

DOWNTOWN CONCORD SPECIFIC PLAN



Planning Commission – May 7, 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



Land Use Strategy – Phase I



Land Use Strategy – Phase II (2040 horizon)



Illustrative Site Plan



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

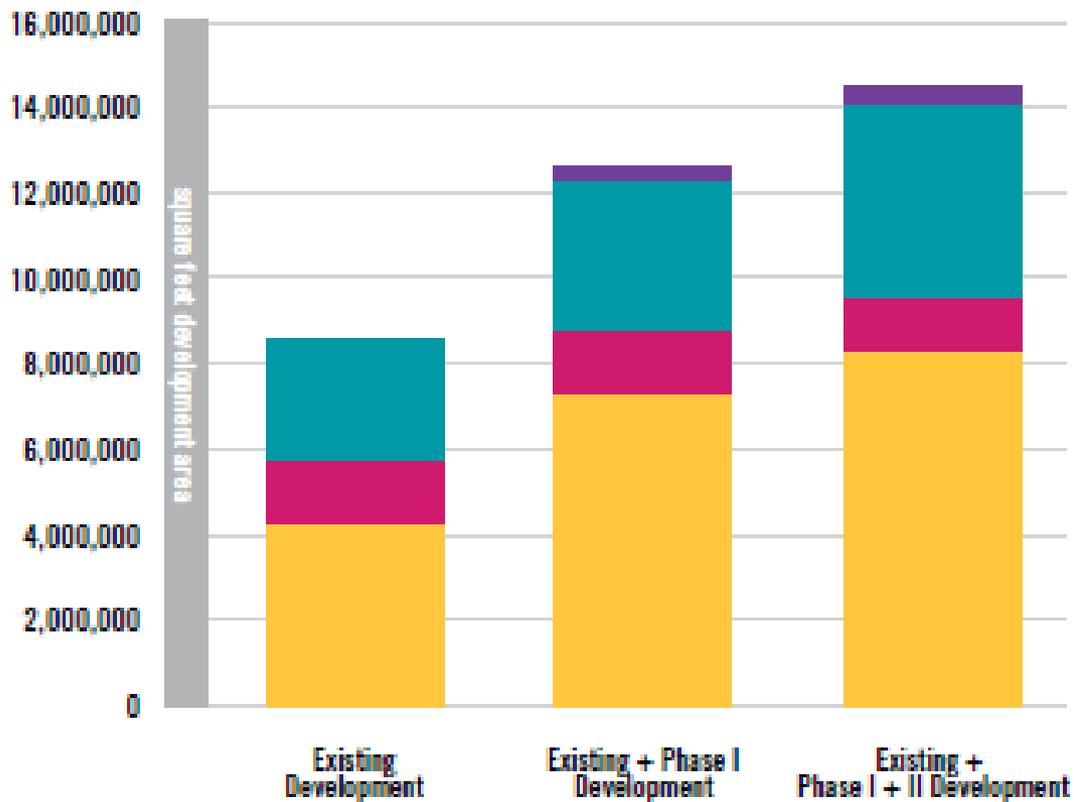
¹Assumes average 1,000 sq. ft. unit.

²Includes 179 units of approved Renaissance Phase II apartments.

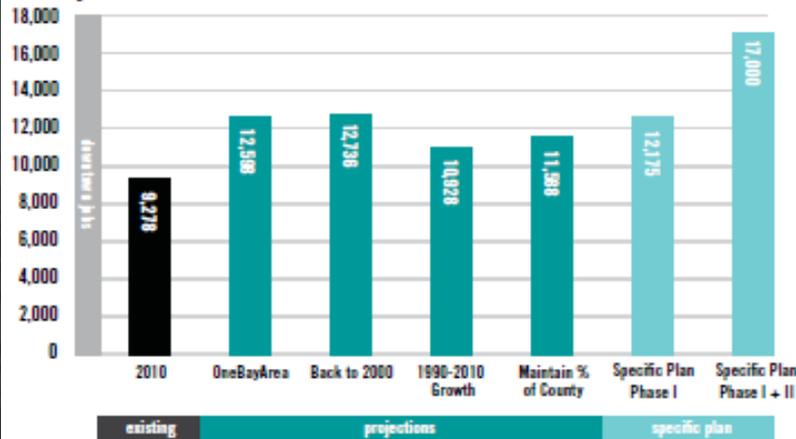
Phase I + Phase II Overall Development Area by Use



