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

League of Cities 2019: Planning Commissioners Academy

LVC Site: Mixed Use

League of Cities 2019: Planning Commissioners Academy
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 INCREMENT

STANDARD ORIENTATION
Buildings shall be located in the public right-of-way, adjacent to streets, and shall comply with the Design Guidelines.

STANDARDS
Mains, below grade, and other underground utilities shall not be visible from the street.

OVERALL BUILDING MASS
Building mass shall be compatible with the existing site plan and street grid.

STANDARDS
Commercial buildings shall be simple in form and massing, with a primary building mass measured by its height and depth and not in excess of the Design Guidelines.

GUIDELINES
Auxiliary elements shall be used to add interest to simple facades (such as building volumes, cantilevered balconies, window bays, and decorative detailing).

Simple massing, with a major entrance and boundaries.
Staff Report

PLANNING COMMISSION AGENDA REPORT

TO: Chairman Stockard
Members of the Planning Commission

PREPARED BY: Benjamin Murray, Senior Planner

REVIEWED BY: Missy Roberts, Community Development Director
Paul Scippa, Principal Planner

DATE: May 7, 2011

SUBJECT: Downtown Design Review 11-010

SUMMARY RECOMMENDATION

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

PROJECT DESCRIPTION

The project proposes to demolish two existing buildings (the Industrial Utah and the Mart buildings located at 50 South P Street and 882 First Street) and construct a 15,000 square-foot building with a three-story parking garage above. The project also includes a 1,200 square-foot pad building for a future tenant. The development site is comprised of two existing parcels, which will be reconfigured to accommodate the proposed buildings and related improvements.

FACT AND VIS

The proposed Gateway Pharmacy is located at the northeast corner of First and P Streets in the Downtown/Broadway Gateway (Gateway, District of the Downtown Specific Plan). The proposed Gateway Pharmacy will provide additional parking and new retail and commercial opportunities, and other compatible uses adjacent to the Core. The Gateway and the City provide access for commercial uses, such as restaurants, retail and office spaces. The Gateway project includes an improved pedestrian system, and other improvements in the area.

ENVIRONMENTAL DETERMINATION

The potential environmental effects of the project were previously analyzed in the Livermore General Plan and Downtown Specific Plan EIR, certified on February 9, 2004, (State Clearing House No. 30001320), and Downtown Specific Plan Amendment and Repair: Performing Arts Theater Subsequent EIR, certified on March 21, 2005 (State Clearing House No. 30012389). The proposed project is consistent with the development anticipated in the Subsequent EIR. The City's consultant 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 Document Determination and, after approval of the application, transmit to the City Planning Commission for the Previous Environmental Document Determination with the Alameda County Clerk;
2. approve Downtown Design Review 11-010; and
3. advise that the Planning Commission action is subject to a 14-day appeal period.

ATTACHMENTS

1. Resolution Approving Downtown Design Review 11-010
2. Development Plan
3. Conditional Approval
4. Previous Environmental Document Determination
Walgreens Before