



DOWNTOWN CONCORD

SPECIFIC PLAN



Ad Hoc Steering Committee

Ad Hoc Steering Committee Organizational Structure

- Committee is advisory to City decision makers (PC/CC)
- Committee will elect a chair or co-chairs to guide meetings to assure full participation
- Committee representatives may speak at public sessions to outline findings of the Committee to the Planning Commission or City Council
- Committee serves as;
 - Conduit for process **providing oversight and leadership in the development of the Plan**
 - Review for input of comments by Stakeholders, Technical Advisory Committee and public through Community Workshops

Community Outreach



The Specific Plan process includes a variety of avenues to garner input and transmit information:

- Stakeholder Interviews
- Technical Advisory Committee
- Ad Hoc Advisory Committee
- Community Workshops
- Website, Press Releases, E-mail blasts, City's newsletter

Workflow

- Downtown Ideas Fair held Sept. 22, 2013
- City retained consulting team of Perkins+Will on December 11, 2012, after a RFQ/RFP process
- Funding Agreement with MTC in Jan. 2013
- Kick off meeting on Jan. 9, 2013
 - Outreach-Setting up TAC/Ad Hoc Committees
 - Existing Conditions Analysis
- Alternatives Development – March thru July 2013

Downtown Ideas Fair

- Parking – many comments on Todos Santos Plaza, provision of additional parking for special events.
- Infrastructure – Todos Santos Plaza, BART, Class A & B office space, Green Initiatives, Wayfinding/signs, Salvio crosswalks, handicapped parking
- Housing-Increase moderate income housing, live/work units, mixed use projects, affordable, recognition of older/historic homes

Downtown Ideas Fair

- Economic Development – expand retail opportunities in Plaza, increase housing at Plaza, examine vacant/underutilized parcels close to BART, bring in biotech, tech and office uses
- Transportation – Access from BART to downtown, Galindo St. crossings, examine mobility, complete streets and bike lane availability

Specific Plan

What does the plan include?

- An **overview profile** of the planning area
- A significant public **outreach and community involvement process**
- Several detailed **land use alternatives**
- A **market demand analysis** for housing, jobs and retail
- A **housing strategy** that promotes affordable housing and minimizes displacement of residents
- A **multi-modal access and connectivity** component
- **Pedestrian-friendly design standards** for streets, buildings and open space
- An **accessibility analysis** for people with disabilities
- A **parking analysis**
- An **infrastructure development analysis** and budget
- An **implementation plan** and financing strategy

Specific Plan Process

- Draft Existing Conditions Report
 - First phase of Specific Plan
 - Forms basis for Development/Analysis of Alternatives
 - Intended to develop an overview profile of the area
 - Opportunity to cross check data with local agencies through Technical Advisory Committee
 - Report sections include the following:

Timeline

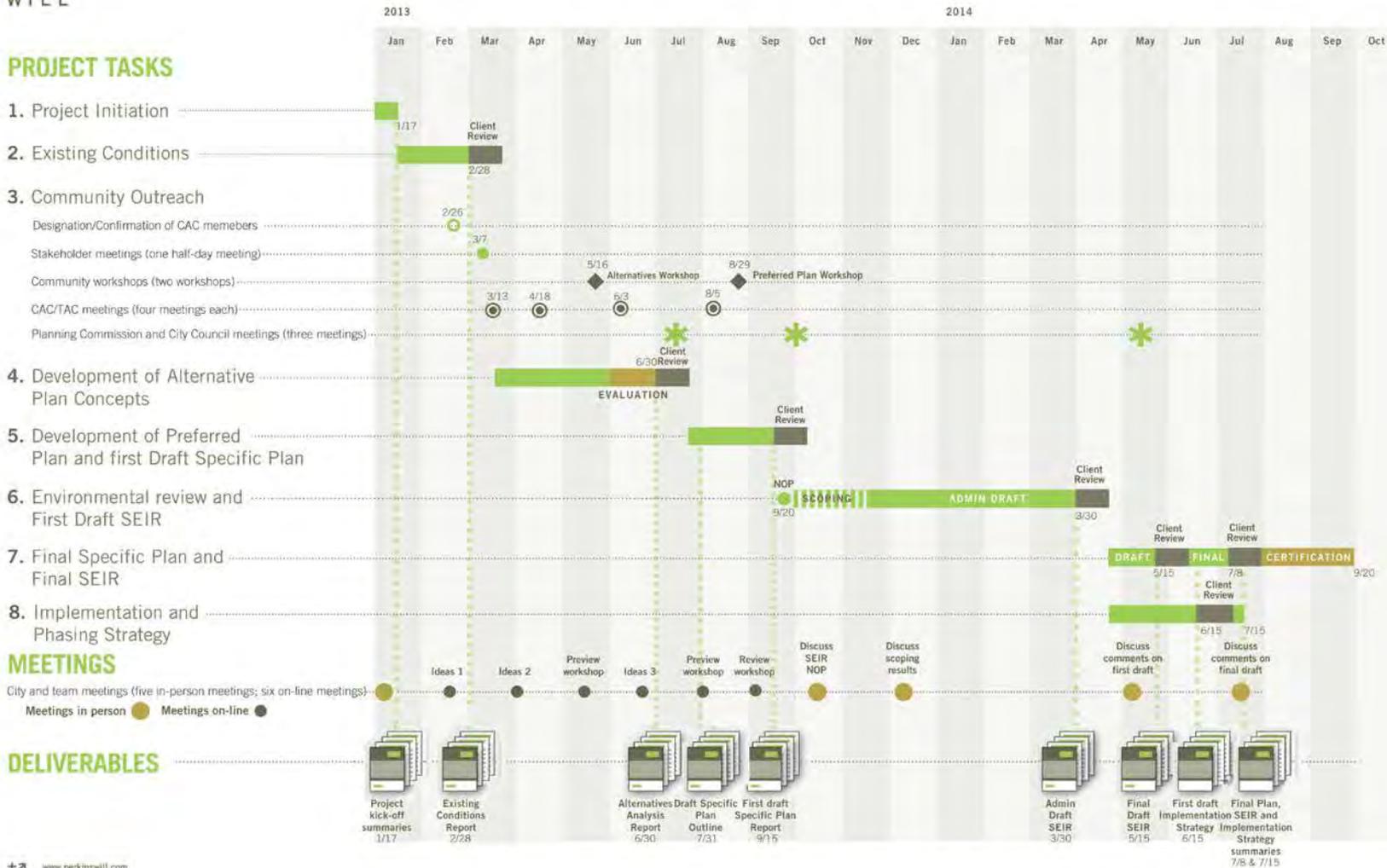
- 21-month process
- Tasks 1-3 provide basis for the preparation of the plan (Jan. through March)
- Tasks 4-5 involve the Development and Evaluation of Alternatives and
-Selection of Preferred Alternative and preparation of Draft Specific Plan (April-September)
- Tasks 6-7 involve preparation of Draft Supplemental EIR, Final Specific Plan and SEIR (Sept. 2013-June 2014)
- Tasks 7-8 prepares Financing and Implementation Strategy and Approval and Certification of Specific Plan and SEIR (July-Sept. 2014)

