



**Downtown
Catalyst Sites
Concepts
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 concepts 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 concepts and the process to create them.

Project Overview

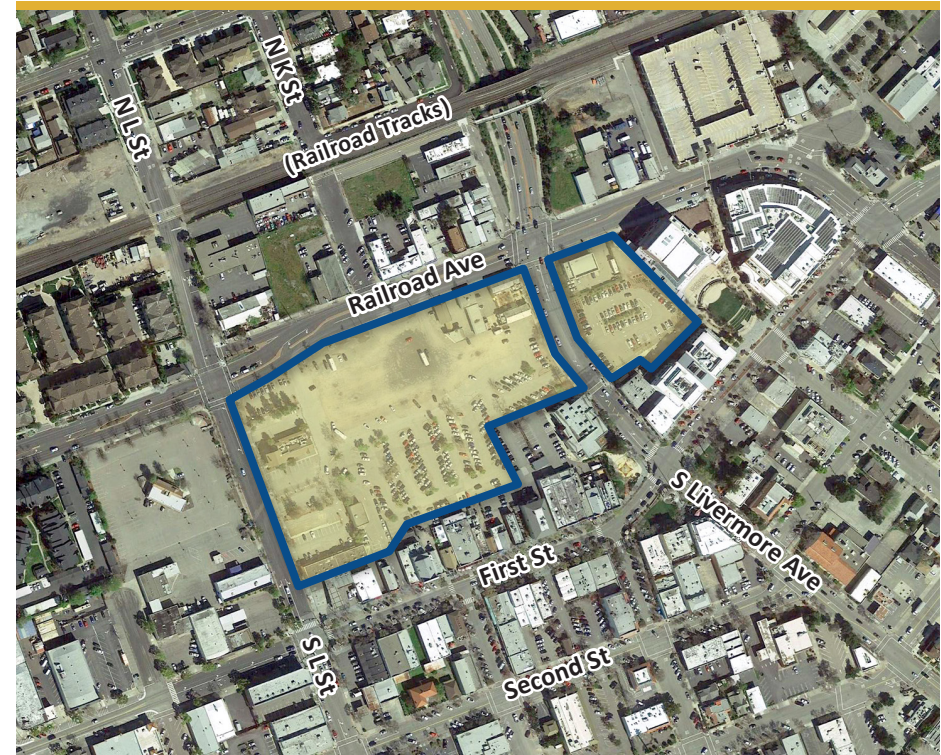
The City of Livermore owns 8.2 acres of land in the downtown on the east and west sides of South Livermore Avenue between Railroad Avenue and First Street (see Figure 1). In February 2017, the City Council identified planning for these downtown catalyst sites as a City priority. The City Council directed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

Downtown Specific Plan Vision

Downtown is the heart of the City and a key component in the community's quality of life. The City adopted a Downtown Specific Plan in 2004 to guide revitalization, and its implementation has achieved remarkable success in returning vibrant activity and community pride to the downtown. The majority of downtown improvements have been well received, including the Railroad Avenue parking structure, First Street streetscape project, new retail, office, and restaurant uses, the Bankhead Theater, cinema, and public plaza and park im-

provements. The City Council has named downtown as one of the City's strategic priorities. The ultimate intent of the Council is to identify a series of public and private improvements in the downtown that will further enhance the downtown and meet the needs of the community, within the City's financial capacity to develop and maintain publicly funded improvements over time.

Figure 1. Project Area



 Project Site Boundary

0 400
Scale (Feet)



Planning Guidelines

The City Council has adopted the following planning guidelines for the downtown:

- » Consider only viable land uses that support the City's long term financial stability.
- » Provide at least as many replacement parking spaces as exist today.
- » Deliver sufficient additional parking spaces to meet demand from new development.
- » Ensure the provision of infrastructure and services is financially sustainable.
- » Develop community open space that is actively usable, safe, and synergistic with adjacent uses for all demographics.
- » Provide access for services, such as deliveries and waste disposal, to existing and new businesses.
- » Minimize massing to avoid overshadowing surrounding businesses and uses.

