	10,700	2,840,000	1,500,000	9,278
Phase I	3,465	8,680	586,400	281,200	2,900
Phase II	555	1,420	981,500	462,000	4,820
Phase I+II	4,020	10,100	1,567,900	743,200	7,720
Total Projection	8,449	20,800	4,407,900	2,243,200	16,998

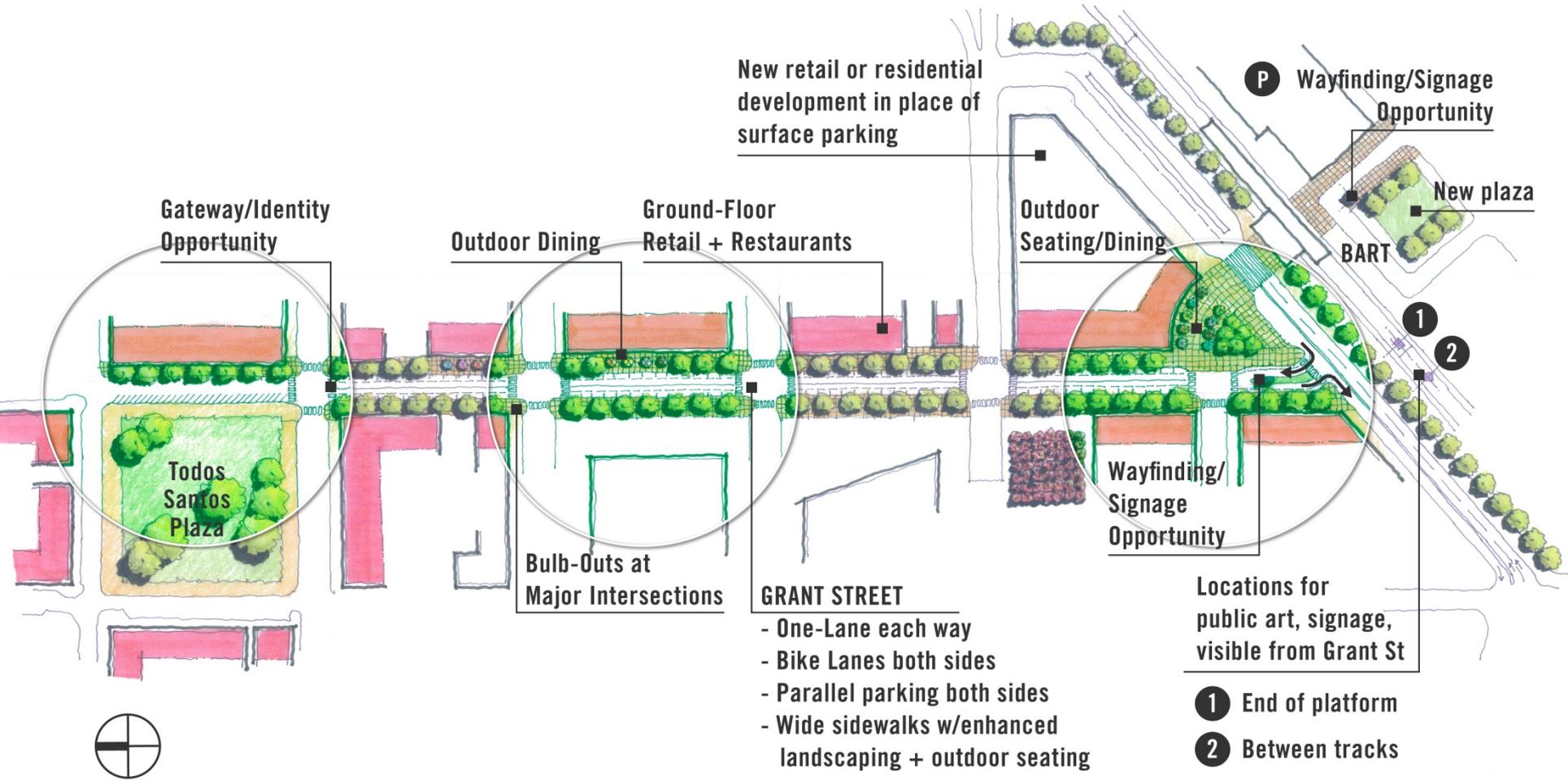
¹Assumes average 1,000 sq. ft. unit.

²Includes 179 units of approved Renaissance Phase II apartments.