Schedule and Agendas

April 18th – Development of Alternatives

June 3rd – Evaluation of Alternatives

August 5th – Selection of Preferred Alternative



PROJECT TASKS



Four AdHoc Steering Committee Meetings

3/13 Agenda:

- Organizational structure, introductions and perspectives
- Purpose, Process and Roles – special focus on schedule and agendas moving ahead
- Review of Existing Conditions Findings

4/18 Agenda:

- Working session on preliminary alternatives and the evaluation process
- Primary purpose to preview the alternatives likely to be presented at the Community Workshop
- Testing of tools and process for engagement of community

6/3 Agenda:

- Discuss findings from Public Workshop
- Review resulting evaluation of alternatives
- Discuss direction for preferred plan

8/5 Agenda:

- Preview material for Public Workshop on Preferred Alternative
- Discuss and confirm roles for DSC in this meeting.
- Clarity on next steps



Existing Conditions

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Land Use and Urban Form

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Class A Office Park



View from Concord BART station towards Downtown Concord



Central Concord pedestrian-oriented retail

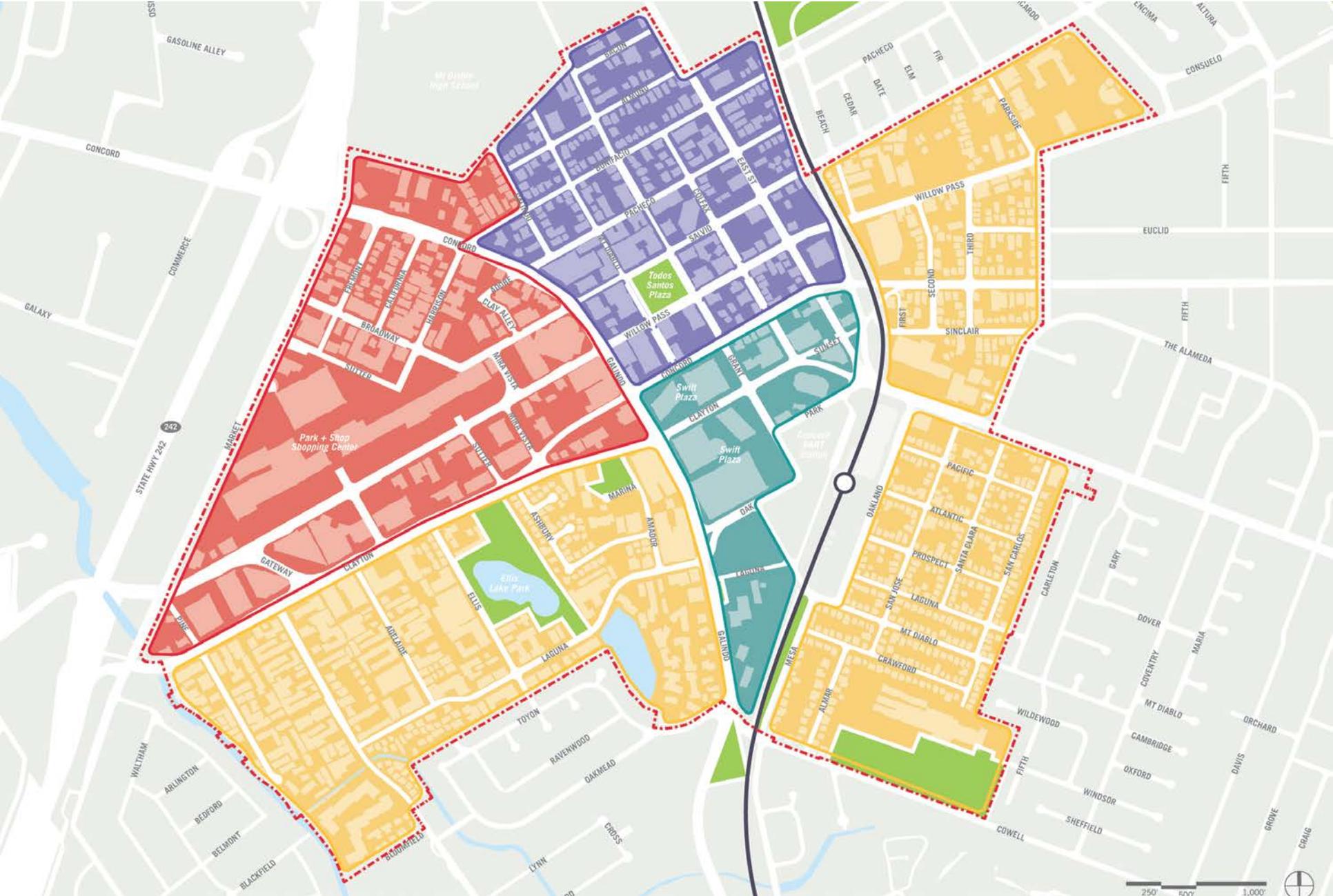


Central Concord vehicular-oriented retail

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- RS6: Residential Single Family
- RS7: Residential Single Family
- RM: Residential Medium Density
- RH: Residential High Density
- CO: Community Office
- CMX: Commercial Mixed-Use
- SC: Service Commercial
- RC: Regional Commercial
- DP: Downtown Pedestrian
- NTS: North Todos Santos
- DMX: Downtown Mixed-Use
- PQP: Public/Quasi-Public
- OS: Open Space
- PR: Parks + Recreation