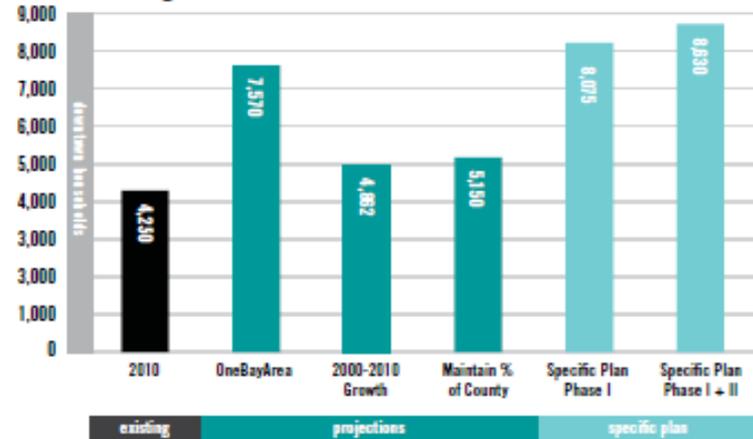
*excluding Renaissance I-II



jobs



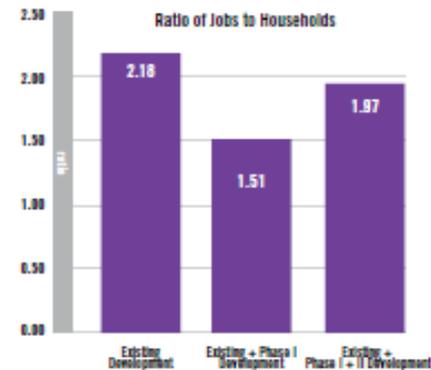
housing



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

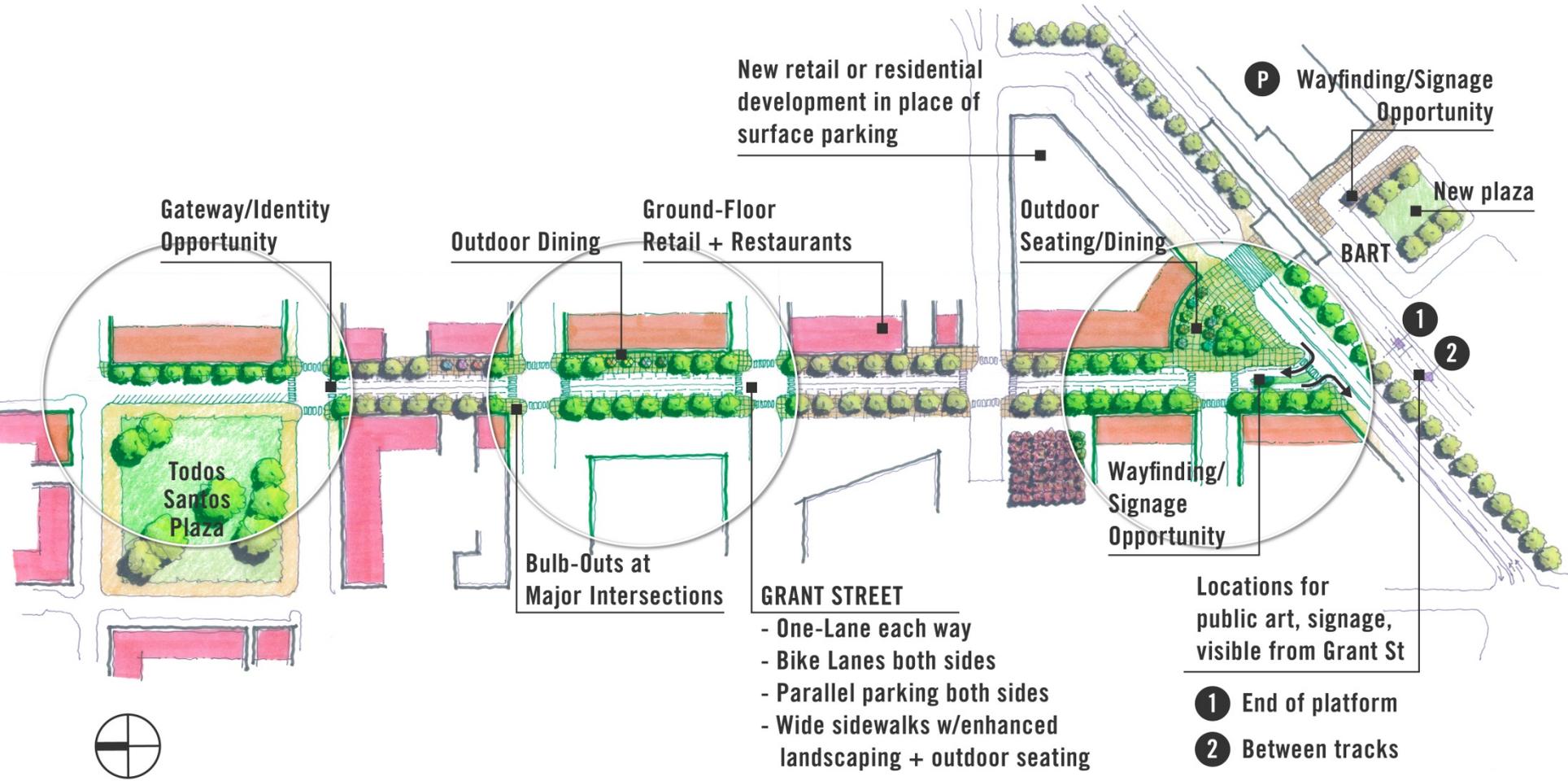
