



Transforming Downtown Livermore

Presented by

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Local Government Commission

Ahwahnee Conference

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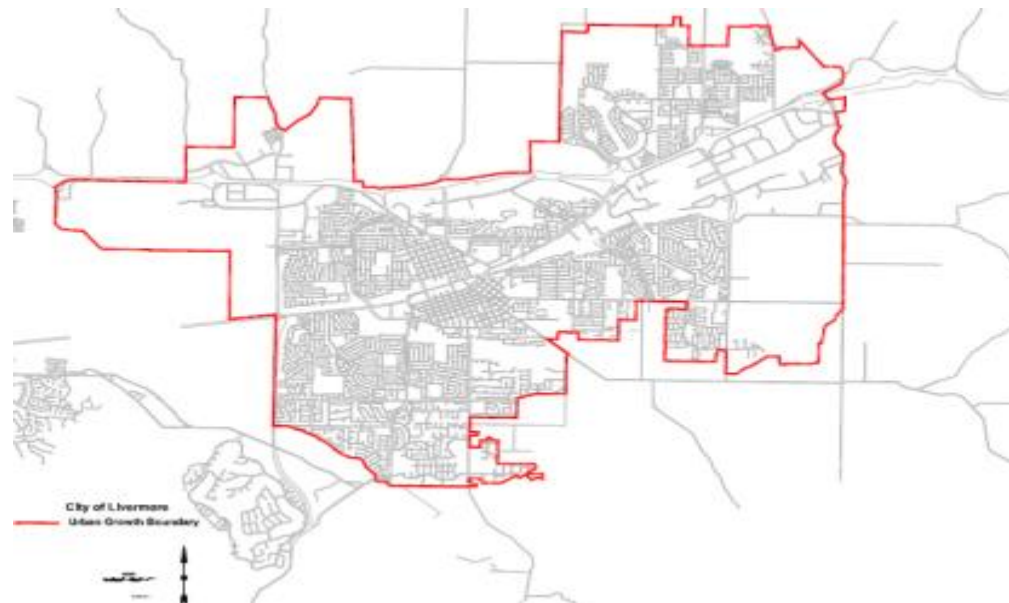


Vicinity Map



Community Context

- 1960s-1990s: The community had significant concerns about sprawl - numerous community efforts to preserve habitat and agriculture areas.
- 1999: South Livermore Valley Specific Plan and Urban Growth Boundary adopted.
- 2002: North Livermore Urban Growth Boundary adopted.