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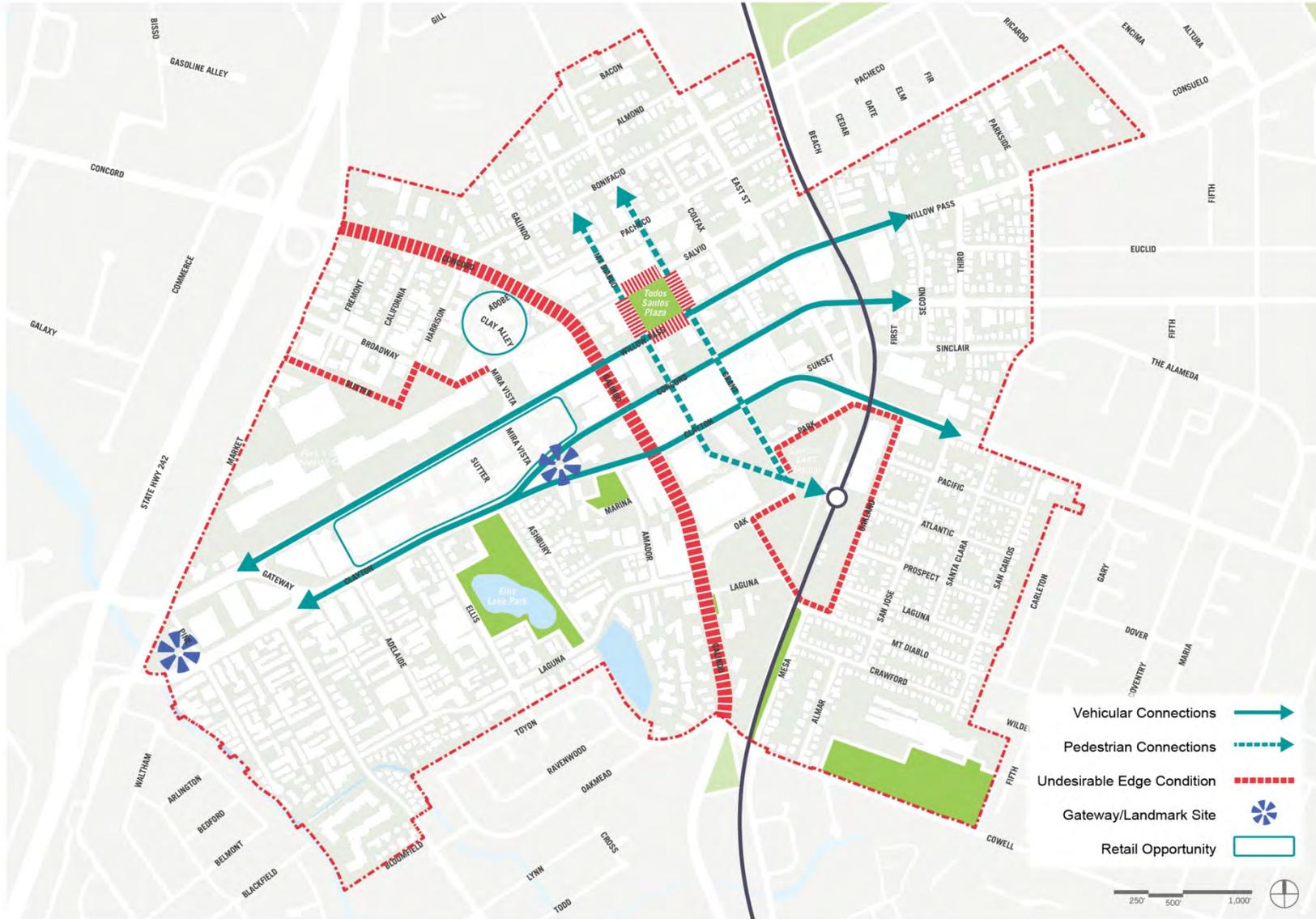


Figure 2.5 Opportunities + Constraints

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Density and Floor Area Ratio

0-10 du/acre	
FAR 0.5	
FAR 0.8	
FAR 1.0	
11-32 du/acre	
FAR 1.0/11-40 du/acre	
FAR 1.5	
FAR 4.0/33-100 du/acre	
FAR 6.0/33-100 du/acre	



Figure 2.6 Density and Floor Area Ratio



Figure 2.7 General Density Zones

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Todos Santos historic residential house



Renaissance housing development



Todos Santos housing character



Residential housing development



Typical residential sidewalk



Typical residential sidewalk

Housing

From the City of Concord Housing Element, the General Plan identifies current housing conditions and needs as follows:

- Household size has stayed the same over a number of years at 2.7 person per household
- The City has a lower median income and lower educational attainment rate when compared to the County as a whole
- The housing make-up has stayed the same over the years, with the percentage of single family homes (60%), multi-family homes (30%) and the others remaining constant
- The City's housing stock, particularly in the center of the City, is getting older
- Rents are still lower than the surrounding areas
 - Refer to Section 3 of this report for a more detailed description of the existing housing supply.

Housing Goals

- Provide diversity of housing supply
- Promote quality neighborhoods
- Meet special needs of the community
- Ensure equal housing opportunities
- Promote energy conservation

Within the City's housing element of the General Plan, each goal has a series of defined policies, with implementation programs for each policy as appropriate.

Land Use and Urban Form

- Promote walkability and pedestrian scale
- Increase density especially around transit
- Establish mix of uses
- Provide a range of housing types/affordability
- Take advantage of key opportunity sites
- Provide open spaces and linkages