Residential Summary

- 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

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



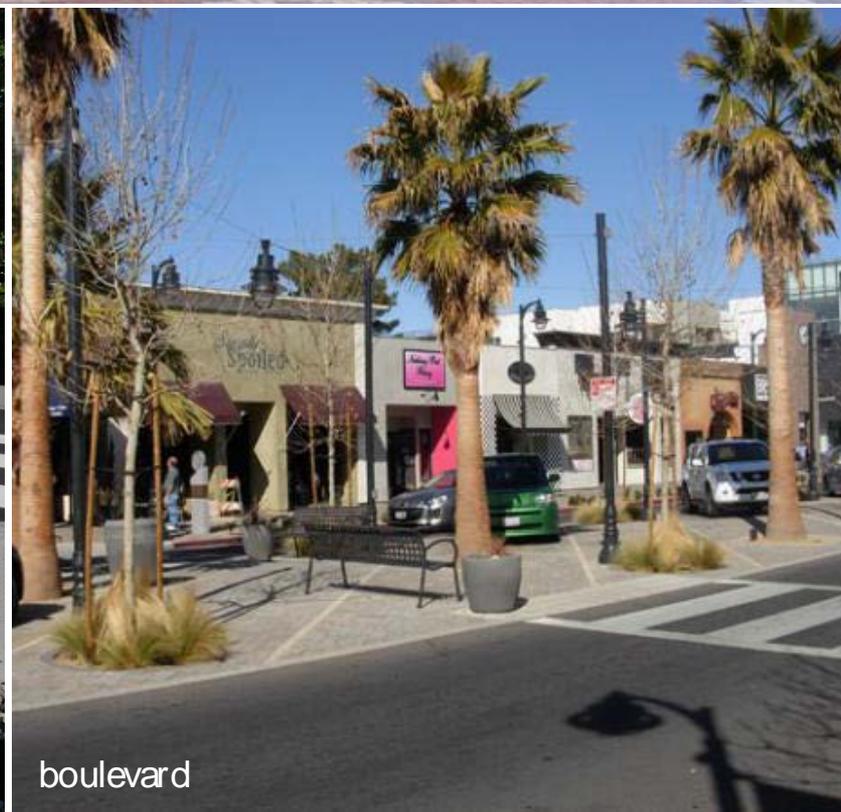
medians



curb bulb-out

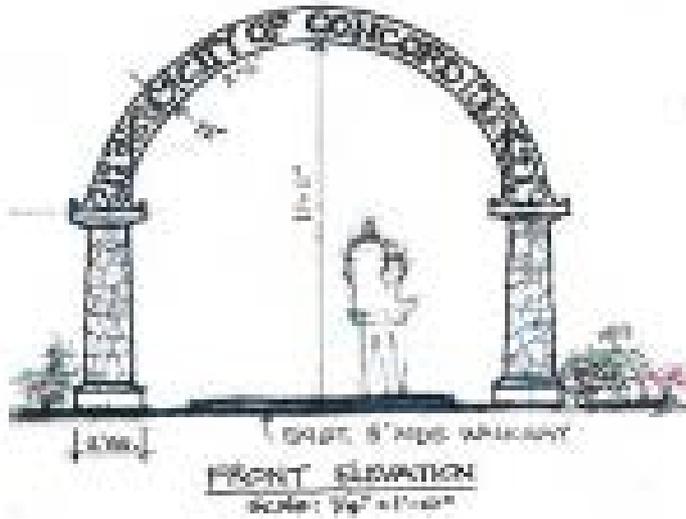


