



**Urban Land
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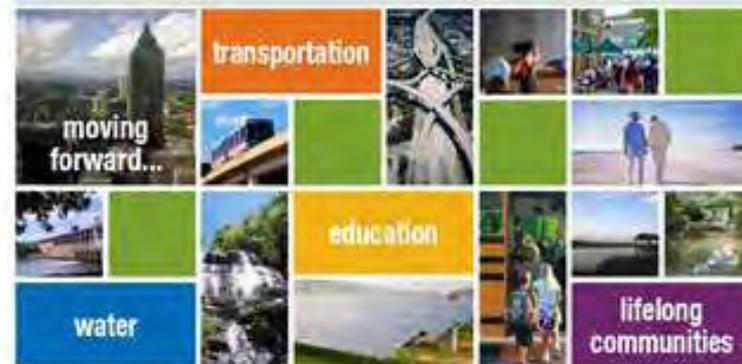
San Francisco
Serving the Greater Bay Area

Concord

Technical Assistance Panel

About the Urban Land Institute

- The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
- Established in 1936, the Urban Land Institute is a nonprofit education and research institute with over 30,000 members across the globe—2,000 here in the Greater Bay Area. Our members form a spectrum of real estate development, land use planning and financial disciplines.



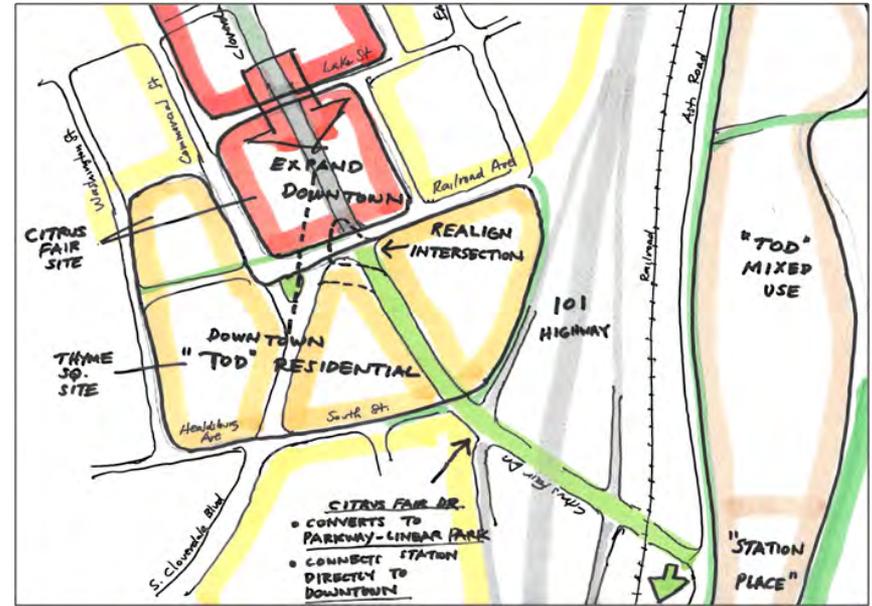
Urban Land Institute, San Francisco

- What ULI San Francisco does:
 - Provides a forum for sharing of best practices
 - Creates opportunities for young professionals to develop skills and build relationships
 - Organizes and conducts meetings
 - Directs outreach programs
 - Administers UrbanPlan program
 - Conducts Technical Assistance Panels



The Technical Assistance Panel (TAP) Program

- Provides independent, objective candid advice on important land use and real estate issues
- 33 Bay Area panels



TAP Process

- Review background materials
- Receive a sponsor presentation & tour
- Conduct stakeholder interviews
- Consider data, frame issues and write recommendations
- Make presentation
- Produce a final report



The Panel



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The Panel

- **Chair: Jeff Tumlin**, Principal, Nelson Nygaard
- **Alan Billingsley**, Principal, Billingsley Interests
- **Will Fleissig**, President, Communitas Development, Inc.
- **Chris Haegglund**, Principal, BAR Architects
- **Kathleen Livermore**, AICP Contract City Planner, City of Alameda
- **Cameron Mueller**, Urban & Environmental Planner, AECOM; TAP Author
- **Anu Natarajan**, Urban Planner, Council Member, City of Fremont
- **Paul Ring**, VP of Development, Core Companies
- **John Means**, Associate, ULI San Francisco
- **Dana Van Galder**, Director, ULI San Francisco



Our Sponsor



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This TAP was made possible by a grant awarded by The San Francisco Foundation through the Greater Communities Collaborative initiative to provide technical assistance to the City of Concord.



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Panel Assignment

1. What strategies and implementation measures are most important to include in the Downtown?

- a) How can Concord attract a more diverse range of housing?
- b) How can Concord make Downtown attractive to a broad range of retail?
- c) How can Concord leverage the uniqueness of the Park'nShop commercial center?

2. Where do we start?

- a) Near-term implementation



Downtown Concord Today

- Tremendous interest in living in downtown mixed-used environments
- Economic resurgence is now heading towards the East Bay
- City of Concord has a Draft Downtown Specific Plan



What We Heard

Young and diverse demographic moving to Concord

Bring more Bay Area visitors to Concord

Concord community supports higher-density growth

Community wants downtown to become a vibrant destination

Todos Santos Plaza gets a “wow” factor from first-time visitors



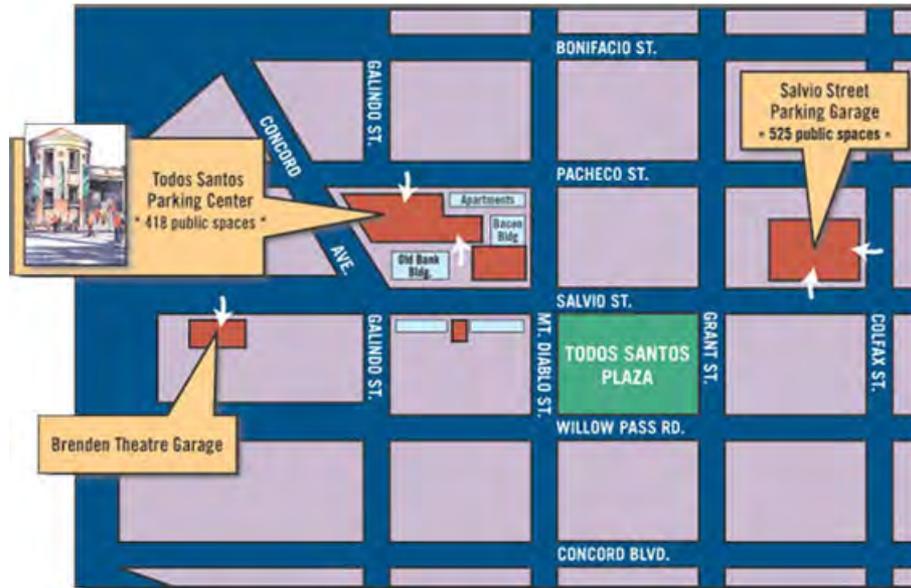
Strengths – Our Initial Take

1. Authentic place/vibe
2. Sensitive infill development (Park Central/Renaissance/Salvio Pacheco Square)
3. BART Station
4. Todos Santos at core – great program/market/events
5. Good Walkability Score (85)



Strengths – Our Initial Take

6. Plenty of Parking
7. Sophisticated business owners in key sites
8. Strategically located publicly controlled parcels
9. Pro development community



Challenges – Our Initial Take

1. What IS downtown Concord?

- a) Unclear brand
- b) Boundaries not defined
- c) Contradictory personality – suburban enclave or emerging place
- d) Where is the core?