Environmental + Infrastructure

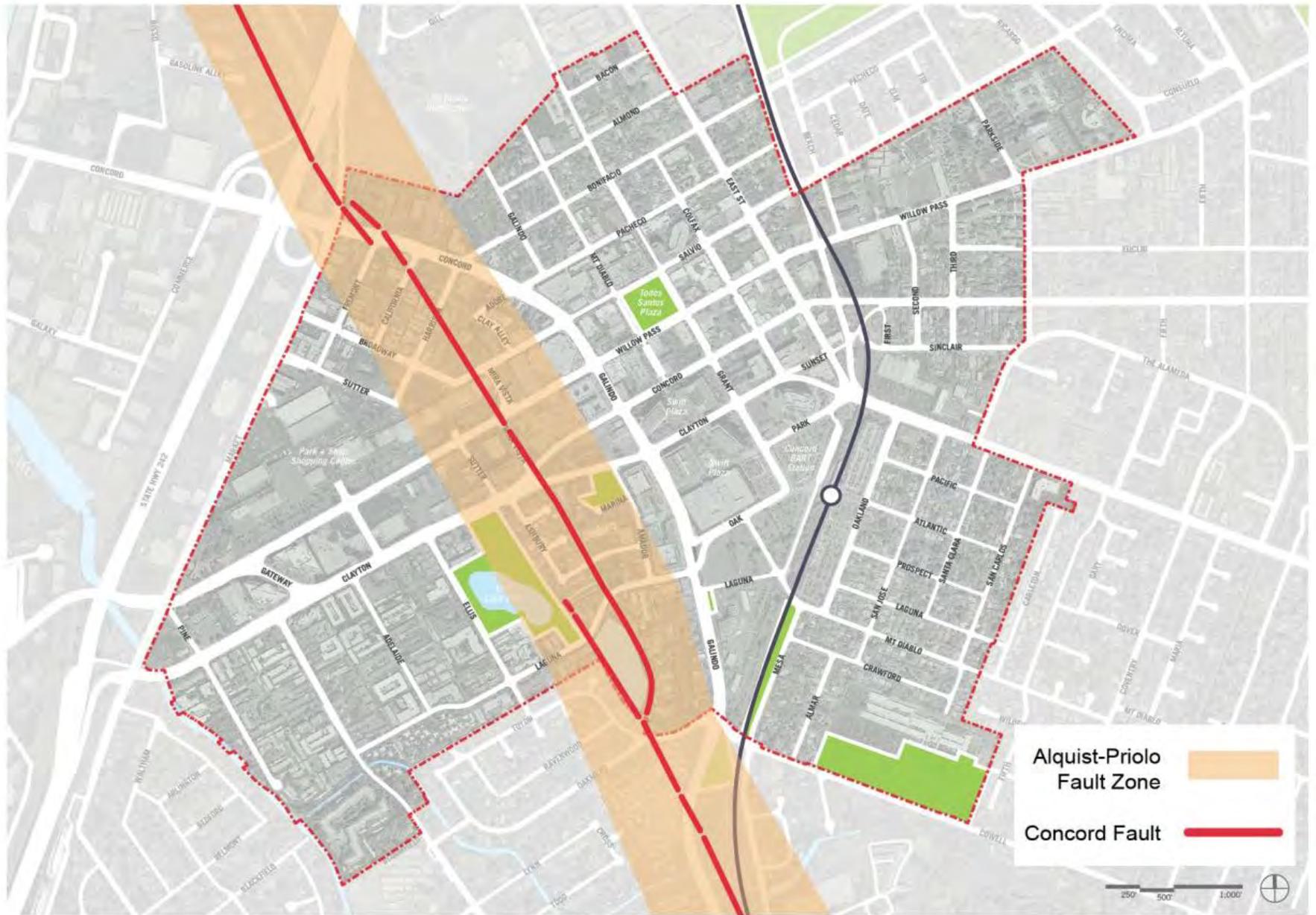


Fig 2.23 Alquist-Priolo Fault Zone
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DOWNTOWN CONCORD SPECIFIC PLAN

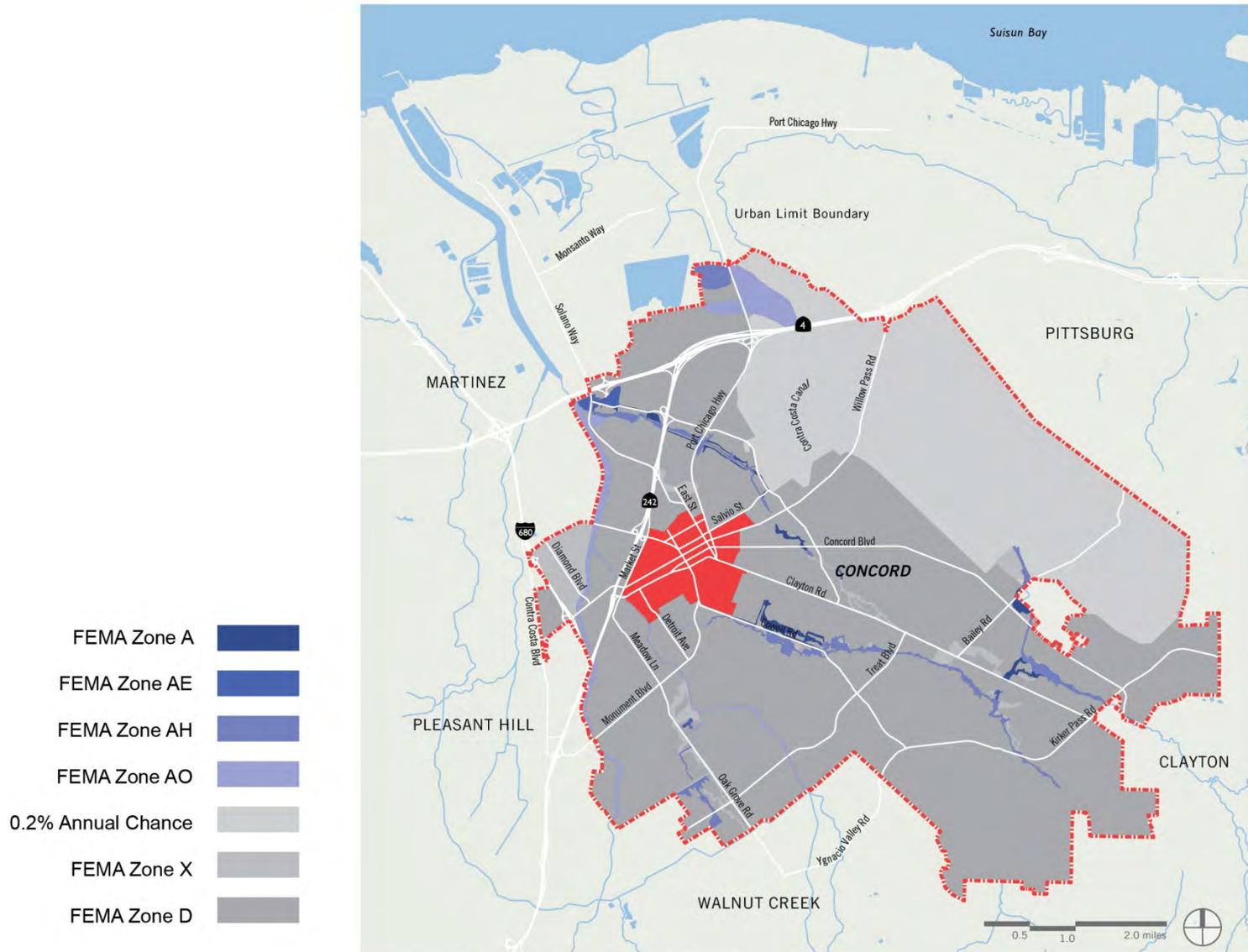


Figure 5.1 Study area location within the City of Concord

Environmental + Infrastructure

- Respect creeks/marshes and major drainage ways
- Encourage preservation of historic buildings
- Ensure compatibility of new development with existing
- Follow Best Management Practices (BMP's) that reduce erosion and stormwater runoff
- Study shade/shadow for new developments
- Follow through on Complete Streets



Economics + Demographics

03 Demographics + Economics

3.1 DEMOGRAPHIC PROFILE AND TRENDS

PEOPLE

Figure 3.1-3.5 and Table 3.1-3.3 provide summaries of key demographic data for residents of the Project Area, with broader geographies shown for comparison. Concord had about 123,200 residents in 2012, up from 121,870 in 2000. The growth in residents in Concord has been similar to nearby cities, though is lower than the growth in the rest of the County. Population growth in three cities in the County – Brentwood, San Ramon, and Antioch – made up almost three-fourths of the total growth in incorporated areas over the period. The population within the Project Area is estimated at about 11,000.

Demographic and socio-economic attributes of Project Area residents have been compared with Concord and Contra Costa County and indicate that residents in the Project Area:

- Are similar to the City in terms of ethnic diversity; Concord is less diverse than the County.
- Have attained lower educational levels than the City, which itself has significantly lower educational attainment compared with the County as a whole.
- Have lower household incomes, lower home values, and pay less rent than renters in the City as a whole and renters in the County.
- Are predominately renters (72 percent) compared with 37 percent overall in Concord and 32 percent for the County.
- Have smaller household sizes, 2.40/2.50