marked crossing



boulevard

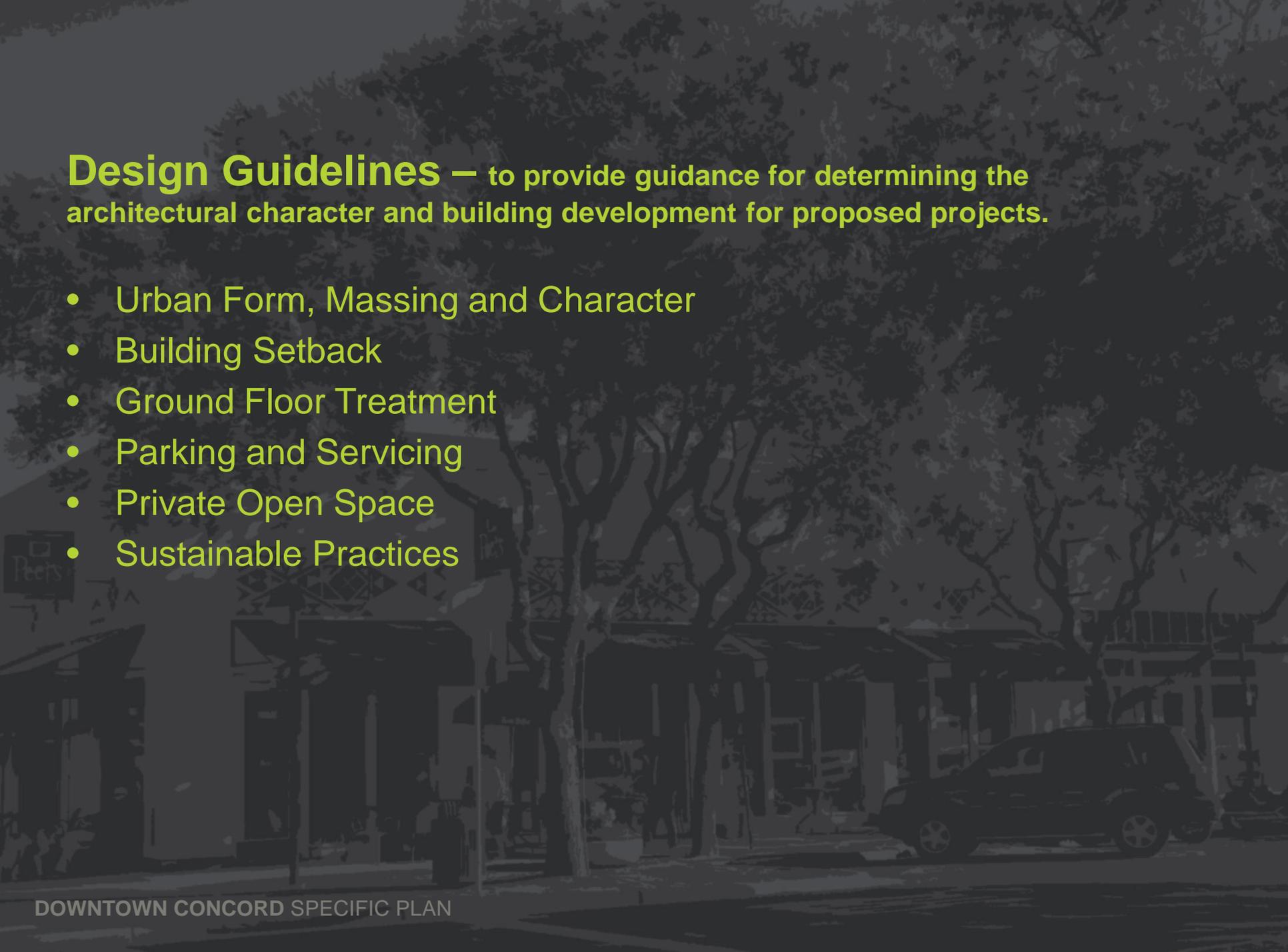
WALKABILITY AND WAYFINDING



DOWNTOWN CONCORD SPECIFIC PLAN

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 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

