



# Downtown Catalyst Sites Alternatives Evaluation City of Livermore

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# 1 Introduction

This workbook is designed to assist Livermore residents, business owners, and decision-makers in selecting preferred aspects of the land use alternatives for the downtown catalyst sites. It walks you through information about possible future land uses for the downtown catalyst sites. It will help you to provide input on your vision for these land uses. The workbook will be most useful if you read through the document and make note of your opinions.

The City Council will consider your input prior to making any decision about the future uses of the downtown catalyst sites.

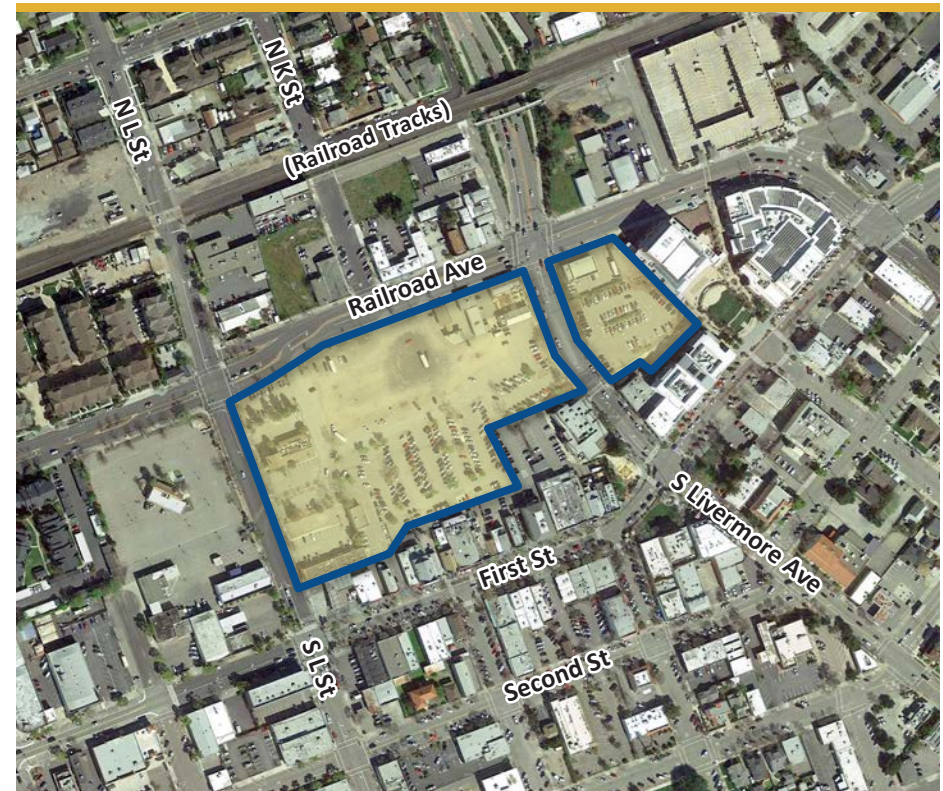
This first chapter provides background information on the downtown catalyst sites, and describes the alternatives and the process to create them.

## Project Overview

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.

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 public outreach approach. The intent of the public outreach approach is to solicit ideas and opinions about potential downtown redevelopment from a broad spectrum of Livermore residents and business owners. The public outreach process, to be implemented in late summer/fall 2017, will educate participants about the key issues that affect downtown improvements and solicit ideas and opinions about how to move forward.

Figure 1. Project Area



As part of the public outreach process, participants will be shown potential land use alternatives developed by the DSC to help spark public dialogue. The land use alternatives are described below. The public's input will help inform Council decision on the preferred aspects of development for the downtown catalyst sites. The preferred development characteristics are likely to be a hybrid of components from more than one of the alternatives or a new alternative that emerges through the process.

## Downtown Catalyst Site Alternatives

The public outreach process will seek public reaction to four distinct land use alternatives for the downtown catalyst sites. The alternatives are meant to stimulate public dialogue and highlight the range of possibilities for the City's downtown sites. This section describes the process to create the downtown catalyst site alternatives and explains the key elements of each alternative. Each of the land use alternatives includes a hotel site, with two alternatives showing the hotel on the east side of South Livermore Avenue and two alternatives showing the hotel on the west side of South Livermore Avenue.

### Alternatives Process

The DSC developed and refined the four land use alternatives through a series of three meetings.

- » During the first alternatives building meeting on June 15, the DSC worked in three small groups to devise two alternatives each: one with a westside hotel site and one with an eastside hotel site. The DSC generated total of seven land use alternatives at this meeting.
- » After the June 15 meeting, the City's consultant, PlaceWorks, identified common themes and refined the seven alternatives into four alternatives: two showing a hotel on the east side of South Livermore Avenue and two showing a hotel on the west side of South Livermore Avenue.
- » At the June 22 and June 29 meetings, the DSC provided feedback for further refinements to the four alternatives to reflect a broad range of opportunities for the sites.

### Overview of Alternatives

This section defines the land uses within each alternative. Figures 2 through 5 show the four land use alternatives. Table 1 summarizes the amount and types of land uses and parking provided in each alternative. Table 2 summarizes the amount of parking needed for each alternative and the amount of parking supplied by each alternative.



Each land use alternative explores different configuration of a similar set of land uses: a hotel, parking, retail, cultural, office, open space, and residential uses. The preferred land use alternative will also include some combination of these uses for the following reasons:

- » A downtown hotel is a Council-identified priority.
- » There must be sufficient parking to replace parking spaces that will be removed and to accommodate future demand.
- » The public has expressed a strong desire for open space.
- » Retail, office, cultural, and housing uses will enliven downtown and help activate public open spaces.
- » Revenue from new housing is the most reliable way to help finance public uses such as new open space.

**Table 1. Summary of Downtown Land Use Alternatives**

Alternative	Eastside Hotel A	Eastside Hotel B	Westside Hotel A	Westside Hotel B
Hotel (rooms)	125 rooms	125 rooms	125 rooms	125 rooms
Conference Center (sf)	1,500 sf	1,500 sf	4,000 sf	1,500 sf
Retail/Restaurant (sf)	15,000 sf stand alone 10,000 sf w/hotel	5,000 sf stand alone 10,000 sf w/hotel	18,715 sf stand alone 8,000 sf w/hotel	10,500 sf stand alone 10,000 sf w/hotel
Office and/or Makers' Space (sf)	0	0	5,600 sf	13,500 sf
Museum/Cultural (sf)	5,000 sf	2,000 sf	10,000 sf	2,500 sf
Townhomes (units)	0	27	0	18
Live-Work Units (units)	11	10	10	0
Multifamily Residential (units)	121- 156	48- 64	0	72- 96
Co-Housing (units)	0	60	105- 150	40- 60
<b>TOTAL Residential Units</b>	<b>132 – 167 units</b>	<b>125 - 161 units</b>	<b>115 – 160 units</b>	<b>130 – 174 units</b>
<b>TOTAL Residential Square Footage</b>	<b>235,707 sf</b>	<b>195,468 sf</b>	<b>111,935 sf</b>	<b>182,630 sf</b>
Primary Qualifying Open Space Configuration	Centrally located rectangular green facing S Livermore Ave	Network of green spaces extending across the center of the site	Green space extending across the center of the site	Centrally located rectangular green facing interior street
Qualifying Open Space	0.50 acre	0.98 acre	0.64 acre	0.67 acre
Qualifying Greenscape	0.33 acre	0.24 acre	0.25 acre	0.40 acre
Qualifying Hardscape/Sidewalks	0.75 acre	0.85 acre	2.07 acre	1.14 acre
<b>TOTAL Public Qualifying Open Space, Greenscape, and Hardscape</b>	<b>1.58 acre</b>	<b>2.07 acres</b>	<b>2.96 acres</b>	<b>2.21 acres</b>
Connectivity	E-W and N-S vehicle streets	E-W and N-S pedestrian pathways with driveways	E-W and N-S pedestrian pathways with southern access street	E-W vehicle street; N-S pedestrian pathways

**Table 2. City Required Parking Rates and Demand/Supply**

Parking Calculations	Eastside A		Eastside B		Westside A		Westside B		Land Use	Parking Requirement
<b>Parking Demand</b>	<b>Rooms/SF/Units</b>	<b>Parking Needed</b>	<b>Rooms/SF/Units</b>	<b>Parking Needed</b>	<b>Rooms/SF/Units</b>	<b>Parking Needed</b>	<b>Rooms/SF/Units</b>	<b>Parking Needed</b>		
Hotel	125 rooms	138	125 rooms	138	125 rooms	138	125 rooms	138	Hotel	1.1 per room
Hotel Conference Facility	1,500 sf	30	1,500 sf	30	4,000 sf	80	1,500 sf	30	Hotel Conference Facility	1 per 50 sf
Hotel Retail + Restaurant	10,000 sf	25	10,000 sf	25	8,000 sf	20	10,000 sf	25	Hotel Retail + Restaurant	1 per 400 sf
Retail/Restaurant/Cultural/Office	20,000 sf	50	7,000 sf	18	34,315 sf	86	26,500 sf	66	Retail/Restaurant/Cultural/Office	1 per 400 sf
Townhomes	-	-	27 units	54	-	-	18 units	36	Townhomes	2 per unit
Live-Work	11 units	33	10 units	30	10 units	20	-	-	Live-Work	2 to 3 per unit*
Multifamily Residential	156 units	273	64 units	112	-	0	96 units	168	Multifamily Residential	1.75 per unit**
Co-Housing Units	-	-	60 units	66	150 units	165	60 units	66	Co-Housing Units	1.1 per unit
Replacement for Lost Parking		565		565		565		565		
<b>TOTAL DEMAND</b>		<b>1,114</b>		<b>1,037</b>		<b>1,073</b>		<b>1,094</b>		
<b>Parking Provided</b>	<b>Eastside A</b>		<b>Eastside B</b>		<b>Westside A</b>		<b>Westside B</b>			
Hotel Podium Parking		-		-		108		-		
Public Parking Structure		288		222		300		210		
Public Podium Parking		18		-		43		-		
Surface Parking		80		103		-		176		
On-Street Parking		87		-		20		49		
Residential Parking		298		352		185		336		
New I Street Garage		375		375		375		375		
<b>TOTAL PARKING SUPPLY</b>		<b>1,146</b>		<b>1,052</b>		<b>1,031</b>		<b>1,146</b>		
<b>EXCESS ABOVE DEMAND</b>		<b>32</b>		<b>15</b>		<b>-42</b>		<b>52</b>		

**\*Note:** For one-bedroom live-work units, two spaces are required. For two-bedroom units, three spaces are required.

**\*\*Note:** Assumes 60% of units are two-bedroom and 40% are one-bedroom.



All alternatives include a low and high range of residential units. The unit range is meant to gauge public opinion on the amount and height of housing to include in each alternative.