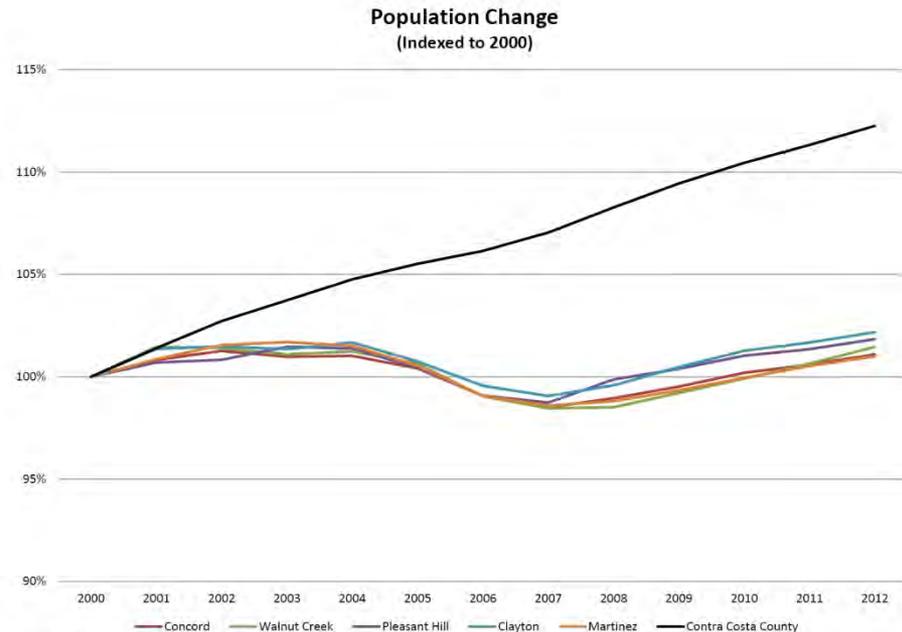


Figure 3.1

persons per owner/renter household compared with 2.62/2.78 for the City as a whole and 2.81/2.68 for the County.

- Have significantly higher usage of non-single-occupancy vehicle (SOV) commute methods than both the City and the County with 63 percent of residents commuting to work via SOV compared with 70 percent in both Concord and the County.

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JOBS

Figure 3.6 and Tables 3.4-3.5 provide metrics on jobs in the Project Area, Concord, and comparison geographies. In 2010, about 60,800 jobs were located in Concord. While the economy of the City is relatively diverse, with jobs distributed among several economic sectors, about 55 percent of jobs fell into either the Financial and Professional Service or the Health, Education, and Recreation services industries. Between 1990 and 2010, jobs located throughout the County grew by almost 20 percent. Growth was unevenly distributed through, with jobs in Concord growing by about 13 percent, jobs in Walnut Creek and Pleasant stagnant, and job losses occurring in the Project Area (over a shorter timeframe, 2002 to 2010).

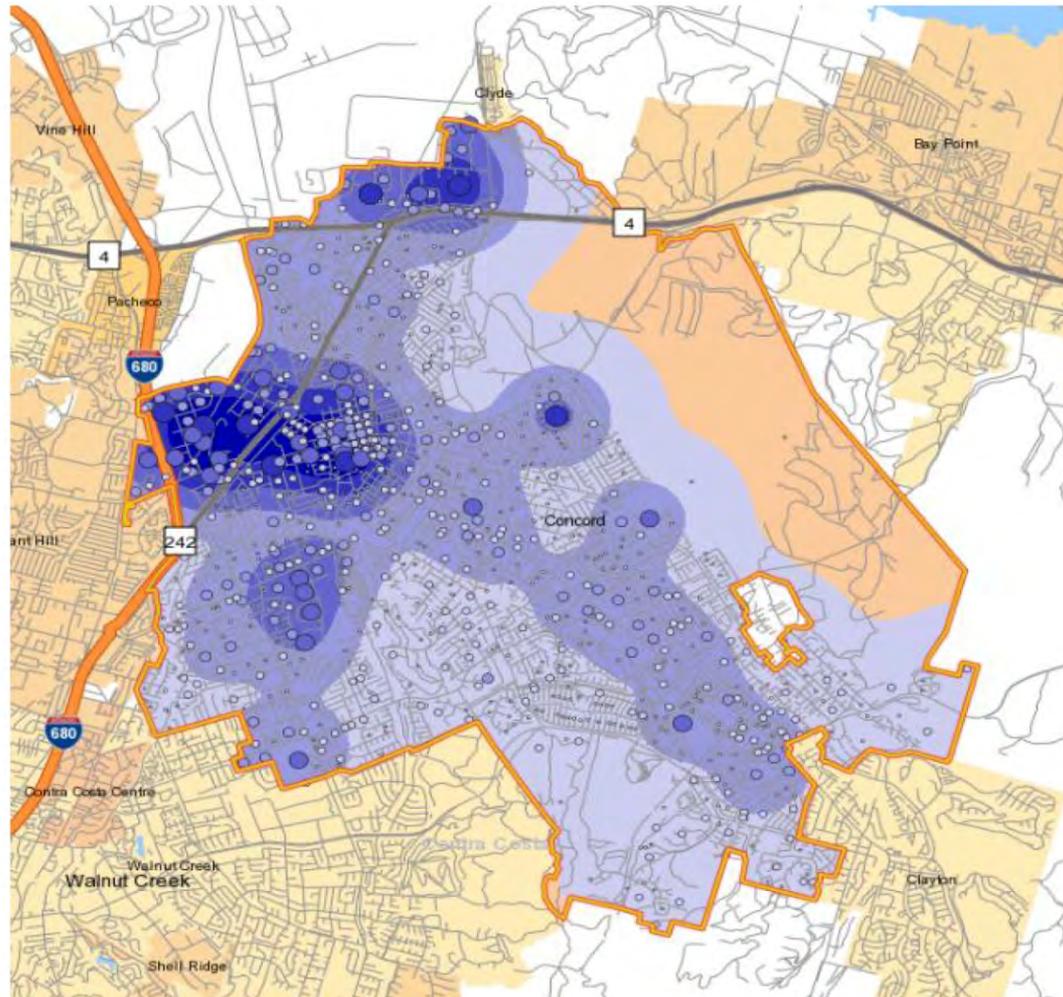
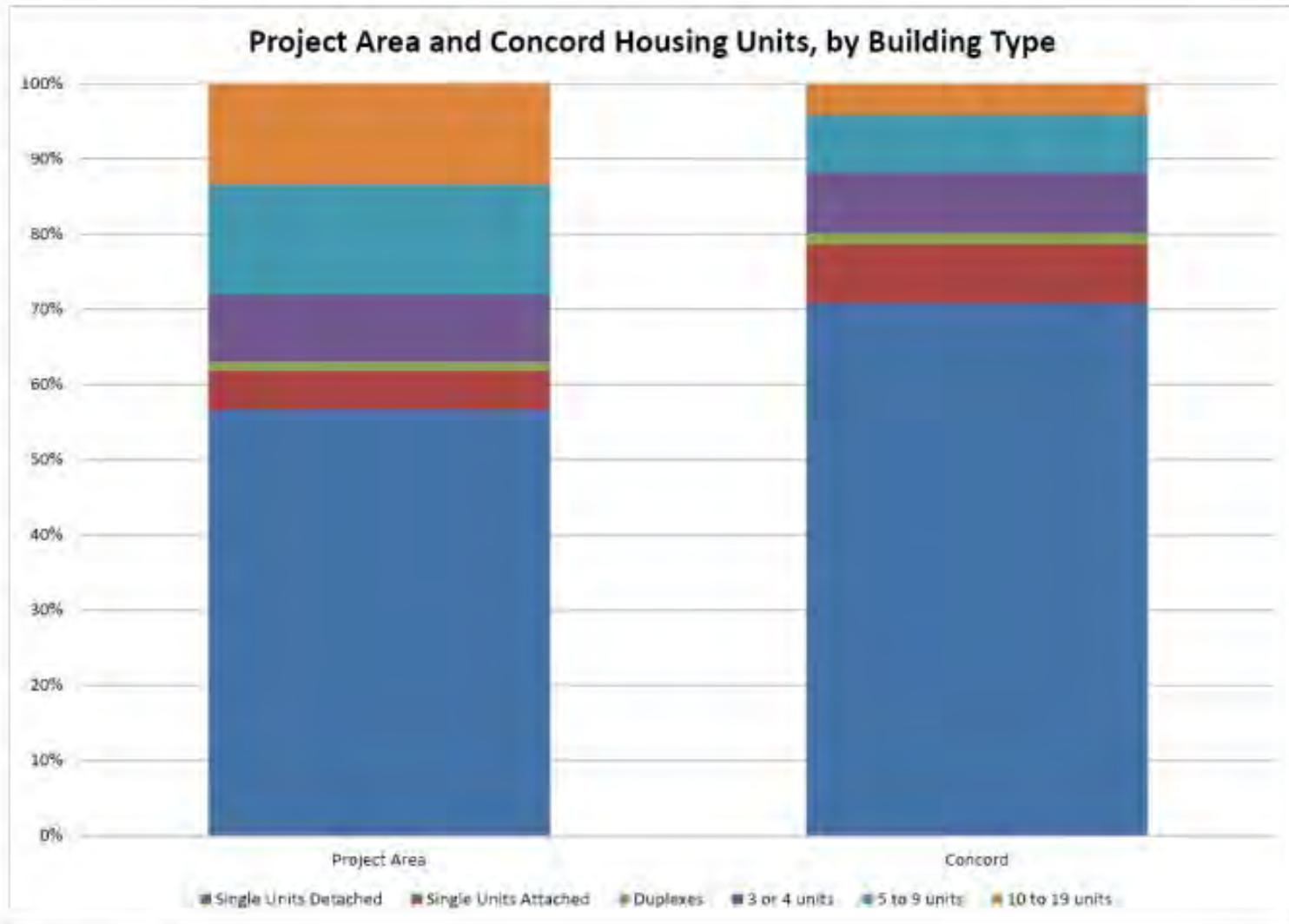