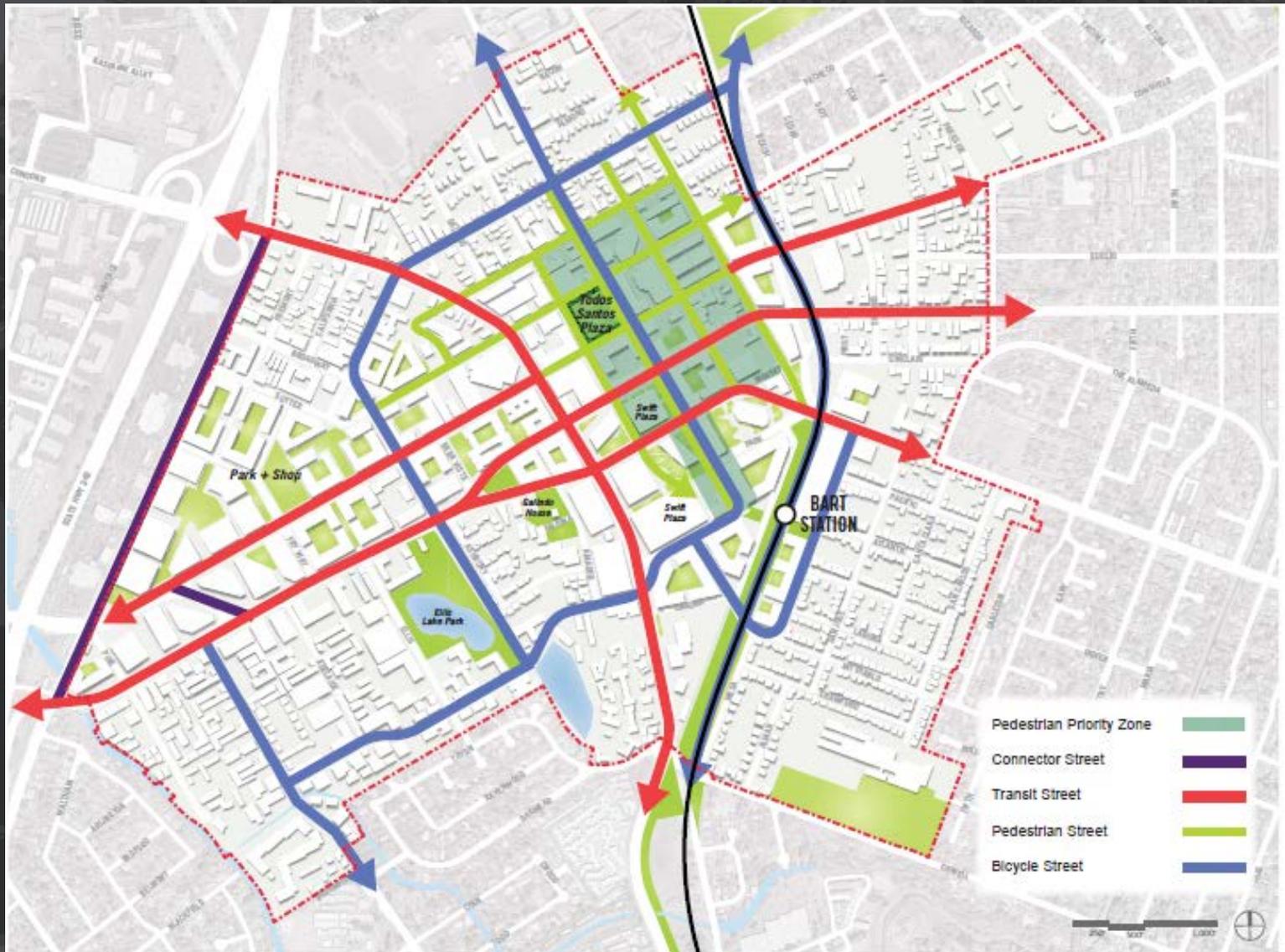


ARCHITECTURAL CHARACTER

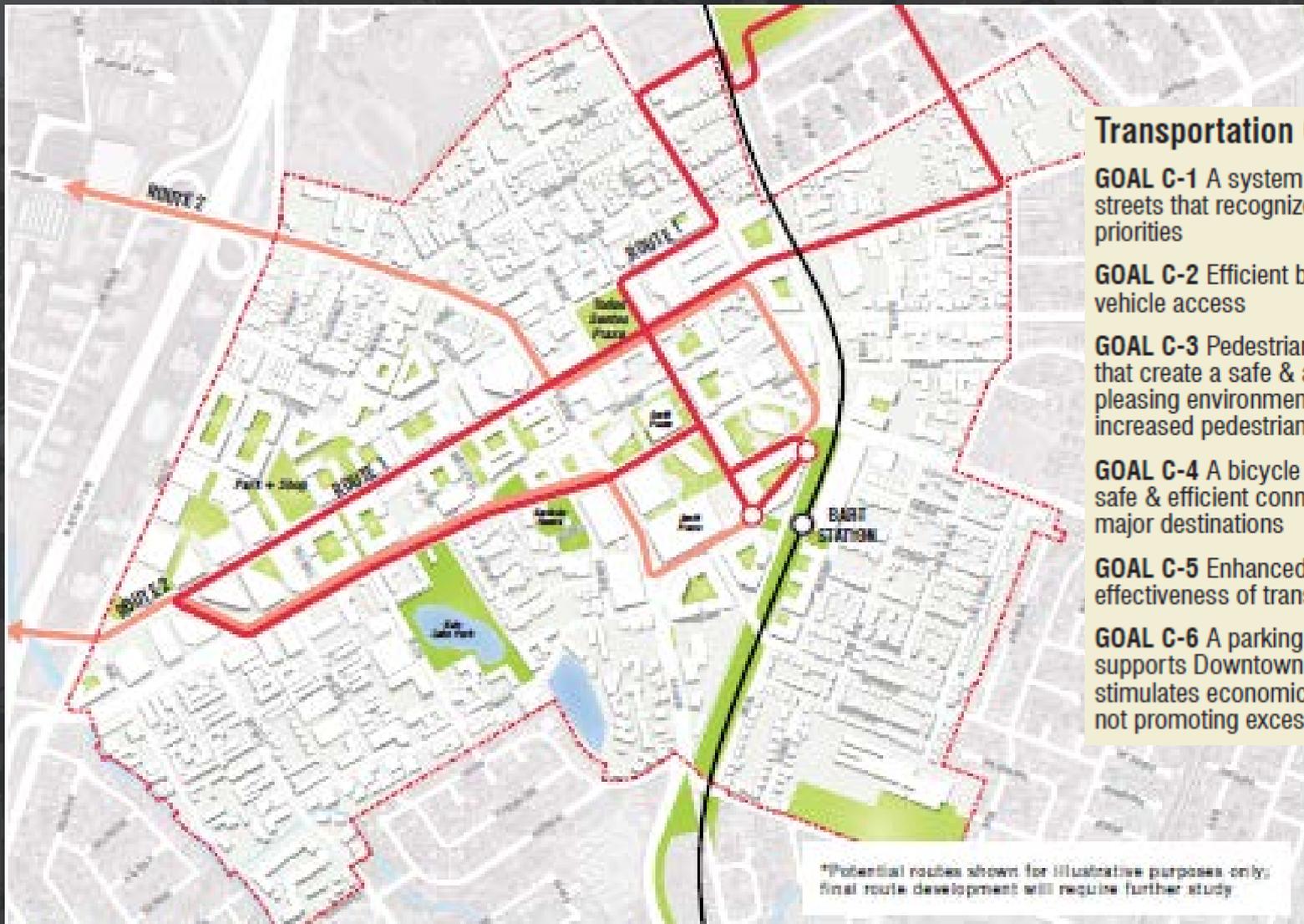


DOWNTOWN CONCORD SPECIFIC PLAN

Traffic and Circulation – Street Hierarchy



Traffic and Circulation



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

*Potential routes shown for illustrative purposes only; final route development will require further study

Proposed shuttle routes*

Comments on the Downtown Plan

The Downtown Plan was made available for public review during the period January 27, 2014 through to February 24, 2014. Three comment letters or e-mails were received commenting on the Plan.

- Transform – Memo received on January 28, 2014 regarding parking and circulation (Exhibit B).
- Frank J. Dodd; E-mail received on February 27, 2014 regarding secondary living units (Exhibit C)
