Inception of Downtown Revitalization

» Visioning 2001 - 2002
  • The City conducted a City-wide visioning effort
  • Downtown was in decline and was a focus of concern
  • Visioning call for a revitalization plan and led to a Specific Plan process

» 2003 Specific Plan Workshops
  • Community discussion on important issues for Downtown:
    ✓ Where to concentrate growth
    ✓ Density and height
    ✓ Transit
    ✓ Traffic impacts and pedestrian orientation
Community Workshops

Specific Plan Area
Downtown Specific Plan Components

Existing Conditions:
Documents the land use pattern that existed in 2003/2004

Revitalization Strategy:
Provides a coordinated direction for all plan elements to achieve specific community objectives.

Land Use and Development Policies
Provides the regulatory framework governing development.

Development Standards:
Provides detailed regulations for site development.

Design Standards and Guidelines:
Provides specific direction on appropriate building types and principles of urban design to simplify the review process and provide greater certainty for developers.

Circulation and Transportation:
Contains specific recommendations for First Street, new mid-block streets and alleys and other roadway improvements.

Parking:
Identifies specific parking standards for new development and provides a parking strategy to meet the overall parking demand as the Downtown redevelops.

Public Utilities and Infrastructure:
Identifies major capital improvements needed to support Downtown revitalization.

Implementation:
Lists priorities for revitalization and identifies specific areas where focused investment will provide the most benefit in achieving community objectives. It also includes specific recommendations for Catalyst Projects that are designed to “jump-start” revitalization.
Revitalization Strategy

1. Promote the concentration of activity-generating uses in a compact cluster in the center of Downtown.
2. Maximize investment in new housing construction throughout the Specific Plan Area.
3. Dramatically transform the character of the Downtown’s primary pedestrian space, First Street.
4. Focus immediate attention on opportunity sites capable of delivering dramatic short-term beneficial change.
5. Maximize transit opportunities.

Role of the Planning Commission

» Approval/Amendment Process
  • Review General Plan, Housing Element, and Zoning Code
  • Conduct a public hearing
  • Make a recommendation to the Board/City Council
  • Board/City Council Adoption (Legislative Action)
First Street Before

First Street After
First Street Before

Outdoor Dining: Flex Zone

First Street After
Blacksmith Square Before

Blacksmith Square After
Blacksmith Square After

LVC Site: Mixed Use
Role of the Planning Commission

» Implementation Process
  • Individual development project review
    ▪ Site and Architectural Permits
    ▪ Conditional Use Permits
    ▪ Other
  • Consistency with the General Plan and Specific Plan
  • Public hearing

» Project approval (Quasi-Judicial Action)

Design Standards

BUILDING MASS AND INCIDENT

STANDARDS
Building shall be small and compatible with the existing streetscape, pedestrian scale, and concentration of the neighborhood.

STANDARDS
• Main facades, with entrance doors and windows, shall be unbroken by primary street to maintain visual continuity.
• Downtown buildings shall be “low-scaled” buildings, and maintain quality architectural proportion and finish at all sides of the building.
• All buildings should be designed to incorporate active frontage, with windows, doors, and other architectural elements giving interest to the building and along the sidewalks.

Guidelines:
• All building sites and facades should incorporate active frontage, with windows, doors, and other architectural elements giving interest to the building and along the sidewalks.

OVERALL BUILDING MASSING
Building mass shall be compatible with the existing streetscape, pedestrian scale, and concentration of the neighborhood.

Guidelines:
• Commercial buildings shall be simple in form and mass, with a primary building mass accentuated by less important features, such as minor windows and other architectural elements giving interest to the building.

STANDARDS
• All buildings shall be designed to incorporate active frontage, with windows, doors, and other architectural elements giving interest to the building and along the sidewalks.

Guidelines:
• All building sites and facades should incorporate active frontage, with windows, doors, and other architectural elements giving interest to the building and along the sidewalks.
Staff Report

PLANNING COMMISSION AGENDA REPORT

TO: Members of the Planning Commission

PREPARED BY: Benjamin Murray, Senior Planner

REVIEWED BY: Marc Roberts, Community Development Director

Paul Sperone, Principal Planner

DATE: May 3, 2011

SUBJECT: Downtown Design Review 11-010

SUMMARY RECOMMENDATION

Staff recommends the Planning Commission approve the proposed project with conditions.

PROJECT DESCRIPTION

The project proposed to demolish two existing buildings (the Chasadis Video and The Mark buildings located at 30 South P Street and 300 First Street) and construct a 10,400 square foot building with a drive-through pharmacy for Walgreens Pharmacy. The project also includes a 1,220 square foot pad building for a drive-through. The development is comprised of two existing parcels, which will be reconfigured to accommodate the proposed buildings and related improvements.

STAFF ANALYSIS

The proposed Walgreens Pharmacy is located at the northeast corner of First and P Streets in the Downtown Business Gateway Gateway. (District of the Downtown Specific Plan DMP.) The intent of this district is to provide a central area for high-quality housing and mixed-use development. The project is consistent with the General Plan, Local Plan, and specific plan provisions for commercial uses, such as retail, office, and other large-scale users that support activities in the area, and because of their size and scale are best located outside of the Core area (DIP. Ch. 6, p.1).

ENVIRONMENTAL DETERMINATION

The potential environmental effects of the project were previously analyzed in the Livermore General Plan and Downtown Specific Plan G.1 and certified on February 9, 2004 (Staff-Opposing House No. 2003012938, and Downtown Specific Plan Amendments and Proposed Project and Permit Submission Briefing (SRP), certified on March 30, 2009 (State College House No. 2009030899). The project is consistent with the development anticipated in the Subarea UIP. The City, therefore, has determined that the proposed project would not result in any new significant environmental effects not previously considered, nor would it result in any substantial increase in severity of previously identified significant effects.

RECOMMENDATION

Staff recommends the Planning Commission adopt the attached resolution, make the findings, and:

1. Certify the Previous Environmental Determination and, after approval of the application, request staff to file the Previous Environmental Determination with the Alameda County Clerk;
2. Approve Downtown Design Review 11-010; and
3. Advise that the Planning Commission's action is subject to a 14-day appeal period.

ATTACHMENTS

1. Resolution Approving Downtown Design Review 11-010
2. Development Plans
3. Conditions of Approval
4. Previous Environmental Determination
Walgreens Before

Walgreens After
Walgreens After

Walgreens After