Circulation - Green Streets



GRANT STREET - BART PLAZA: NODES



BEFORE



Existing Grant Street streetscape, looking north towards Todos Santos Plaza

AFTER



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

TRAFFIC CALMING AND PEDESTRIAN SAFETY



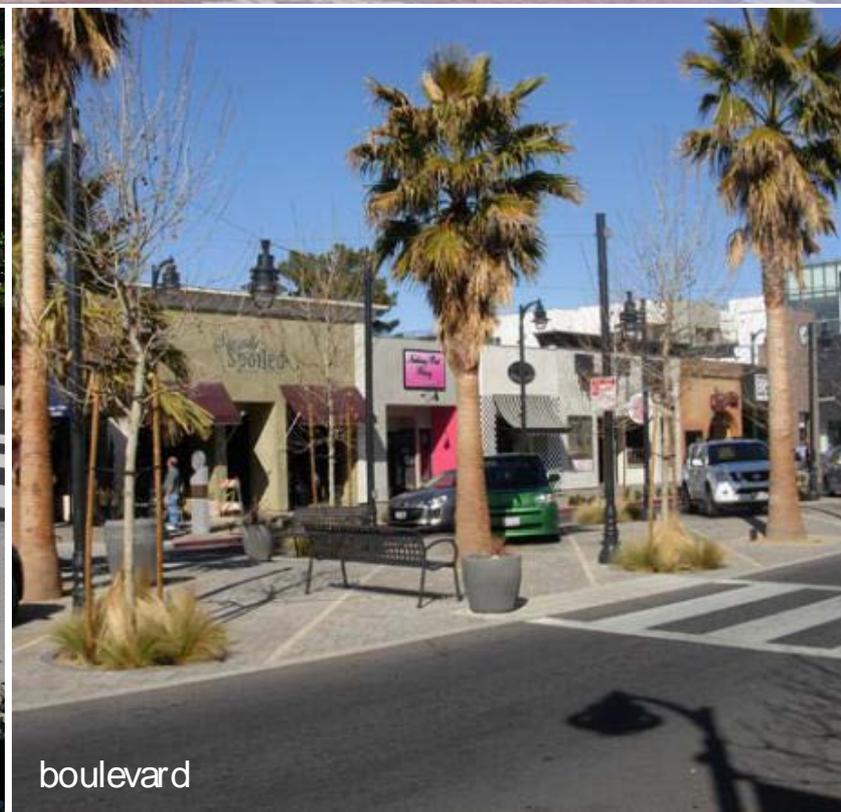
medians



curb bulb-out

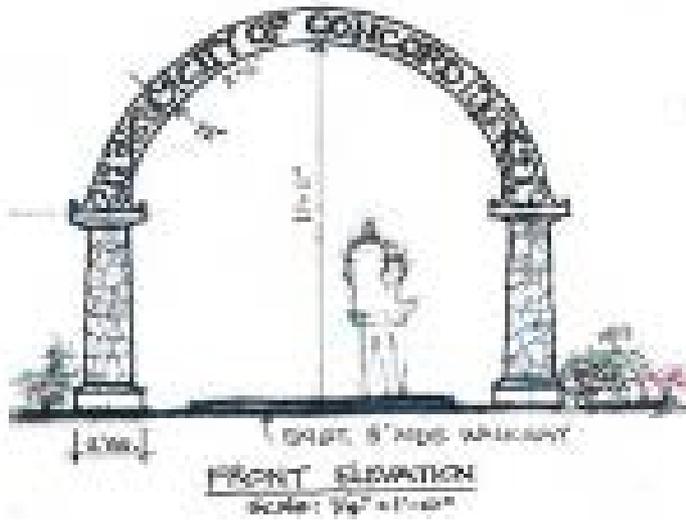


marked crossing



boulevard