- Community Coalition for a Sustainable Concord, Greenbelt Alliance, East Bay Housing Organizations, Monument Community Partnership/Michael Chavez Center and Bike East Bay; Joint letter received on March 25, 2014



Transform Summary Comments

- Modify Table 5.2 to show current parking requirements for Affordable housing and TOD
- Encourage further flexible parking standards
- Require car sharing parking spaces at new developments
- Require free memberships for car sharing in new developments
- Promote goal of ensuring 15% availability of street parking on any given block
- Decouple bicycle parking from vehicle parking.

Staff response – Project team has incorporated updates in the Final Plan to incorporate suggested changes and/or study further based on existing implementation strategies with modifications to Table 5.2 of the Downtown Plan and addition of strategies T-3 (G), (H) and (I) with modifications to T-3 (C) and (E) and the addition of strategy I-2 (I)



Frank J. Dodd Summary Comments

- Allow secondary units up to 1,000 sq. ft.
- Eliminate owner occupancy requirement with deed restriction
- Reduce water meter/connection fee
- Provide flexible parking requirements
- Allow PUD for two units on RS-6 zoned lot

Staff response – Project team included updates to the LU-3 (H-1) as items K and L (F and G) to:

- Examine updates to Secondary Living Unit ordinance to provide affordability/flexibility in the Transit Overlay
- Coordinate meeting with CCWD to explore reductions to fees and requirements by the District.



