

DOWNTOWN CONCORD SPECIFIC PLAN



City Council – June 24, 2014

Downtown Specific Plan Goals

- Increasing job creation
- Enhancing the business climate and expanding the economic base
- Jump-starting 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



Community Outreach:

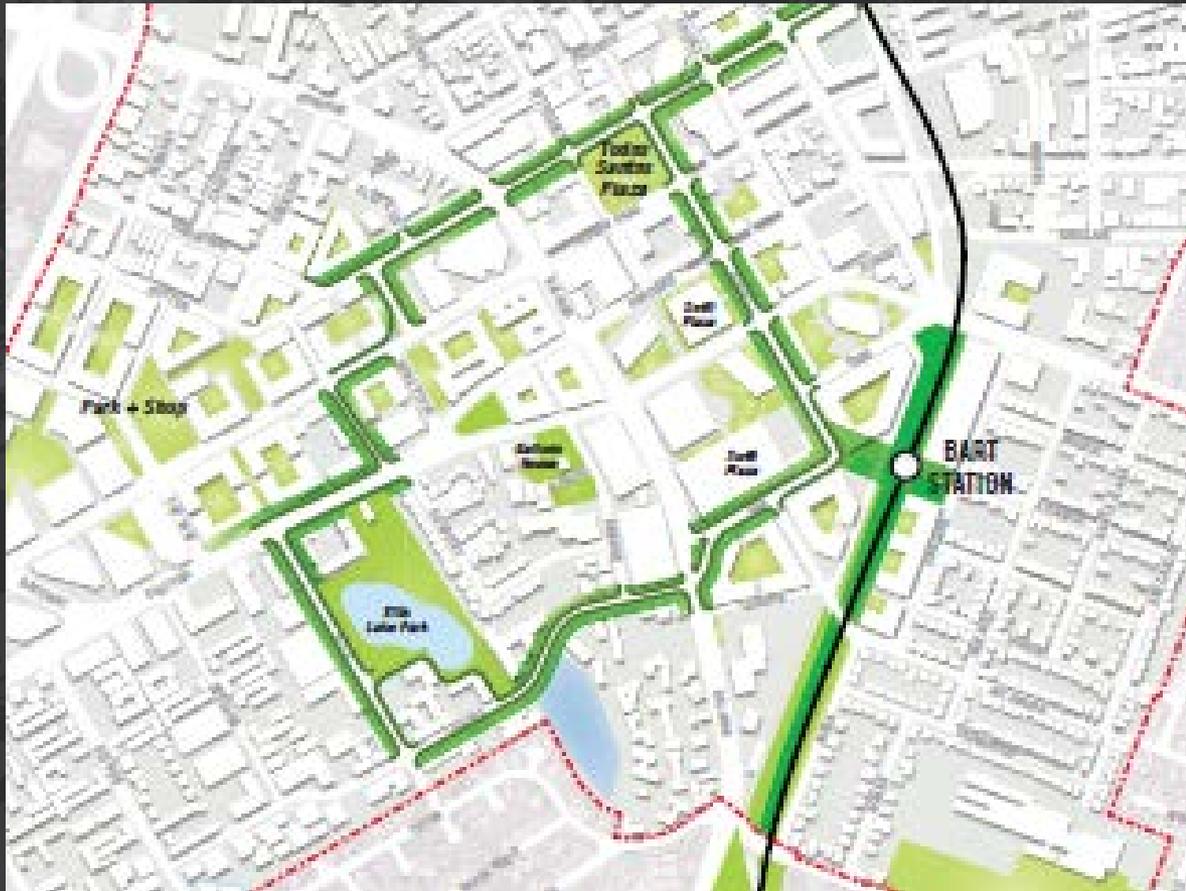
- Downtown Ideas Fair- to obtain input from residents/stakeholders – Sept. 2013
- Four (4) Technical Advisory Committee meetings
- Eleven (11) Downtown Steering Committee (DSC) meetings
- Three Community Workshops
- Two developer panels (July 2013, April 2014)
- Stakeholder and individual outreach meetings
- Planning Commission and City Council updates



