DOWNTOWN PUBLIC ENGAGEMENT FINAL REPORT

DATE   November 17, 2017

TO   Livermore City Council

FROM   David Early and Carey Stone

SUBJECT   Downtown Livermore Outreach Summary

This report summarizes the community input from the downtown outreach process.

Project Background

The City of Livermore owns 8.2 acres of land in the downtown on the east and west sides of South Livermore Avenue between Railroad Avenue and First Street (see Figure 1). In February 2017, the City Council identified planning for these downtown catalyst sites as a City priority. The City Council directed City staff to prioritize two issues for the downtown catalyst sites: the location of a downtown hotel and sufficient parking to accommodate future uses.

Outreach Process

Understanding that robust public input is vital to a successful planning outcome, the City Council appointed a 19-member Downtown Steering Committee (DSC) in April 2017, whose main purpose was to devise a downtown public engagement process.

The Steering Committee accomplished three main goals:

- The Committee developed the public engagement process whose results are summarized in this report.

- The Committee heard from experts regarding downtown development issues and developed a set of "key learnings" that were disseminated throughout the engagement process and served as a foundation for it.

- The Committee developed four preliminary land use concepts that served as starting points for discussion during the public engagement process.

The intent of the downtown public engagement process was to solicit ideas and opinions about potential downtown redevelopment from a broad spectrum of Livermore residents and business owners. The downtown public engagement process, undertaken from September to early November 2017, educated participants about the key issues that affect downtown improvements and solicited ideas and opinions about how to move forward. In total, the City heard from over 2,108 participants.

FIGURE 1   PROJECT AREA

Project Site Boundary

0   400
Scale (Feet)
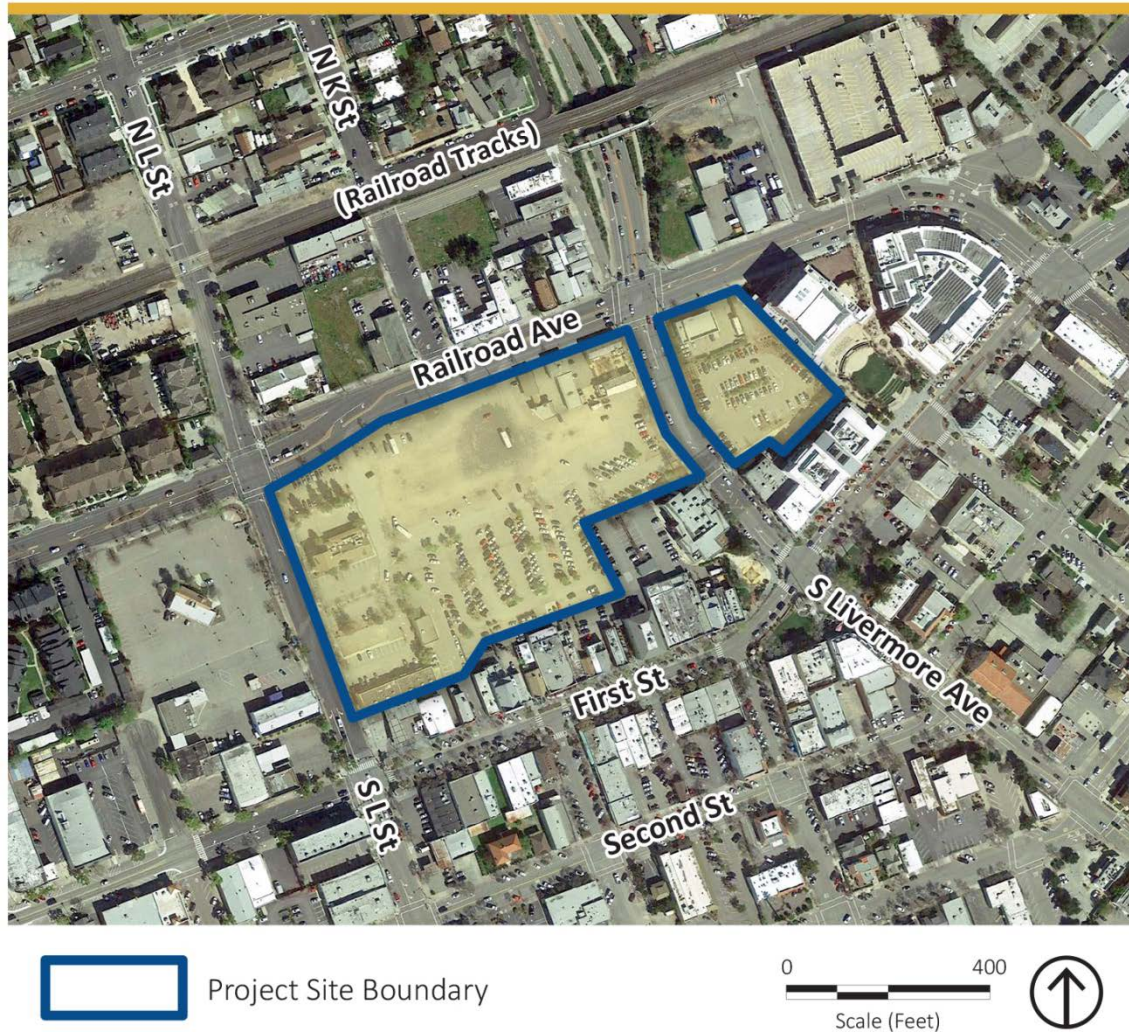
The City Council established the following principles for the downtown public engagement process:

- Endorse and disseminate information consistent with the key learnings and concepts agreed upon by Downtown Steering Committee.

- Discourage the dissemination of information and concepts developed outside of the Downtown Steering Committee process.

- Community members may attend multiple outreach and engagement events. However, feedback from one attendee at one outreach/engagement event shall have the same weight as one attendee who participates in multiple outreach and engagement events.

- Outreach and engagement participants shall be asked to provide their name and status as a resident and/or property/business owner.

GETTING THE WORD OUT

To ensure the community was aware of the downtown planning process and to spread the word about project updates, the City utilized:

- **YourLivermore.org project Website**. The project website provided background information, meeting dates, workshop materials, and other ways to get involved.

- **Social Media.** City staff made regular posts on Facebook, Twitter, Instagram, and Nextdoor.com to update the public about the project. Visibility was "boosted" through paid advertising on these sites. In total, City staff posted 75 distinct items on social media platforms.

- **Library Display.** A display board was installed at the Livermore Public Library.

- **Downtown Kiosk.** A display board with the list of meeting dates and a link to the project website were hung in the Downtown kiosks.

- **Posters and Flyers.** Posters and flyers were posted in shop windows and distributed at stores and restaurants.

- **Earned Media.** Publication of unpaid news stories in *The Independent, East Bay Times, and* Patch.com. The online civic platform was also featured on an October 5, 2017 NBC news story.

- **Paid Print and Radio Advertising**. The City placed 21 paid advertisements in *The Independent, East Bay Times, El Observador, and* ESPN/KKSF radio.

PUBLIC INPUT CHANNELS

From September to early November 2017, the City led an extensive outreach process that included five neighborhood district meetings, two community workshops, two downtown walking tours, 11 pop-up events, and presentations to eight community organization meetings and seven classes at local schools. In addition, the City developed a robust online engagement platform. This section describes each of these public input channels.

Neighborhood District Meetings and Community Workshops

The City held five neighborhood district meetings in five subareas of Livermore: central, northeast, northwest, southeast, and southwest. Figure 2 shows a map of these subareas. Each district meeting followed the same agenda. The City held two community workshops that followed the same format as the neighborhood district meetings. In total, 552 participants attended the neighborhood district meetings and community workshops as shown in Table 1.

FIGURE 2   LIVERMORE NEIGHBORHOOD DISTRICTS
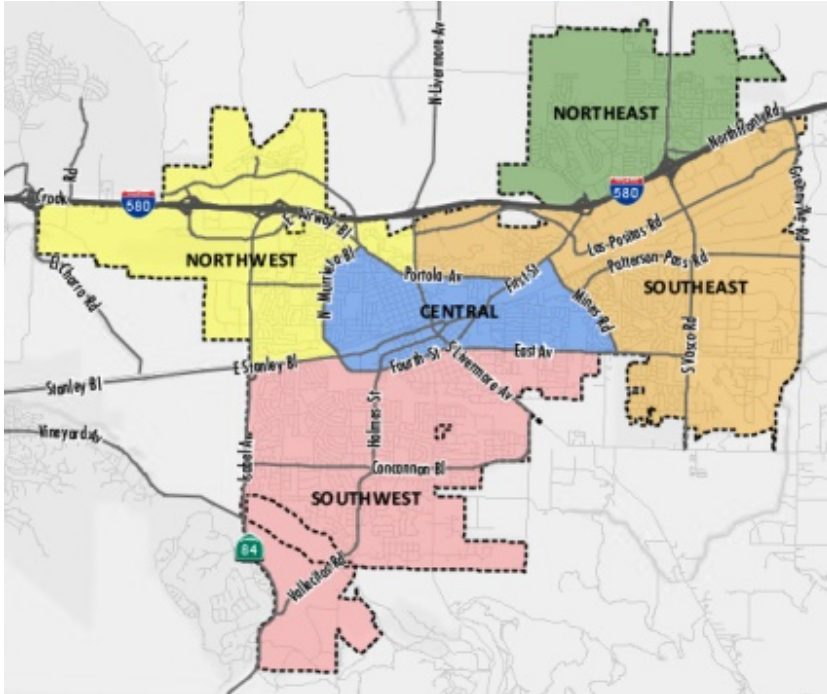
TABLE 1   COMMUNITY WORKSHOP

Workshop	Number of Participants	Number of Repeat Attendees	Number who Reported Age	Average Age of Participant
9/13 Community Workshop	118	n/a	79	65
9/18 Central Neighborhood Meeting	67	9	45	60
9/28 Northeast Neighborhood Meeting	42	6	24	60
10/2 Southwest Neighborhood Meeting	64	6	49	64
10/4 Northwest Neighborhood Meeting	44	5	27	62
10/10 Community Workshop	131	10	87	59
10/19 Southeast Neighborhood Meeting	86	12	25	60
TOTAL	552			

Source: City of Livermore and PlaceWorks, 2017.

Each meeting began with a presentation of the key learnings, followed by a small group exercise to discuss and review the land use concepts, comment on features they liked and disliked, and to create their own preferred land use concept. A City staff person facilitated each small group. Following the small group discussions, everyone reconvened to the large group to hear the thoughts and ideas of their neighbors. Participants at the neighborhood meetings were asked to identify where they live or work, but the meetings were not restricted to those residents/employees who live and work within the district. Participants were also asked to fill out a Downtown Prioritization Worksheet to identify the issue areas that are most important to them. Repeat attendees were also able to observe the meetings, but did not engage in a facilitated group exercise or turn in Prioritization Worksheets.

Downtown Tours

Downtown tours allowed participants to see first-hand the issues and opportunities of the downtown sites. Participants had the option of joining an organized group, or taking a tour on their own using a handheld device. As part of the tour, participants learned about the key learnings, and saw the land use concepts. The City offered the downtown tour twice, with attendance as follows:

Event	Number of Participants
10/12 Thursday Downtown Walking Tour	12
10/21 Saturday Downtown Walking Tour	17
TOTAL	29

Pop-up Events

Since not everyone has the time to attend a public meeting, the City went out to the community to solicit input at 11 pop-up events. While visiting the pop-up station, participants learned background information about the downtown, viewed the land use concepts, and provided comments on them via the Downtown Prioritization worksheet comment section. Visitors to pop up events also received a link to the online engagement website described below so that they could participate online.

Pop up events occurred as follows:
- 10/5 Thursday Downtown Farmers' Market
- 10/11 St. Michael Church Spanish Mass (Spanish)
- 10/13 Rincon Library
- 10/14 Livermore Art Walk
- 10/15 Sunday Downtown Farmers' Market
- 10/28 Civic Center Library – Halloween Family Fun (Spanish)
- 10/29 Rotary Spirit Run
- 10/31 Marilyn Avenue Pantry at Marilyn Avenue Elementary School (Spanish)
- 11/1 Dia de los Muertos Celebration at Rincon Library (Spanish)

- 11/2 Las Positas College
- 11/4 "Pete the Cat" Party at the Civic Center Library

Due to the informal nature of the pop-up events, the exact numbers of participants who were reached through these pop-up events cannot be known. However, City staff and consultants estimate a total of 715 participants were exposed to the project through the pop up events, and 199 Downtown Prioritization Worksheets (described below) were collected at these events.

Presentations to Schools and Community Organizations

Working with the Director of Community Engagement for the Livermore Valley Joint Unified School District, all Livermore families with school age children (K-12) received the Yourlivermore.org flyer in English and Spanish the week of September 11 via PeachJar. Further, City staff attended the September 19 meeting of the School District's Parent Club Information Council. This meeting provided access to the leaders of each school's website or social media to encourage participation from parents.

City staff also made presentations to the following organizations or schools:
- 10/4 Livermore Valley Chamber of Commerce
- 10/11 Lawrence Livermore National Laboratory
- 10/12 Livermore Valley Winegrowers Association
- 10/17 Livermore Downtown, Inc.
- 10/18 Livermore Noon Rotary
- 10/24 Livermore Morning Rotary
- 10/25 Livermore Chamber of Commerce Board
- 10/25 Livermore High School Civics Classes
- 11/1 Livermore High School Civics and Economics Classes
- 11/1 Almond Avenue School
- 11/2 Marilyn Elementary School

The total number of estimated attendees at these events was 445.

Online Engagement

The City of Livermore offered a suite of online tools for those residents who could not attend a public workshop or pop-up event:

- **Land Use Concept Evaluation Online Workbook**. This was an electronic version of the printed Land Use Concept Evaluation Workbook. Users could flip page by page through the electronic workbook and comment on their issues of concern. A total of 55 people completed this exercise online.

- **Review and Comment on the Four Concepts**. This tool allowed the user to review the land use concepts and provide comments on them. A total of 172 people completed this exercise online.

- **Downtown Prioritization**. This was the online version of the Downtown Prioritization Worksheet described below. A total of 240 people completed this form online.

- **Build Your Own Concept**. This tool enabled the user to generate his/her land use concept. The tool provided real time data of the number of hotel rooms and housing units as well as the total square footage for open space, retail, cultural, conference space, and office uses. The tool also supplied information about the total parking supply versus demand and fiscal data about the proposed concept's capital costs, operation and maintenance costs, ability to repay the housing loan used to buy the west site, and debt service amount. A total of 116 people created their own land use concepts online.

- **Virtual Downtown Tour**. This tool allowed the user to take the downtown walking tour from his/her mobile device, tablet, or home computer. A total of 13 people utilized the virtual downtown tour.

- **General Comments**. This tool allowed the user to submit a general comment. A total of 70 people submitted general comments.

A total of 367 unique individuals participated online. Approximately 28 percent of the online participants also attended a community workshop or neighborhood district meeting.