Engagement 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 intent of the downtown public engagement process is to solicit ideas and opinions about potential downtown redevelopment from a broad spectrum of Livermore residents and business owners. The downtown public engagement 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.

The City Council has 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.

The downtown public engagement process is based in part on four potential land use concepts developed by the DSC to help spark public dialogue. The land use concepts are described in this workbook. Public input on the four concepts and new ideas developed through public outreach will help inform Council decisions 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 concepts or a new concept that emerges through the process.



Background

Population

Between 2000 and 2010, Livermore's population increased an average of about 1.5 percent per year. As of 2010, a total of 80,968 people resided in Livermore. This estimate includes 29,134 households. The City's Housing Element, which was adopted in 2015, projects that Livermore's population will increase to 88,000 by the year 2020, including 32,390 households.

Housing

Between 2000 and 2010, approximately 3,800 housing units were built in Livermore, for an average of 380 new homes built per year. As of 2010, the majority of Livermore's housing stock (71 percent) was comprised of single-family detached homes, while multifamily homes comprised 19 percent. Mobile homes comprised about two percent of the housing stock. About seven in ten Livermore residents are home owners; the vacancy rate is four percent.

Livermore has seen no construction of market-rate multifamily homes since 1998 and demand for such units is increasing nationwide as millennials enter the housing market and baby boomers age and desire smaller units. Downtown provides an opportunity for the construction of both market rate and affordable multifamily homes.

Downtown Catalyst Site Concepts

The Downtown Steering Committee (DSC) developed four distinct land use concepts to stimulate public dialogue and illustrate the range of design possibilities to guide future development within the City's downtown sites. This section explains the key elements of each concept. Each of the land use concepts includes a hotel site, with two concepts showing the hotel on the east side of South Livermore Avenue and two concepts showing the hotel on the west side of South Livermore Avenue. The characteristics of each concept are summarized in Tables 1 and 2. Table 1 summarizes the amount and types of land uses and parking provided in each concept. Table 2 summarizes the amount of parking needed for each concept and the amount of parking supplied by each concept.

Overview of Concepts

This section defines the land uses within each concept. Figures 2 through 9 show the four land use concepts.

Each land use concept explores different configurations of a similar set of land uses: a hotel, parking, retail, cultural, office, open space, and residential uses. The preferred land use concept 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.

All concepts 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 concept.