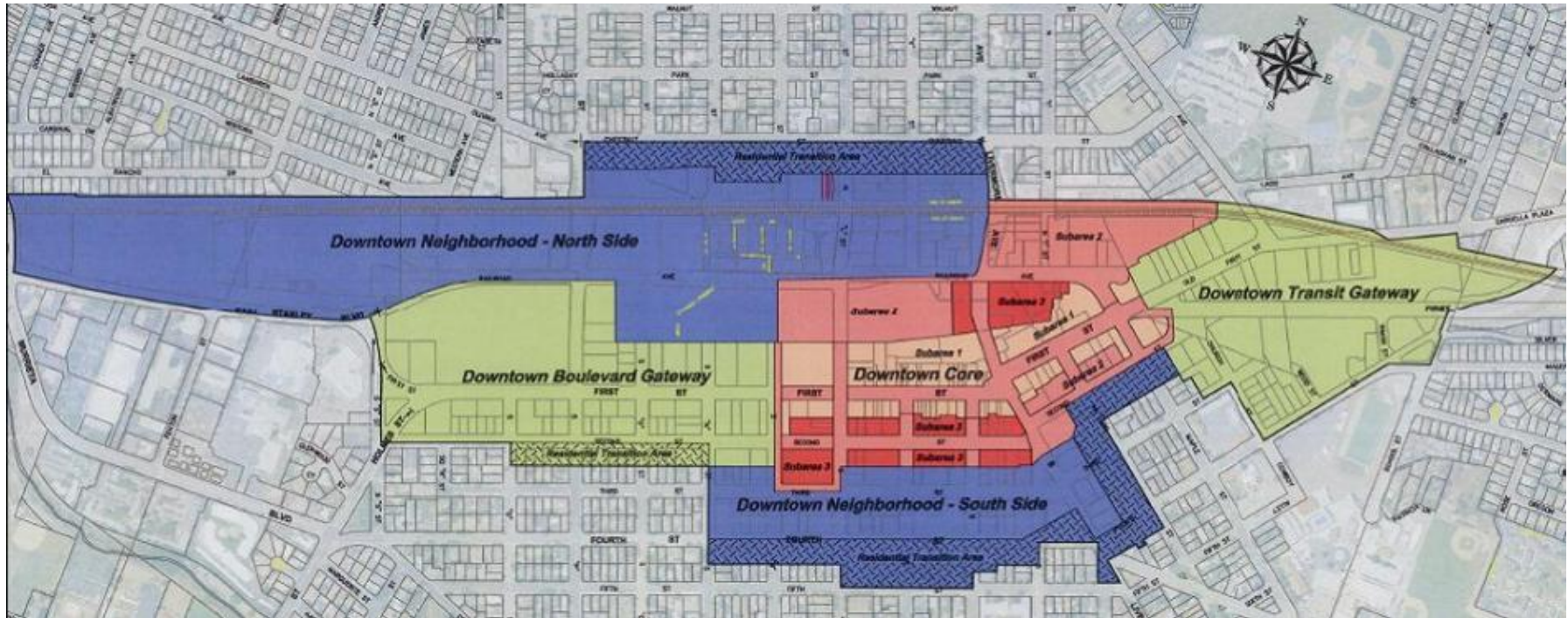


Inception of Downtown Revitalization

- Visioning 2001-2002
 - Conducted a City-wide visioning effort.
 - Downtown was in decline and was a focus of concern.
 - Visioning called for a revitalization plan and led to a Specific Plan process.
- Specific Plan Workshops 2003
 - Community discussion on important issues for Downtown:
 - Where to concentrate growth
 - Density and height
 - Transit
 - Traffic impacts and pedestrian orientation