The pattern of submissions through the online engagement tool showed several times during the time that the online tool was open when there were spikes in online participation, and the participants during these spikes tended to disproportionately favor a west side hotel (as compared to the overall participant pool). It is not clear what led to these spikes in activity.

Downtown Prioritization Worksheet

Online, and at all of the events listed above, participants were asked to complete the Downtown Prioritization Worksheet, a worksheet that asked the user to prioritize the most important features of downtown development. This worksheet also tracked self-reported demographic data as described below. In addition to the 240 worksheets received online, 1,092 individuals submitted filled out worksheets on paper.

Concept Workbook

As noted above, a Concept Workbook that described and evaluated the four land use concepts developed by the Steering Committee was made available online and at all the events listed above. In addition to the 55 workbooks received online, 39 individuals submitted filled out workbooks on paper.

Total Participation

The various channels described above created total participation of an estimated 2,108 individuals, as summarized in Table 2.

TABLE 2   SUMMARY OF TOTAL NUMBER OF DOWNTOWN OUTREACH PARTICIPANTS

Public Input Channel	Number of Participants
Neighborhood District Meetings and Community Workshops	552
Downtown Tours	29
Pop-up Events	715
Presentations to Schools and Community Organizations	445
Online Civic Platform	367
TOTAL	**2,108**

Demographics of Participants

One of the major goals of the outreach process was to reach all segments of the Livermore community. To measure the success of this goal, the City asked participants to voluntarily report the following information:

- Geographic place of residence in Livermore (i.e. Central, Northeast, Northwest, Southeast, Southwest)

- Length of residence in Livermore

- Age

- Race/ethnicity

- Household income

This section reports the demographic characteristics of the downtown outreach participants and compares it to the overall Livermore population when possible.

PLACE OF RESIDENCE

The downtown outreach process reached Livermore residents citywide with 1,157 participants reporting their place of residence. As shown in Figure 3, residents from Southwest Livermore had the highest rate of participation and residents from Northwest Livermore had the lowest rate of participation. When comparing the downtown outreach process to the 2014 Livermore population by neighborhood, the downtown outreach process was successful in attracting a proportional number of people from the Central Livermore neighborhood district, but less successful in attracting a proportional number of residents from other neighborhood districts.

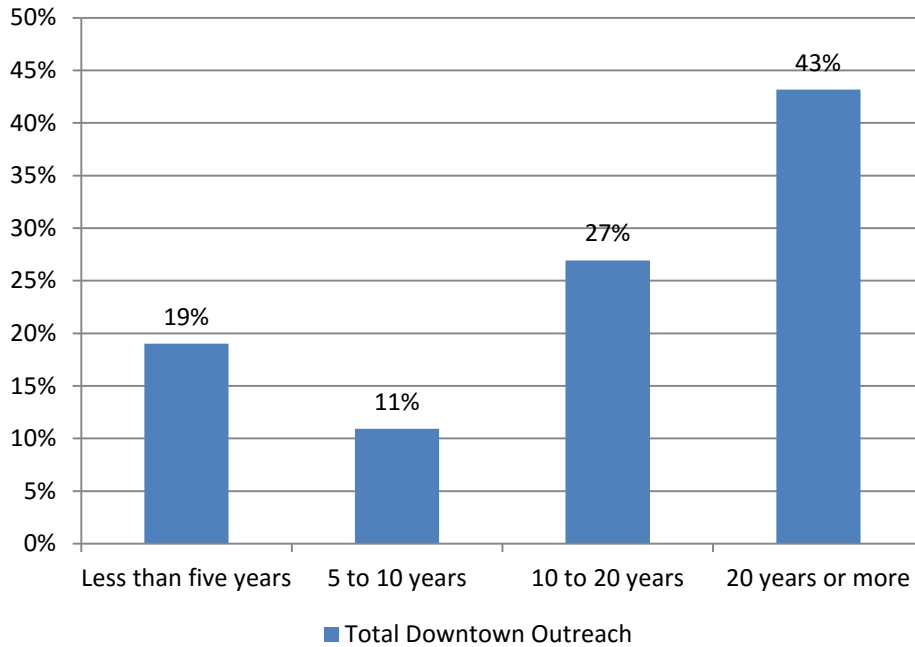FIGURE 3   DOWNTOWN OUTREACH PARTICIPANTS AND 2014 LIVERMORE POPULATION
PLACE OF RESIDENCE
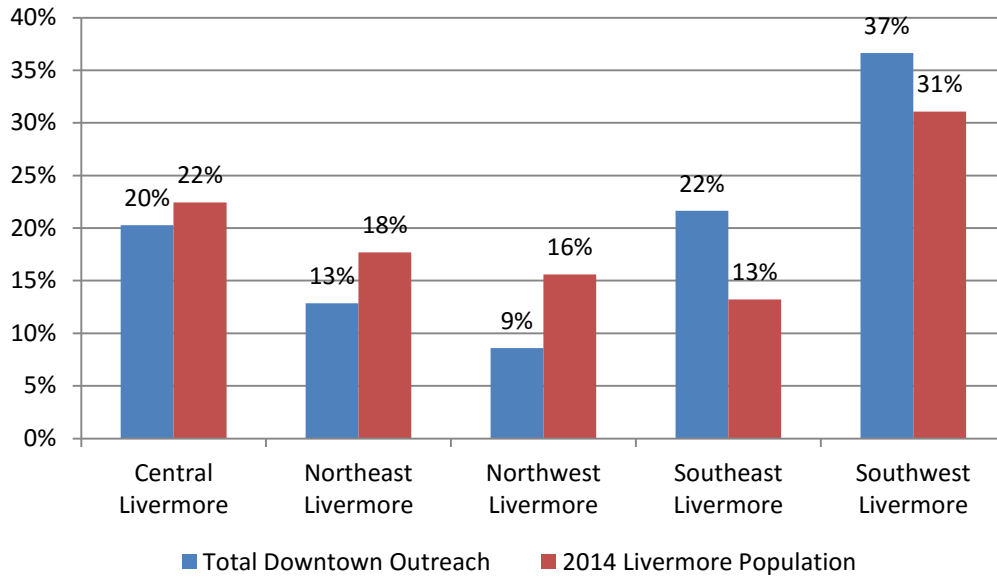
Source: U.S. Census, 2014 data and PlaceWorks, 2017.
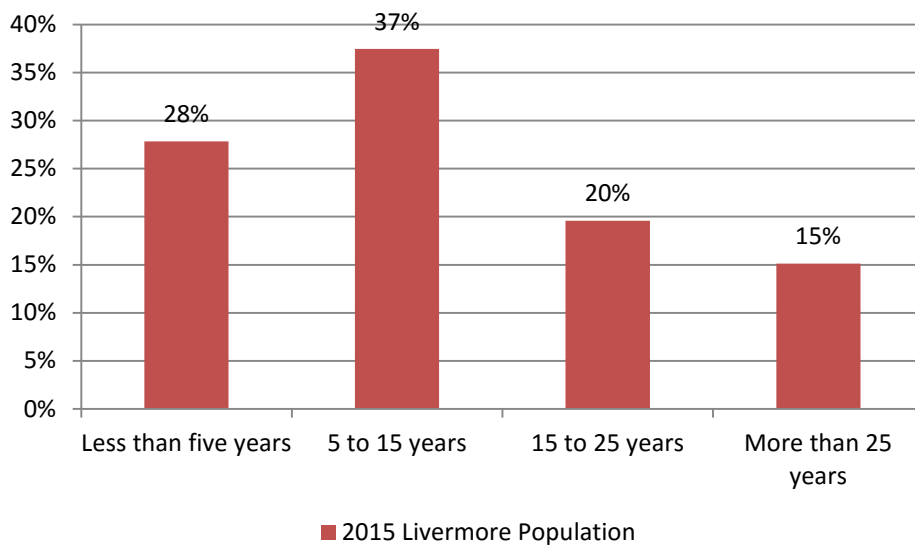
LENGTH OF RESIDENCE

The City heard from residents who have lived in Livermore for less than one year to residents who have lived in Livermore for over 70 years. A total of 1,180 participants reported their length of residence. As shown in Figures 4 and 5, people who lived in Livermore for 20 years or more had the highest rate of participation and people who have lived in Livermore between 5 to 10 years had the lowest rate of participation. Please note that because the US Census tracks length of residence differently than the downtown outreach process, these figures cannot be directly compared.

FIGURE 4   LENGTH OF RESIDENCE FOR DOWNTOWN OUTREACH PARTICIPANTS

Bar chart showing: Less than five years 19%, 5 to 10 years 11%, 10 to 20 years 27%, 20 years or more 43%. Legend: Total Downtown Outreach.

Source: PlaceWorks, 2017.

FIGURE 5   LENGTH OF RESIDENCE FOR 2015 LIVERMORE POPULATION

Bar chart showing: Less than five years 28%, 5 to 15 years 37%, 15 to 25 years 20%, More than 25 years 15%. Legend: 2015 Livermore Population.

Source: American Community Survey, 2015.

AGE

A total of 1,135 participants reported their age. Figure 6 compares the age ranges of the downtown outreach against the 2015 Livermore population. The downtown outreach process reached a wide range of ages, receiving feedback from an age range of 11 to 100. The City heard from a higher proportion of people 45 to 64 and 65 and older compared to the 2015 population, and from a lower proportion of people 18 to 44 compared to the 2015 population.

FIGURE 6   DOWNTOWN OUTREACH AND 2015 LIVERMORE POPULATION AGE GROUPS
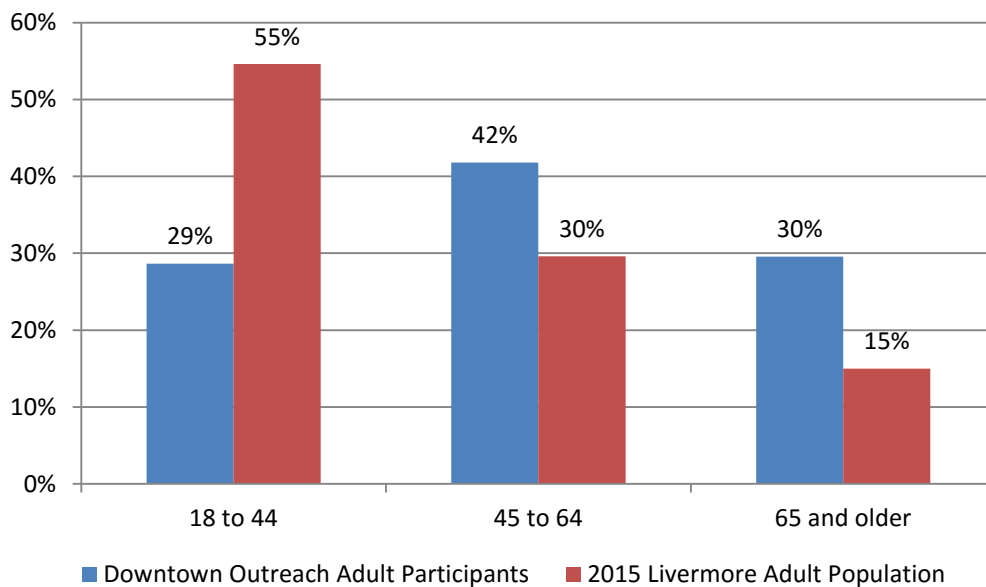
Note: This figure eliminates the 18 and under age group from the total population summary because the downtown outreach process was not focused on reaching out to children.
Source: American Community Survey, 2015 and PlaceWorks, 2017.

RACE/ETHNICITY

Approximately 1,141 participants reported their race and ethnicity. Figure 7 compares the race/ethnicity of participants against the 2015 American Community Survey results. While the downtown outreach process reached a variety of races and ethnicities, the City was most successful in hearing from white residents. Approximately 79.3 percent of participants identified as white, while 58.9 percent of Livermore residents are white.

The City made substantial effort to hear from the Hispanic community and held six events that were specifically targeted to the Spanish speaking community. This concentrated outreach effort assuredly helped increase the rate of Hispanic participants. Overall, 7.6 percent of the outreach participants

identified as Hispanic whereas the approximately 20.4 percent of the 2015 Livermore residents identify as Hispanic.

Asians were also under-represented in participation. Livermore's population is 10.6 percent Asian, but participation rates for this group were 5.7 percent.

Livermore has relatively small populations of people who identify as Black or African American, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, and two or more races. Although the total number of participants from each of these groups was small, each was represented in numbers that roughly match Livermore's total population.

FIGURE 7   DOWNTOWN OUTREACH AND 2015 LIVERMORE POPULATION RACE/ETHNICITY
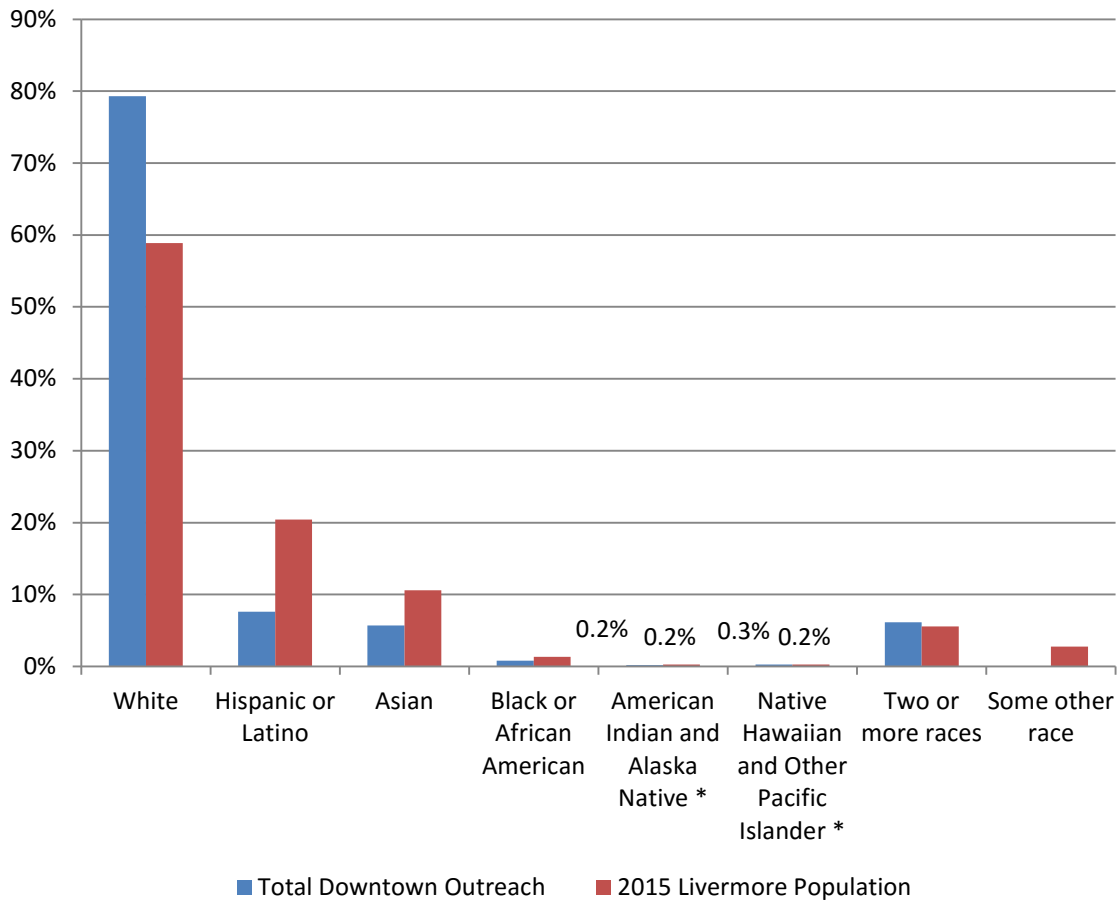

*Note: Due to the very small number of people identifying as these races/ethnicities, the size of the bars are not visible at this scale.
Source: American Community Survey, 2015 and PlaceWorks, 2017.