2. Been half a step behind in policy and planning steps....**time to catch up** and move ahead

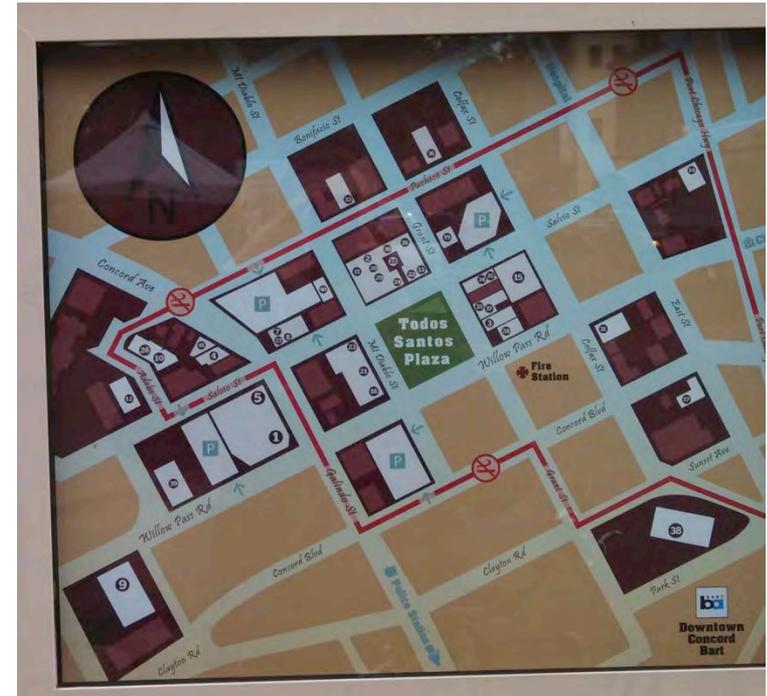
3. **Car-centric traffic movement v. pedestrian/bicycle connections** and safety serving the downtown.... Does not need to be a tradeoff, but opportunity to trade up.

4. **Safety perceptions** regarding homeless and property crime



Challenges – Our Initial Take

5. **Poor wayfinding**
6. **Lack of rooftops and disposable income** to support current and additional retail
7. **Lack of clear connections** from BART to downtown and to other nearby neighborhoods
8. Office market not likely to drive new investments in near-term
9. Pending development and **competition from Concord Reuse Project Area**



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**



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**



Regional Market Context

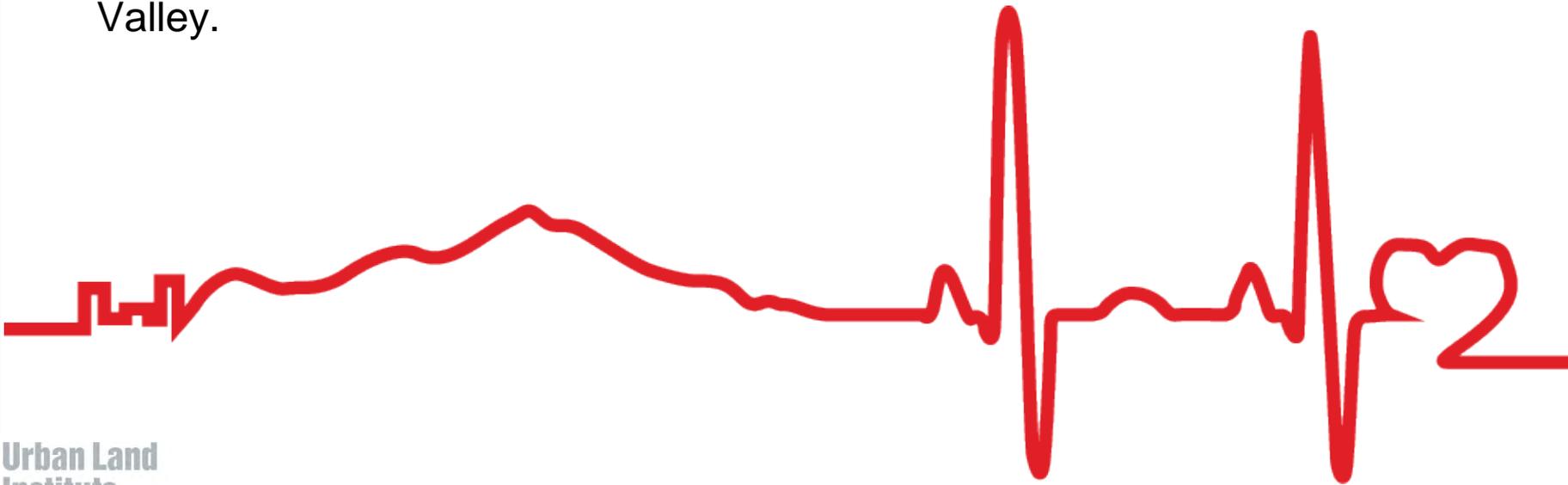
- **Concord is unique in having excellent infrastructure** for the creation of an urban/suburban live/work/play/shop environment that is highly desired by the market, while also having attractive development sites and a community receptive to development
- Economic and market cycles are of unpredictable 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



Concord's Brand

What is downtown Concord?

- Not a grape, or something about the midnight ride of Paul Revere.
- Not Walnut Creek, not Bishop Ranch, not Sun Valley Mall.
- Concord = “con” [together] + “cord” [heart] = hearts joined together in harmony.
- Downtown Concord is the true heart of Diablo Valley.