Figure 3.6



1.7

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**Table 3.17
Household Projections, 2010-2040**

Year	"Project Area"	Concord	"Pleasant Hill"	"Walnut Creek"	"Contra Costa County"
2010	4,204	47,125	14,321	32,681	400,263
2040	7,525	65,170	15,530	40,050	480,400
Projected					
# Change (2010-2040)	3,321	18,045	1,209	7,369	80,137
Avg Annual % Change (1990 - 2010)	2.0%	1.1%	0.3%	0.7%	0.6%
Total % Change	79.0%	38.3%	8.4%	22.5%	20.0%

Source: ABAG Projected Employment and Housing Growth by County; Department of Finance E8 City/County/State Population and Housing Estimates 1990-2000 and 2000-2010; Economic & Planning Systems, Inc.

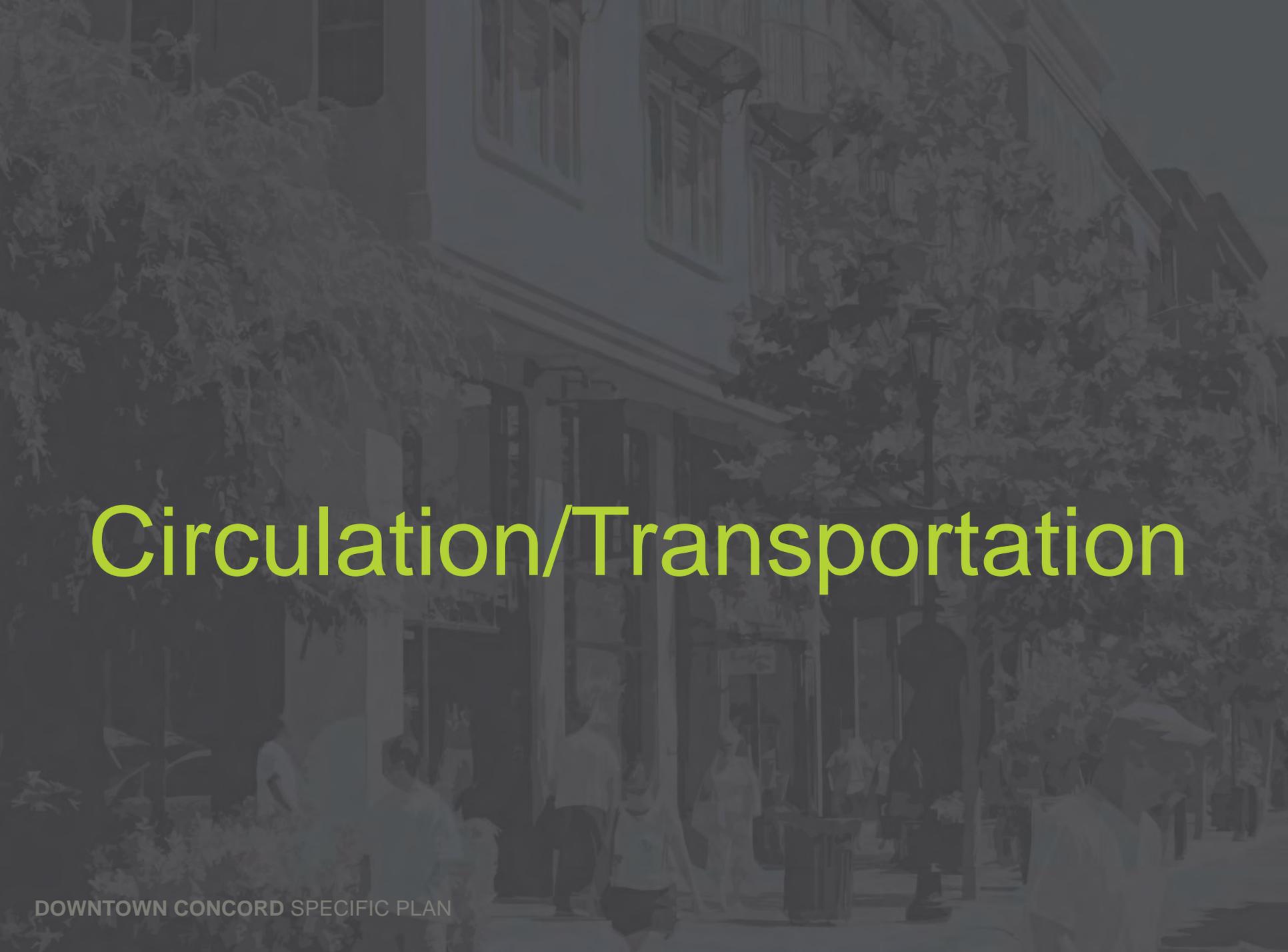
**Table 3.18
Job Projections, 2010-2040**