Specific Plan Area

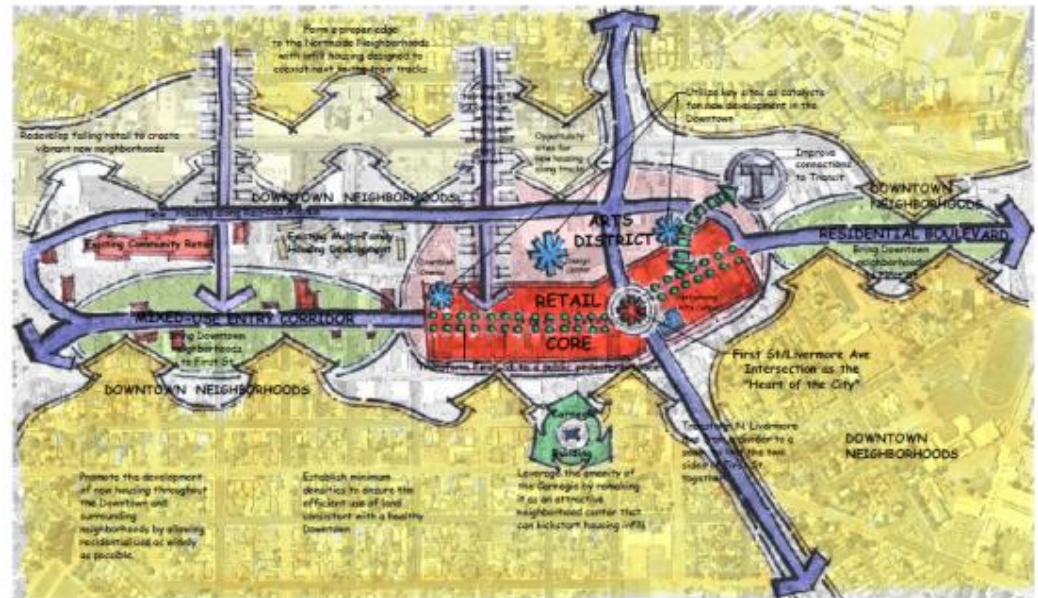


Downtown Before



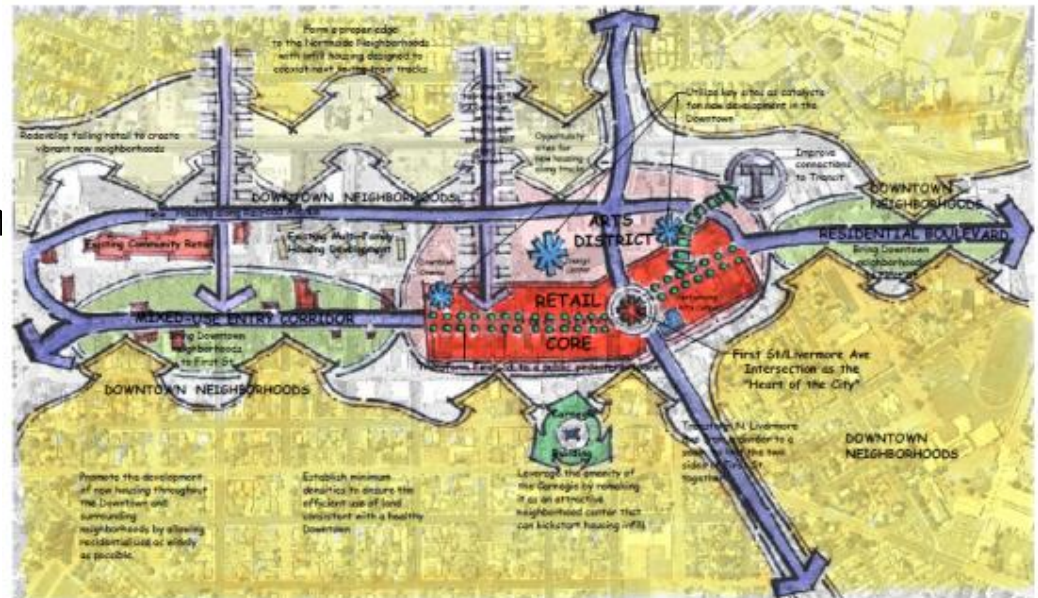
Revitalization Strategy

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.



Revitalization Strategy

6. Take every opportunity to revive Downtown's role as a primary job center.
7. Build on the high-quality stock of historic structures to set the tone for design in the district.
8. Revive the role of the First Street/Livermore Avenue intersection as the heart of the City.
9. Promote the development of an arts and culture component to make Livermore's Downtown a "Center for the Arts."
10. Enhance the convenience of Downtown parking and access.



Streamline Approvals

- Reduce Development Approval Timelines
 - Over the counter with smaller projects
 - 30-60 days for larger projects
- Complete Master EIR with Specific Plan
 - With detailed Specific Plan overall mitigations can be implemented



Catalyst Projects

First Street Streetscape – Completed

- Dramatically transformed the character of the pedestrian space on First Street between M and Maple Streets.

Livermore Valley Center – Completed

- Initiated investment in new retail, office, and entertainment/cultural uses.

Livermore Village – In progress

- Develop a mixed-use project with a strong housing component and regional entertainment/cultural uses.

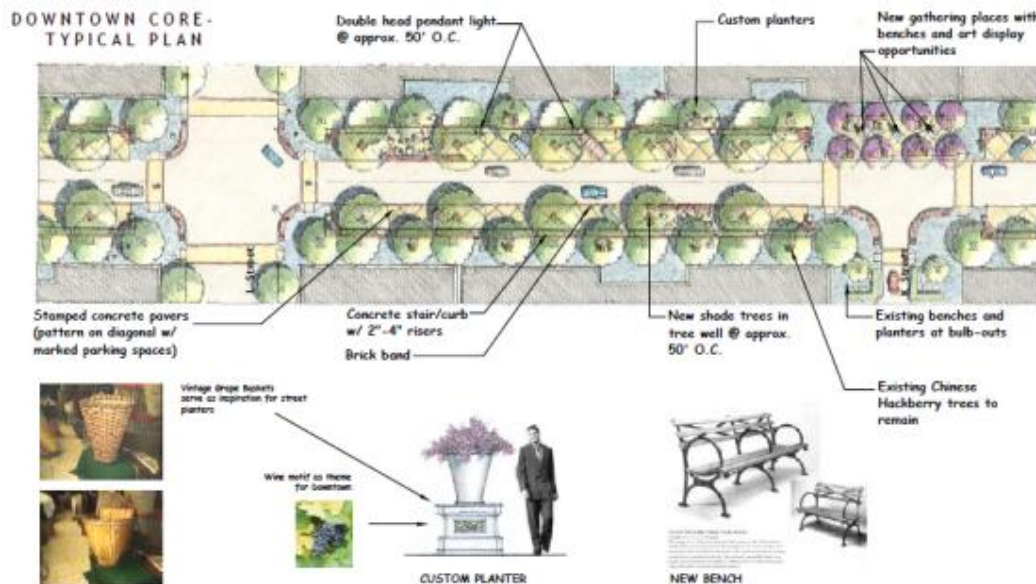


FIGURE 7-7: FIRST STREET - DESIGN CONCEPT

Infrastructure

- Streetscape/Amenities
- Sewer
- Water



First Street



Economic Incentive Programs



Marketing Assistance

\$4,500 for website design/upgrade and marketing materials.

Flex Zone and Sidewalk Area Use




\$1,500 toward the purchase of furnishings for outdoor seating.

Façade Improvements/Design Consultation

- Retail/restaurants – \$3,000 for design consultation and \$7,500 for façade improvements.
- Other businesses – \$1,000 for design consultation and \$4,000 for façade improvements.