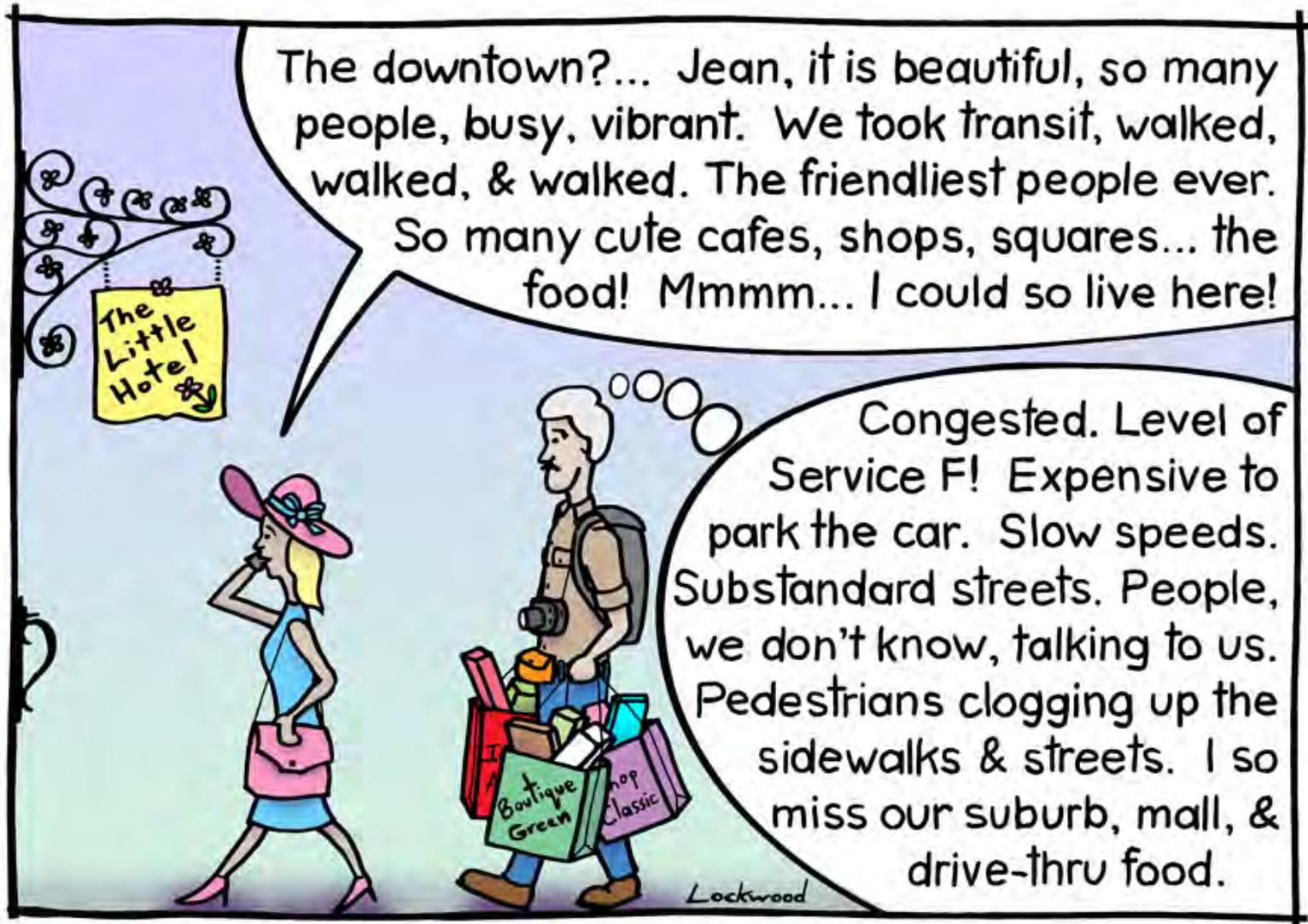
Downtown Concord's Brand

- **Local and authentic** (Farmer's Market, locally owned shops aimed at locals)
- **Family fun** (Great activities for kids)
- **Affordable** for young singles, families & boomers
- **Walkable and safe** (Leafy, interesting streets)
- **Quirky and unexpected** (Shops found nowhere else, Todos Santos)
- **Great value** (99 Ranch, Fry's, free activities)
- **Town center** (The real center of central Contra Costa)
- **Easily accessible** (Easy access by car, BART, bike, bus. Ample free parking)
- **Open for business** (Easy to set up a business)
- **Everyone is welcome** (the full diversity of the Bay Area)



Photo: Tim Baldwin, Concord Insider





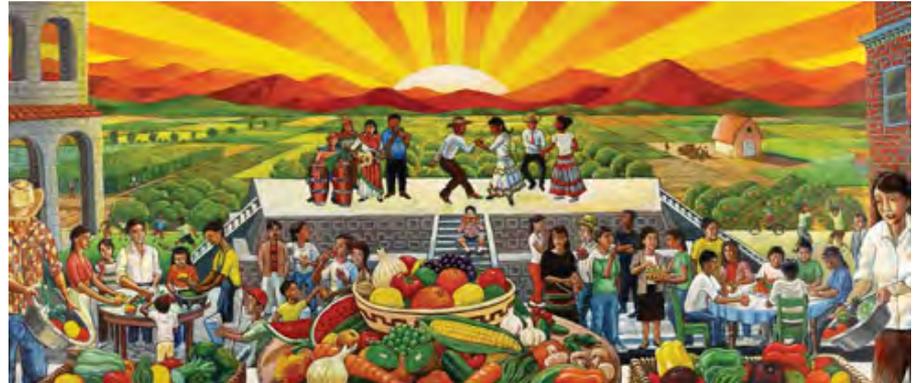
Different Places Align with Different Values



Where to Start... Important “Small” Moves

1. Define Downtown Concord and create new brand

- Push BART to fund Station Wayfinding Concept Plan to better connect neighborhoods and downtown district
- Highlight downtown with directional auto and pedestrian signs
- Integrate Art
- New downtown graphic / web



2. Improve access and orientation for auto drivers, pedestrians, and bicyclists

- Re-signal the timing on through streets
- Fill in deficient/missing sidewalks
- Provide ped access to Park n Shop off Salvio Street
- Demonstration bike lanes and connections as economic development – @ Concord Boulevard

Where to Start... Important “Small” Moves

3. Form Parking/Downtown Improvement District – managed by downtown association

- Leverage ample existing parking spaces
- Offer shuttle with 15 minute headways – linked destinations between BART station, Todos Santos, John Muir Medical complex and Diablo Valley College
- Ombudsperson for homeless population

4. Increase activity and destinations in downtown

- Curate pop-up retail program with short term leases near Swift Plaza @ Grant Street
- Retail kiosk
- Target new unique restaurants -- i.e. Hop Grenade; Pig and Pickle
- Add more programming in park –farmer’s markets on weekends

5. Locate Justice Center to existing vacant building near Police station (not wait for new structure on redevelopment parcel)





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Development Priorities

Immediate Market Opportunities

- Renaissance Phase 2
- Swift Plaza (2 sites)
- Small scale infill
- RREEF site on Grant Street
- Grant Street kiosk
- Marginal Properties Site