## Definition of Land Uses

The land use alternatives include a mix of land uses that are defined as follows:

- » **Hotel.** Eastside Alternative A, Eastside Alternative B, and Westside Alternative B include a 125-room boutique hotel with a 6,000 square foot restaurant and 4,000 square feet (sf) of retail. Westside Alternative A includes a 125-room boutique hotel with an 8,000 sf restaurant.
- » **Conference Center.** A place that provides rooms for meetings and events.
- » **Museum/Cultural.** Museum and cultural uses could range from a small art gallery to a more formal museum.
- » **Retail.** Typical downtown commercial uses include restaurants, coffee shops, small businesses such as bookstores and clothing boutiques, fitness/health studios, farmers' market, and services like day spas and banks.
- » **Office.** Office buildings or co-work office spaces are places where business is conducted. Offices would not serve walk-in customers.
- » **Mixed Use.** A building that contains more than one type of use. In these alternatives, mixed use buildings include ground floor retail with offices above or ground floor retail with multifamily units above. In Table 1, the square footage of individual uses within a mixed use building, such as office or retail, is included in the row for that use.
- » **Makers' Space.** A makers' space is a place where artists, innovators, inventors, and like-minded people can work near each other to generate new ideas, test prototypes, and collaborate with one another using state of the art technology and equipment.
- » **Townhomes.** A townhome is a three-story, three-bedroom attached single family home. Each unit is approximately 2,000 sf.



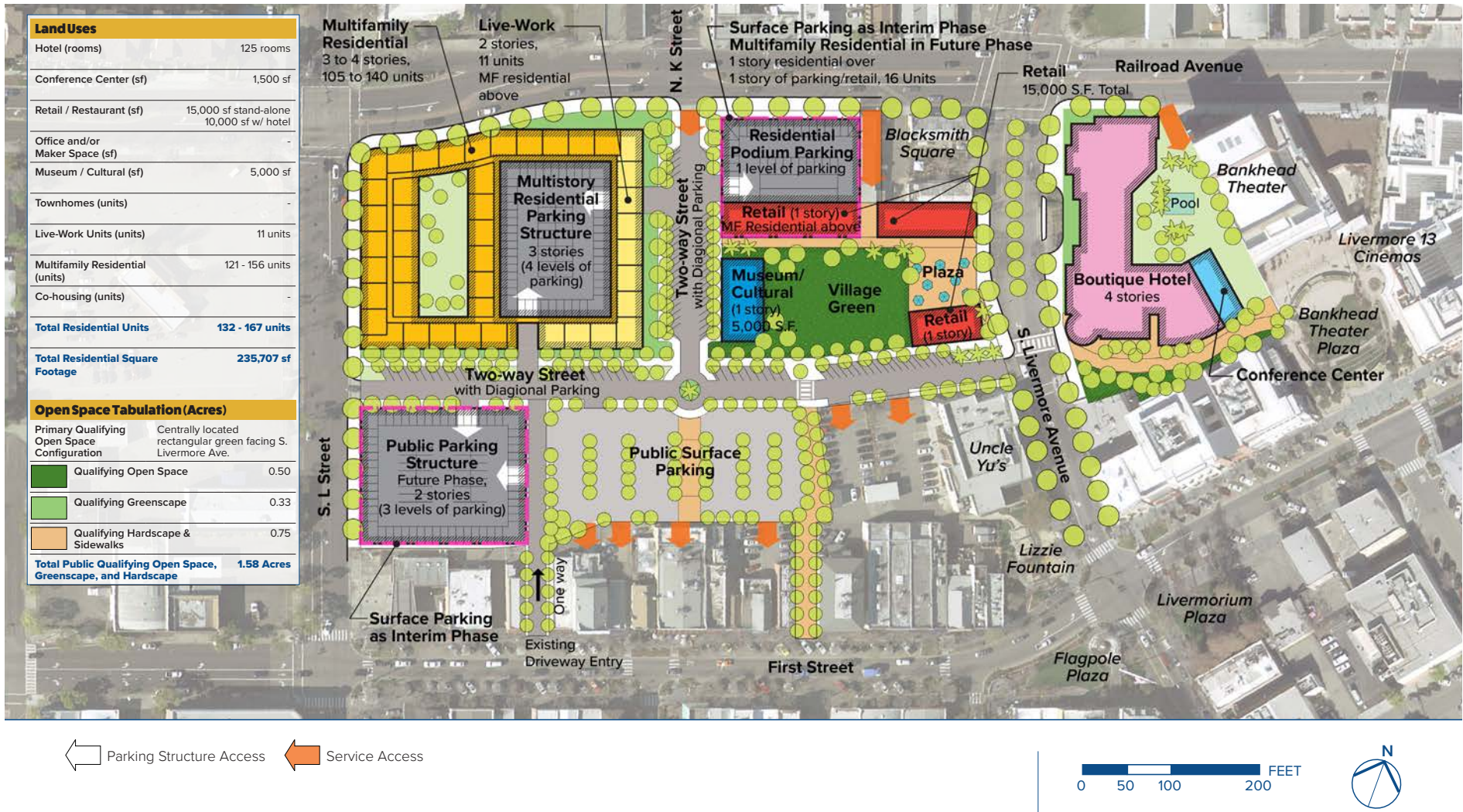




- » **Live-Work.** Live-work configurations vary per alternative:
  - **Eastside Alternatives A and B:** Two-story, attached 1,500 sf units with a ground floor entrance. These units include two bedrooms with 400 sf of ground-level work space.
  - **Westside Alternative A:** Two-story, attached 1,000 sf units with a ground floor entrance. These units include one bedroom with 400 sf of ground-level work space.
  - **Westside Alternative B:** There are no live-work units in this alternative.
- » **Multifamily Residential.** These are apartments on a single level that range from one- to two-bedrooms in three- to four-story buildings. The average unit size is 900 sf.
- » **Co-Housing.** Co-housing units are, on average, 375 sf “micro units” that include approximately 125 sf of shared space per unit. Buildings range from two to three stories.
- » **Qualifying Open Space.** Publicly-accessible open space that can accommodate activities such as picnics, public gatherings, and small play areas.
- » **Qualifying Greenscape.** Landscaped areas that do not accommodate active uses.
- » **Qualifying Hardscape/Sidewalks.** Qualifying hardscape includes public paths, plazas and sidewalks.