Table 1. Summary of Downtown Land Use Concepts

Concept	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)	2,000 sf	2,000 sf	4,000 sf	2,000 sf
Retail/Restaurant (sf)	15,000 sf stand alone 6,300 sf w/hotel	5,000 sf stand alone 6,300 sf w/hotel	15,985 sf stand alone 4,800 sf w/hotel	10,500 sf stand alone 6,300 sf w/hotel
Office and/or Makers' Space (sf)	0	0	4,000 sf	13,500 sf
Museum/Cultural (sf)	5,000 sf	2,000 sf	6,500 sf	2,500 sf
Townhomes (units)	0	27	0	18
Live-Work Units (units)	11	10	5	0
Multifamily Residential (units)	121- 156	48- 64	0	72- 96
Co-Housing (units)	0	60	115- 155	40- 60
TOTAL Residential Units	132 – 167 units	145 - 161 units	120 – 160 units	130 – 174 units
TOTAL Residential Square Footage	235,707 sf	195,468 sf	105,935 sf	182,630 sf
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	0.72 acre	1.02 acres	0.99 acre	0.42 acre
Qualifying Greenscape	0.34 acre	0.10 acre	0.22 acre	0.30 acre
Qualifying Hardscape/Sidewalks	1.27 acres	1.44 acres	1.50 acres	1.33 acres
TOTAL Public Qualifying Open Space, Greenscape, and Hardscape	2.33 acres	2.56 acres	2.71 acres	2.05 acres
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
	Rooms/SF/ Units	Parking Needed	Rooms/SF/ Units	Parking Needed	Rooms/SF/ Units	Parking Needed	Rooms/SF/ Units	Parking Needed		
Parking Demand										
Hotel	125 rooms	138	125 rooms	138	125 rooms	138	125 rooms	138	Hotel	1.1 per room
Hotel Conference Facility	2,000 sf	40	2,000 sf	40	4,000 sf	80	2,000 sf	40	Hotel Conference Facility	1 per 50 sf
Hotel Retail + Restaurant	6,300 sf	16	6,300 sf	16	4,800 sf	12	6,300 sf	16	Hotel Retail + Restaurant	1 per 400 sf
Retail/Restaurant/Cultural/Office	20,000 sf	50	7,000 sf	18	26,485 sf	66	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	5 units	10	-	-	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	155 units	171	60 units	66	Co-Housing Units	1.1 per unit
Replacement for Lost Parking	-	565	-	565	-	565	-	565		
TOTAL DEMAND		1,115		1,038		1,041		1,095		
Parking Provided	Eastside A		Eastside B		Westside A		Westside B			
Hotel Parking		100		100		102		-		
Public Parking Structure		186		186		367		210		
Public Podium Parking		18		-		49		-		
Surface Parking		80		103		-		176		
On-Street Parking		87		-		19		49		
Residential Parking		288		286		228		336		
New I Street Garage		375		375		375		375		
TOTAL PARKING SUPPLY		1,116		1,050		1,140		1,146		
EXCESS ABOVE DEMAND		1		12		99		52		

***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.



Defintion of Land Uses

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

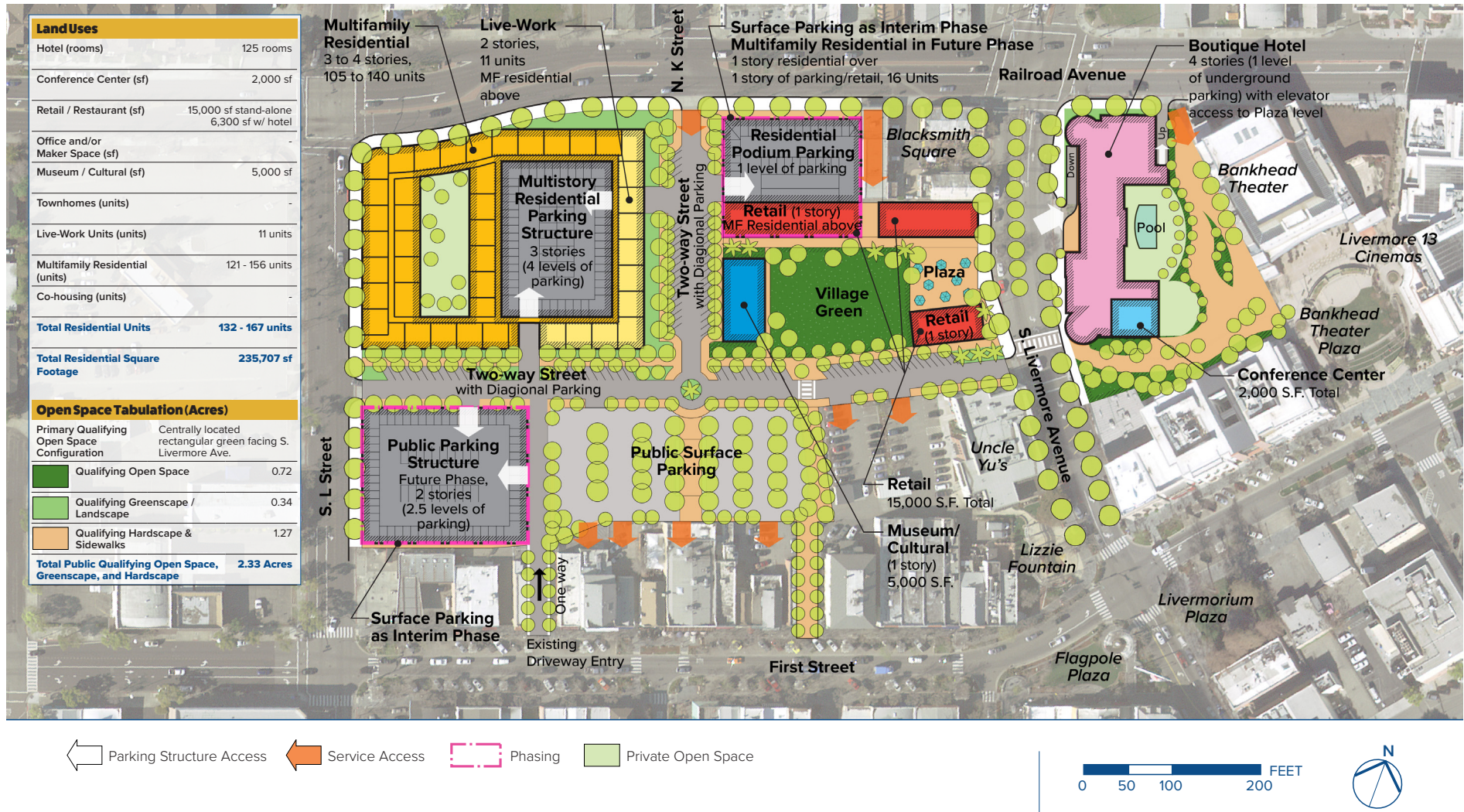
- » **Hotel.** Eastside Concept A, Eastside Concept B, and Westside Concept B include a 125-room boutique hotel with a 4,000 square foot restaurant and 2,300 square feet (sf) of retail. Westside Concept A includes a 125-room boutique hotel with an 4,800 sf restaurant.
 - » **Conference Center.** A place that provides rooms for meetings and events.
 - » **Museum/Cultural.** Museum and cultural uses could range from a small art gallery to a large 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 generally serve walk-in customers.
 - » **Mixed Use.** A building that contains more than one type of use. In these concepts, 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 concept:
 - **Eastside Concepts 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 Concept 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 Concept B:** There are no live-work units in this concept.
 - » **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, 400 sf "micro units" that include approximately 125 sf of shared space per unit. Buildings range from two to three stories.