Development Priorities

Successor Agency

- Masonic Temple Site
- Oak Street
- Concord Avenue



Development Priorities

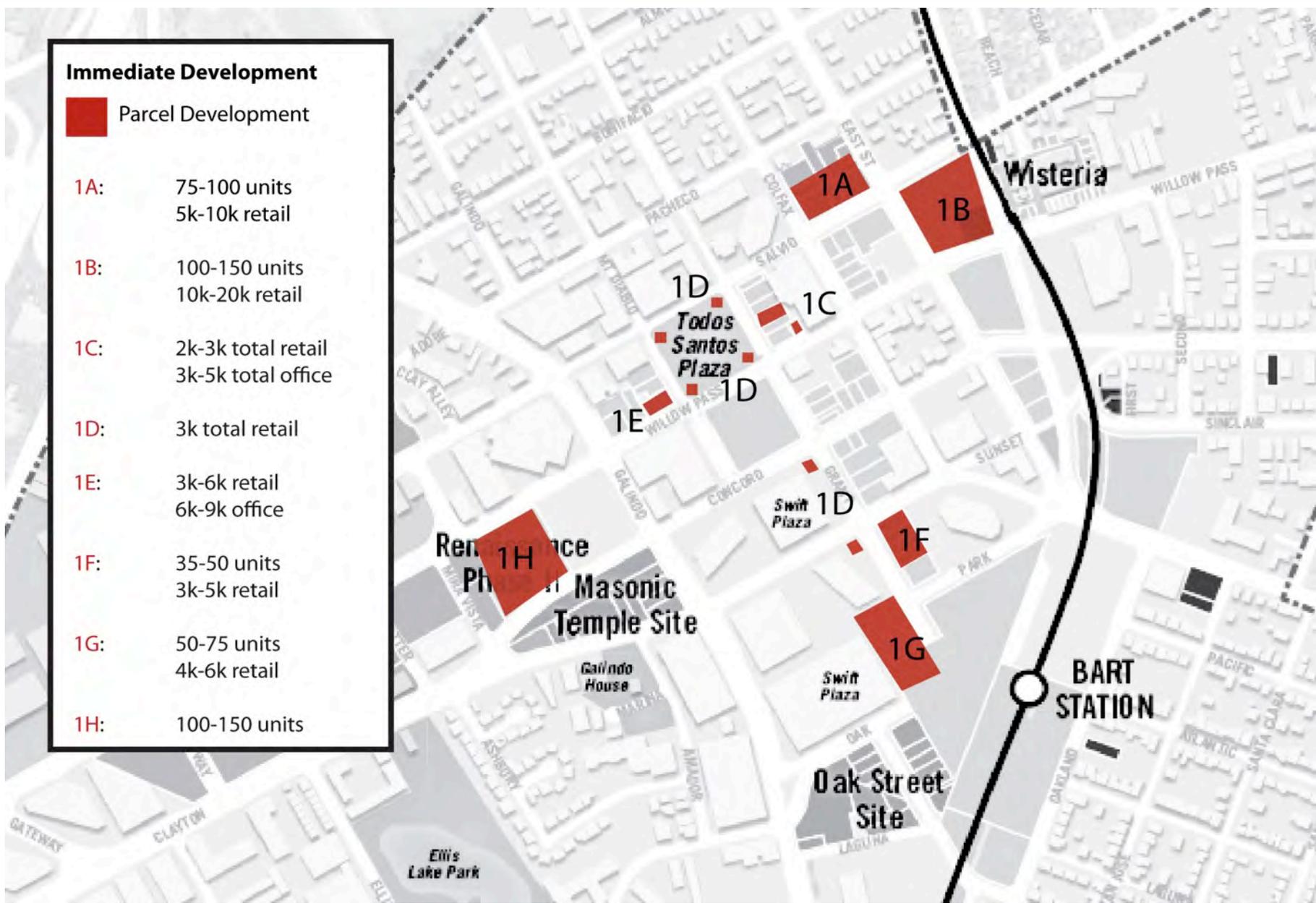


Additional Opportunities

- Park and Shop:
 - Renovation of existing center to clean up image and strengthen ties to Salvio pedestrian path to Plaza.
- Wells Fargo site:
 - Vibrant commercial building increasing the shops / dining on Todos Santos Plaza
 - Building and sidewalk serve as the focal point and entry to the plaza for the office buildings and BART station uses to the South.
- Bart Station
 - The City can begin to set parameters for future development on BART site
- Petsmart block

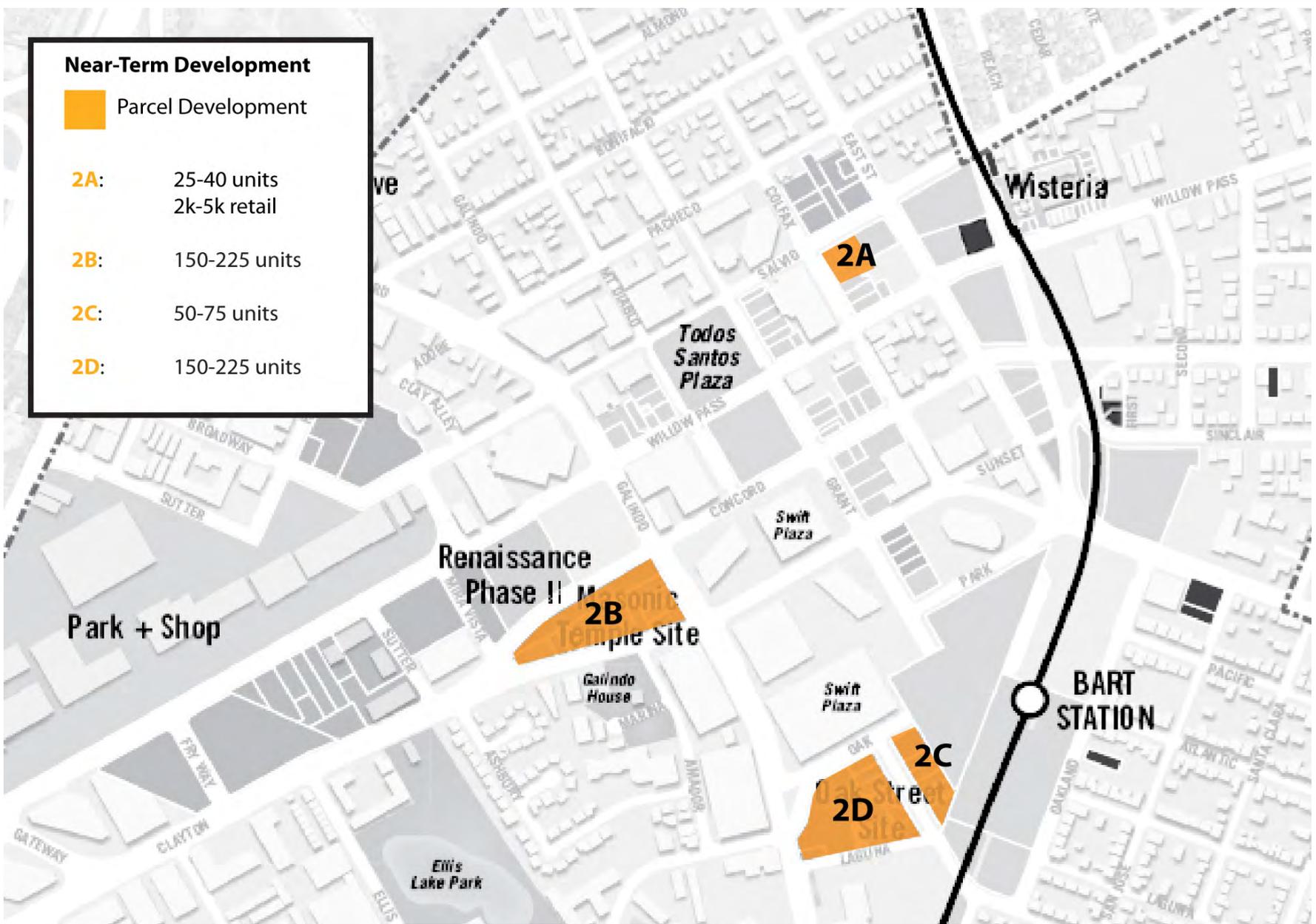


| Immediate Development | |
|---|--|
|  | Parcel Development |
| 1A: | 75-100 units 5k-10k retail |
| 1B: | 100-150 units 10k-20k retail |
| 1C: | 2k-3k total retail 3k-5k total office |
| 1D: | 3k total retail |
| 1E: | 3k-6k retail 6k-9k office |
| 1F: | 35-50 units 3k-5k retail |
| 1G: | 50-75 units 4k-6k retail |
| 1H: | 100-150 units |