Year	"Project Area"	Concord	"Pleasant Hill"	"San Ramon"	"Walnut Creek"	"Contra Costa County"
2010	9,278	60,800	17,090	43,880	54,510	376,820
2040	12,207	69,310	22,920	58,240	57,300	467,000
Projected (1)						
# Change (2010-2040)	2,929	8,510	5,830	14,360	2,790	90,180
Avg Annual % Change (1990 - 2010)	3.5%	1.7%	3.7%	3.6%	0.6%	2.7%
Total % Change	31.6%	14.0%	34.1%	32.7%	5.1%	23.9%

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Economics and Demographics

- Significant vacancies in office buildings
- Lack of presence in the downtown after hours
- Project area has significant opportunities in commercial, retail, and diverse housing development
- Take advantage of transit options



Circulation/Transportation

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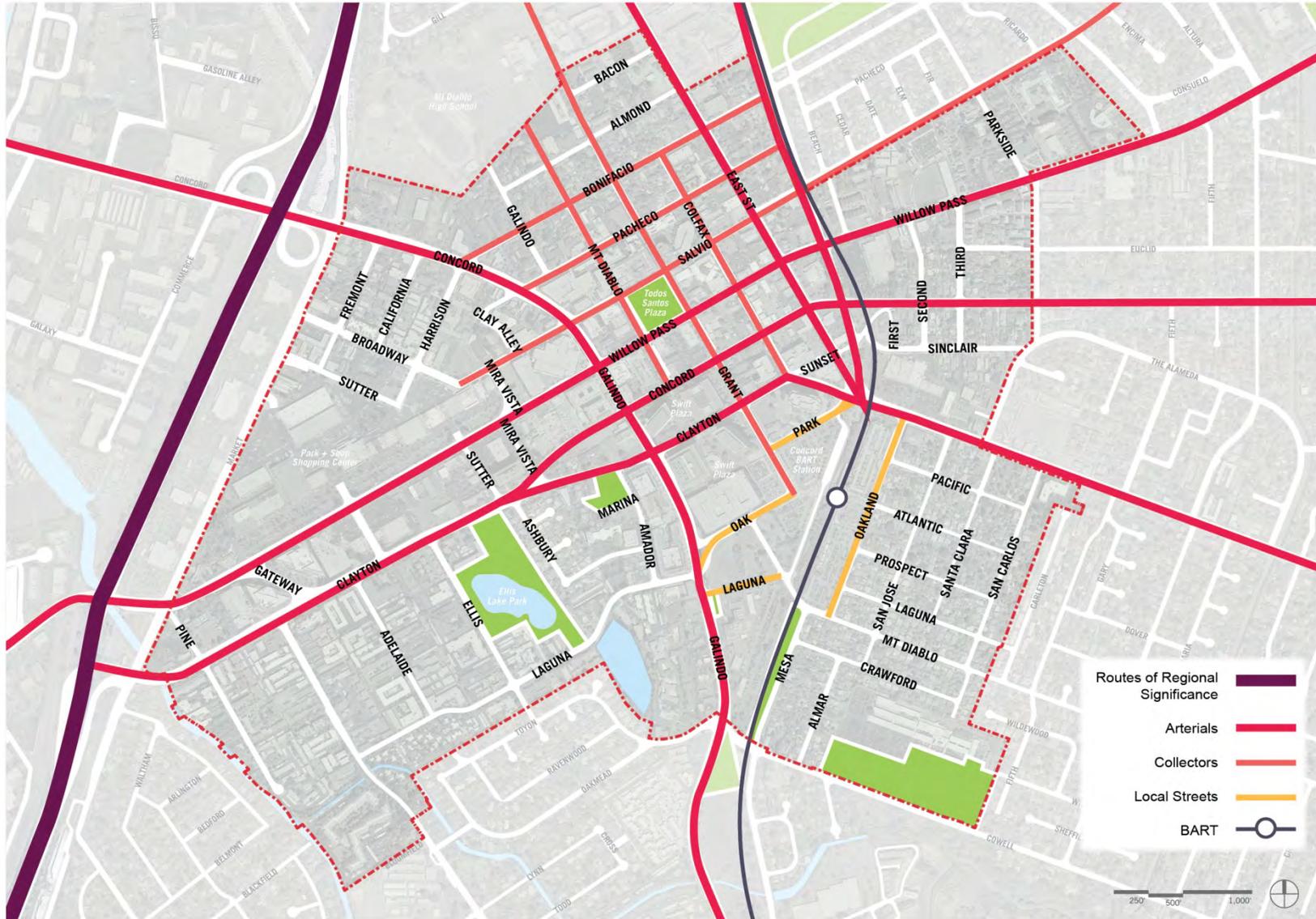


Figure 4.1 Project Area Roadway System

**Table 4.2
BART 2008 STATION PROFILE STUDY – OVERALL MODE SHARE SUMMARY**

Access Mode of Arrival to BART	Concord BART 2008 Station Profile Study	
	All Day Results	Concord BART 2008 Station Profile Study
Walk	473	11%
Bicycle	129	3%
Transit	301	7%
Drop Off, Carpool or Taxi	990	23%
Drive Alone	2,410	56%
Total Daily Arrivals	4,304	100%