Illustrative Site Plan



Circulation - Green Streets Framework



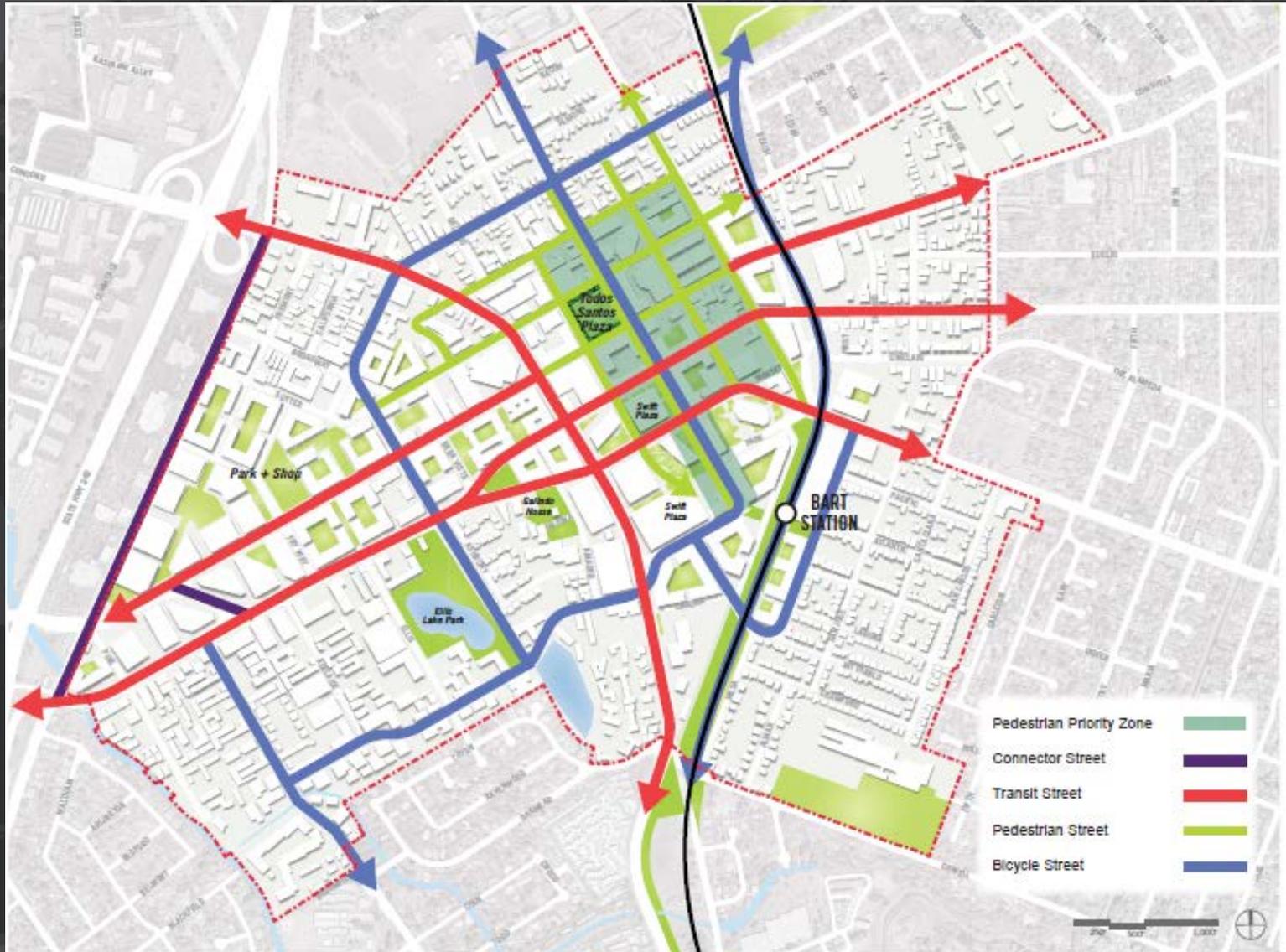
Summary of Development for
Downtown PDA
(Projection to Year 2040)

	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.