**Figure 2. Eastside Hotel Alternative A: Ground Floor Plan**

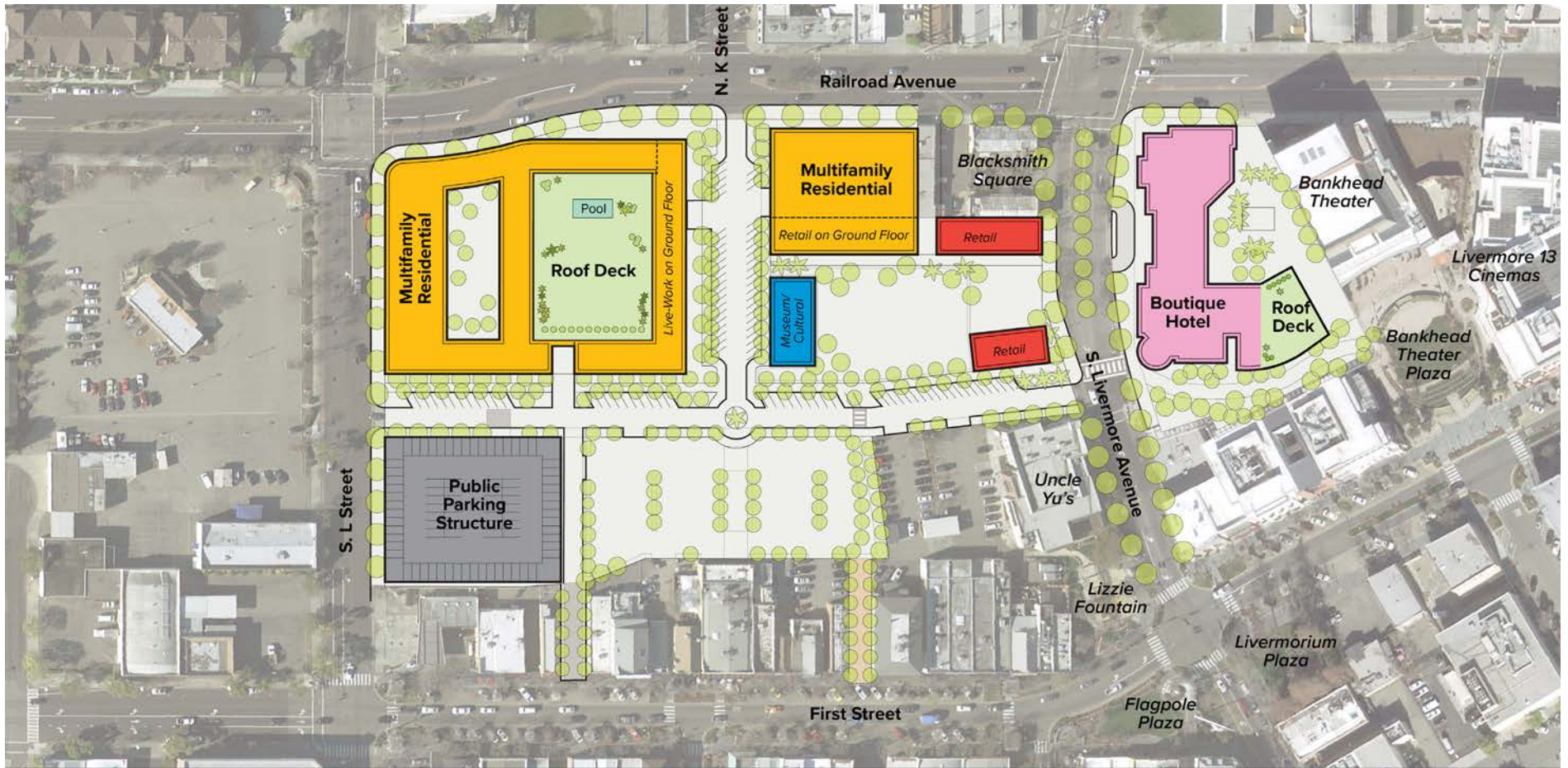


**Eastside Alternative A**

In Eastside Alternative A, the 125-room hotel is adjacent to the Bankhead Theater. The hotel includes conference space, a restaurant, and retail space. This alternative could accommodate 132 to 156 multifamily residential units and 11 live-work units. West of South Livermore Avenue there is a mix of open space, commercial, cultural, and residential uses. The retail, mixed use residential/retail building, and museum/cultural building are in front of the Village Green and plaza.

Pathways that connect the west site to First Street and the Bankhead Theater to east site hotel provide pedestrian access. New internal north/south and east/west streets connect the west site to Railroad Avenue and South Livermore Avenue.

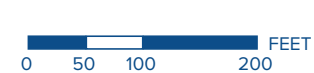
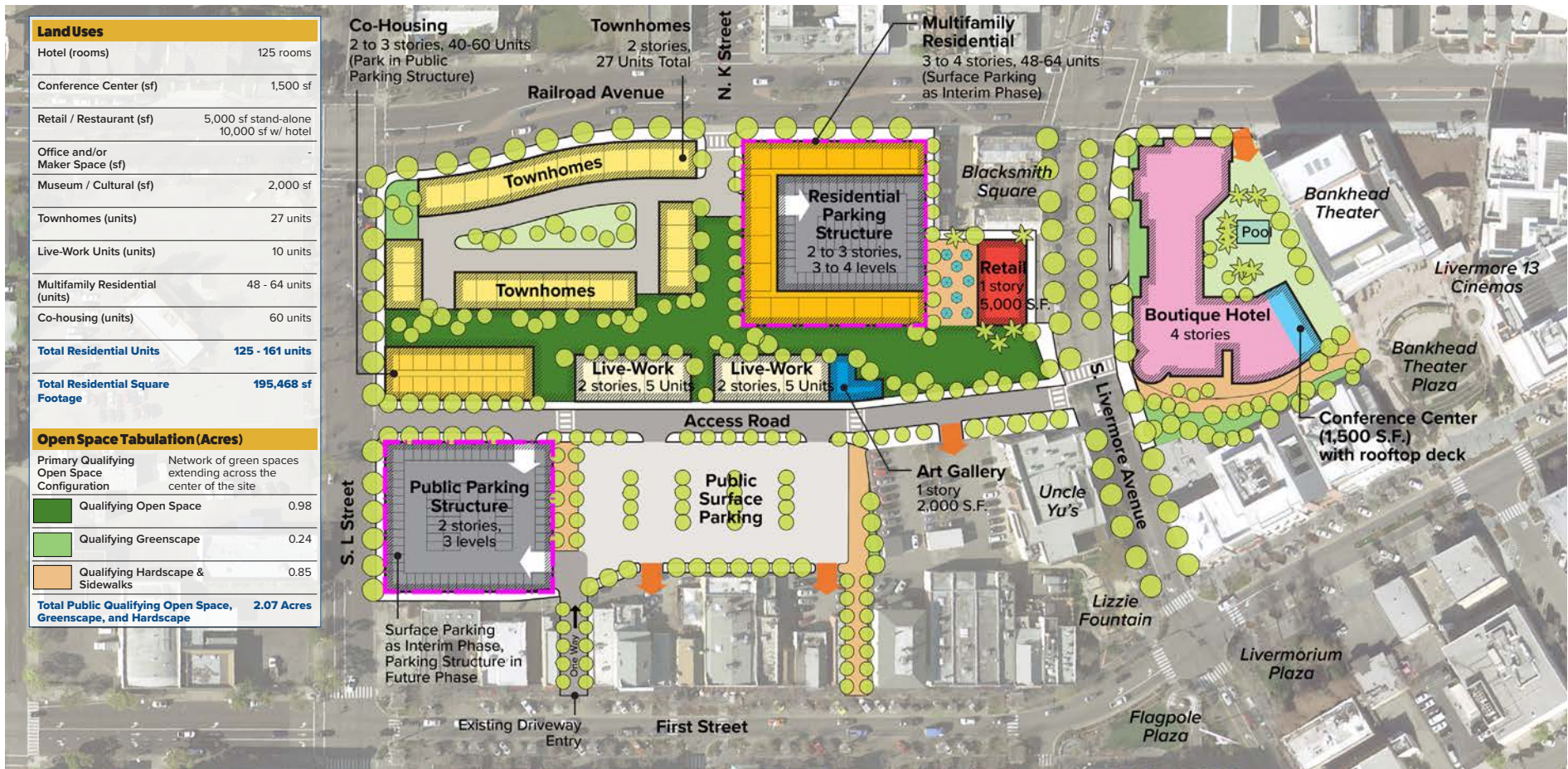
**Figure 3. Eastside Hotel Alternative A: Roof Plan**



Parking for the hotel and conference center is provided at the I-Street Garage; guests may park themselves or choose valet parking. Parking for residential uses is provided in private parking structures attached to each residential building. Parking demand generated from retail and cultural uses can be accommodated in a public parking garage, surface parking lots, and new on-street parking spaces.

As indicated by the dashed pink lines on Figure 2, Eastside Alternative A identifies ways to phase the development so that additional housing and parking can be built if/when the market demands it.