Near-Term Development

- Parcel Development
- 2A:** 25-40 units
2k-5k retail
- 2B:** 150-225 units
- 2C:** 50-75 units
- 2D:** 150-225 units



Long-Term Development



Parcel Development

3A: 75-100 units
5k-10k retail

3B: 9k-12k retail
12k-19k office

3C: 50-75 units
4k-6k office

3D: 125-175 units
3k-5k retail

3E: 3k-6k retail
6k-9k office

Park + Shop

Renaissance Phase II Masonic Temple Site

Galindo House

Ellis Lake Park

Todos Santos Plaza

3B

3C

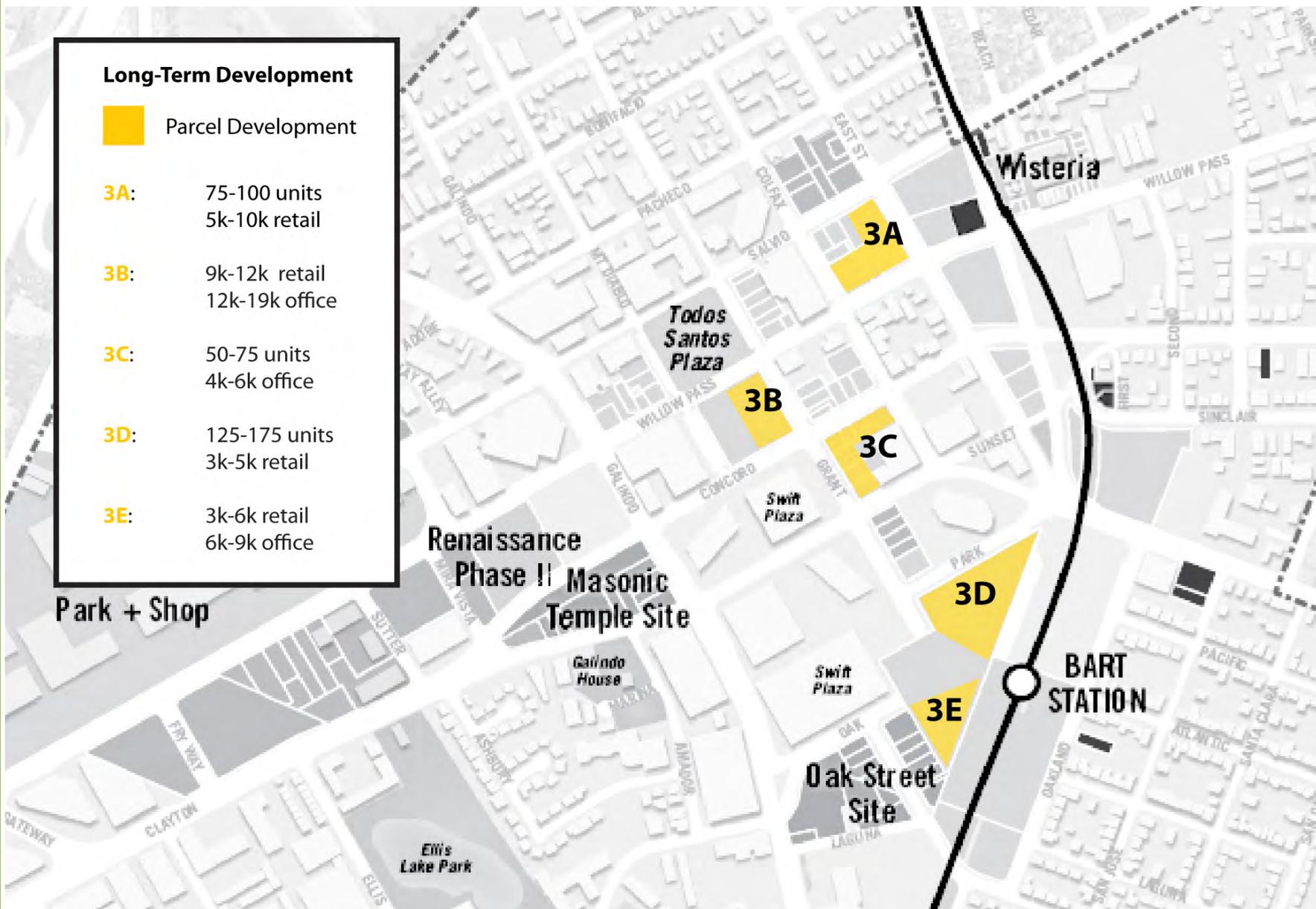
3D

3E

Oak Street Site

Wisteria

BART STATION



Overall Development

Immediate Development

360-525 units
33k-50k retail
14k-22k office

Near-Term Development

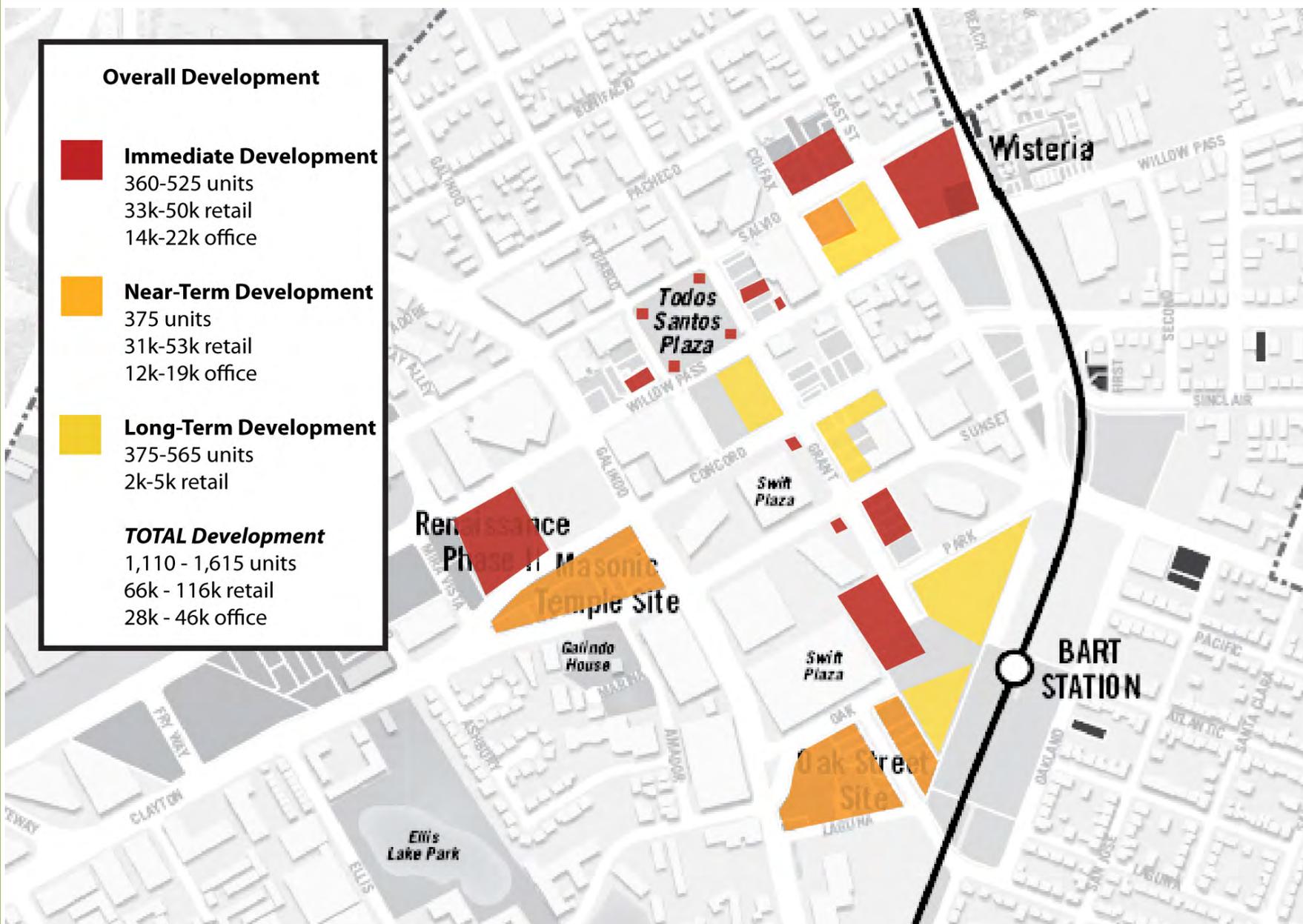
375 units
31k-53k retail
12k-19k office

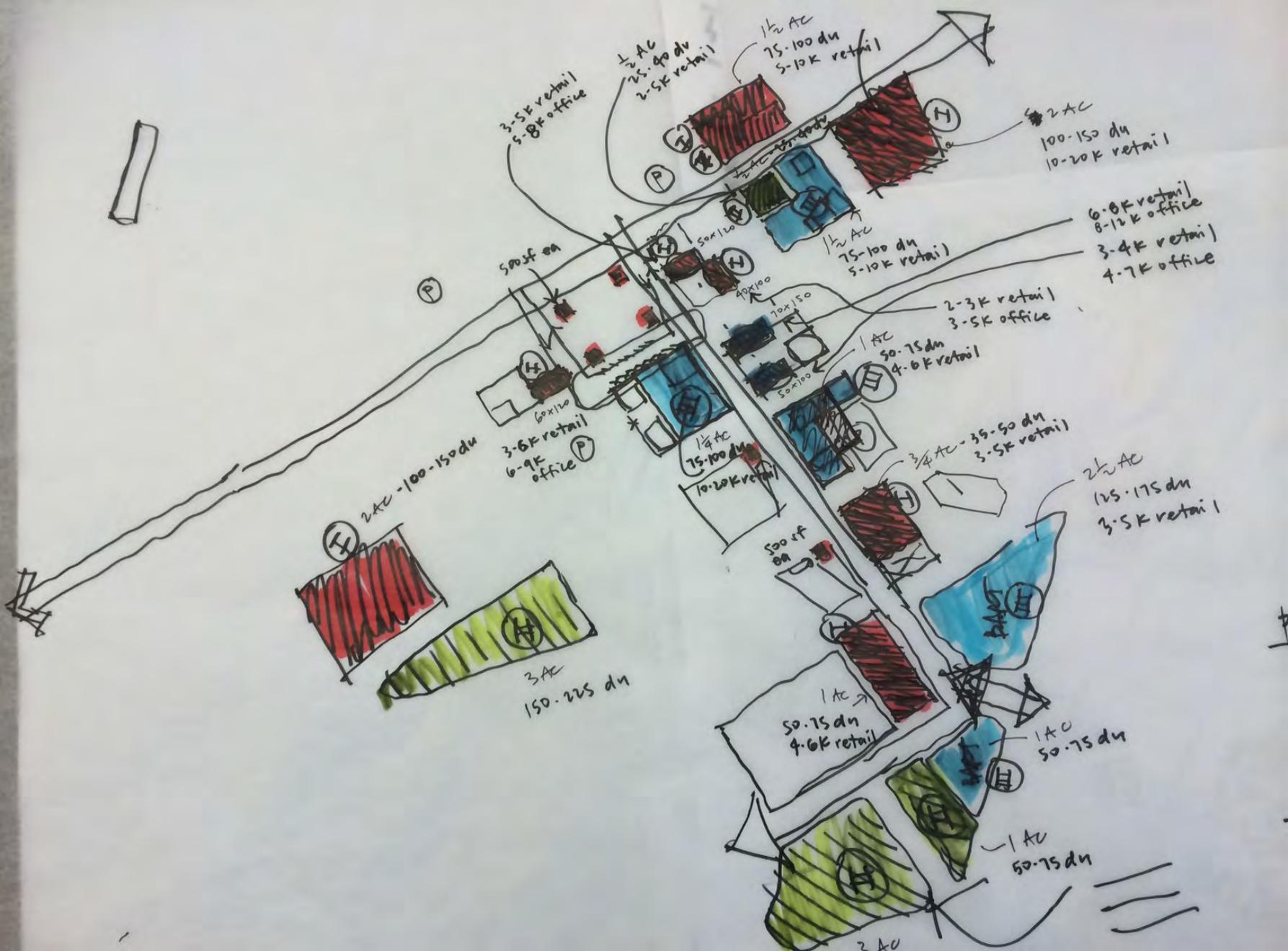