Source: BART 2008 Station Profile Study

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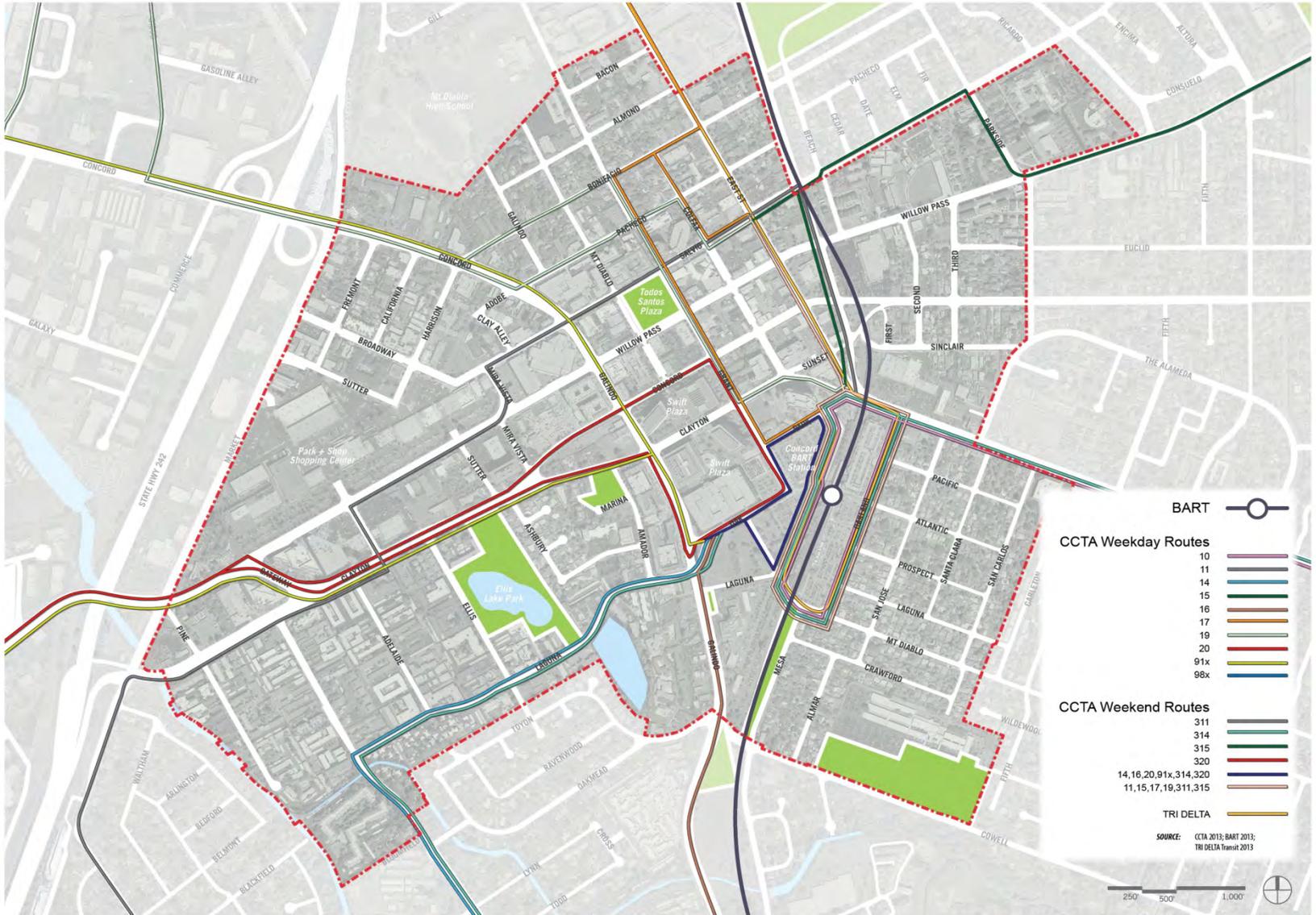
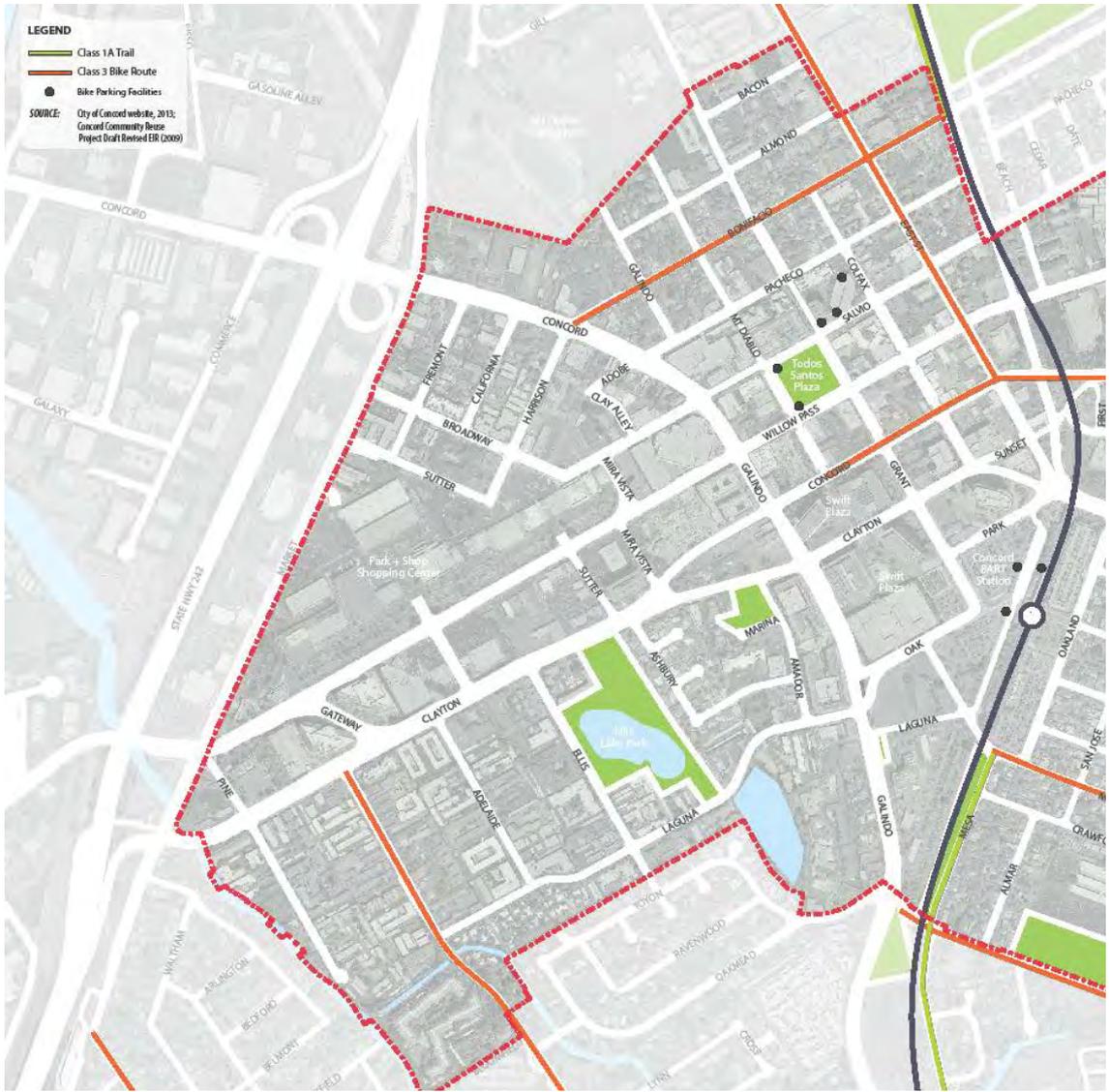


Figure 4.2: Map of Transit Services Through the Specific Plan Area, BART, CCCTA, and TriDelta



Circulation and Transportation

- Ensure good access to transit/more transit specifically for the downtown
- Promote bicycles and alternative means of transport
- Establish strong pedestrian connections
- Manage traffic along major arteries
- Take advantage of BART
- Surplus of parking throughout the downtown on weekdays

Next Steps

- Next TAC/Ad Hoc Meetings – April 18th, June 3rd, Aug.5th
- Community Workshops (May and Aug/Sept)