**Figure 4. Eastside Hotel Alternative B: Ground Floor Plan**



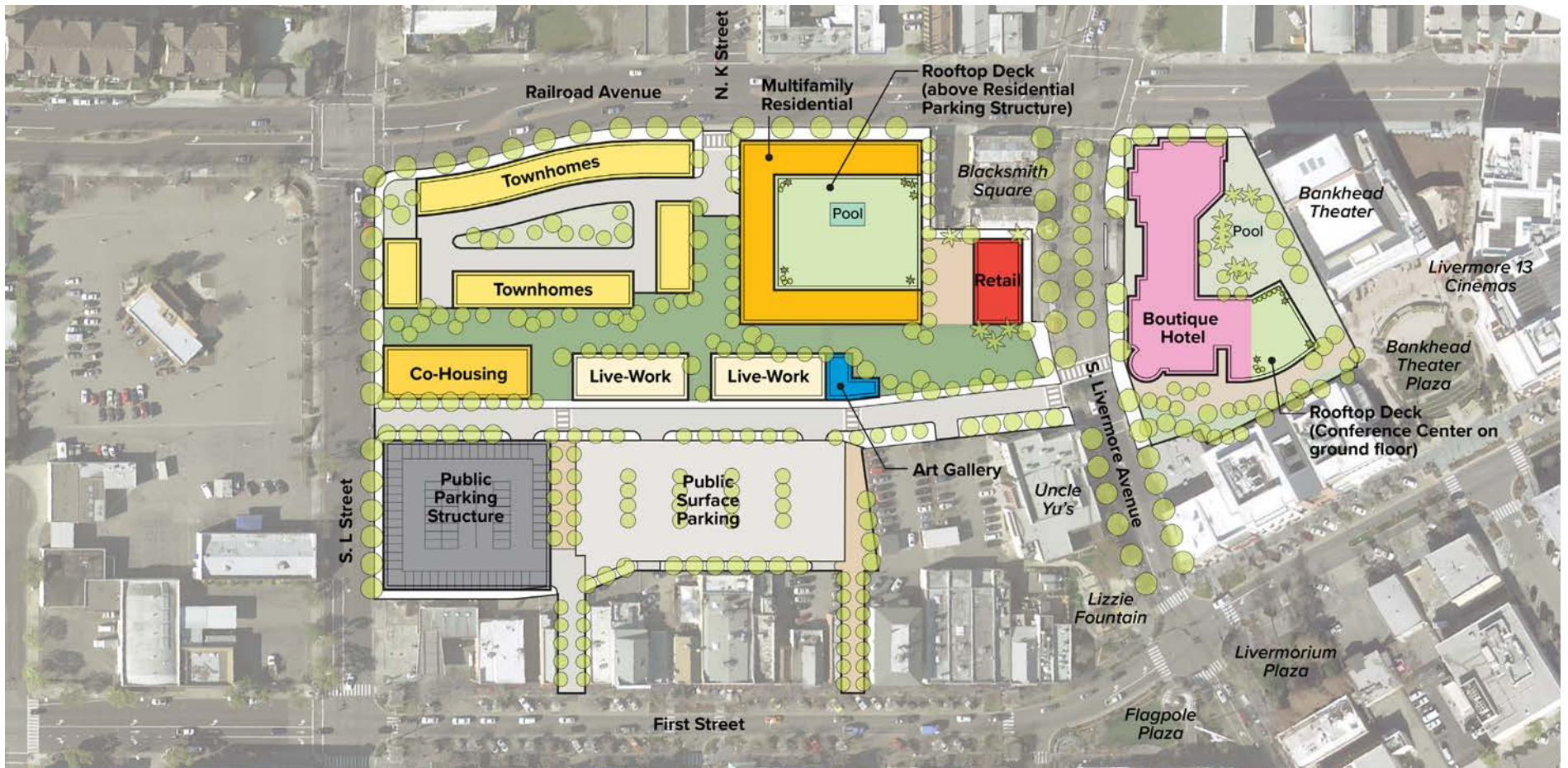
### Eastside Alternative B

In Eastside Alternative B, the 125-room hotel is adjacent to the Bankhead Theater. The hotel includes conference space, a restaurant, and retail space. This alternative could accommodate 48 to 64 multifamily residential units, 27 townhomes, 10 live-work units, and 40 to 60 co-housing units. The west site includes a large open space that is fronted by townhomes, co-housing units, live-work units, multifamily residential units, an art gallery, and a retail building.

Pathways connect the west site to First Street businesses and the Bankhead Theater to the east site hotel. A new east/west access street provides vehicular circulation between South Livermore Avenue and South L Street.

Parking for the hotel and conference center is provided at the I-Street Garage; guests may park themselves or choose valet parking. Parking for the multifamily

**Figure 5. Eastside Hotel Alternative B: Roof Plan**

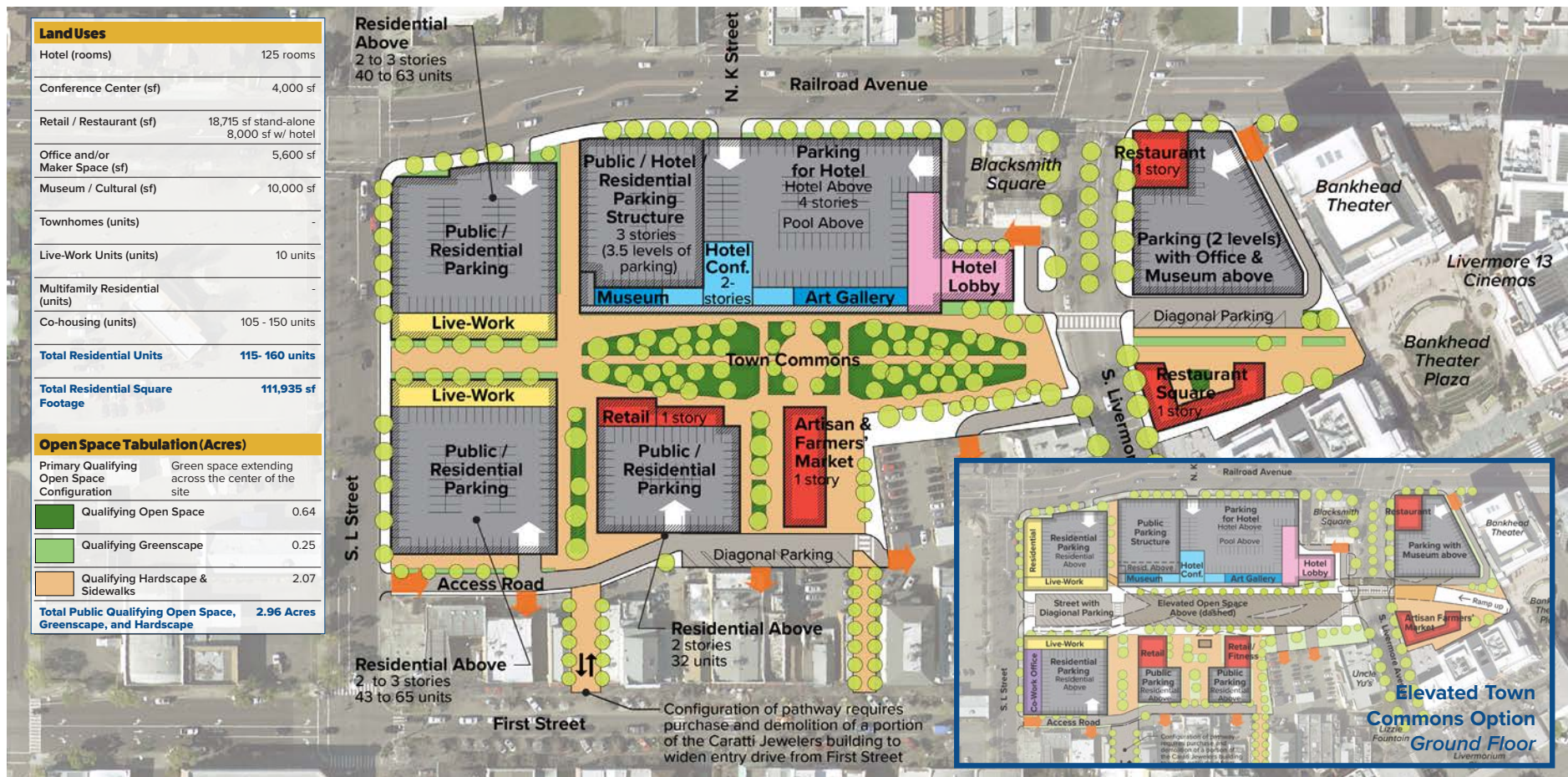


residential units is in an adjacent private parking garage attached to the same building. Parking for townhomes and live-work units is in garages attached to the units. Live-work units also have designated parking spaces in the public surface lot directly south of the units to accommodate visitors associated with the work component of the units. Residents of the co-housing units park in dedicated spaces in the public parking structure fronting South L Street and the new internal east/west access street. Parking demand generated from retail and cultural

uses can be accommodated in the public surface parking lot and public parking structure.

As indicated by the dashed pink lines on Figure 4, Eastside Alternative B identifies ways to phase the development so that additional housing and parking can be built if/when the market demands it.

**Figure 6. Westside Hotel Alternative A: Ground Floor Plan**

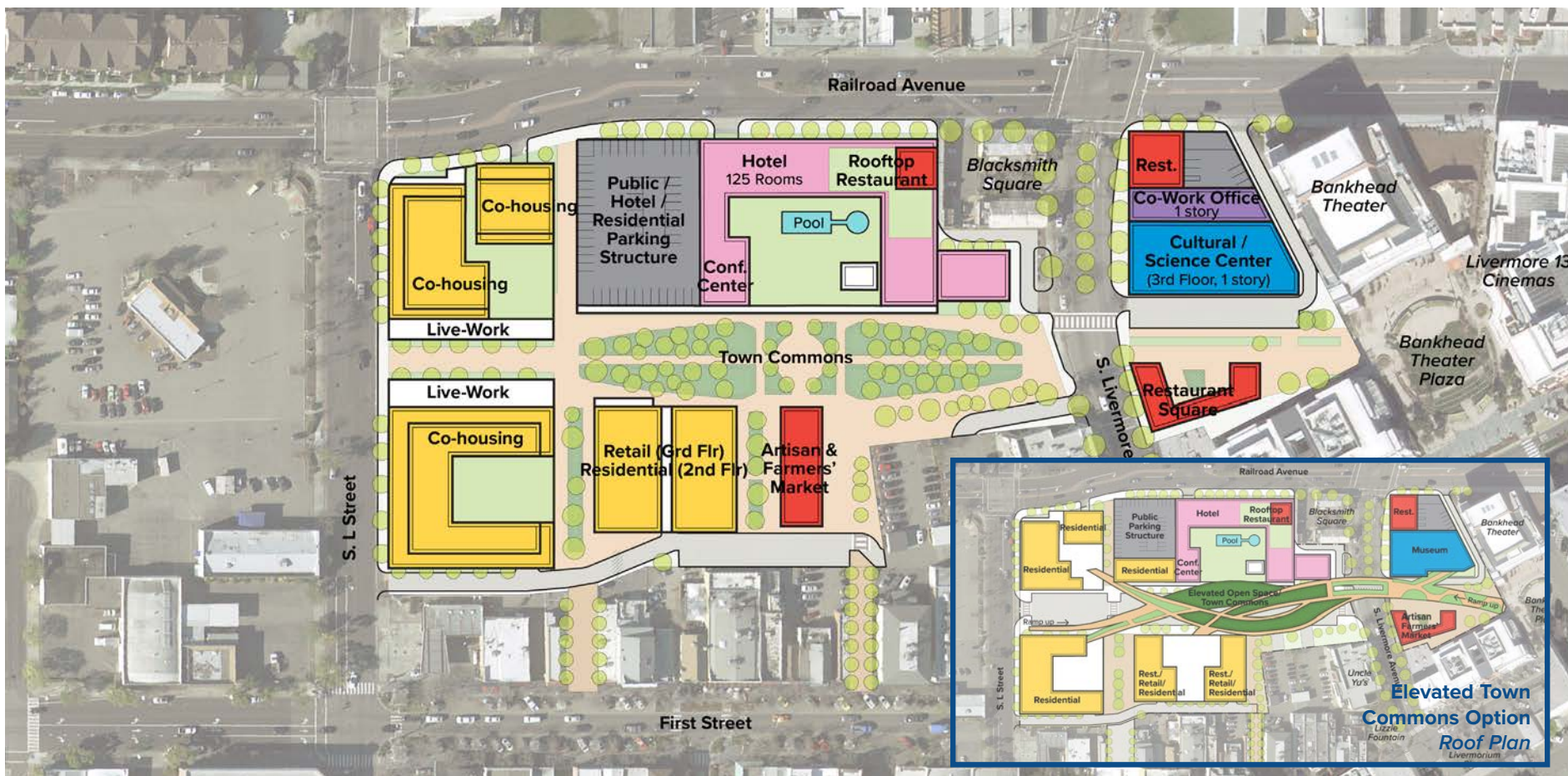


**Westside Alternative A**

In Westside Alternative A, the hotel is on the west side of South Livemore Avenue. The hotel lobby fronts on South Livemore Avenue and leads to a u-shaped structure with frontage on Railroad Avenue and the town commons open space. The hotel includes conference space and a restaurant. This alternative accommodates 115 to 150 co-housing units and 10 live-work units. The hotel, retail, artisan farmers’ market, museum, art gallery, and residential uses front a town

commons open space. The east site includes a restaurant at the corner of South Livemore Avenue and Railroad Avenue. Two levels of structured parking occupy half the east site with a museum, office, and co-work office space capping the third level of the parking structure. A one-story restaurant occupies the south-west corner of the east site.