- » **Open Space.** Open space is distinguished as “qualifying” and “private.” Qualifying outdoor space “qualifies” for calculation only if the combined width of hardscape/sidewalks and greenscape/landscaping is a minimum of 12 feet. Private open space that is not publically accessible is distinguished by the sage green color on Figures 2 through 9.
- » **Publicly accessible open space is defined and calculated as follows:**
- » **Qualifying Open Space.** Qualifying open space is a minimum average of 30 feet wide where 30 feet also includes pathways that run between any otherwise qualifying adjacent areas. Publicly-accessible open space that can accommodate activities such as picnics, public gatherings, and small play areas.
- » **Qualifying Greenscape/Landscape.** Landscaped areas that do not accommodate active uses and have a minimum average width of 30 feet; this average minimum width includes adjacent hardscape/sidewalks.
- » **Qualifying Hardscape/Sidewalks.** Qualifying hardscape includes public paths, plazas and sidewalks.



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Figure 2. Eastside Hotel Concept A: Ground Floor Plan



Eastside Concept A

In Eastside Concept A, the 125-room hotel is adjacent to the Bankhead Theater. The hotel includes conference space, a restaurant, and retail space. This concept could accommodate 121 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.

Pedestrian pathways connect the west site to First Street and the Bankhead Theater to the hotel. New internal north/south and east/west streets connect the west site to Railroad Avenue and South Livermore Avenue.