CCSC, et. al. Summary Comments

- Delay adoption at least one month to allow for ULI Technical Advisory Panel to be completed
- Provide more specific language to advance solutions for safer walking/biking
- Enhance parking policies for greater demand management
- Include affordable housing targets
- Create a mix of jobs that pay living wages
- Enhance policies for green development to create jobs
- Ensure connections to regional open space

Staff response – Project team included updates to accommodate some of the comments and/or study further; as noted on page 7 of the Staff Report:

- ULI Comments incorporated, as appropriate
- More specific policies will be outlined in the Bicycle and Pedestrian Master Plan
- Parking strategies added, based on Transform memo
- Affordable housing – secondary living units as noted earlier; crafting anti-displacement policies for citywide approach through Housing Element process

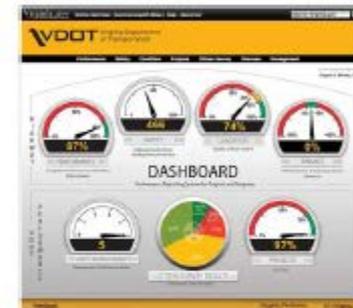
Performance monitoring

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

Urban Land Institute

On April 25th, the Urban Land Institute Technical Assistance Panel provided recommendations regarding Downtown Concord, as the result of a 2-day study session/charette.

- Panel consisted of 10 members including economists, transportation planners, architects, real estate professionals and developers.
- The Panel provides independent objective, candid advice on important land use and real estate issues.
- The TAP was made possible by a grant awarded by the San Francisco Foundation through the Greater Communities Collaborative initiative

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Perceptions Matter...

1. Perceived **mixed personality** – one foot in conventional Suburbia, the other foot in a walkable, mixed-use place.
2. Perceived **traffic issues/timing**/bunching
3. Perceived lack of sufficient **parking**
4. Perceived safety/**homeless** enclave
5. Perceived **inactivity** during off-peak hours and weekends
6. Perceived lack of **openness** to new, younger residents' interests
7. Perceived lack of interest by **younger residents** to locate here
8. Perceived **lower quality of school district** compared to neighboring communities
9. Misperception of Concord's assets and therefore **lack of interest by developers**



Urban Land
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San Francisco
Serving the Greater Bay Area

Regional Market Context

- **Macro forces favor development in highly amenitized inner suburban communities like Concord** – demographics, lifestyle preferences, transportation
- San Francisco Bay Area economy and market dynamics will place **strong demand on inner East Bay communities over next 3 to 5 years**, with a particular focus on residential
- Central Contra Costa County, with its proximity and excellent transportation to centers of employment, is **well poised to benefit from this demand**



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Regional Market Context

- **Concord is unique in having excellent infrastructure** for the creation of an urban/suburban live/work/play/shop environment that is highly desired by the market, while also having attractive development sites and a community receptive to development
- Economic and market cycles are of unpredictable but limited duration; **Concord needs to take advantage of the current favorable development environment**, especially for residential use
- **Immediate focus on downtown development potentials** will avoid the diversion of attention that will come from development implementation of the former Concord Naval Weapons Station

Recommendation:

Adopt Resolution No. 14-14 PC, recommending City Council:

- Approval of the Addendum to the Final Supplemental Environmental Impact Report (SEIR) to the 2030 Concord General Plan EIR for the Concord Development Code Project; and
- Adoption of the Downtown Concord Specific Plan General Plan Amendment (PL 14160-GP) as Volume IV to the Concord 2030 General Plan.



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