**Figure 7. Westside Hotel Alternative A: Roof Plan**

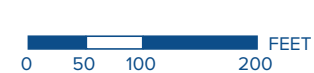
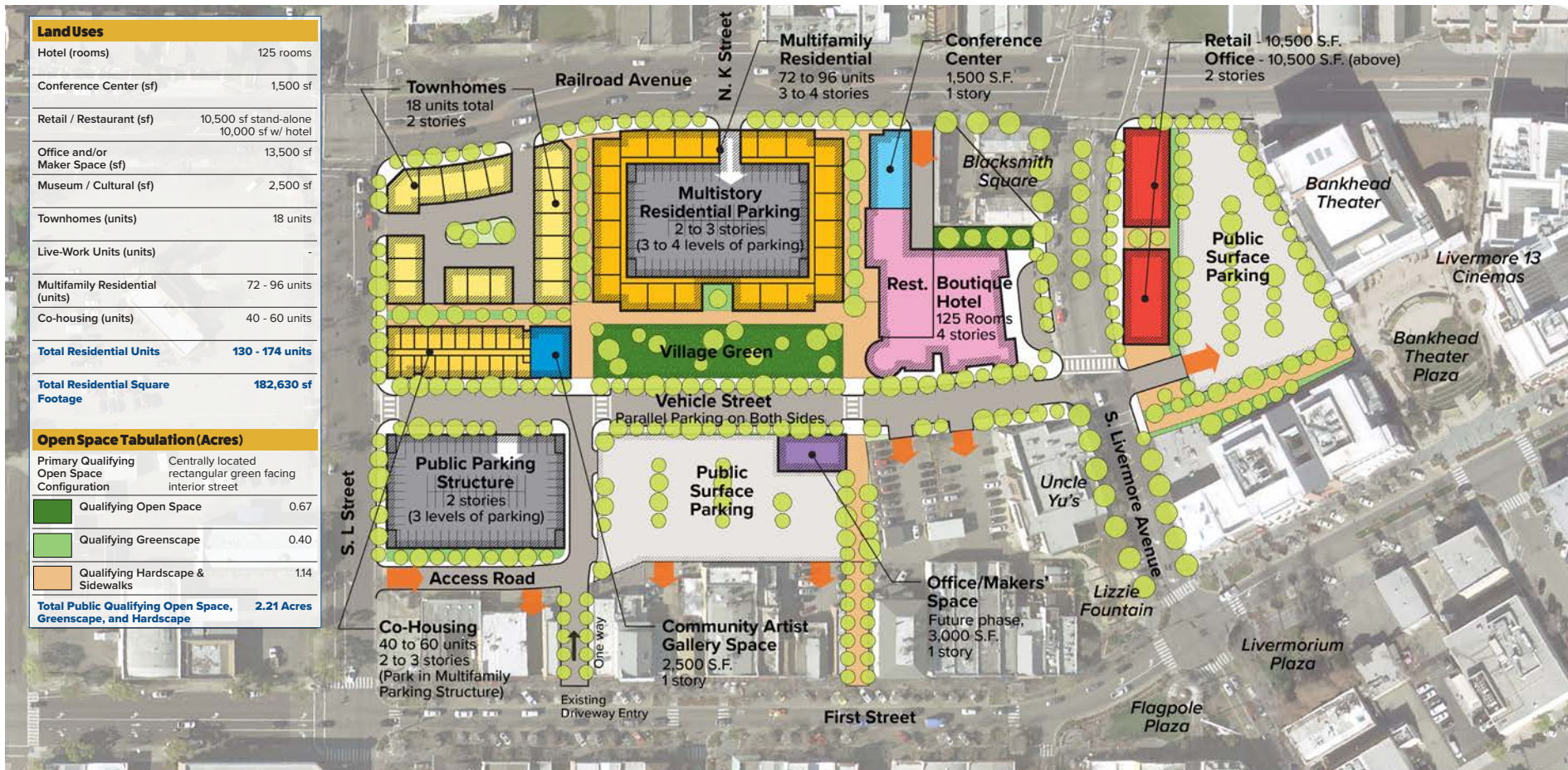


Connections to First Street businesses and the Bankhead Theater are accomplished through a series of pathways. This alternative widens the western most pathway from First Street to the west site by proposing to demolish the Caratti Jewelers building. There is a vehicular access road at the southwest corner of the west site, providing access to the parking structures and First Street businesses, and connecting to South Livermore Avenue.

Parking for all uses is provided in attached or adjacent parking structures, including the I-Street Garage. There is also limited on-street parking for the restaurants on the east site.

Westside Alternative A also includes an elevated town commons option as shown on the insets of Figures 6 and 7. The inset introduces another way to configure the open space, but it is not formally analyzed in this workbook.

**Figure 8. Westside Hotel Alternative B: Ground Floor Plan**



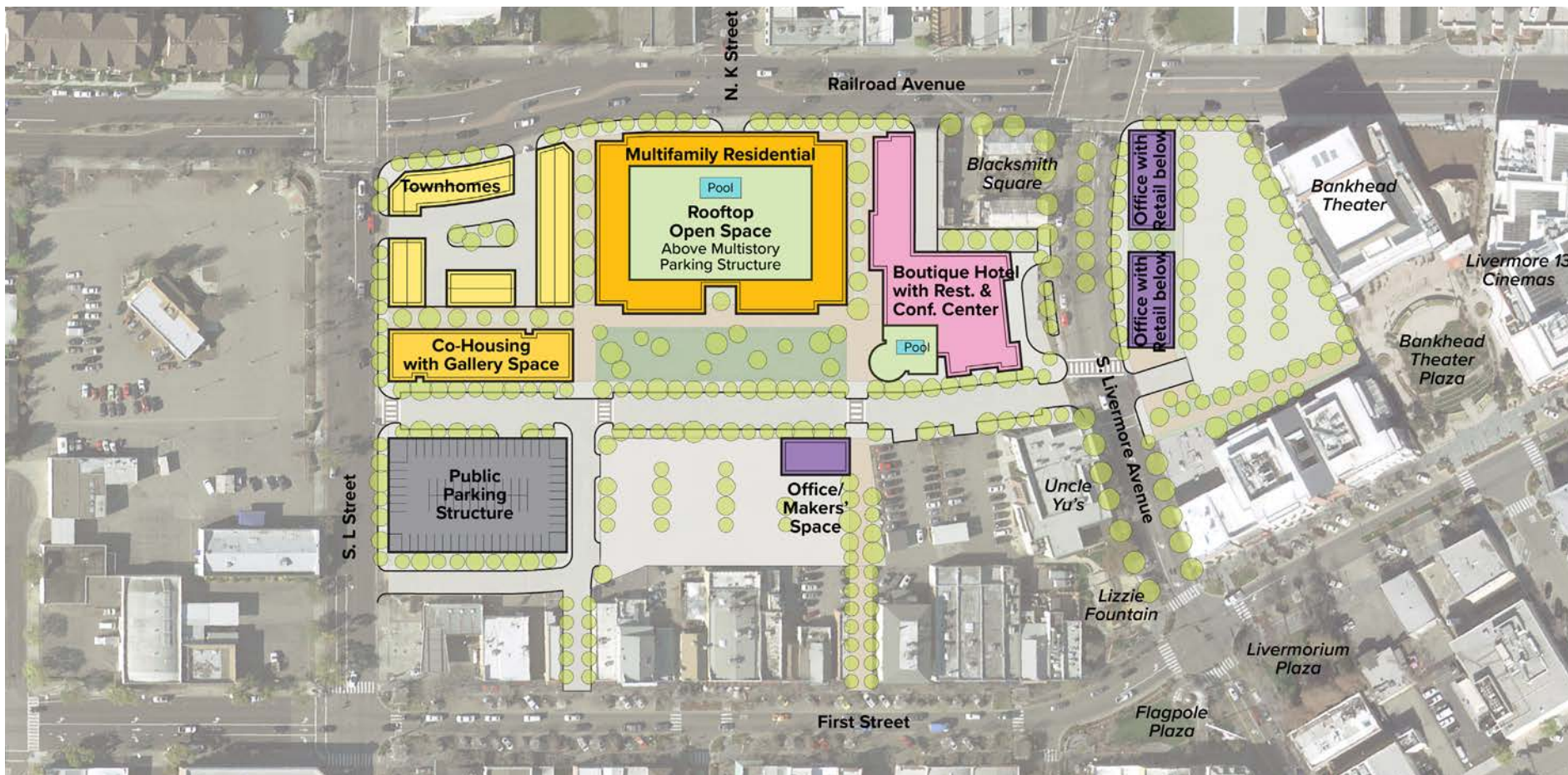
## Westside Alternative B

In Westside Alternative B, the hotel is on the west site and fronts South Livemore Avenue. The hotel includes a restaurant, retail, and a conference center. This alternative accommodates 72 to 96 multifamily residential units, 18 townhomes, and 40 to 60 co-housing units all on the west site. The west site also includes a Village Green that fronts an internal east/west street to the south, multifamily

residential units to the north, the hotel to the east, and an artist gallery space to the west. In addition, there is an office/makers' space at the northeast corner of the surface parking lot, south of the east/west vehicle street. On the east site, a mixed-use building with ground-level retail and second-story office fronts South Livemore Avenue. Behind the mixed use building is a public surface parking lot.