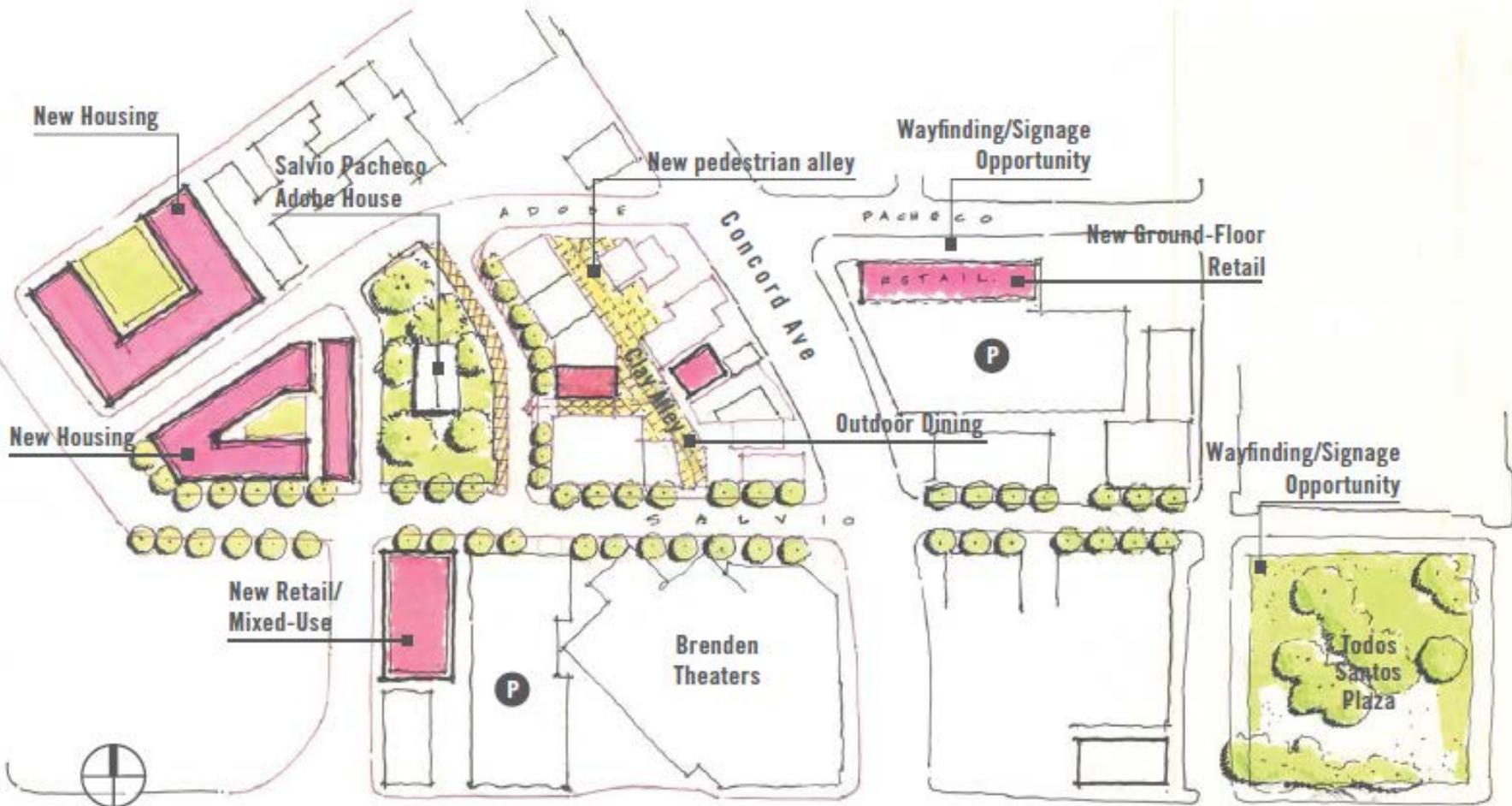
Traffic and Circulation – Street Hierarchy







Pacheco Street and Clay Alley new elements and streetscape improvements



WALKABILITY AND PEDESTRIAN ZONE



medians



curb bulb-out



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boulevard

Benefits of Downtown Plan

- Use as a Funding Tool/Mechanism
- Leverage Grant Funding
- Technical Assistance Grant/Salvio St. - \$50,000
- Submittal of CCTA PDA Planning Grant - \$250,000



Urban Land Institute

Technical Assistance Panel

Ten prominent experts in their field visited Concord for a 2-day intensive session to respond to the questions, “How can Concord position itself to attract new development?”

- Market environment favors development in suburban Communities like Concord – demographics, transportation, urban lifestyle
- Bay Area economy and market dynamics will place strong demand on Concord in the next 3 to 5 years, with a particular focus on residential.
- Concord is well poised with its proximity and transportation to employment centers and existing infrastructure in place.
- Now is the time, prior to development of the Reuse Area.

Environmental document

Efficiencies Determined for Environmental Analysis

Prepared Addendum to the Final Supplemental EIR (SEIR) to the 2030 Concord General Plan EIR for the Concord Development Code Project

- Addendum rather than Supplemental EIR is legally defensible.
 - No proposed rezoning or GP changes
 - No increase in traffic from that planned for in GP/SEIR
 - Climate action plan adopted
- Improves timing for incorporation with Housing Element Update being prepared for 2014-2022

Recommendation:

Adopt Resolution No. 14-4823.1:

- Approving the Addendum to the Final Supplemental Environmental Impact Report (SEIR) to the 2030 Concord General Plan EIR for the Concord Development Code Project; and
- Adopting 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