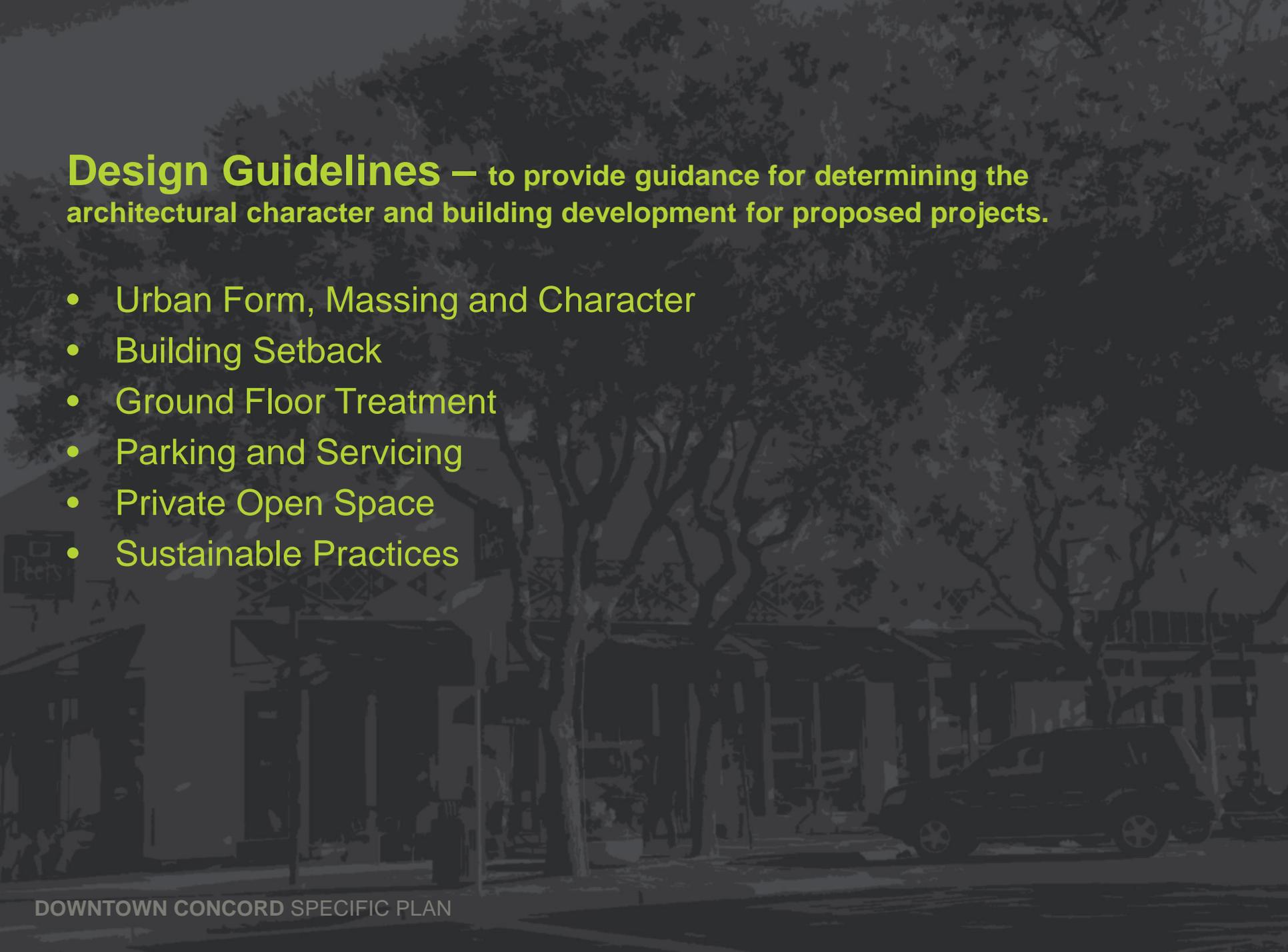
WALKABILITY AND WAYFINDING



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GATEWAYS + IDENTITY



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 text is overlaid on the left side of the image.

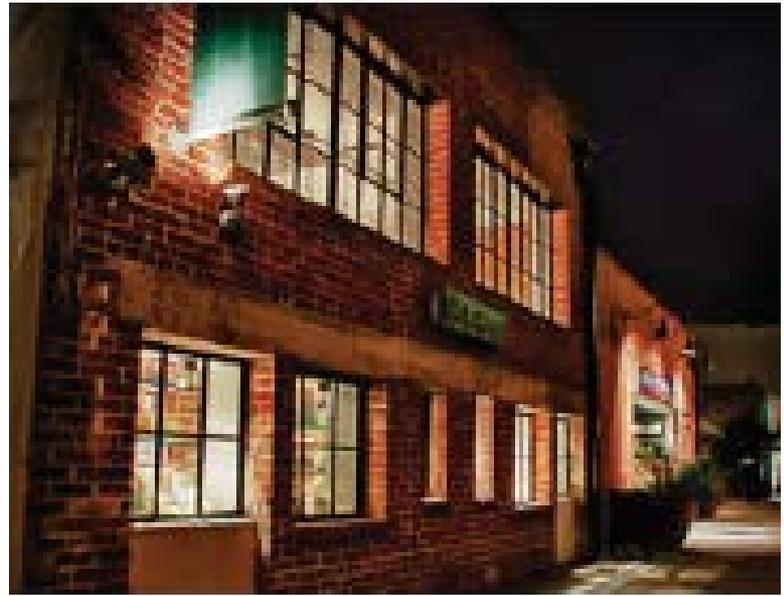
Design Guidelines — to provide guidance for determining the architectural character and building development for proposed projects.