**Figure 9. Westside Hotel Alternative B: Roof Plan**



North/south and east/west pathways connect the west site to First Street businesses and the east site hotel. As mentioned, internal vehicular access is provided by a new east/west access street that connects the west site to South L Street and South Livermore Avenue.

Parking for the hotel and conference center is provided at the I-Street Garage; guests may park themselves or choose valet parking. Parking for the multifamily

residential units is provided in a private parking structure in the same building. Townhome residents park in private on-site parking garages. Parking for the co-housing units is located in designated spaces in the multifamily residential parking structure. The office/makers' space is parked at the public surface parking lot or on-street parking spaces. The mixed use building on the east site is parked at the public surface parking lot.



## Approved and Planned Downtown Development

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When considering changes to the downtown catalyst sites, it is also important to take note of other potential projects in the downtown to understand how re-development of the catalyst sites fits into the bigger picture of possible changes downtown. There are currently two development proposals nearby or adjacent to the downtown catalyst sites:

- » **Chestnut Square Project.** The Chestnut Square is an approved project that is located on the former Jo-Ann Fabric site at North P Street and Chestnut Street, approximately a half mile from the downtown catalyst sites. This project includes 72 affordable senior units, 42 affordable family apartments, and 44 market-rate (for sale) townhomes.
- » **Groth Bros Proposal.** The Groth Bros proposal, currently being reviewed by the City, is adjacent to the west downtown catalyst site. The proposed project, located on South L Street between Railroad Avenue and First Street, includes 222 housing units and 14,200 sf of commercial uses.

## Building Your Preferred Land Use Alternative

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This workbook is a tool to help you develop your own ideas about the future development of the downtown catalyst sites. It is not a ballot or a survey. Your choices in the workbook will not be tallied with those of other participants. The City will summarize your input in a report that will be presented to the City Council in November 2017. You can also use this workbook to help formulate your thoughts prior to attending a public workshop or public outreach event that will be held in late August to early November 2017.

Please check [www.yourlivermore.org](http://www.yourlivermore.org) for the dates and locations of the outreach events.

# 2 Alternatives Analysis

As part of the Downtown Steering Committee process, the Committee has received presentations and background reports from subject matter experts on several facets of downtown development. These experts offered insights into public financing, adequate parking supply, traffic solutions, hotels and conference center feasibility, 21st-century housing types, the role of open space, and the components of high-quality urban design. Their presentations are available at <http://yourlivermore.org/steering-committee/>. This analysis is based on the information that these outside experts provided and considers how well each alternative responds to the relevant learnings that the Steering Committee gathered on each topic.



This chapter poses a central guiding question to evaluate the four alternatives upon in each of the following topic areas:

- » Downtown Hotel
- » Retail Uses and Restaurants
- » Conference Center
- » Cultural Facilities
- » Housing
- » Open Space
- » Pedestrian and Vehicular Connectivity
- » Traffic
- » Parking
- » Finance

Following each guiding question, are a summary of key learnings and an evaluation of how each alternative responds to the guiding question. Workbook users should consider all these data points and record their thoughts and comments in the summary box that follows each evaluation topic.



## Downtown Hotel

**Guiding Question:** Does the alternative include a well-located boutique hotel with appropriate amenities?

**Learnings:** A boutique hotel will support downtown businesses, Livermore wine country, and a range of business travelers. The downtown location and enhanced amenities of a boutique hotel will service a unique position in Livermore's hotel market. Market demand is in the range of 100 to 135 rooms with a full service restaurant and 1,500 to 2,000 square feet of meeting/conference space.

It is important for a boutique hotel to be in a highly visible location and have strong connectivity to shops, restaurants, and the Bankhead Theater. A hotel should be located so that it faces South Livermore Avenue, where it will be most visible to visitors arriving from both the freeway to the north and wine country to the south. A hotel can operate successfully on either the east or west sides of South Livermore Avenue. Though, some hotel experts have stated that a hotel site adjacent to residential uses is less preferable.

## Evaluation

Since the eastside hotel configuration is the same and the westside hotels are very similar, this section groups the hotel analysis based on site location (east or west).

### Eastside Alternatives:

- » Both have 125 rooms, a full service restaurant, and 1,500 square feet of meeting space.
- » Very visible to motorists coming into downtown from the north on South Livermore Avenue.
- » Directly connected to the Bankhead Theater, which is a valuable amenity and could provide synergy to the hotel conference space.
- » Adjacent to shops, restaurants, and the plaza at the Bankhead.
- » Surrounding uses are well established and the development of this block would be completed with the construction of a new hotel.

- » The eastside site would require off-site self or valet parking at the I-Street Garage. While hotel experts have indicated that valet parking is expected by most travelers at an upscale hotel, the lack of at least some on-site parking may be perceived as less convenient for some visitors.

### Westside Alternatives:

- » Both have 125 rooms and a full service restaurant. Westside B has 1,500 square feet of meeting space and Westside A has 4,000 square feet of meeting space.
- » Narrower presence on South Livermore Avenue than the eastside hotels, but still retain reasonable visibility, especially from the south.
- » Within a short walk of the Bankhead Theater and will have good synergy with businesses at Blacksmith Square and Uncle Yu's.
- » Connected to future adjoining open space areas.
- » Timing and compatibility of new commercial and housing uses on adjoining properties are less certain and construction and phasing impacts may occur.
- » Westside B has a residential use directly adjacent to the hotel, which provides less benefit to a boutique hotel than other commercial uses.
- » Westside B also requires off-site self or valet parking, which is expected by most travelers at an upscale hotel, but may be perceived as less convenient for some visitors.

## YOUR COMMENTS:

## Retail Uses and Restaurants

**Guiding Question:** Does the alternative include retail that is properly sized and located to ensure success?

**Learnings:** New retail and restaurant demand stems only from new residential and hotel uses, with total new demand of about 10,000 to 20,000 square feet. More retail/restaurant space than this is much less desirable since the space provided could remain vacant, or negatively impact existing business in downtown.

New retail and restaurant space should be located on a main street or plaza with adjoining street access. Good visibility is critical and proximity to other commercial uses is also important to success.

### Evaluation

The amount and location of retail and restaurant varies by alternative as described below.

#### Eastside Alternative A:

- » Total of 25,000 square feet with 10,000 square feet in the hotel and 15,000 square feet of stand-alone retail.
- » Retail on South Livermore Avenue with an outdoor dining plaza is well located and highly visible.
- » Creates positive synergy with uses at Blacksmith Square, Uncle Yu's, and the hotel.
- » Retail in the mixed use building fronting the Village Green is less accessible but still has good visibility from internal streets.
- » Some reduction in total retail or phasing of retail in response to demand may be required.

#### Eastside Alternative B:

- » Total of 15,000 square feet with 10,000 square feet in the hotel and 5,000 square feet of stand-alone retail.
- » Retail on South Livermore Avenue is highly visible and well connected to adjoining open space.

- » Creates positive synergy with uses at Blacksmith Square, Uncle Yu's, and the hotel.
- » Retail plaza may be overshadowed by adjoining residential parking structure.
- » Overall demand is within the range supported by the market.

#### Westside Alternative A:

- » Total of 26,715 square feet with 8,000 square feet in the hotel and 18,715 square feet of stand-alone retail.
- » Restaurant at the corner of South Livermore Avenue and Railroad is highly visible, but isolated from other retail.
- » Retail located on the town commons will have alley access, but limited visibility or connection to surrounding streets, and may not have enough foot or vehicle traffic to be viable.
- » Some reduction in total retail or phasing of retail in response to demand may be required.

#### Westside Alternative B:

- » Total of 20,500 square feet with 10,000 square feet in the hotel and 10,500 square feet of stand-alone retail.
- » Retail uses on South Livermore Avenue are highly visible and should have good synergy with Blacksmith Square and the new hotel.
- » This retail parking location separates the uses from the others on the same block.
- » Overall demand is within the range supported by the market.

### YOUR COMMENTS:

## Conference Center

**Guiding Question:** Are meeting/conference facilities appropriately sized and located?

**Learnings:** Conference or meeting space should be a part of the hotel, with a size of roughly 1,500 to 2,000 square feet. A significantly larger conference center is unlikely to thrive under market conditions.

Conference and meeting space has modest profitability and is primarily designed to support the occupancy of the hotel rooms.

### Evaluation

Three of the four alternatives include 1,500 sf of conference space. Westside A includes 4,000 sf of conference space.

#### Eastside Alternative A:

- » Conference center of 1,500 square feet would be located in the hotel. This is appropriately sized to respond to market demand.
- » Close proximity to the Bankhead Theater and surrounding retail, restaurant and open space at the Bankhead Theater plaza.

#### Eastside Alternative B:

- » Conference center of 1,500 square feet would be located in the hotel. This is appropriately sized to respond to market demand.
- » Close proximity to the Bankhead Theater and surrounding retail, restaurant and open space at the Bankhead Theater plaza.