HOUSEHOLD INCOME

A total of 1,006 downtown outreach participants reported their household income. To ascertain whether the outreach process evenly reached the range of incomes in Livermore, PlaceWorks compared the income ranges tracked for the downtown outreach process against the 2015 American Community Survey Census data for Livermore as shown in Figure 8.

FIGURE 8   DOWNTOWN OUTREACH AND 2015 LIVERMORE POPULATION HOUSEHOLD INCOME
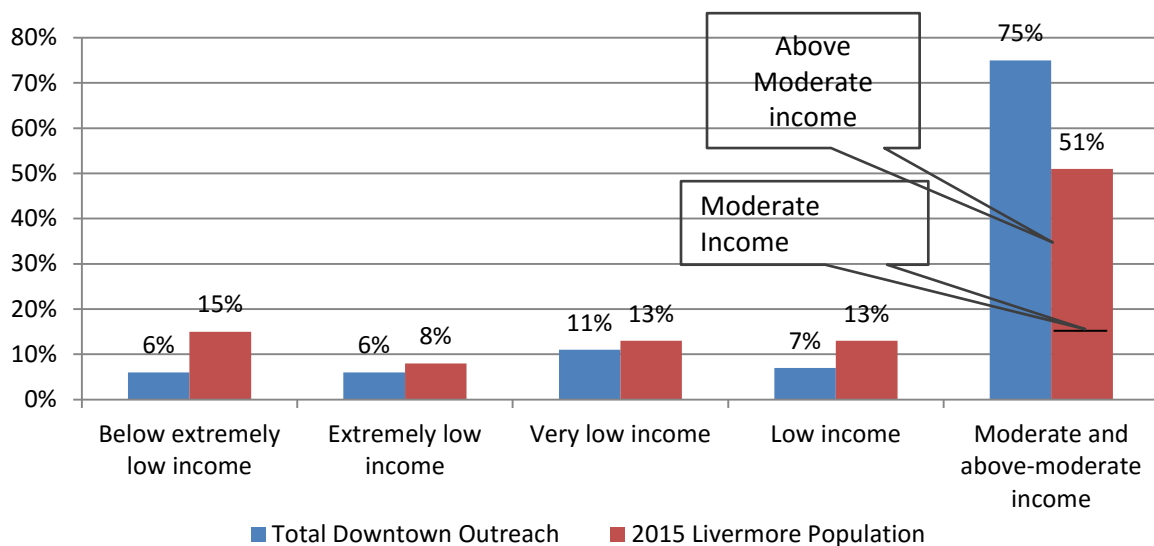
Note: Income categories for the 2015 Livermore population compared to the total downtown outreach participants vary slightly.
– Below extremely low income is an annual household income of less than $35,000 for the Livermore population, and $31,000 or less for outreach participants
– Extremely low income is an annual household income of $35,000 to $49,999 for Livermore, and $31,001 to $52,000 for outreach participants
– Very low income is an annual household income of $50,000 to $74,999 for Livermore, and $52,001 to $80,000 for outreach participants
– Low income is an annual household income of $75,000 to $99,999 for Livermore, and $80,001 to $98,000 for outreach participants
– Moderate and above-moderate income is an annual household income of $100,000 or more for Livermore. Moderate income is $98,001 to $117,000 , and above-moderate income is $117,001 or more, for outreach participants
Source: American Community Survey, 2015 and PlaceWorks 2017.

The income ranges surveyed in the outreach process match State guidelines for affordable housing eligibility, and hence are somewhat different than those that appear in the Census data. However, a comparison among the two was possible.

Livermore is composed primarily of relatively high-income households, with approximately 51 percent of households earning incomes of $100,000 or above. Participants who had household incomes of $98,000 represented 70 percent of the engagement process participants, which represents an over-representation of this income group. Persons with household incomes from $80,000 to $98,000 were also under-represented in the engagement process.

Conversely, individuals from lower income households with incomes under $31,000 were significantly under-represented in the participant pool. Middle-income households with incomes ranging from $31,000 to $80,000 were represented in numbers roughly proportional to Livermore's total population.

IMPLICATIONS OF PARTICIPANT DEMOGRAPHICS

The public engagement process had a clearly articulated goal to involve all segments of the Livermore community, and included many specific measures to appeal to all types of residents. In the end, there were significant successes in this regard, with notably more respondents than are involved in typical city engagement efforts, and with participants coming from all demographic sectors.

Nonetheless, the demographic profile of the respondents in the public engagement process did not entirely match the overall demographic makeup of the City of Livermore. Respondents tended to be older, wealthier, more predominantly white, to come from the certain geographic portions of the city, and to have lived in Livermore for a longer period of time than the population of the city as a whole. The analysis of results presented below includes information on differences among the responses from these demographic groups so that these issues can be taken into account if desired.

Summary of Results

This section summarizes the major results of the downtown outreach process. This section groups community feedback in three sections:

- **General Comments**. Participants submitted general comments via the YourLivermore.org website, completed Land Use Concept Evaluation workbooks (either print or online), and comment cards submitted at public workshops.

- **Downtown Prioritization Worksheet Results**. The City collected Downtown Prioritization worksheets at all public input channels.

- **Land Use Concepts**. Participants created land use concepts at community workshops, neighborhood district meetings, online via the civic platform, and by hand.

For the Downtown Prioritization Worksheet results and land use concepts, PlaceWorks analyzed demographic trends of the comments to assess whether age, income, race, length of residence, or neighborhood were correlated with the range of opinions expressed.

GENERAL COMMENTS RECEIVED

Numbers of Comments

During the outreach process, 1,038 general comments were submitted in writing, either on paper or online. All of these comments can be viewed in Appendix A.

Of the 1,038 comments received, 53 were received on paper comment cards; 39 were workbooks submitted on paper; 136 were general comments submitted using the YourLivermore.org website's participate page,[1] 312 were submitted using the interactive online engagement pages of the website, and 477 comments were submitted through the Downtown Prioritization worksheets.[2]

The 312 comments submitted through the interactive online engagement pages were submitted using the following specific tools:

- Review and Comment on the Four Alternatives: 152
- General Comments: 58
- Virtual Tour: 7
- Online Workbook: 95

Content of the General Comments

This section provides an overview of the themes that were noted in the comments, by topic.

Process

Common themes concerning the public outreach process included:

» It was a good process. It was rewarding to review all of the materials, good to hear all the divergent opinions, weigh in on the concepts, and understand how difficult the task is.

» The small group activity at the workshop(s) were too rushed, too loud, and/or needed more time.

» Great presentation.

Parking

The common theme concerning the parking included:

» Parking supply is already at capacity and parking overflows into dirt lots; new housing will exacerbate that. Parking should be prioritized; it should be constructed first. Adequate parking must be provided to replace lots when redeveloped.

» Need parking near the Bankhead Theater.

» Need more accessible parking, especially near the Bankhead Theater.

Community Character and Design

Common themes concerning community character and design include:

» Maintain the small town, small-scale, historic character.

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[1] http://yourlivermore.org/participate. Note that 26 of these 136 comments were submitted online before the outreach process formally began in September 2017. All comments were integrated unless they were already shared at the August 7th Steering Committee.

[2] http://www.placeworkscivic.com/project/yourlivermore.

» Buildings should be low-rise, no more than 2- to 3-stories.

» New buildings surrounding Blacksmith Square should not be overshadowing or negatively affect its existing character.

Open Space

Common themes concerning open space include:

» Downtown Livermore needs a central green space.

» Downtown needs outdoor seating/gathering space.

» Open space that comes along with new development should not be privatized; it should be usable by the public.

» Public open space should be highly activated, and adjoining uses should support use of the park.

Roads and Walkways

Common themes concerning roads and walkways include:

» This project needs to address how traffic moves through downtown; it is already congested. Railroad Avenue and Livermore Avenue are main routes through town; new development here is going to exacerbate traffic.

» Consider closing First Street to vehicular traffic; this could be done certain times of the year or for certain events.

» Improve pedestrian and bicycle connections.

Hotel

Common themes concerning a hotel included:

» Westside hotel is preferred: some reasons include there's more room for adjacent open space, it can be close to new housing which can help activate the open space, it is less congested overall than the eastside, there are views to the hills, it will reduce the number of housing units that can be built on the west site.

» Eastside hotel is preferred: some reasons include there is a developer in place for an east side hotel and construction can begin now, placing the hotel next to the Bankhead Theater creates good synergy, a hotel next to the Bankhead Theater would mask the Theater's unadorned wall, and a west side hotel would "dwarf" Blacksmith Square.

» No hotel is needed.

Conference Center

The common theme concerning a conference center included:

» There is no need for or funding for a conference or convention center.

» There should be a large conference center.

Retail

Common themes concerning retail included:

» Downtown needs more retail.

» Downtown needs more restaurants.

Cultural Facilities

Common themes concerning cultural facilities included:

» There should be a new cultural facility as part of this project.

» There is interest in a museum that honors Livermore's history with either a historic, science, or children's focus.

» There is doubt that a museum or cultural facility is needed or financially sustainable/viable.

Public Finance

The common theme concerning public finance included:

» This project should not be subsidized by taxpayers or the City.

Housing

Common themes concerning housing include:

» Housing is not appropriate in the center of downtown and will exacerbate the parking shortage in downtown and/or worsen traffic in downtown.

» Housing should be limited to make space for downtown destinations.

» Housing with ground-floor retail is appropriate.

» Co-housing is a good idea for downtown.

» Co-housing is not desired or is an unproven housing type and is not the right fit for Livermore.

» Downtown Livermore should not have high density housing or become "like Dublin."

DOWNTOWN PRIORITIZATION WORKSHEET RESULTS

The City of Livermore collected 1,332 prioritization worksheets from participants. The purpose of the worksheet was to learn what features of downtown are most important to the Livermore community. To complete the worksheet, participants were asked to rank the following ten features in order of importance, with one being the most important and ten being the least important:

▪ Community Character and Design
▪ Cultural Facilities
▪ Hotel
▪ Hotel Location
▪ Housing

- Open Space
- Parking
- Public Finance
- Retail
- Traffic and Circulation

City staff collected ranking worksheets at workshops, neighborhood meetings, pop-ups, walking tours, via the online civic platform, and at other informational events such as presentations to the Chamber of Commerce, Lawrence Livermore National Laboratory, and Livermore Downtown Inc. A breakdown of the ranking worksheets collected by event type is shown in Table 3. While most of these ranking sheets represent unique individual responses, please note that it is possible that one person could have submitted more than one ranking sheet if he/she participated through multiple public input channels.

All completed worksheets can be found in Appendix B.

Results

Of the 1,332 worksheets collected, 157 were filled out incorrectly or incompletely. PlaceWorks did not analyze these ranking sheets.

Figure 9 shows the overall average ranking of the 10 items, with the lowest scores representing the items ranked most important. Overall, respondents rated parking as their top priority and housing as their lowest priority for downtown.

It is interesting to note that respondents prioritized the hotel higher than they did the hotel location. This likely indicates that respondents placed a higher value on getting a boutique hotel constructed downtown and were less concerned about its exact location.

Differences among Demographic Groups

As noted above, the public engagement process respondent pool did not entirely match the overall demographic makeup of the City of Livermore. Respondents tended to be older, wealthier, predominantly white, and to have lived in Livermore for a longer period than the population of the city as a whole. For this reason, it is important to understand how various demographic groups' responses to various exercises differed. This section describes trends amongst the various demographic groups in their completion of the ranking exercise in relation to each of the issues, specifically noting differences of 0.7 and above.

TABLE 3   RANKING WORKSHEETS COLLECTED BY EVENT

Event	Number of Worksheets Collected
9/13 Community Workshop	107
9/18 Central Neighborhood Meeting	51
9/28 Southwest Neighborhood Meeting	35
10/2 Northeast Neighborhood Meeting	51
10/4 Livermore Valley Chamber of Commerce	19
10/4 Northwest Neighborhood Meeting	34
10/10 Community Workshop	100
10/10 Livermore Valley Chamber Open House	5
10/11 Lawrence Livermore National Laboratory	45
10/11 Saint Michael's Church Spanish Mass Pop Up	3
10/12 Livermore Valley Wine Growers Association	19
10/13 Civic Center Library	24
10/13 Rincon Library	1
10/14 Livermore Art Walk	35
10/15 Sunday Farmers' Market	58
10/17 Livermore Downtown Inc.	16
10/18 Livermore Chamber Mixer	3
10/18 Livermore Noon Rotary	41
10/19 Southeast Neighborhood Meeting	49
10/21 Downtown Walking Tour	4
10/24 Livermore Morning Rotary	18
10/25 Livermore High School Civics Class	69
10/25 Chamber of Commerce	15
10/29 Rotary Spirit Run	13
10/31 Marilyn Avenue School Pantry	12
11/1 Almond Avenue EASL	28
11/1 Livermore High School Civics Class	79
11/1 Dia de Los Muertos and 11/2 Las Positas College	13
11/2 Marilyn Avenue English as a Second Language Class	28
11/4 Pete the Cat Library Event	36
Livermore Civic Library	42

TABLE 3   RANKING WORKSHEETS COLLECTED BY EVENT

Event	Number of Worksheets Collected
Email or Other Submittals	6
Online Civic Platform	240
City staff*	33
TOTAL	1,332

