

# HISTORY of DOWNTOWN SPECIFIC PLANS

Concord grew rapidly after World War II

**1940 – 1,400**

**1950 – 7,000**

**1960 – 36,000**

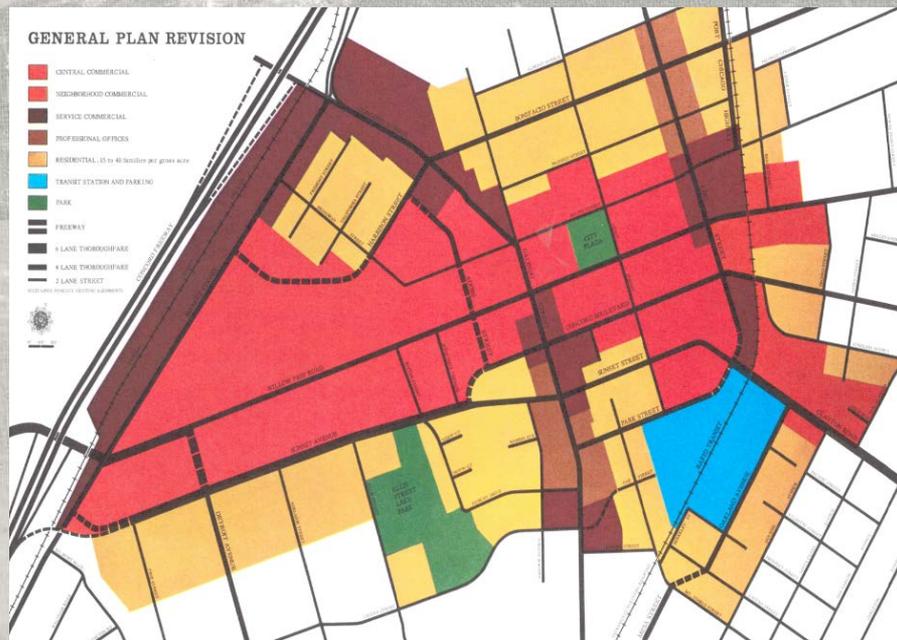
**1963 – 60,000**

In 1963 –

- Park and Shop (1955) was just a few years old
- Crossroad Shopping Center in Pleasant Hill had just opened
- Freeways were just being built
- Sun Valley Mall was just being proposed

Faced with so much change, Concord needed a plan.

In 1963, the *Central Concord Development Plan* was created with the intention of obtaining “the maximum efficiency, beauty, amenity, and monetary profit from private and public investments.



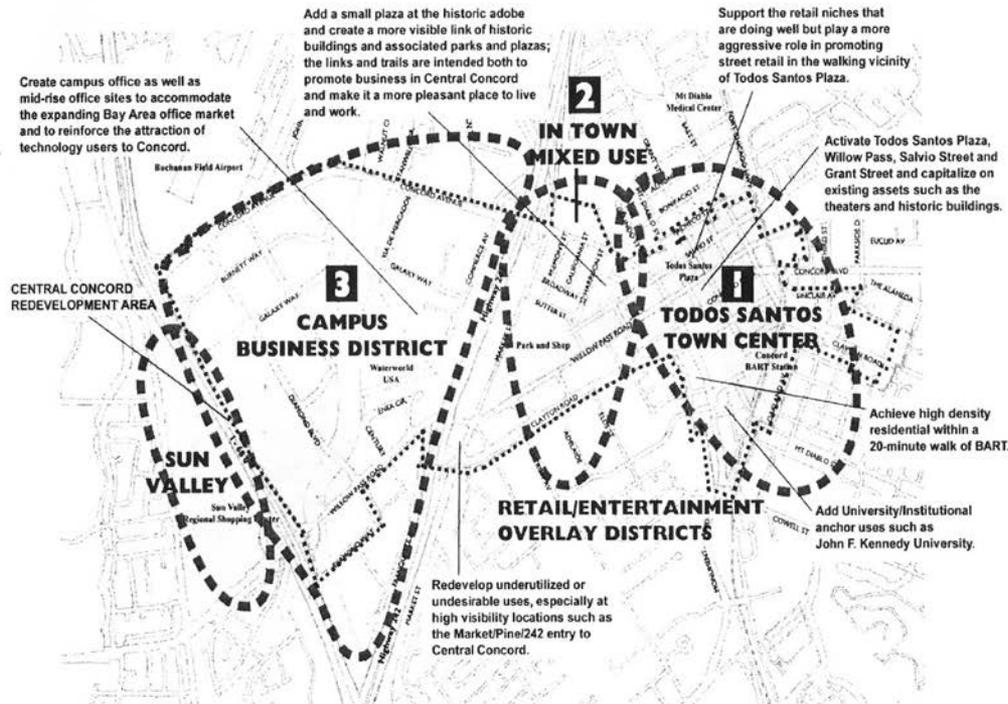


In 1984, after 15 years of continued growth, the Redevelopment Agency wanted to help guide future growth towards a high quality image. To do this they developed the *Central Concord Redevelopment Area Street Beautification Plan* to reinforce the City identity through the beautification of the major streets and entrances of the Redevelopment Area.



By 2000, Concord was once again facing significant development pressure. In order to maximize Downtown assets, the *Central Concord Redevelopment Strategy and Implementation Action Plan* was prepared. The purpose was to set forth a vision, clear goals, and objectives for downtown development.

CENTRAL CONCORD REDEVELOPMENT STRATEGY



Districts

1. Todos Santos Town Center

This area represents Todos Santos Plaza and BART area and encompasses the area within walking distance from BART and the historic town center.

2. In-Town Mixed Use District

This district combines the residential California Hill area with the retail Park and Shop center, and the Gateway office complex on Willow Pass Road. It incorporates a mix of residential, retail, and office uses.

3. Concord Campus Business District

This district includes the flex space and campus office area located in the triangle formed by Interstate 680 to the west, Highway 4 to the north, and State Route 242 to the east.

Retail/Entertainment Overlay District

Superimposing the three above districts, the Overlay District strengthens and integrates the major concentrations of retail/entertainment uses in the Central Concord Area.

**Today, redevelopment is gone. What steps do we take to make sure that Downtown Concord remains strong and vibrant and continues to attract investment?**



**WE MAKE A PLAN.**