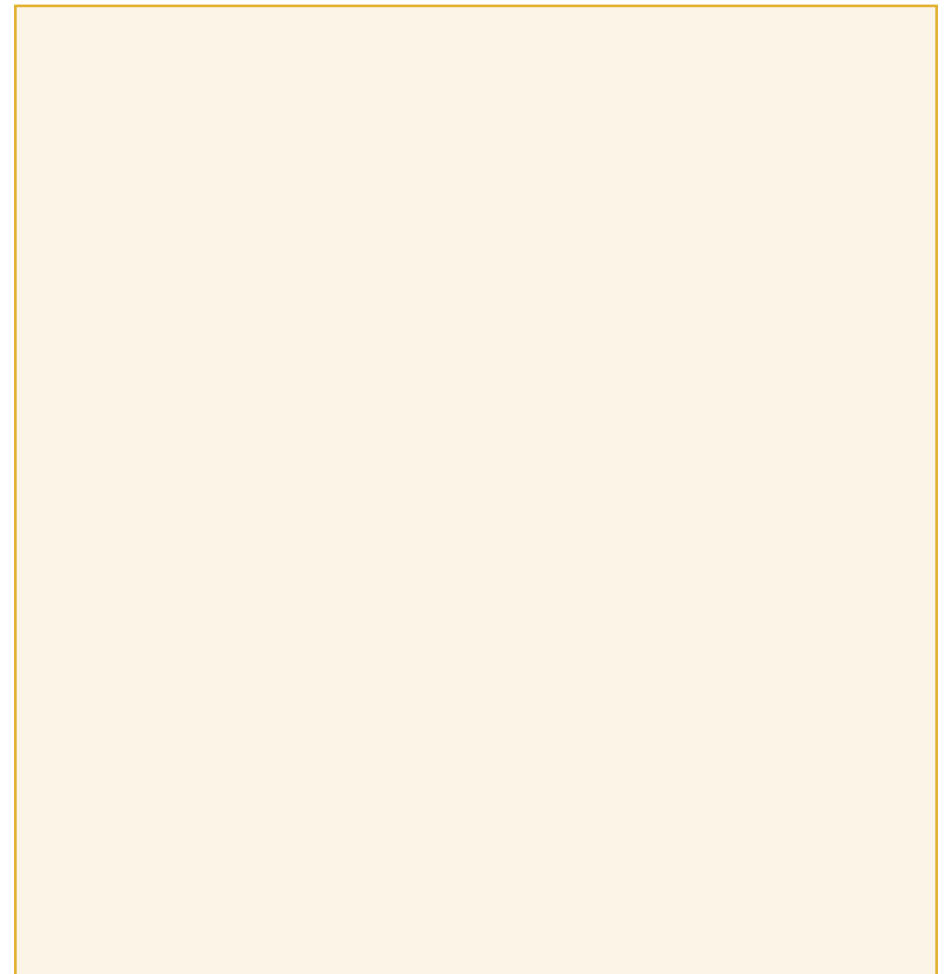
#### Westside Alternative A:

- » A conference center of 4,000 square feet would be located in the hotel. This is slightly larger than market conditions appear to support.
- » The conference rooms will adjoin the hotel, museum, and art gallery and open onto the Town Commons.

#### Westside Alternative B:

- » Conference center of 1,500 square feet would be located in the hotel. This is appropriately sized to respond to market demand.
- » The conference rooms tie into the hotel restaurant and front onto Railroad Avenue.
- » Conference space has limited connectivity to surrounding uses.

#### YOUR COMMENTS:



## Cultural Facilities

**Guiding Question:** Are proposed cultural facilities appropriate for the plan?

**Learnings:** Cultural facilities such as museums and galleries typically require a combination of donations and public subsidy to construct and operate. While there may be some interest among community groups, no organization has been identified with funding to construct and/or operate new cultural facilities. The assumption regarding these facilities is that the City would need to provide resources for both their construction and operation. Given the lack of identified funding, cultural facilities would compete with other downtown improvements or existing services for City resources.

### Evaluation

Alternatives with no cultural facilities are considered most feasible, alternatives with a limited amount of cultural facilities are considered somewhat feasible, and alternatives with a substantial amount of cultural facilities are considered much less feasible.

#### Eastside Alternative A:

- » 5,000 square feet of cultural space. This would likely require moderate public subsidy.
- » Cultural space is located on the village green, which may facilitate cultural events.
- » The cultural space may benefit from the activity of nearby active retail uses.

#### Eastside Alternative B:

- » 2,000 square feet of cultural space. This would likely require modest public subsidy.
- » Cultural space is identified as an art gallery and may have some synergy with adjoining live-work units.
- » The cultural space is located on the Village Green, which may facilitate cultural events.

#### Westside Alternative A:

- » 10,000 square feet of cultural space. This would likely require substantial public subsidy.
- » Cultural space is identified as an art gallery and museum on the public green and a science/cultural facility on the 3rd floor of a mixed use building on South Livermore Avenue.
- » Cultural space on the Town Common may facilitate cultural events.
- » A portion of the cultural space may benefit from connection to the hotel and conference space.

#### Westside Alternative B:

- » 2,500 square feet of cultural space. This would likely require modest public subsidy.
- » Cultural space is identified as a community artist gallery and would be connected to co-housing. Positive synergy between these uses could occur if the housing has an artist focus.
- » The cultural space is adjacent to the Village Green, which may facilitate cultural events.

### YOUR COMMENTS:

# Housing

**Guiding Question:** Does the alternative include a reasonable amount of housing, while retaining room for open space and other uses, in support of the project’s retail and financial objectives?

**Learnings:** All of the alternatives will result in significant financial costs to the City as it contemplates improvement of these important downtown sites. Inclusion of housing helps to offset a portion of the development costs and write down some of the City’s \$14.5 million loan from the affordable housing fund for the purchase of these sites. Residential uses will also provide a built in customer base to support existing downtown business as well as new retail and restaurant uses incorporated in these alternatives.

## Evaluation

All of the alternatives outlined below include a variety of housing types and a range of unit counts based on density and the number of floors of each building. Community review should consider whether the residential uses are appropriately incorporated into the project and balanced with other important uses.

All residential uses will have both private and public open space and residential parking incorporated.

### Eastside Alternative A:

- » 132 to 167 units with three housing types. Primarily in 1 to 2 bedroom apartments averaging 900 square feet, located at the corner of Railroad Avenue and South L Street. Additional units are in live-work and a mixed use building with retail on the village green.
- » Residential units are limited to the northern and western portions of the site.

### Eastside Alternative B:

- » 125 to 161 units with 4 housing types. Primarily in 3 bedroom 2,000 square feet townhomes and 1 to 2 bedroom apartments averaging about 900 square feet, located along Railroad Avenue and South L Street. Additional units are in co-housing and live-work buildings on a new internal street.

- » Residential units are incorporated throughout the northern half of the site.

### Westside Alternative A:

- » 115 to 160 units with two housing types. Primarily in co-housing units averaging about 400 square feet with additional shared space, on the western and southern portions of the site. Additional live-work units front onto a paseo at the eastern end of the village green.
- » Residential units are located on the western and southwestern portions of the site.

### Westside Alternative B:

- » 130 to 174 housing units with three housing types. Primarily in 3 bedroom townhomes and 1 to 2 bedroom apartments averaging about 900 square feet, located along Railroad Avenue and South L Street. Additional co-housing units are located on the eastern end of the village green.
- » Residential units are included on the northern and western portions of the site.

## YOUR COMMENTS:



## Open Space

**Guiding Question:** Does the alternative include a public square, plaza, or open space, which supports a range of uses, is safe and inviting, and is activated by surrounding uses? Evaluation of these alternatives should also consider the types of additional open space needed by the community.

**Learnings:** A network of interconnected open spaces is important to downtown's character, enhances walkability, and supports the downtown's role as a community gathering place. Open space should be designed to support a range of active and passive uses. These spaces should be visible from public streets and surrounded by active uses to promote natural surveillance to feel safe and inviting.

### Evaluation

The alternatives present a variety of open space types and configurations. Reviewers should consider the degree to which each alternative incorporates the open space learnings.

#### Eastside Alternative A:

- » Contains a central village green and plaza which are accessible from both South Livermore Avenue and a new east-west street through the site. There is also new open space to the south of the hotel.
- » The primary open space is activated by surrounding retail and cultural uses. The space is visible from public streets and should benefit from natural surveillance and feel safe and inviting.
- » The central open lawn provides flexibility for both active and passive uses and the size and design of the space and proximity to cultural facilities make this a natural location for public events.

#### Eastside Alternative B:

- » Contains a linear open space that could accommodate a variety of active and passive recreational uses. The open space runs from east to west through the center of the site, connecting to retail and residential uses. There is also new open space to the south of the hotel.

- » The open space on the eastern end of the site will be open, visible and well connected to retail.
- » Visibility from public streets will be obstructed by buildings on the eastern half of the site. It will be important for residential uses to connect to the open space at the ground floor level to create natural surveillance in these areas.

#### Westside Alternative A:

- » Contains a linear town commons, which runs through the center of the site. A range of uses, including a hotel, cultural and conference space, retail, and live work uses will front the space.
- » The design will support small gatherings at the center of the site and passive enjoyment of the remainder of the space through landscaped greens and multiple paseos.
- » Visibility from surrounding streets is limited and natural surveillance will depend on the activity levels created by surrounding uses during daytime and evening hours.

#### Westside Alternative B:

- » Contains a linear village green at the center of the site with flexibility to support a range of active and passive recreational uses.
- » The open space is oriented toward the residential use to the north but will also support the hotel.
- » The village green in this alternative is readily visible from the site's internal street and should enjoy additional natural surveillance from surrounding residential uses.