*Note: This category represents ranking worksheets completed by City Department Heads and senior staff.
Source: PlaceWorks,2017.
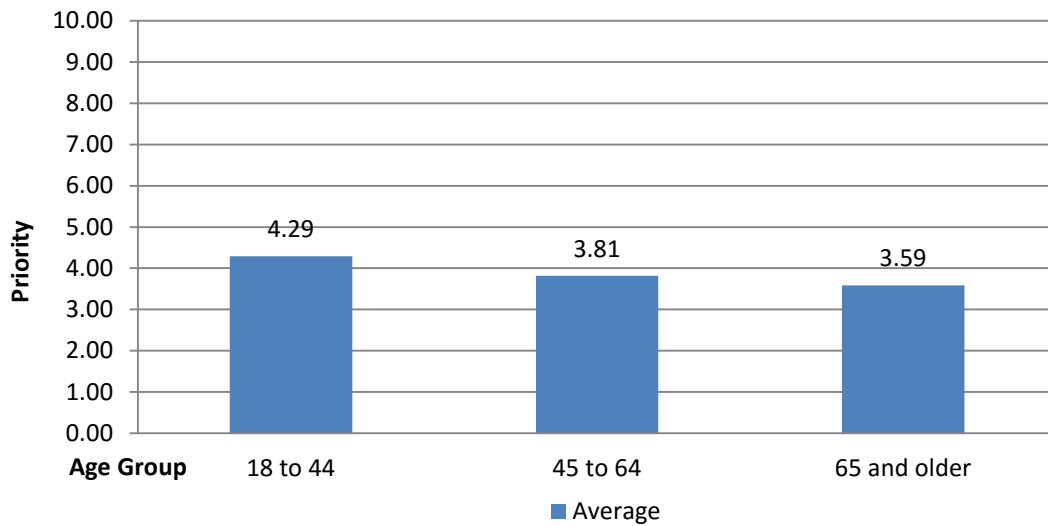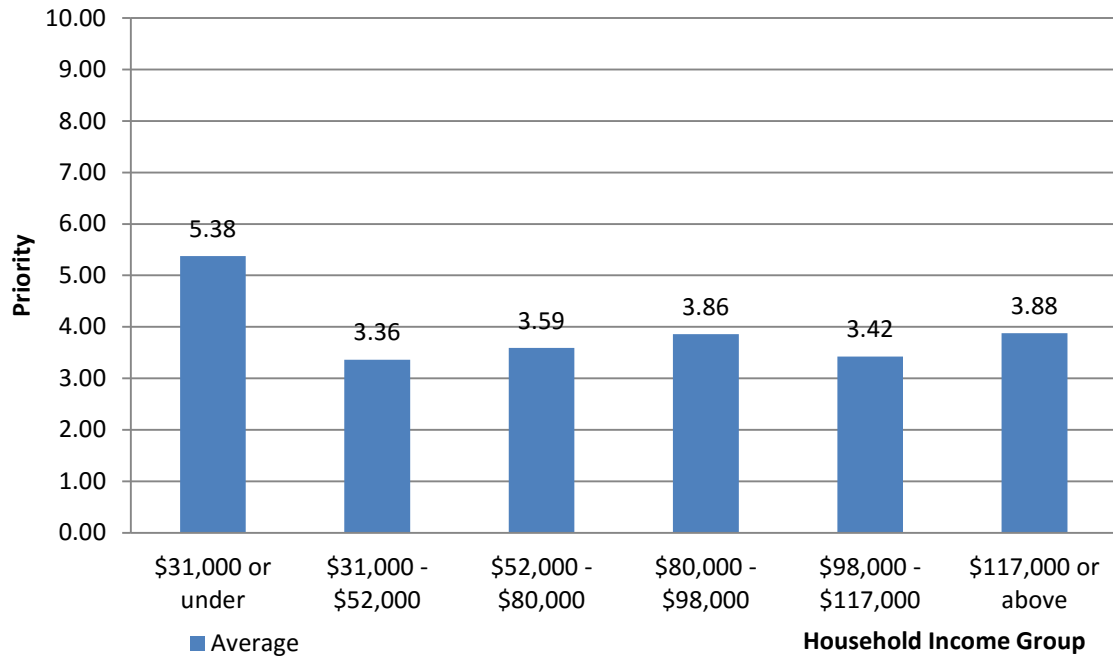
FIGURE 9 DOWNTOWN PRIORITIZATION OVERALL RESULTS
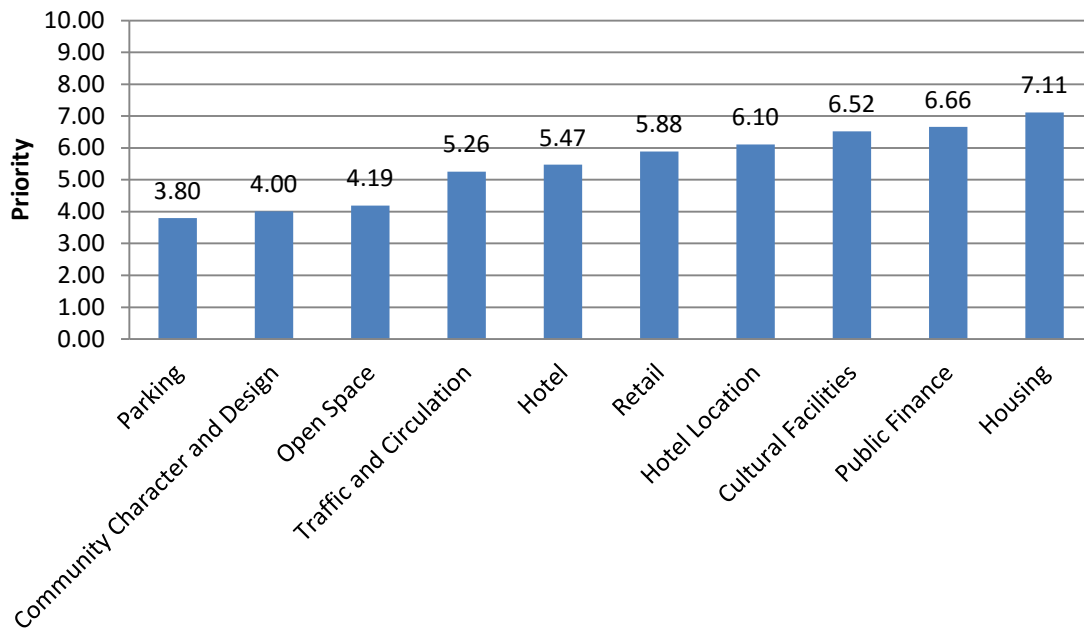
Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

Because not all participants who submitted a ranking sheet reported personal demographic information, average overall scores may vary slightly from data reported for demographic subcategories, such as age, length of residence, etc.

Parking

Although parking is an overall top priority for Livermore residents, residents 18 to 44 placed a lower priority (although still high overall) on parking compared to residents 45 and older as shown in Figure 10. This is not surprising as national trends indicate that younger people are delaying vehicle ownership and have lower rates of obtaining drivers' licenses.[3]

FIGURE 10   PARKING PRIORITY BY AGE GROUP

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks,2017.

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[3] http://www.latimes.com/business/autos/la-fi-hy-millennials-cars-20161223-story.html

In general, there is no clear pattern about how household income affects a person's prioritization of parking with the exception of household incomes $31,000 and lower. People who had household incomes $31,000 and lower placed a lower importance on parking compared to all other household income groups as shown in Figure 11.
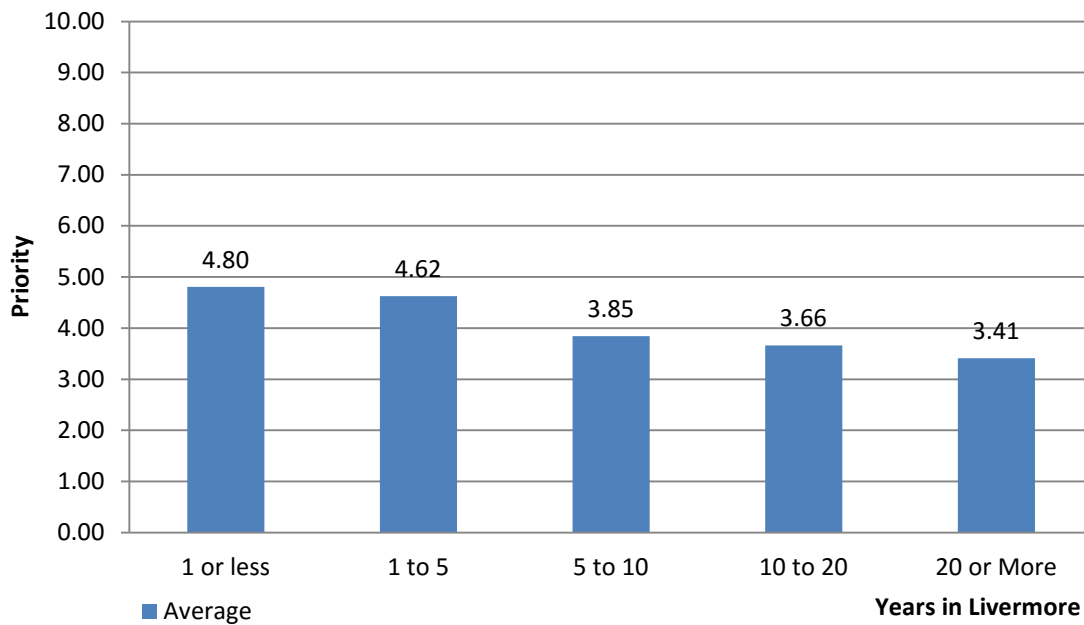
FIGURE 11   PARKING PRIORITY BY HOUSEHOLD INCOME

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

Residents who have lived in Livermore for a longer length of time place a higher importance on parking than residents who have lived in Livermore for less time as shown in Figure 12. This correlates with the relationship between parking importance and age as long-time residents are likely older than new residents.

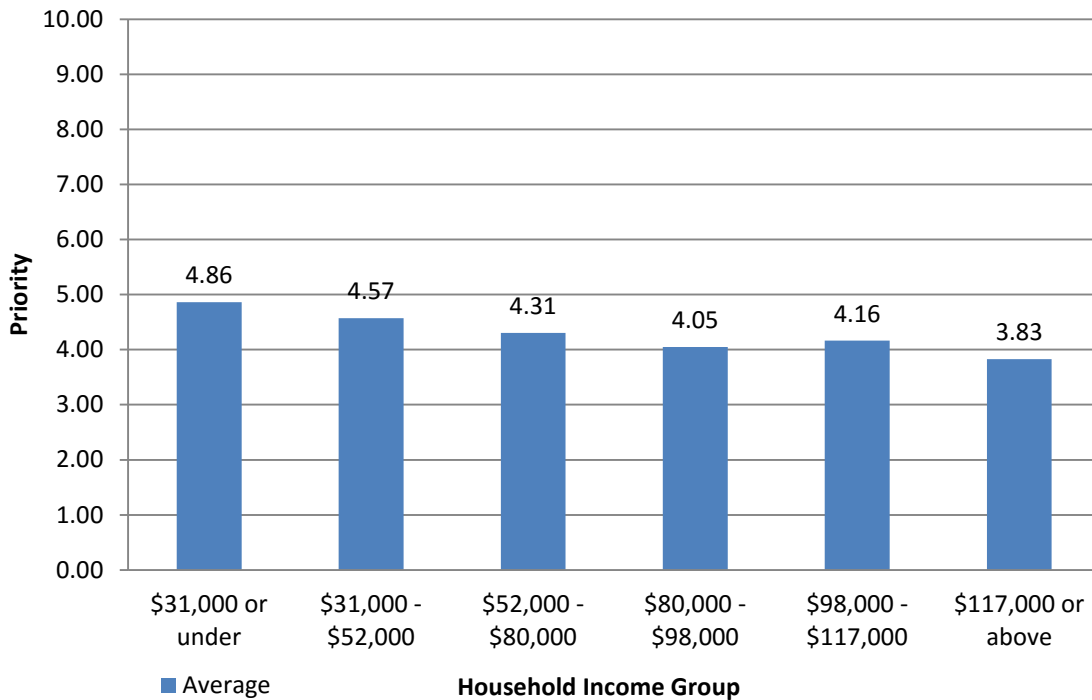FIGURE 12   PARKING PRIORITY BY LENGTH OF RESIDENCE

Source: PlaceWorks,2017.
Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.

Community Character and Design

While age, race/ethnicity, and length of residence does not affect a person's prioritization of community character and design, residents with higher household incomes place a higher priority on community character and design than lower income households as shown in Figure 13.

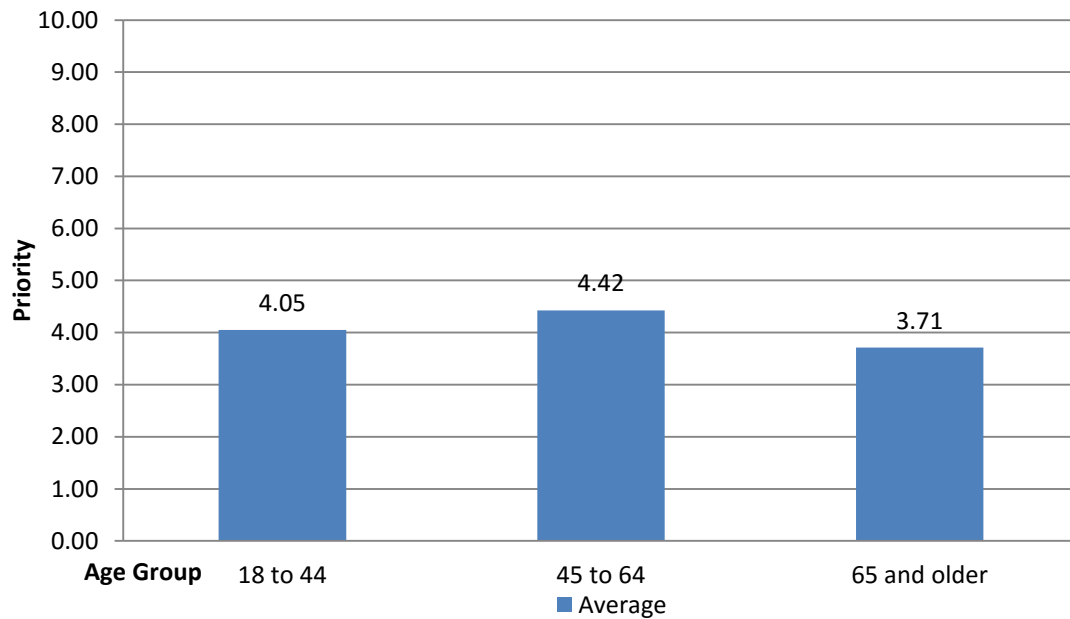FIGURE 13   COMMUNITY CHARACTER PRIORITY BY HOUSEHOLD INCOME

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
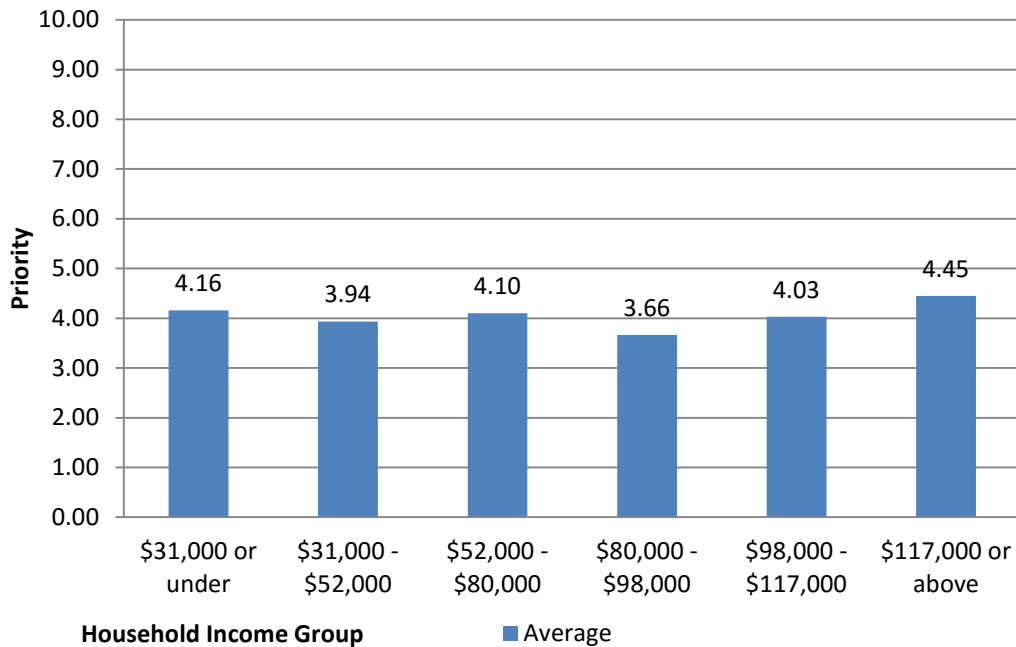Source: PlaceWorks, 2017.