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

ARCHITECTURAL CHARACTER

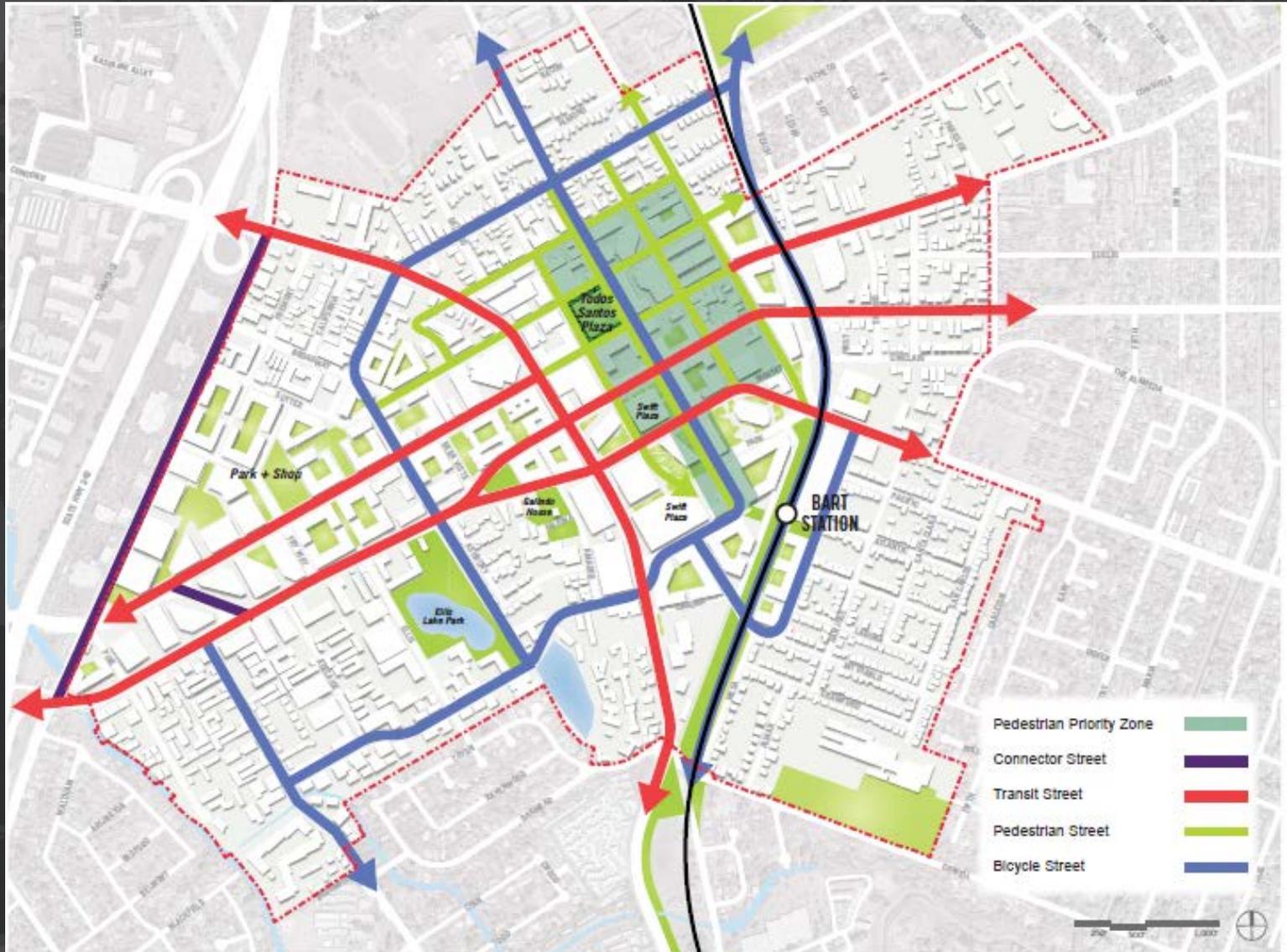


ARCHITECTURAL CHARACTER



DOWNTOWN CONCORD SPECIFIC PLAN

Traffic and Circulation – Street Hierarchy



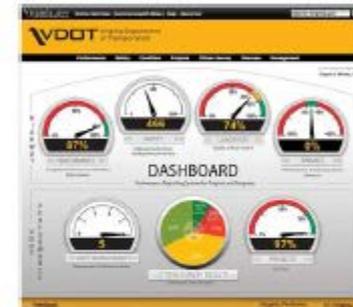
Performance monitoring

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

Implementation Performance Dashboard

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



Environmental document

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
- Improves timing for incorporation with Housing Element Update being prepared for 2014-2022

Updated Schedule

- February 4th – City Council Update on Specific Plan
- February 24th – Comments on Specific Plan due
- March 18th – DSC meeting
- March 31st – DSC meeting;
- April 16th – Planning Commission Review
- April 28th – DSC meeting;
- May City Council Review
- Implementation Begins!
- Annual Monitoring each April



Experiencing the New Downtown



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

Experiencing the New Downtown



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