### YOUR COMMENTS:

## Pedestrian and Vehicular Connectivity

**Guiding Question:** Does the alternative provide a network of internal paths and streets to allow pedestrians and vehicles to access all parts of the development?

**Learnings:** Since the west site is much larger than a standard city block, new development on this site needs to include vehicular roads and pedestrian paths to allow for interconnected access. Continued delivery access for existing businesses on South Livermore Avenue and First Street is important.

### Evaluation

Each alternative treats pedestrian and vehicular connectivity differently as summarized below.

#### Eastside Alternative A:

- » Includes new east-west and north-south streets through the center of the site and both roadway and pedestrian access from First Street.
- » Provides delivery access and service on the westside but additional planning for eastside businesses is needed.
- » Vehicular access to the eastside hotel would be limited to valet drop off on South Livermore Avenue.
- » The west site's streets and sidewalks provide access and design elements including angled parking and a traffic circle to slow traffic and enhance pedestrian circulation.

#### Eastside Alternative B:

- » Includes a new east-west street and a linear greenway connecting South Livermore Avenue to South L Street and both roadway and a pedestrian access from First Street north-south access is indirect.
- » Provides delivery and service access on the westside, but additional planning for eastside businesses is needed.

- » Vehicular access to the eastside hotel would be limited to drop off on South Livermore Avenue.
- » The large site has east-west vehicular and pedestrian access but limited north-south access.

#### Westside Alternative A:

- » Includes an east-west linear open space and pedestrian paseos extending from South Livermore Avenue to South L Street and pedestrian and vehicular access from First Street. Pedestrian access from Railroad Avenue is provided on the western side of the site.
- » There is no vehicular access through the center of the site.
- » Access to parking on the east side of South Livermore Avenue would be via a driveway on Railroad Avenue.
- » Provides delivery and service access to both east and westside businesses is provided via alley or driveway access.
- » This alternative primarily provides pedestrian access and limited vehicular access.

#### Westside Alternative B:

- » Includes an east-west vehicular street from South Livermore Avenue to South L Street. Access from Railroad Avenue would be provided by two pedestrian pathways between residential buildings.
- » Access from First Street would be provided by the existing pedestrian and vehicular access ways.
- » Access to eastside retail would be via a driveway on South Livermore Avenue.
- » Provides delivery and service access to both east and westside businesses via surface parking lots.
- » The site's streets, sidewalks and pathways provide access throughout the site.

**YOUR COMMENTS:**

Empty comment box for user input.



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## Traffic

**Guiding Question:** Does the alternative limit traffic impacts at key intersections?

**Learnings:** With the redevelopment of the downtown, the City made a decision to create a pedestrian oriented downtown district and to slow traffic by narrowing First Street. Trips on First Street dropped from 20,000 to 10,000 per day and a total of 4,000 trips were added to Railroad Avenue and 4th Street. Traffic on North/South Livermore Avenue grew by 2,000 trips.

Traffic counts were conducted downtown this spring and show congestion at two key intersections: Railroad and North/South Livermore Avenues and Maple and First Streets. The City measured average delay at each intersection during the evening peak hour, the most congested time period, and found the following delay at these key intersections:

**Railroad and North/South Livermore Avenues:** 45 Seconds

**Maple and First Streets:** 46 Seconds

## Evaluation

The City and its consultant performed traffic analyses for each alternative based on the mix and locations of land uses proposed. These results are provided below for the two key intersections. The traffic analysis assumes full-buildout of the retail.

Maple and First Streets saw minimal increases for all alternatives. However, Railroad and North/South Livermore Avenues saw larger increases ranging from 16 to 27 seconds.

### Eastside Alternative A:

- » Railroad and North/South Livermore Avenues: 61 Seconds
- » Maple and First Streets: 47 Seconds

### Eastside Alternative B:

- » Railroad and North/South Livermore Avenues: 61 Seconds
- » Maple and First Streets: 49 Seconds

### Westside Alternative A:

- » Railroad and North/South Livermore Avenues: 72 Seconds
- » Maple and First Streets: 49 Seconds

### Westside Alternative B:

- » Railroad and North/South Livermore Avenues: 64 Seconds
- » Maple and First Streets: 49 Seconds

## YOUR COMMENTS:

# Parking

**Guiding Question:** Does the alternative provide adequate, convenient parking to serve both existing and new development?

**Learnings:** The City has conducted a parking analysis which shows that parking is well distributed throughout downtown. However, the most popular spaces in the downtown core are in high demand during peak periods, meaning that visitors may have to walk several blocks to reach their destination.

There are 506 spaces in the existing Railroad Avenue garage and 565 public spaces on the City owned catalyst sites (including approximately 209 on the dirt portion). The City has committed to providing parking for all new uses and at least as much or more than the existing supply with the new development. Parking for all alternatives is assumed to include a new I-Street garage with 375 spaces.

## Evaluation

Below is a brief description of the proposed new public parking and surplus or deficit totals for each alternative.

### Eastside Alternative A:

- » Surplus of 42 spaces.
- » Public parking is provided in a structure fronting on South L Street and a new east-west street, a new surface lot at the south center of the site, and via on-street angled parking.

### Eastside Alternative B:

- » Surplus of 15 spaces.
- » Public parking is provided in a structure fronting on South L Street and a new internal street, and in a new surface lot at the south center of the site.

### Westside Alternative A:

- » Deficit of 42 spaces.

- » On the west site, public parking is primarily provided in new podium (ground level parking with a building above) and parking structures on Railroad Avenue and through a shared public/residential podium and via diagonal surface parking, accessed via an alley at the southern edge of the site.
- » Parking on the smaller east site is provided in a structure and through some surface level diagonal parking, all of which are accessible from Railroad Avenue.

### Westside Alternative B:

- » Surplus of 52 spaces
- » On the large site, parking is provided in a structure fronting on South L Street and a new internal street, and in a new surface lot at the south center of the site.
- » Parking on the smaller eastern site is provided through a surface lot accessible from South Livermore Avenue.

## YOUR COMMENTS:

## Finance

**Guiding Question:** Is the alternative financially responsible?

**Learnings:** Revenue in the downtown is generated through property tax on residential and business uses, sales tax, and special taxes, such as the transient occupancy tax collected by hotels. Expenditures cover services such as police and fire, maintenance, and downtown’s share of the cost of general City operations. Currently, on an annual basis the City’s downtown area has a service cost of \$1.76 million and generates revenues of approximately \$1.345 million, for an average annual deficit of \$415,000 per year. While additional expenses can be expected in an activity-rich, high-amenity area such as downtown, the City must nonetheless be prudent with its resources.

Each alternative has been evaluated to estimate the revenues it will generate and the cost burden it will create based on its mix of uses and amenities. In addition to standard service costs, additional costs that would be borne by all alternatives include the costs of structured parking as well as repayment of a \$14.5 million loan the City utilized to acquire the properties. Some of this loan may be repaid through sale of a portion of the land for private development. Residential land uses generate the greatest potential revenue source for repayment, estimated at approximately \$75,000 per unit, with higher residential unit counts creating greater revenue for loan repayment.

### Evaluation

Below is a summary of the estimated annual revenues and costs for each alternative. Large scale cost items such as parking and infrastructure would be financed over time, with repayment included as an annual cost. Based on the overall costs of all alternatives, it is likely that any alternative ultimately selected would need to be built in two or more phases over time.

### Eastside Alternative A

Total Infrastructure and Cultural Arts Costs: \$39,184,000

- » Annual Project Revenue  
\$1,196,463
- » Annual Service, Operations, Maintenance & Replacement Costs  
-\$1,334,974
- » **Annual Operational Deficit**  
**-\$138,511**
- » Debt Service for Capital Costs<sup>1</sup>  
-\$2,600,125
- » Repayment of Land Cost After Property Sale<sup>2</sup>  
-\$236,515
- » **Total Debt Service Costs**  
**-\$2,836,640**

### Eastside Alternative B

Total Infrastructure and Cultural Arts Costs: \$35,889,000

- » Annual Project Revenue  
\$1,106,983
- » Annual Service, Operations, Maintenance & Replacement Costs  
-\$1,349,152
- » **Annual Operational Deficit**  
**-\$242,169**
- » Debt Service for Capital Costs<sup>1</sup>  
-\$2,388,500
- » Repayment of Land Cost After Property Sale<sup>2</sup>  
-\$288,464
- » **Total Debt Service Costs**  
**-\$2,676,964**

### Westside Alternative A

Total Infrastructure and Cultural Arts Costs: \$49,031,000

- » Annual Project Revenue  
\$1,208,096
- » Annual Service, Operations, Maintenance & Replacement Costs  
-\$1,675,315
- » **Annual Operational Deficit**  
**-\$467,219**
  
- » Debt Service for Capital Costs<sup>1</sup>  
-\$3,232,625
- » Repayment of Land Cost After Property Sale<sup>2</sup>  
-\$297,123
- » **Total Debt Service Costs**  
**-\$3,529,748**

### Westside Alternative B

Total Infrastructure and Cultural Arts Costs: \$38,501,000

- » Annual Project Revenue  
\$1,165,247
- » Annual Service, Operations, Maintenance & Replacement Costs  
-\$1,482,171
- » **Annual Operational Deficit**  
**-\$316,924**
  
- » Debt Service for Capital Costs<sup>1</sup>  
-\$2,556,000
- » Repayment of Land Cost After Property Sale<sup>2</sup>  
-\$175,908
- » **Total Debt Service Costs**  
**-\$2,731,908**

### YOUR COMMENTS:

*Footnotes*

<sup>1</sup> To be paid back over 30 years

<sup>2</sup> Assumes the maximum residential unit count proposed for each alternative and loan repayment over 10 years