Open Space

As shown in Figures 14, 15, 16, and 17, a person's prioritization of open space does not significantly change if you filter for age, household income, race/ethnicity, and length of residence. These figures are included to show as examples of when demographics do not affect prioritization.

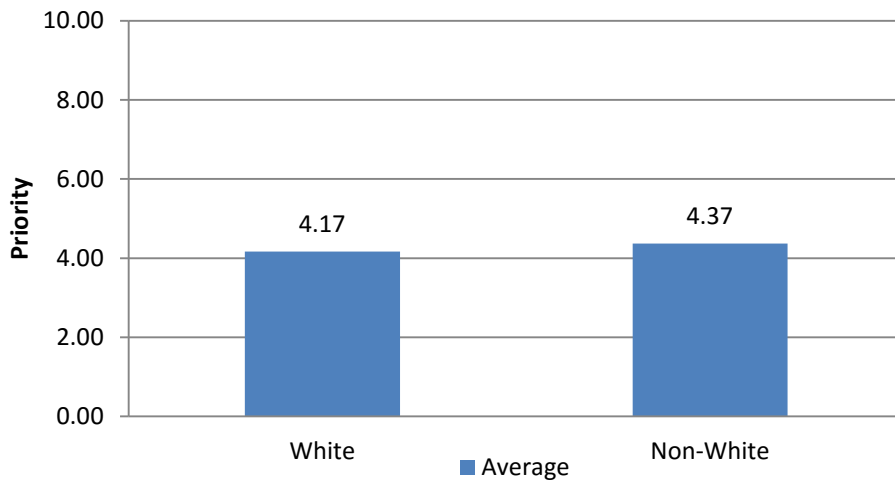FIGURE 14 OPEN SPACE PRIORITY BY AGE GROUP

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

FIGURE 15 OPEN SPACE PRIORITY BY HOUSEHOLD INCOME
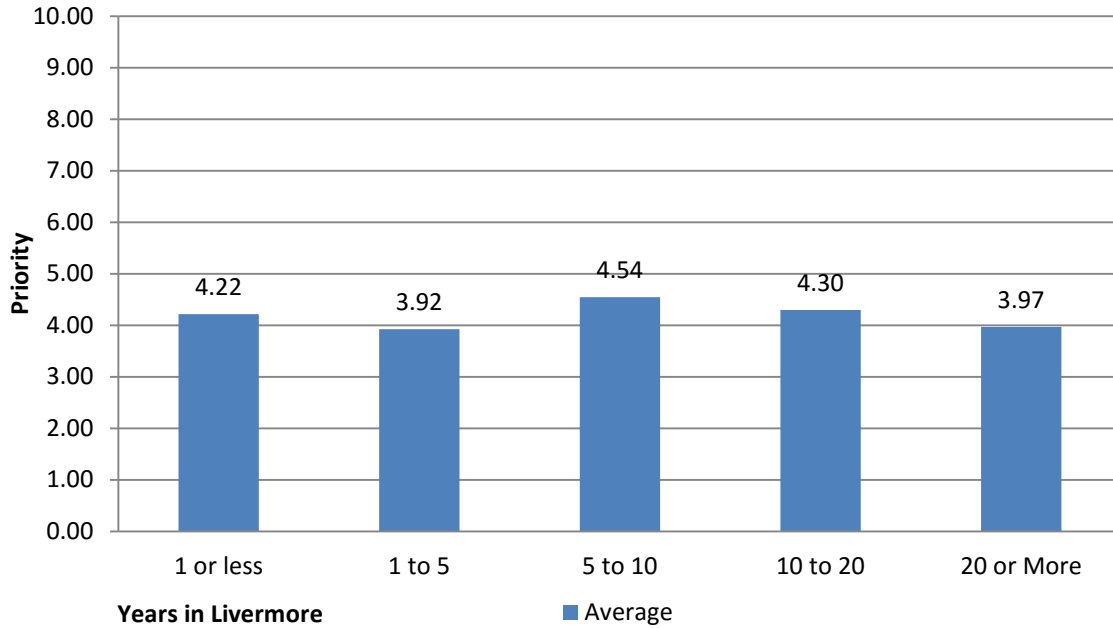

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

FIGURE 16 OPEN SPACE PRIORITY BY RACE/ETHNICITY

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

FIGURE 17 OPEN SPACE PRIORITY BY LENGTH OF RESIDENCE

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
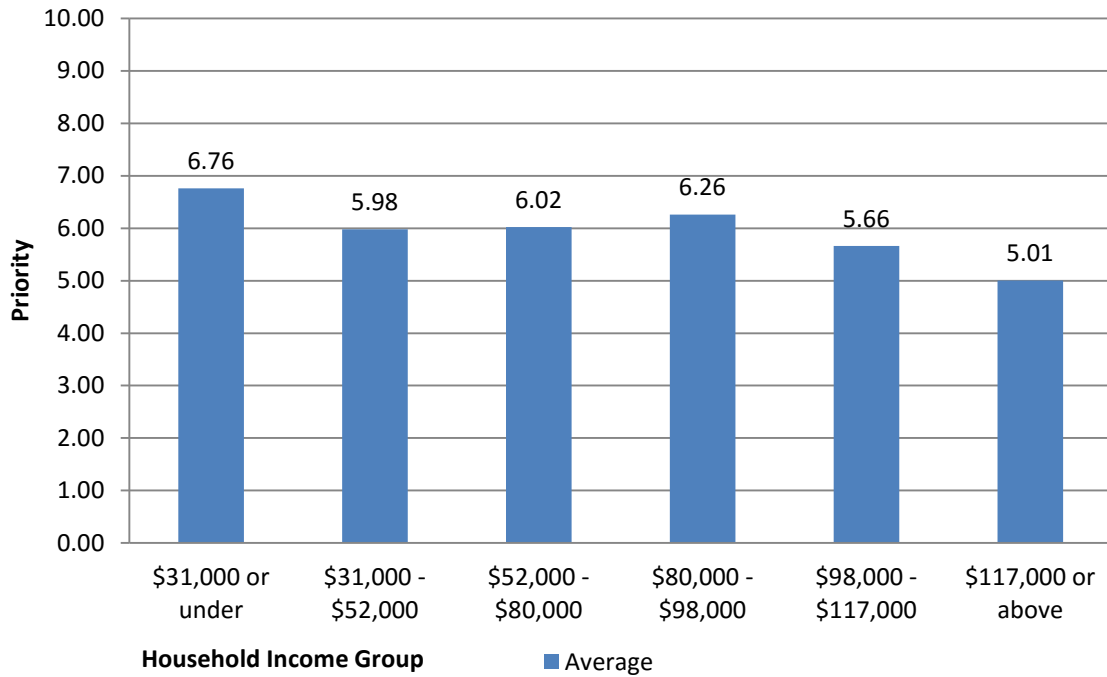Source: PlaceWorks, 2017.

Traffic and Circulation

Household income, age, race/ethnicity, and length of residence do not affect a person's prioritization of traffic and circulation. Since traffic and circulation results follow a similar pattern as open space, no charts are included since no meaningful observations can be made.

Hotel

While age and length of residence does not affect a person's prioritization of the hotel, household incomes of $117,000 or above prioritized the hotel higher than all other income groups as shown in Figure 18. Also, persons who identified as white placed a higher priority on the hotel compared to people who identify as non-white as shown in Figure 19.

FIGURE 18   HOTEL PRIORITY BY HOUSEHOLD INCOME

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

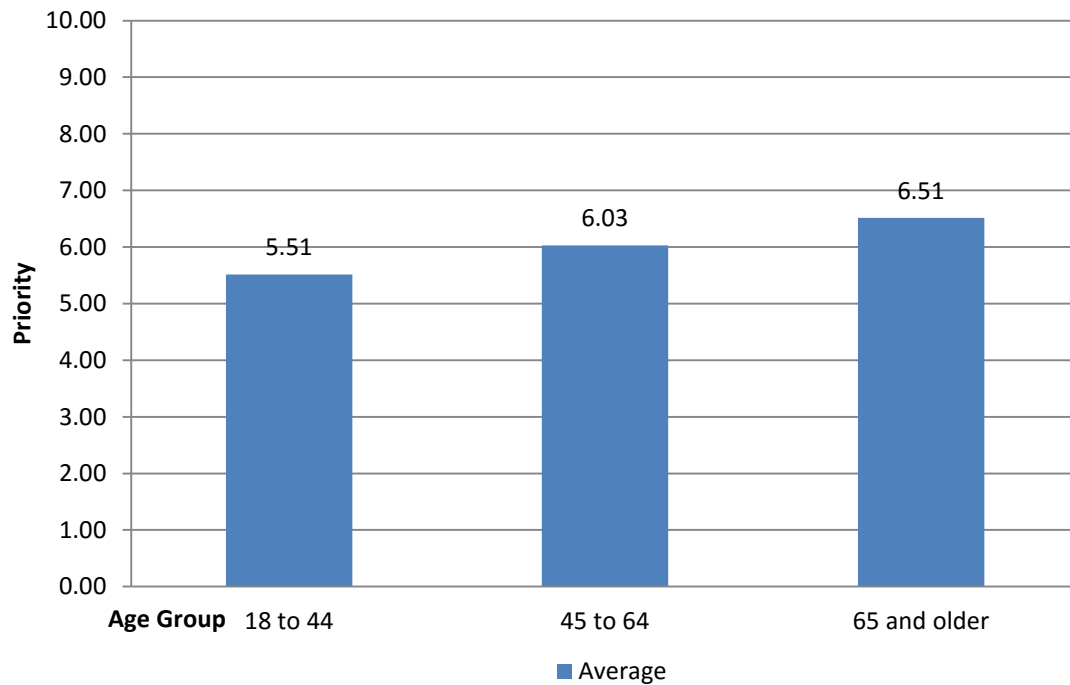FIGURE 19   HOTEL PRIORITY BY RACE/ETHNICITY
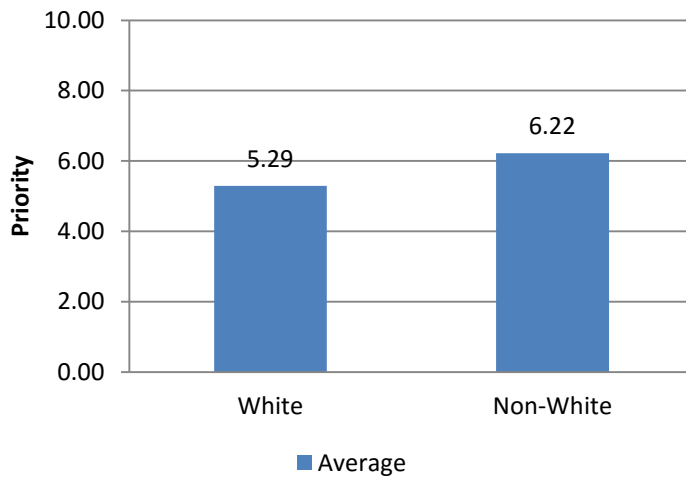
Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

Retail

While household income, race/ethnicity, and length of residence does not affect a person's prioritization of retail, persons 65 and older placed a lower priority on retail than people 64 and younger as shown in Figure 20.
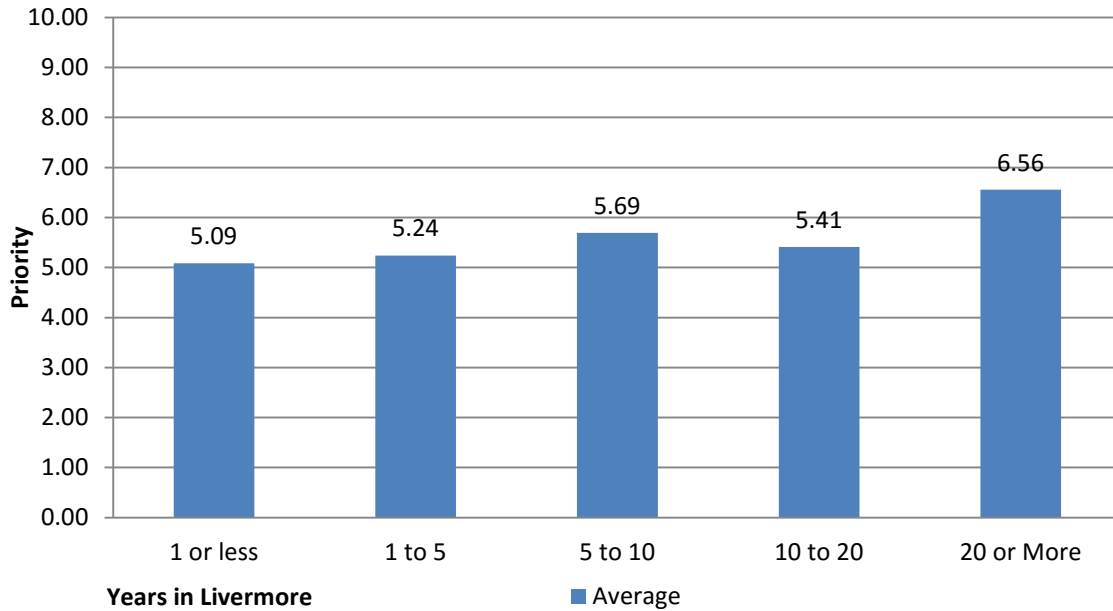
FIGURE 20 RETAIL PRIORITY BY AGE GROUP

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks,2017.