Long-Term Development

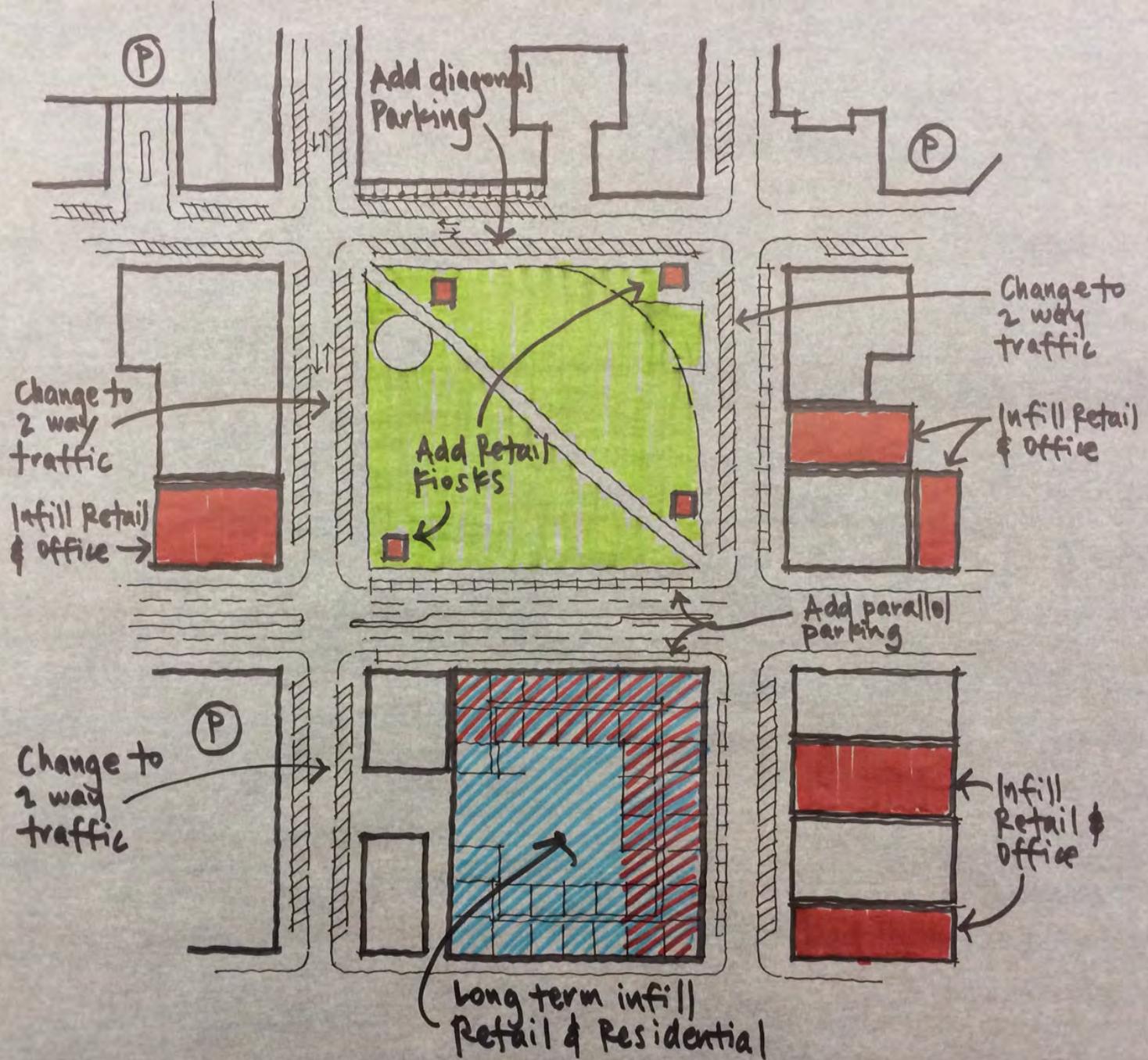
375-565 units
2k-5k retail

TOTAL Development

1,110 - 1,615 units
66k - 116k retail
28k - 46k office







Bikeways are Economic Development



Source: East Bay Regional Parks District



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Bicycle Priorities

Bike lanes

- Concord Blvd from Oakhurst to Detroit
- Clayton Rd and Sunset from Detroit to Concord Blvd
- Detroit Ave from Concord to Contra Costa Canal Trail Spur
- Salvio Street from Port Chicago Highway Path to Olivero Rd and Reuse Project
- Grant Street from BART station to Willow Pass Rd

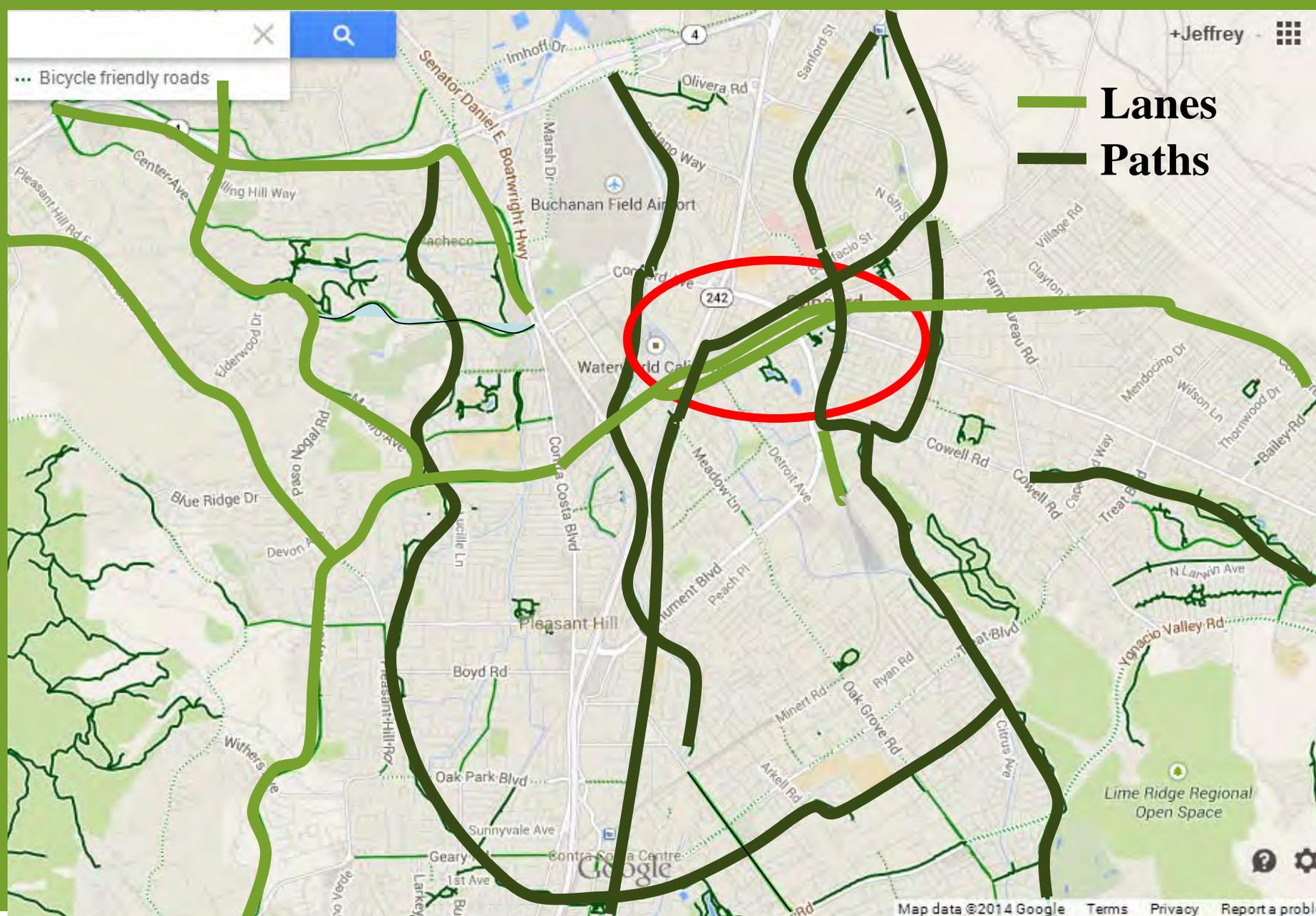
Bike Paths:

- Port Chicago from Salvio to Sunset
- Contra Costa Canal Trail to Detroit Ave
- BART right of way from Systron to BART Station to Port Chicago Highway path

Neighborhood Greenways

- Oak and Laguna between Detroit and BART station
- Salvio Street from Port Chicago to Fry's





Cycle Track on Clayton and Concord



Bike Lanes on Concord Blvd



Image: City of Santa Monica <http://www.smgov.net/departments/pcd/transportation/>



Path Connections to Iron Horse and Contra Costa Canal Trails



Source: City of El Cerrito, <http://www.el-cerrito.org/index.aspx?NID=478>



Pedestrian Priorities

- Focus on activating Grant through coffee carts, outdoor seating, kiosk retail.
- Allow pedestrians to walk down Grant without having to push button to cross street
- Accommodate pedestrian crossings in all signal phases in Specific Plan area, at least during daytime.



