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

First Street After

Outdoor Dining: Flex Zone
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 INCITEMENT

STANDARDS AND DIRECTION
Buildings shall not exceed the maximum building height and floor area limitations specified in the General Plan.

STANDARDS

• Main facades shall be in alignment with the primary streets and do not create an adverse impact on the street.
• Building mass and height shall be consistent with the overall appearance of the neighborhood.

GUIDELINES

• Buildings shall be designed to complement the existing architecture and streetscape.
• Building heights shall be modified to accommodate existing structures and streets.

OVERALL BUILDING MASSING

Building massing shall be consistent with the overall appearance of the neighborhood.

STANDARDS

• Commercial buildings shall be designed to accommodate the primary uses and functions of the neighborhood.
• Building massing shall be consistent with the overall appearance of the neighborhood.

GUIDELINES

• Building massing shall be consistent with the overall appearance of the neighborhood.
• Building heights shall be modified to accommodate existing structures and streets.
Staff Report

PLANNING COMMISSION AGENDA REPORT

TO:        Chairman       Staff
           Members of the Planning Commission

PREPARED BY:  Benjamin Murray, Senior Planner

REVIEWED BY:  Mark Roberts, Community Development Director
               Paul Soriero, 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 proposes to demolish two existing buildings (the Industrial Vista and
Tim’s Market buildings located at 50 South P Street and 900 First Street) and construct
10,000 square feet of building with a drive through pharmacy for Walgreens Pharmacy. The project
will also include a 1,280 square foot pad building for a core tenant. The development site
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
Street in the Downtown Redevelopment Gateway Gateway, within the Downtown Specific
Plan (DSP). The intent of this district is to promote mixed-use for high quality housing
and commercial activity. The project provides access for commercial users, such as
retailers, office improvements, among other benefits that support activities in the Core
Zone, but because of their size or scale are best located outside of the Core zone (DSP, Ch. 5, p.1).

ENVIRONMENTAL DETERMINATION

The potential environmental effects of the project were previously analyzed in the
Livermore General Plan and Downtown Specific Plan (DSP) certified on February 5, 2004
(State CEQA Case No. 200303228), and Downtown Specific Plan Amendments and
Proposed Performing Arts Theater Supplemental EIR, certified on March 30, 2009 (State
CEQA Case No. 200903093). The proposed project is consistent with the
development anticipated in the Subsequent EIR. The City has determined that
the proposed project would not result in any new significant environmental 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, request staff to file the Previous Environmental Document
Determination with the Alameda County Clerk
2. approve Downtown Design Review 11-010
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 Document Determination
Walgreens Before

Walgreens After