Residents who have lived in Livermore 20 years or more place a lower importance on retail than residents who have lived in Livermore 20 years or less as shown in Figure 21.

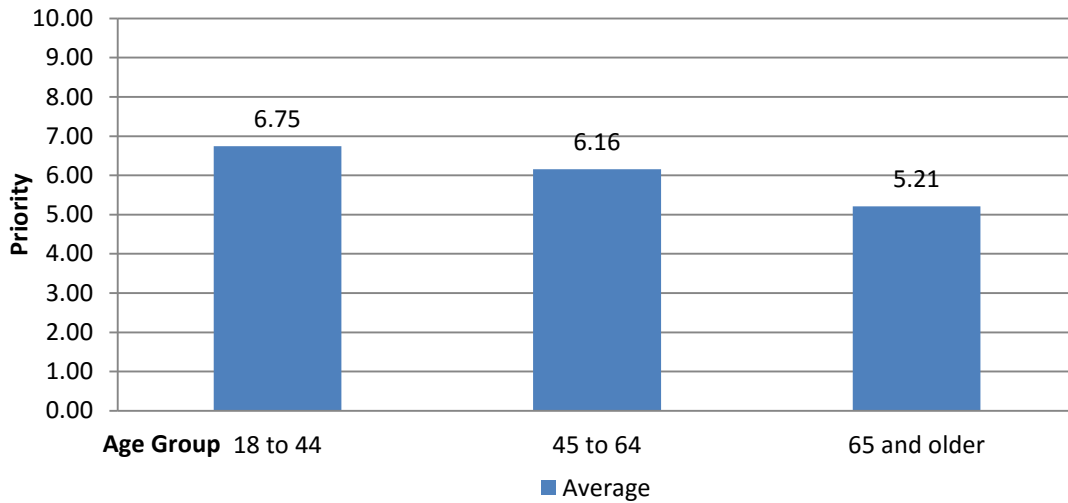FIGURE 21   RETAIL PRIORITY BY LENGTH OF RESIDENCE

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks,2017.

Hotel Location

As shown in Figures 22, 23, and 24 older residents, residents who have lived in Livermore for 20 years or more, and white residents placed a higher priority for the hotel location.

Income does not affect a person's prioritization of the hotel location.

FIGURE 22   HOTEL LOCATION PRIORITY BY AGE GROUP

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks,2017.

FIGURE 23   HOTEL LOCATION PRIORITY BY LENGTH OF RESIDENCE
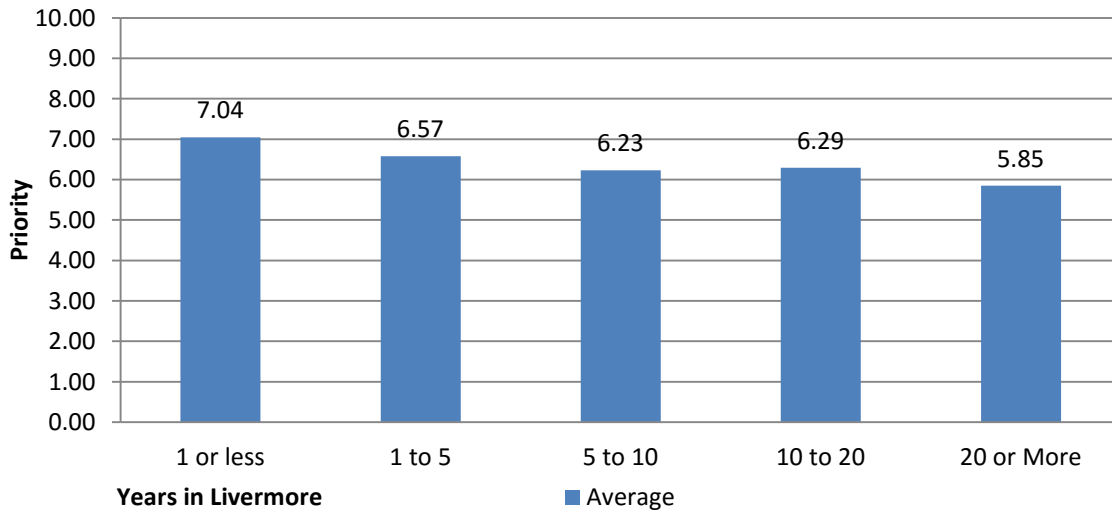
Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks,2017.

FIGURE 24 HOTEL LOCATION PRIORITY BY RACE/ETHNICITY

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks,2017.

Cultural Facilities

While age and length of residence does not affect a person's prioritization of cultural facilities, there does appear to be a relationship to a respondent's household income and race/ethnicity and his/her prioritization of cultural facilities. As shown in Figure 25, respondents with lower household incomes placed a higher priority for cultural facilities compared to respondents with higher household incomes. Additionally, respondents who identified as white placed a lower priority on cultural facilities compared to residents who identify as non-white as shown in Figure 26.

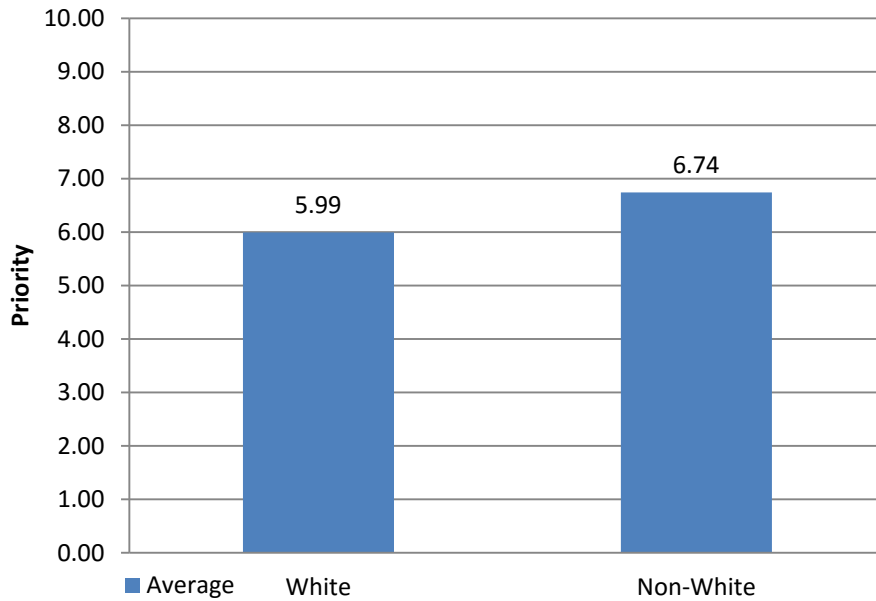FIGURE 25   CULTURAL FACILITY PRIORITY BY HOUSEHOLD INCOME

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

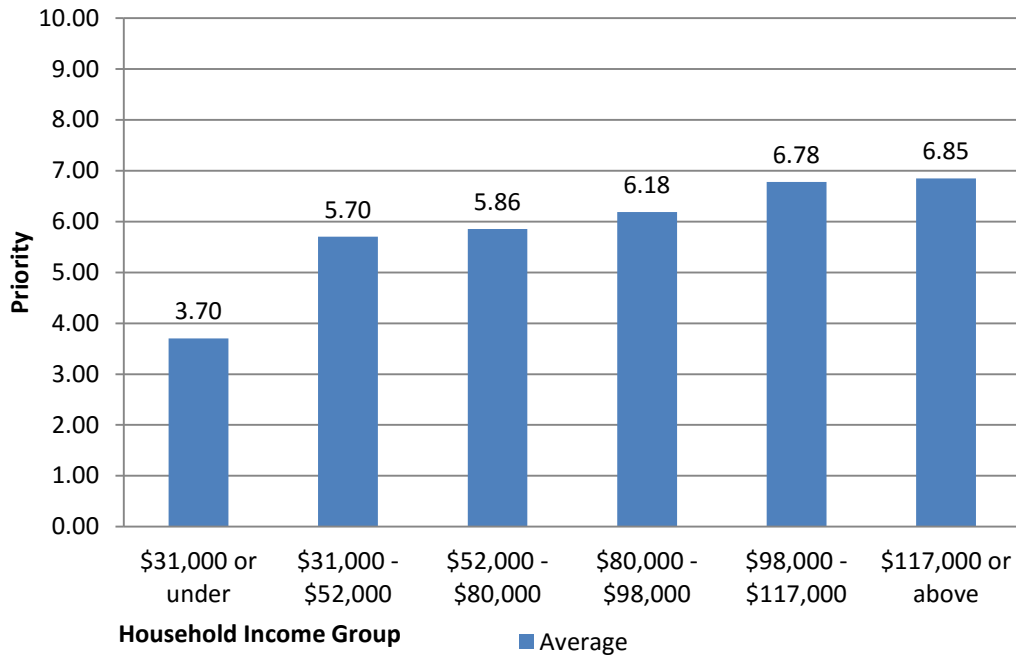FIGURE 26   CULTURAL FACILITY PRIORITY BY RACE/ETHNICITY

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

Public Finance

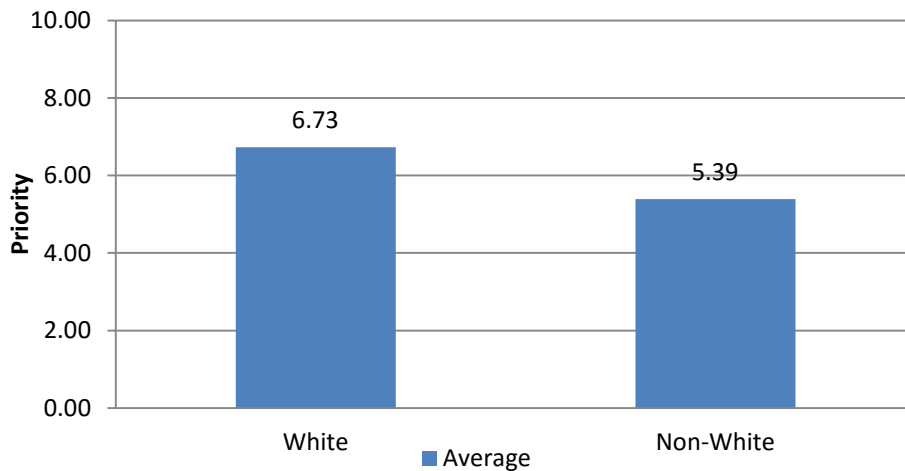Household income, race/ethnicity, and length of residence does not affect a person's prioritization of public finance. However, there is a correlation with public finance and age. Participants 64 and under placed a higher priority on public finance than participants 65 and older, as shown in Figure 27.

FIGURE 27   PUBLIC FINANCE PRIORITY BY AGE GROUP

Source: PlaceWorks,2017.
Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.

Housing

Residents 18 to 44 placed a higher importance on housing compared to residents 45 and older as shown in Figure 28. While there is not a clear pattern to how household income affects the prioritization of housing, those respondents with a household income $31,000 and lower prioritized housing higher than all other household income classifications (see Figure 29).

FIGURE 28   HOUSING PRIORITY BY AGE GROUP

Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks,2017.

FIGURE 29   HOUSING PRIORITY BY HOUSEHOLD INCOME

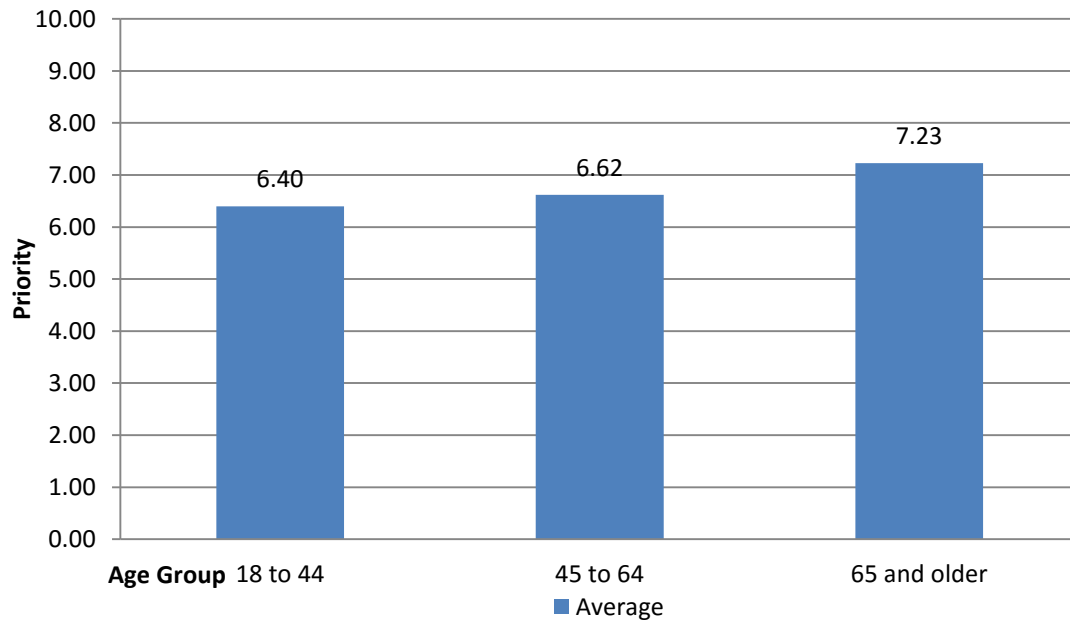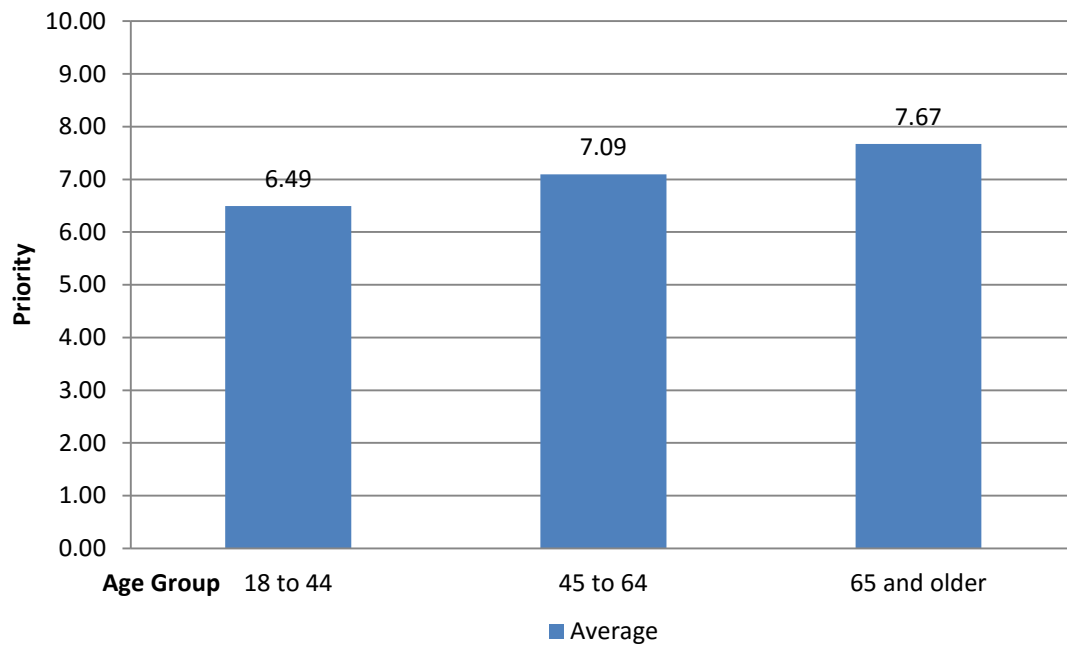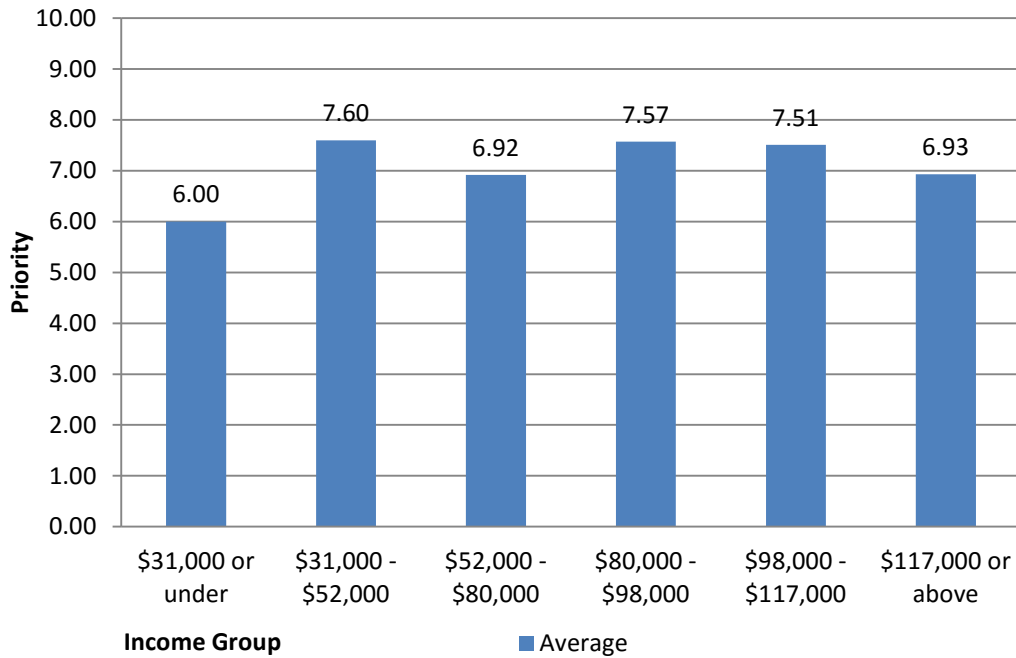
Note: The lowest score represents the items ranked most important and the highest score represents the lowest priority.
Source: PlaceWorks, 2017.