Source: Hart's Coffee <http://www.coffeeinmelbourne.com.au/mobile-coffee-cart-melbourne/>

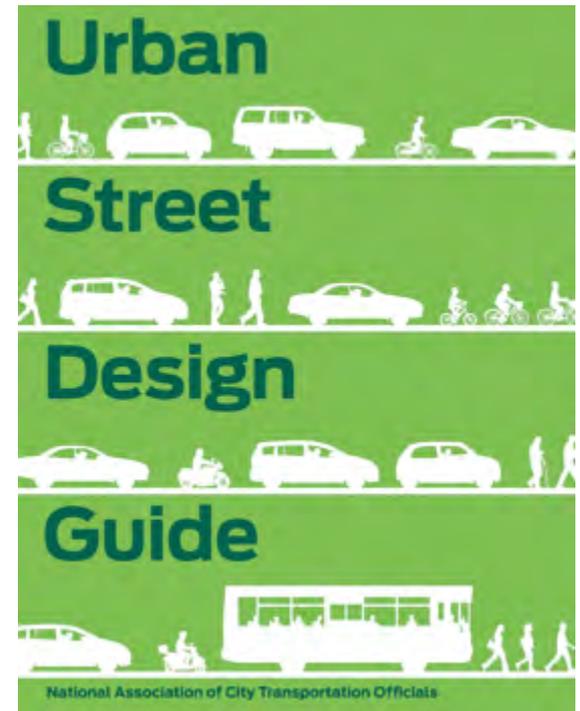


Roadway Priorities

- Retime signals for quicker cycle and better progression
- Convert Grant and Mt Diablo to two way between Concord and Salvio
- Adopt NACTO Urban Street Design Guide for use on all streets
- Eliminate LOS thresholds for downtown environmental analysis

Later:

- Extend Salvio to Fry



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Parking Priorities

- Allow off-site parking arrangements to meet any commercial parking requirements administratively.
- Delegate authority to Downtown/Todos Santos Business Association management of parking
- Lease surplus parking from private owners and make available to public
- Valet parking for Thursday evening peak

Later:

- Install parking wayfinding and real-time availability information.

No need for any additional parking



Source: Jeffrey Tumlin



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Station Priorities

- Partner with BART to get Concord Station prioritized in upcoming round of major station improvements.
- Prioritize pedestrian arrival at Grant



Source: bingpoint from BART.gov



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Transit Priorities

- Partner with Diablo Valley College, John Muir Medical Center, Todos Santos Business Association and County Connection to rebrand and improve frequency on Line 20. Run every 15 minutes all day to match BART schedule.

Later:

- Consider rerouting Line 314 between John Muir Medical Center, Concord BART and Pleasant Hill BART via Monument Blvd and improve headway to match BART schedule.



Image: Wikipedia.

http://en.wikipedia.org/wiki/File:Walnut_Creek_Gillig_Trolley.JPG

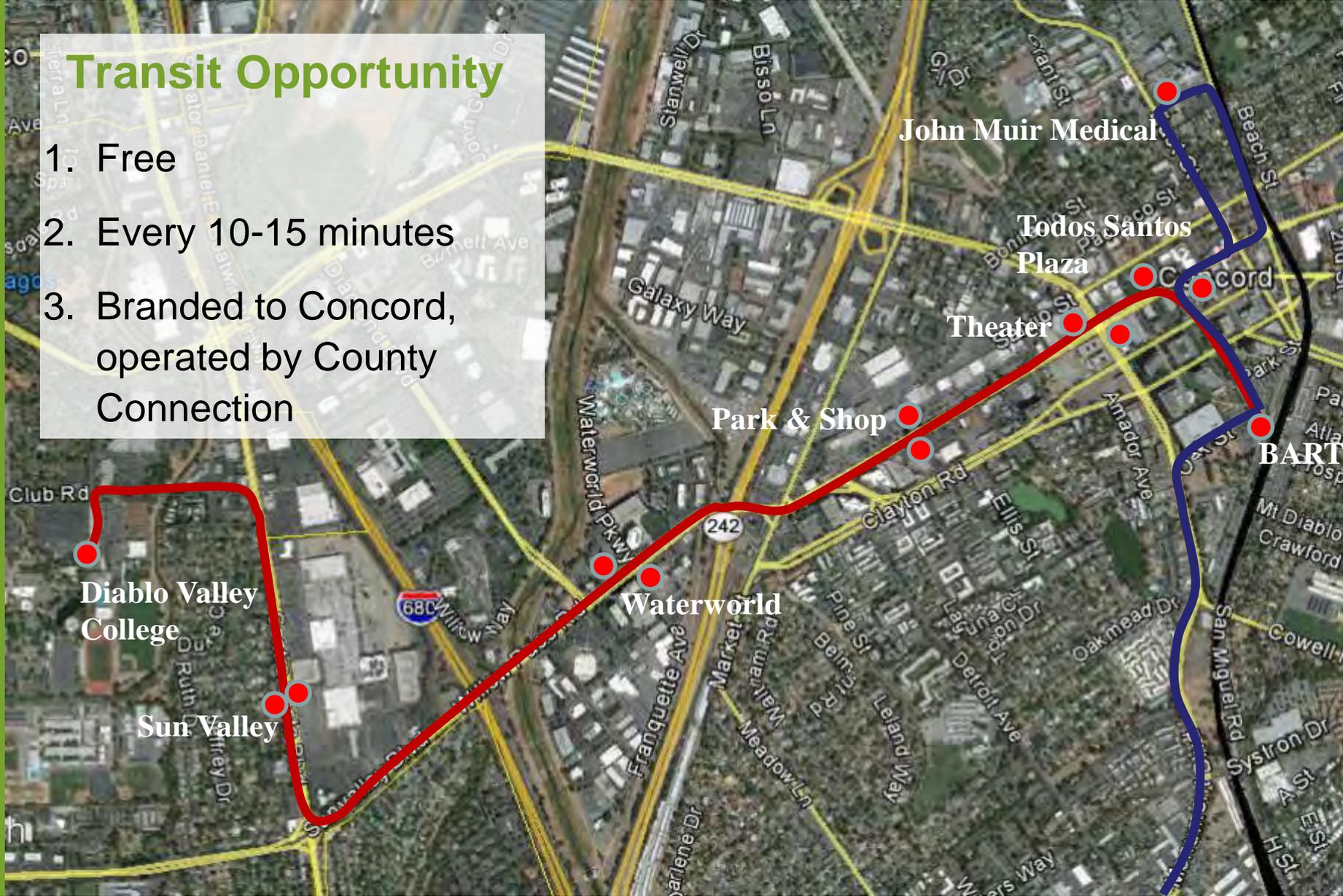


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Transit Opportunity

1. Free
2. Every 10-15 minutes
3. Branded to Concord, operated by County Connection



A large crowd of people is gathered outdoors, likely at a festival or fair. The scene is filled with colorful bokeh lights in shades of blue, purple, and pink, creating a vibrant and festive atmosphere. In the foreground, several children are visible, some wearing white dresses and others in purple dresses. The background shows a dense crowd of people, some looking towards the camera and others engaged in conversation. The overall mood is bright and celebratory.

**A great city begins in its
downtown. It is a place that sets
the tone for a city and is the
primary public expression of its
identity.**

NOW IS THE TIME!

THANK YOU!



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