Commercial Design Guidelines

<p>WINDOWS</p> <p>Windows shall be designed to be in keeping with the historic character of Downtown.</p>	<p>Standards:</p> <ul style="list-style-type: none"> Buildings shall include vertically proportioned façade openings, with windows that have a greater height than width (an appropriate vertical/horizontal ratio ranges from 1.5:1 to 2:1). Where glazed horizontal openings are used, they shall be divided with multiple groups of vertical windows. Storefront windows shall encompass a minimum of sixty percent (60%) of the storefront facade surface area. Where greater privacy is desired for restaurants or professional services, windows should be divided into smaller panes. Windows on the upper floors shall be smaller in size than storefront windows on the first floor, and shall encompass a smaller proportion of facade surface area. Aluminum sliding windows should be designed to have substantial framing members, at a minimum width of two (2) inches. Bare aluminum trim shall not be used. Deeply tinted glass or applied films are not permitted. Reflective glazing shall not be used. Upper story windows shall be detailed with architectural elements, such as projecting lug sills molded surrounds, and/or lintels. <p>Guidelines:</p> <ul style="list-style-type: none"> Windows should maintain consistency in shape and in location across the façade, and be coordinated with facades of adjacent buildings. Unifying patterns should include a common window header line or sill line, and/or aligned vertical centerlines of windows and doors. The overall effect should create a harmonious pattern across the street wall. Commercial clerestory and transom windows are recommended to provide a continuous horizontal band or row of windows across the upper portion of the storefront. 	 <p>Vertical proportioning, especially at windows.</p>  <p>Ground floor windows should encompass more wall than upper windows.</p>  <p>Clerestory windows above storefronts.</p>
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EAST BUILDING - VIEW LOOKING NORTHEAST ACROSS FIRST STREET
M A C C R A C K E N A R C H I T E C T S

Residential Design Guidelines

HORIZONTAL MASS

Horizontal mass shall be broken down to create architectural interest and provide visual separation between units or modules of units.

Standards:

- Facades of long buildings shall be architecturally subdivided into shorter segments every twenty-five (25) to fifty (50) feet maximum, using the methods noted below in Guidelines.
- Each vertical module of units shall incorporate architectural features that help individually distinguish them, such as wall breaks, projections, distinct color schemes and individual roof treatments.

Guidelines:

- Building facades should incorporate the following methods to architecturally distinguish modules of housing units:
 1. Vertical Architectural Features -
 - Apply a vertical slot or recess between façade segments with a six (6) inch minimum recess depth and a fifteen (15) inch minimum width.
 - Apply a vertical pilaster between facade with a three (3) inch minimum protrusion and a fifteen (15) inch minimum width. The maximum horizontal protrusion of pilasters into the public right-of-way should be six (6) inches.
 - Project a part of the building above the main building volume as a tower that holds several stacked rooms.
 2. Building Wall -
 - Vary the setback of portions of the building along the main façade, using elements such as bays or building volumes to create change.
 - Change the color or material of segments across the façade. Material changes should always be accompanied by a change in plane, or separated by framing or other means.
 3. Individualized Roof Forms:
 - Use individual roof pitches to break up the form. For example, a single building could express individual units through a series of smaller gabled dormers.
 - Subdivide flat roofs into recognizable segments with shifts in height and design along decorative shaped parapets or cornice treatments at street facades.



Long buildings should be architecturally subdivided into shorter segments.



Change color and/or material from one unit façade to the next.



Individualized roof forms.

Downtown Housing



Implementing Ordinances

- Flex Zone Use Ordinance
- Right to Downtown Operations Ordinance



Incentive and In-Lieu Programs



- Downtown Revitalization Fee Credit
- Open Space In-Lieu Program
 - Allows small projects to move open space off site.
- Parking In-Lieu Fee Credit
 - RDA funds up to 15 parking spaces.



Downtown Parking

- Lower parking standards in the Downtown.
 - One space per 300 square feet, if not shared.
 - One space per 400 square feet, if shared.
- In-Lieu Program allows parking to be moved off site.
- Uniform parking standards for all commercial uses allows uses to convert easily.
- Annual parking monitoring performed by the City.



Downtown: Special Event Headquarters



Keys to Success

- Get expert help where you need it.
- Leverage the strengths of your staff.
- Involve the community to create a vision.
- Base your plan on a comprehensive Economic Study.
- Create a clear plan to implement the vision.
- Concentrate on catalyst projects.
- Create programs tailored to your City's needs.
- Be flexible and allow the plan to evolve over time.

Keys to Success – Continued

- Use a Comprehensive Approach – There is no magic.
- Invest in Public Infrastructure.
- Adjust your fees to match lower mixed use impact.
- Speed Matters (90% is better than 100% of nothing).
- Coordinate your Macro and District policies.
- Organize your staff departments to get what you want.
- Work to keep the momentum going.
- Be patient – Allow the market to respond.



LIVERMORE
CALIFORNIA