LAND USE CONCEPTS

Participants generated land use concepts for the downtown in three distinct ways:
- At workshops or neighborhood meetings, working in small groups
- Online
- Via email

Table 4 identifies the number of land use concepts generated. All completed land use concepts can be found in Appendix C.

Of the 116 online maps, 38 maps had squares missing land use designations and 19 maps were completely blank. Fourteen of the 19 blank maps were accompanied by comments that described the intended concept. If the user described a blank map, his/her comments are incorporated in this summary.

The section below summarizes the common themes and characteristics amongst the land use concepts.

TABLE 4   LAND USE CONCEPTS

Venue	Number of Land Use Concepts
Workshop or Neighborhood District Meeting	84 (from a total of 76 small groups)
Online Civic Platform	116
Hand-drawn or computer generated	7*

*Note: 4 people submitted both an online map and a hand drawn map. In these cases, only the online map is included in this summary.
Source: PlaceWorks, 2017.

Parking

Small Group Concepts

Parking configurations varied widely amongst the groups, but many groups tended to place parking garages and surface parking in consistent locations.

The majority of small groups placed a parking garage in the southwest corner of the west site. About a third of the groups also placed surface parking adjacent to the southwest parking garage. A much small number of groups placed a parking garage at the corner of South L Street and Railroad Avenue on the west site.

Workshop participants voiced a desire that sufficient parking be built to meet existing and future demand. Some participants also voiced concern that the City's zoning code does not require sufficient parking, noting that at peak demand it can be challenging to find a parking space close to a person's downtown destination.

Another issue of concern for workshop participants was that handicap parking be maintained adjacent to the Bankhead Theater, with about a tenth of the small groups specifically calling out this issue.

Workshop participants also expressed support for underground parking for all uses. Seven small groups specifically noted support for underground parking outside of underground parking associated with a hotel.

Other parking ideas included:
- Adding automated/stacked parking system to increase the number of cars that could be parked in a garage.
- Maintaining free parking.
- Providing for electric vehicle charging in parking areas.
- Ensuring that the I-Street garage expansion is completed prior to the hotel construction completion.

- Spreading parking out throughout the sites so visitors can park closer to their destinations.

Online Concept Tool

Although the land use concepts varied significantly from one another, participants tended to place parking garages in three main locations. As in the small group work, the most prominent site for parking was a parking garage at the southwest corner of the west site, with other concepts showing parking in the northwest corner of the site and on the east side of South Livermore Avenue.

Several concepts also included surface parking in both the east and west sites. Some users noted that surface parking could be used for future development. Several online concept users also stated that there should be sufficient handicap parking particularly next to the Bankhead Theater.

One online user suggested that the City implement a paid parking system to make it easier for those who wish to park close to a destination to be able to find a parking space.

Community Character and Design

Small Group Concepts

When considering community character and design, workshop participants mostly commented on building height, material, and context sensitivity.

Eight small groups expressed a preference for a specific desired building height, with most preferring buildings that are three stories or fewer or felt that buildings should not be taller than the Bankhead Theater. Another group was okay with a four-story hotel, but thought that other buildings should be three stories or fewer.

Many groups showed a desire for new construction to match the existing character of downtown, with the most common example given being to use brick as a building material. Some small groups emphasized that Livermore should not "look like Dublin," further explaining that Dublin buildings are dense, stucco, and "blocky."

Workshop participants were also concerned that new buildings be sensitive to the historic character of Blacksmith Square through site design and building material selection. Some people commented that new buildings should not "tower" or "loom" over Blacksmith Square.

Online Concept Tool

Those online users who commented on community character echoed similar opinions to those voiced at the public workshops and neighborhood district meetings. A couple of online users commented that building height should be three stories or lower. Another person suggested that upper stories of buildings be setback to help reduce massing.

One online user suggested that new development should be built of an Old Western theme with accompanying Western cultural and retail uses.

Open Space

Small Group Concepts

There were two prevalent open space configurations among the small groups:

- An east/west linear village green in the west site that extends from South Livermore Avenue to South L Street similar to the open space concept shown in Westside Hotel A.
- A large rectangular open space area at various locations within the west site similar to the open space concepts shown in Eastside Hotel A and Eastside Hotel B.

While both open space concepts were prevalent, a higher number of groups chose the linear village green concept.

Open space often fronted retail, the hotel, housing, and/or cultural uses.

When small groups noted the character of the open space area, groups stated a preference for green areas as opposed to concrete/hardscape areas. Other open space characteristics desired by workshop participants included a playground, amphitheater, drought-tolerant landscaping, outdoor seating for the backs of First Street businesses, and a quiet space.

Online Concept Tool

Similar to the small group land use concepts, the two most common open space configurations generated by the online users included a linear village green similar to the one shown in the Westside A Hotel concept and a plaza with an accompanying village green. While the plaza and village green were most always shown on the west site, its location on the west site varied between concepts. Other less common open space configurations included hardscape only or the east site being entirely open space.

Roads and Walkways

Land use concepts showed both vehicular and pedestrian connections.

Small Group Concepts

Most small groups identified some form of vehicular connections through the west site, though eight small groups did not allow for vehicular access through the west site.

The majority of small groups identified a new east/west road through the west site from South Livermore Avenue to South L Street. Some of the small groups made the new east/west road curve to

help reduce the speed of traffic through the west site. A smaller number of groups also showed a vehicular connection from Railroad Avenue near K Street to the new east/west access road.

Many small groups identified green pathways to allow for pedestrian access throughout the west site and to allow for pedestrian connections to First Street businesses. Many groups emphasized the importance of maintaining strong connections to First Street businesses.

Other ideas included a pedestrian bridge to connect the east and west sites, ensuring service access for existing businesses, adding roundabouts to assist with traffic flow, planning for bike parking, and planning for pedestrian connections to Carnegie Park.

Online Concept Tool

Approximately half of the online concepts showed some configuration of roads going through the sites, though the majority of the illustrated roads are located in the west site. Less than half of the concepts show an east/west road that connects South L Street to South Livermore Avenue. Half of the east/west roads are shown in the center of the west site and the other half of the east/west roads are shown at the southern boundary of the west site. Sometimes the east/west roads were shown as a "U" shape as a way to promote traffic calming. Some concepts excluded vehicle traffic from the west site to foster a favorable pedestrian environment.

Less than half of the land use concepts identified pedestrian paths through the east and west site. Participants drew a wide variety of pedestrian path configurations, but the most common pedestrian path configuration showed an east/west connection from South Livermore Avenue to South L Street. Many of the land use concepts also showed north/south pedestrian path connections within the west site. In the east site, many of the land use concepts identified a pedestrian path at the south, presumably to connect the east site and the Bankhead Theater to the west site.

Hotel

Land use concepts from the public workshops, neighborhood district meetings, and online civic platform tended to favor a west side hotel as shown in Table 5.

TABLE 5   HOTEL LOCATION OF WORKSHOP PARTICIPANTS AND ONLINE PARTICIPANTS

Hotel Location	Workshop Land Use Concepts	Percent of Total	Online/Hand Drawn Land Use Concepts	Percent of Total
East Side	26	34%	33	27%
West Side	38	50%	71	59%
No Hotel	n/a	n/a	8	7%
Undetermined	12	16%	8	7%
TOTAL	76	100%	120	100%

Source: PlaceWorks, 2017.

Small Group Concepts

Of the 76 small groups, 26 groups chose an east side hotel, 38 groups chose a west side hotel, and 12 small groups could not come to consensus on the hotel location.

The majority of the west side alternatives were drawn in an "L" shape with frontage on South Livermore Avenue, but the majority of the structure fronting Railroad Avenue. A smaller number of groups had the hotel front Railroad Avenue only.

Regardless of which side of South Livermore Avenue the hotel was located, most participants drew the hotel to have frontage on South Livermore Avenue.

Online Concept Tool

Of the total online and hand drawn land use concepts, 71 concepts identified a west side hotel, 32 concepts identified an east side hotel, and eight concepts specifically stated that there should be no hotel. The remaining eight concepts were either blank or incomplete, or it could not be determined whether the user did or did not desire a hotel.

There were two divergent opinions about whether a hotel should be located on the east side. Some people thought that an east side hotel would help mask the height of the Bankhead while other people said an east side hotel would make the site feel too "crammed."

Of the west side hotel concepts, approximately half of them had frontage on South Livermore Avenue while the other half exclusively fronted Railroad Avenue. A hotel without frontage on South Livermore Avenue diverges from the Key Learnings, which emphasized that a hotel needs to be located on South Livermore Avenue if it is to be successful. Most workshop participants reflected this in their work, but online users with a west side hotel did not incorporate this Key Learning as frequently. Because the divergence between the Key Learnings and land use concepts was most apparent for the siting of the hotel, the Key Learnings is addressed for this topic only.

Most online respondents identified either structured or underground parking to be associated with the hotel. A little less than half of the concepts identified underground parking for either a west or east site hotel.

Conference Center

Small Group Concepts

In general, the conference center appeared to be an issue of less importance for participants. More than half of the land use concepts included a conference center with a hotel. However, the absence of a conference center on the remaining land use concepts does not necessarily imply the participants did not want a conference center as some participants may have assumed that a hotel would automatically include a conference center. Only one group explicitly noted that their hotel did not include a conference center.

Three groups commented on the size of the conference center. Two groups expressed support for a conference facility no larger than 2,000 square feet and one group expressed support for a "bigger" conference center.

Other ideas about the conference center included using the Bankhead Theater as a conference space and building a stand-alone conference facility.

Online Concept Tool

A little less than half of the online concepts included a conference facility. On average, users designed a 5,000 square foot conference facility. The conference facility was usually drawn adjacent to the hotel. However, one person drew a conference center that covered most of the east site.

Retail

Small Group Concepts

Most small groups included some amount of retail in their land use concepts. Retail was usually placed along South Livermore Avenue and along a new east/west street that bisects the west site. Retail also fronted Railroad Avenue and South L Street. A small number of groups placed retail along interior east/west greenways with no vehicle access. One group opted to exclude retail uses from their land use concept.

Types of retail specified by small groups included restaurants, cafes, tasting rooms, bars, a children's art studio space, farmers' market, an open-air retail market, and a wider variety of downtown stores. Workshop participants also expressed support for retail on the ground floor with housing or office above.

Online Concept Tool

More than half of the completed online land use concepts include some amount of retail. The majority of the land use concepts with retail included retail with housing or office above.

Less than half of the online concepts included retail only on the west site.

Less than half of the concepts included retail on both the east and west sites.

Of the retail placed on the east site, most of the online concept users had the retail fronting South Livermore Avenue or at the corner of South Livermore Avenue and Railroad Avenue.

Retail configurations within the west site varied significantly. However, most people placed the retail so that it fronted a street or open space.

Of the users who specified a desired retail type, most identified restaurants. However, a few people also identified small specialty shops.

Office

Small Group Concepts

Approximately 25 percent of the small groups identified office uses on their land use concepts. More than half of the land use concepts with office placed office on the west site, typically clustered to the west or south of Blacksmith Square or at the corner of the west site hotel. When small groups placed office on the east site, it was either placed fronting South Livermore Avenue or Railroad Avenue. A few of the small groups placed office above ground floor retail. One group expressly stated that there is no need for office uses.

Online Concept Tool

Approximately two-thirds of the online land use concepts included some office use designated as either office-only or mixed-use with retail and office. Of these, over half of the concepts included office uses only on the west site, while approximately one-quarter included office only on the east site. About 10 percent of online users placed office uses on both the east and west sites.

The most popular locations for office uses on either the west or east site were street-facing areas along South Livermore Avenue and Railroad Avenue.

Of the concepts incorporating office uses, mixed-use retail/office configurations were more common than office-only configurations, especially on the west site.

Cultural Facilities

Small Group Concepts

Of the small groups, more than half placed some kind of cultural land use on their maps. A small number of groups did not want a cultural use if the City had to support the use. Of the groups who included cultural uses, slightly more groups placed cultural uses on the west side compared to groups who placed cultural uses on the east side. On the west side, groups tended to place a cultural use directly adjacent to open space and a small number of groups placed a cultural uses closer to the backs of the First Street businesses.

The types of cultural uses envisioned by workshop participants included a children's hands-on science museum, a wine country visitor center, a Livermore heritage museum, a cultural use with a wine/rodeo focus, and art galleries. One group suggested that public art be interwoven throughout the project area instead of building a structure specifically for cultural uses.

Online Concept Tool

A little less than half of the online concepts included a cultural use. Half of the land use concepts with cultural uses placed the cultural use on the west site with the remaining online users placing cultural uses on either the east sites or both the east and west sites.

The types of cultural uses described by participants included a children's museum, a science-themed museum, a Western-themed art gallery, and a performing arts space or art gallery.

Housing

Small Group Concepts

Seventy-five of the 76 groups desired some housing on the site. Of these, all but two groups placed housing exclusively on the west site. The most common location was the northwest corner at the intersection of South L Street and Railroad Avenue. The northern area of the west site was a common housing location primarily amongst groups that placed the hotel on the east site. Less than half of the small groups showed some form of housing fronting Railroad Avenue. A smaller number of groups placed housing midblock and/or along the west site's southern edge near First Street, and several groups placed housing at the west edge along South L Street.

Most groups incorporated a mix of townhomes and multifamily residential, with some groups emphasizing one over the other. Two groups stated they would only want multifamily apartment buildings rather than the lower-density townhomes, while two other groups stated they would want only lower-density townhomes.

A mix of uses was a popular approach for several of the small groups. Nine groups designated some or all housing to be above first-floor retail, and ten groups incorporated live/work space into their land use configurations.

Some groups showed concern about co-housing or were unsure about what it was. Eight groups expressly stated they did not want co-housing, and three commented on their lack of understanding about it. Five groups incorporated co-housing into their configurations.

Other common comments included the need for affordable housing and senior housing (six groups). Several groups expressed a wish for building height restrictions, usually to keep residential buildings at two or three stories.

Online Concept Tool

The majority of the online land use concepts included some housing. The amount of housing varied among users, but the average number of units for concepts that included housing was 115 units.

Most online users placed housing on the west site, a few online users placed housing on both the east and west sites, and one online user placed housing on the east site.

On the west site, housing was often placed at the northwest corner of South L Street and Railroad Avenue or along open space. Some users explained that their intent was to place housing next to open space to help activate the area.

Of the housing unit types (i.e. multifamily, townhomes, live work, and co-housing), multifamily units were the housing type most used with 63 concepts including this housing type. When users included multifamily housing, they often opted for a mixed-use configuration with retail below the multifamily housing units. Townhomes and co-housing were among the least popular housing types.

Other comments about housing included:
- Include affordable housing for all income levels.
- Do not include housing because it will cause overcrowding and negatively impact schools.
- Consider building smaller units for households without children.
- Limit the amount of co-housing because it is not a known housing type.

Differences among Demographic Groups

As noted above, participants in the public engagement process tended to be older, wealthier, more predominantly white, to come from the certain geographic portions of the city, and to have lived in Livermore for a longer period of time than the population of the city as a whole.

With that in mind, this section explores differences among the online land use concepts that were created by people of different ages and with differing lengths of residence in Livermore. It was not possible to do similar analyses based on differences in race/ethnicity or income, because the pool of non-white respondents was too small and too few people offered income information through the online tool. This section only addresses topics for which there are notable differences among the demographic groups. These topics include open space, the hotel, and housing.

Open Space

Online users who were 64 and younger included slightly smaller open space areas, on average, compared to online users 65 and older as shown in Table 6. A person's length of residence did not appear to affect the amount or presence of open space within a concept.

Hotel

TABLE 6   AVERAGE SF OF OPEN SPACE BY AGE GROUP

| Age Group	Average SF of Open Space
18 to 44	76,720
45 to 64	77,263
65 and older	79,806

Source: PlaceWorks, 2017.

Age and length of residence appear to have affected whether a person favored a west side or an east side hotel location. This can be seen in several ways.

As shown in Figures 27 and 28, residents who have lived in Livermore five years or longer, and who are 45 and older, generally preferred a west side hotel. Residents who lived in Livermore five years or less, and who are 44 and younger, preferred an east side hotel.

FIGURE 27   HOTEL LOCATION BY LENGTH OF RESIDENCE
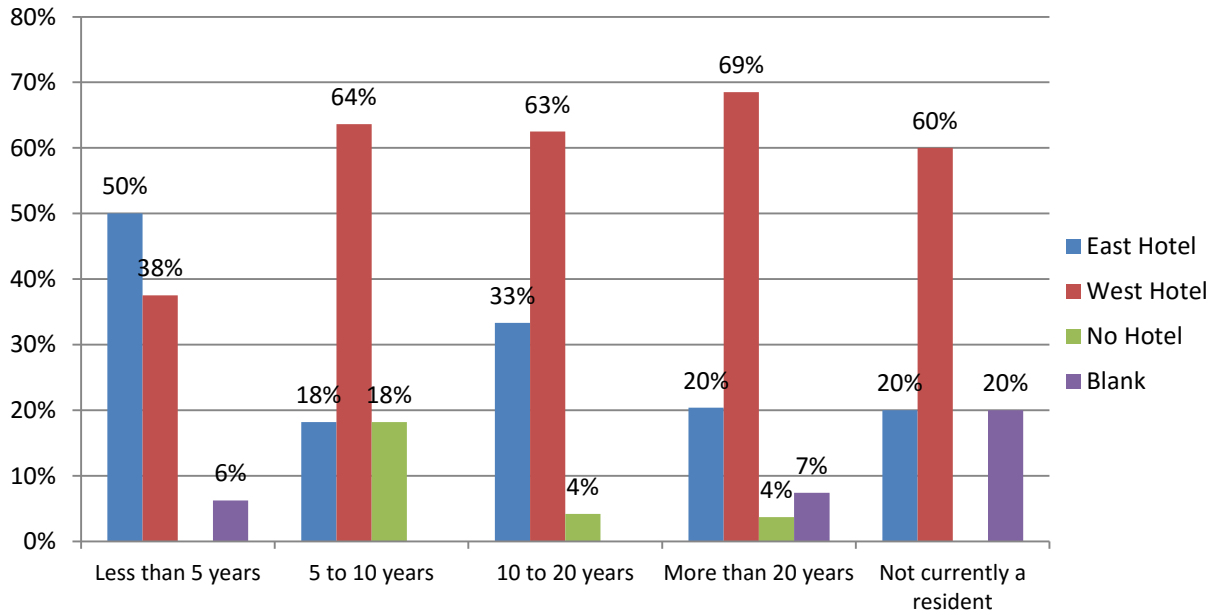
Source: PlaceWorks, 2017.

FIGURE 28   HOTEL LOCATION BY AGE GROUP
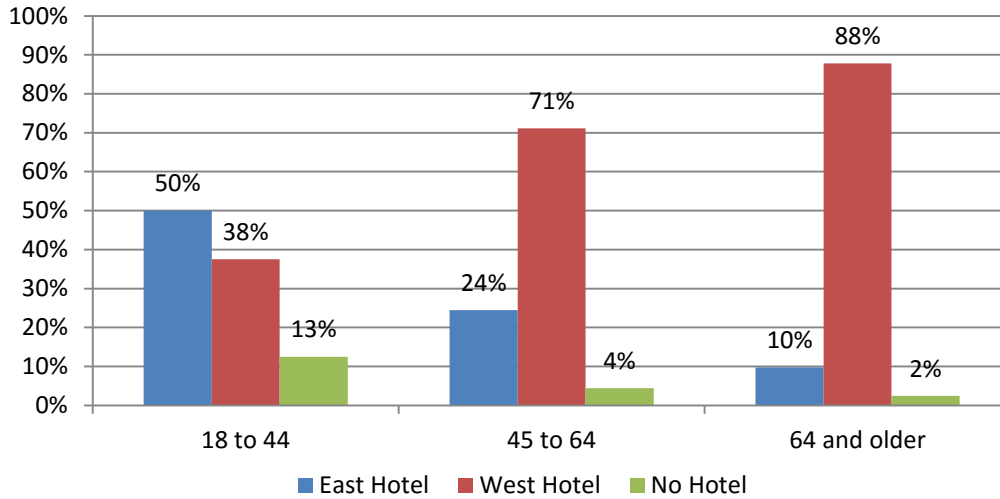
Source: PlaceWorks, 2017.

Housing

Younger people and residents who have lived in Livermore for less than 5 years included more housing units in their land use concepts, on average, compared to other age groups and residents of longer tenure as shown in Tables 7 and 8.

TABLE 7   AVERAGE NUMBER OF HOUSING UNITS BY AGE GROUP

Age Group	Average # of Housing Units
18 to 44	155
45 to 64	100
65 and older	105

Source: PlaceWorks, 2017.

TABLE 8   AVERAGE NUMBER OF HOUSING UNITS BY LENGTH OF RESIDENCE

Length of Residence	Average # of Housing Units
Less than 5 years	103
5 to 10 years	52
10 to 20 years	89
20 years or more	62

Source: PlaceWorks, 2017.

Conclusions and Key Themes

Although there is a wide range of opinions held by Livermore residents, some key themes emerged through the process as described below.

PARKING

- Ensuring sufficient parking for current and future demand is a top priority for the community and most participants supported the expansion of the I-Street Parking Garage as a way to meet future demand.

- Some people feel that the City's required parking ratios are too low and that future development will result in insufficient parking.

- Many people, often in the older age range, desire parking within close proximity to their final downtown destination.

- Maintaining handicap parking adjacent to the Bankhead Theater was a key concern for many participants.

- Workshop participants supported underground parking for a range of uses.

- Some people suggested that any new surface parking should be considered for future development if the market demands it.

- When drawing land use concepts, participants frequently placed a parking garage in the southwest corner of the west site.

COMMUNITY CHARACTER AND DESIGN

- New development should reflect Livermore's historic character, using bricks as building materials and reflecting the surrounding architecture.

- When people commented on building height, there was a common preference for buildings three stories or lower or to be no higher than the Bankhead Theater.

- New development should be compatible with and not loom over Blacksmith Square.

OPEN SPACE

- Most participants desired significant amounts of open space within both the east and west sites, with a focus on a public gathering/seating place on the west site.

- The most popular open space configuration was an east/west linear green, as in Steering Committee Concept Westside A. There was also relatively strong support for an open space configuration consisting of a rectilinear town green attached to a town plaza, as in Steering Committee Concept Eastside A.

- Some people desired a space for an outdoor amphitheater, while others felt strongly the open space should be more park-like and with plenty of greenery.

TRAFFIC, ROADWAYS, AND WALKWAYS

- Downtown traffic is a significant concern for many residents and new development should carefully consider impacts to existing traffic conditions.

- Most participants who drew land use concepts included a new east/west access road through the west site.

- A smaller number of workshop participants included a north/south vehicular connection from Railroad Avenue near K Street to a new east/west access road.

- Many people felt that it is important to maintain and enhance strong connections to First Street businesses.

- Many people supported strong pedestrian and bicycle connections to First Street businesses.

HOTEL

- Overall, most people thought a boutique hotel would be beneficial for Livermore.

- Almost all workshop groups and the vast majority of online concepts included a hotel in their concept plans.

- Residents were divided on where to locate the hotel.

- The majority of comments were in support of a west side hotel, though there was significant support for an east side hotel.

- Of 76 small workshop groups, 38 chose a west side hotel, 26 chose an east side hotel, and 12 groups could not reach consensus.

- Reasons for a west side hotel included more room for adjacent open space, less congestion than the east side, views of the hills, and the likelihood that a hotel would reduce the number of housing units that could be built on the west side

- Reasons for an east side hotel included timing and a ready developer, synergy with the Bankhead Theater and adjoining uses, masking the Bankhead's unadorned wall, and that a west side hotel would loom over Blacksmith Square.

- Regardless of hotel location, most participants drew the hotel with frontage on South Livermore Avenue.

- People 65 and older and residents who have lived in Livermore 20 years or longer placed the highest importance on hotel location.

CONFERENCE CENTER

- People generally support a conference center if there is market demand for it with more than half of the workshop small groups including a conference center with the hotel.

- Most participants do not see a need for a large conference facility, though there were some participants who felt a conference facility larger than 2,000 square feet was needed.

RETAIL

- Participants are supportive of new retail uses, though some would like to ensure that new retail does not negatively impact existing downtown businesses.

- Some people are interested in adding open space areas to the backs of businesses on the north side of First Street.

- Participants were supportive of mixed-use, with retail on the ground floor and housing or office above.

- Retail types desired by participants included restaurants, an open-air retail market, specialty shops, and youth and teen-oriented businesses.

- Retail was usually placed along South Livermore Avenue and a new east west street bisecting the west site.

OFFICE

- Office was not a key concern for most participants.

- When office was placed on land use concepts, it was usually placed on the west site and in a mixed use format with retail at the ground floor.

CULTURAL FACILITIES

- The desire for new cultural facilities was mixed. Some people were strongly in favor, some people would support a new cultural facility if it did not require public subsidy, and some people did not want a cultural facility at all.

- People envisioned a range of cultural uses from a science education center, museums, art galleries, a wine country visitor center to placing public art throughout the east and west sites.

- More than half of small groups placed some kind of cultural facility on their maps.

- Of the groups including a cultural use, slightly more placed the use on the west site, adjacent to open space.

PUBLIC FINANCE

- Most people did not comment on public finance.

- Those that did comment did not want the City to subsidize new development, have taxpayers foot the bill, or have downtown improvements result in a City budget deficit.

- Some people suggested that tax revenue from Livermore businesses could be a funding source for downtown improvements.

HOUSING

- In the small group exercises, 75 of 76 groups showed some housing on the sites.

- There are many people who feel that housing will negatively impact the downtown. Some of these people would oppose housing on the catalyst sites under any circumstances, while others would accept housing on the catalyst sites if it is found to be necessary to financial reasons or to support project feasibility.

- Another group of people feel that housing is important for the downtown to help add vitality and provide housing for seniors, households without children, and for the Livermore workforce.

- Most participants would accept some number of housing units on the catalyst sites, with submitted plans generally in a range of 110 to 170 housing units.

- Younger people were more accepting and supportive of housing than were older people.

- There were varying opinions on the type of housing units appropriate for downtown. Some people desired multifamily housing units and not townhomes and vice versa.

- There was some skepticism about whether co-housing would work in Livermore, but others thought this was an interesting housing concept that should be explored.

- People were largely supportive of a mixed-use format of housing with ground-floor retail and housing above.

- Participants who included housing in their land use concepts most commonly placed it on the west side, and particularly in the northwest corner of the site.