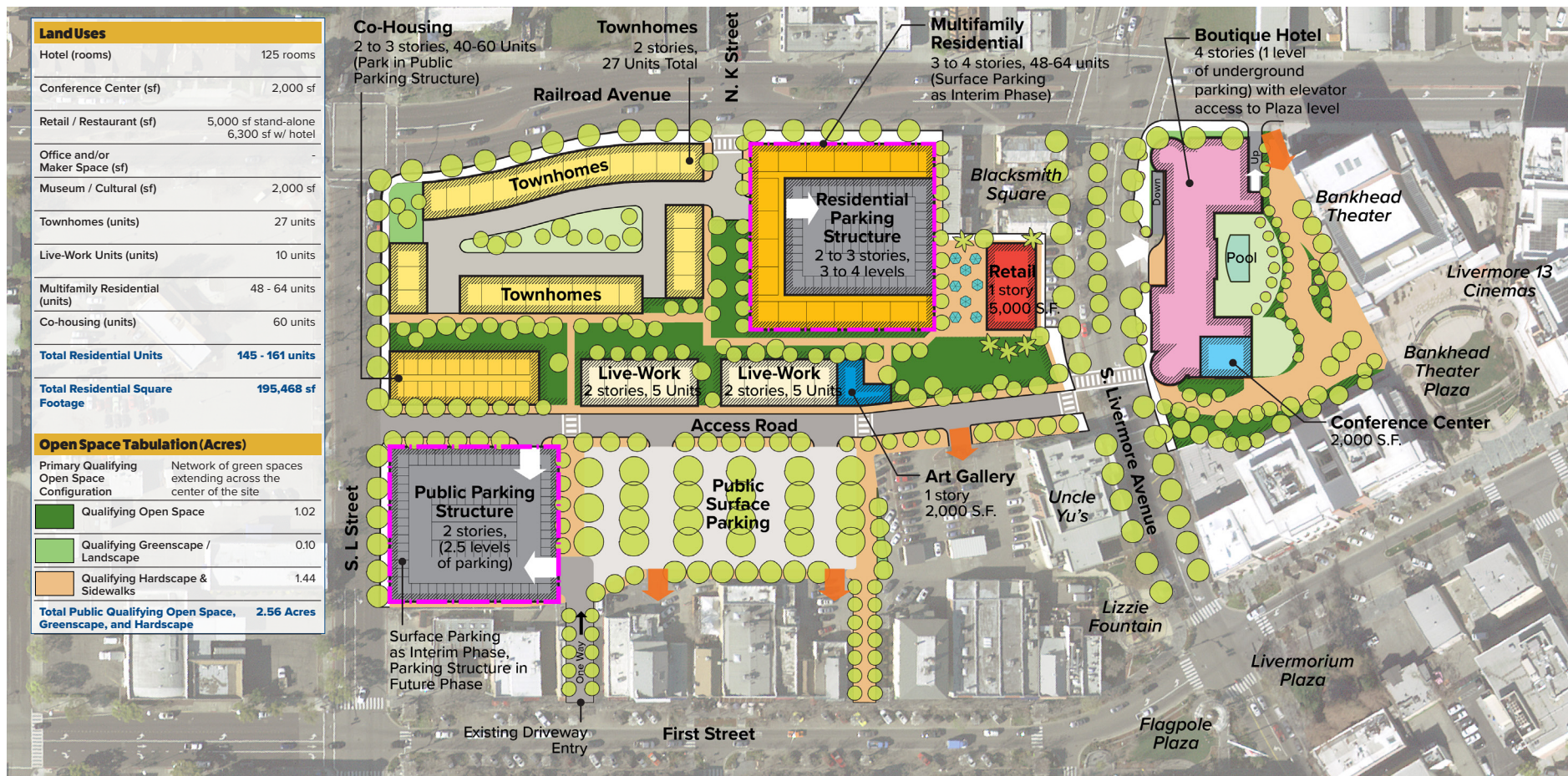
Figure 3. Eastside Hotel Concept A: Aerial Plan



Parking for the hotel and conference center is provided on-site beneath the hotel and 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 is 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 Concept 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 Concept B: Ground Floor Plan



Parking Structure Access
 Service Access
 Phasing
 Private Open Space



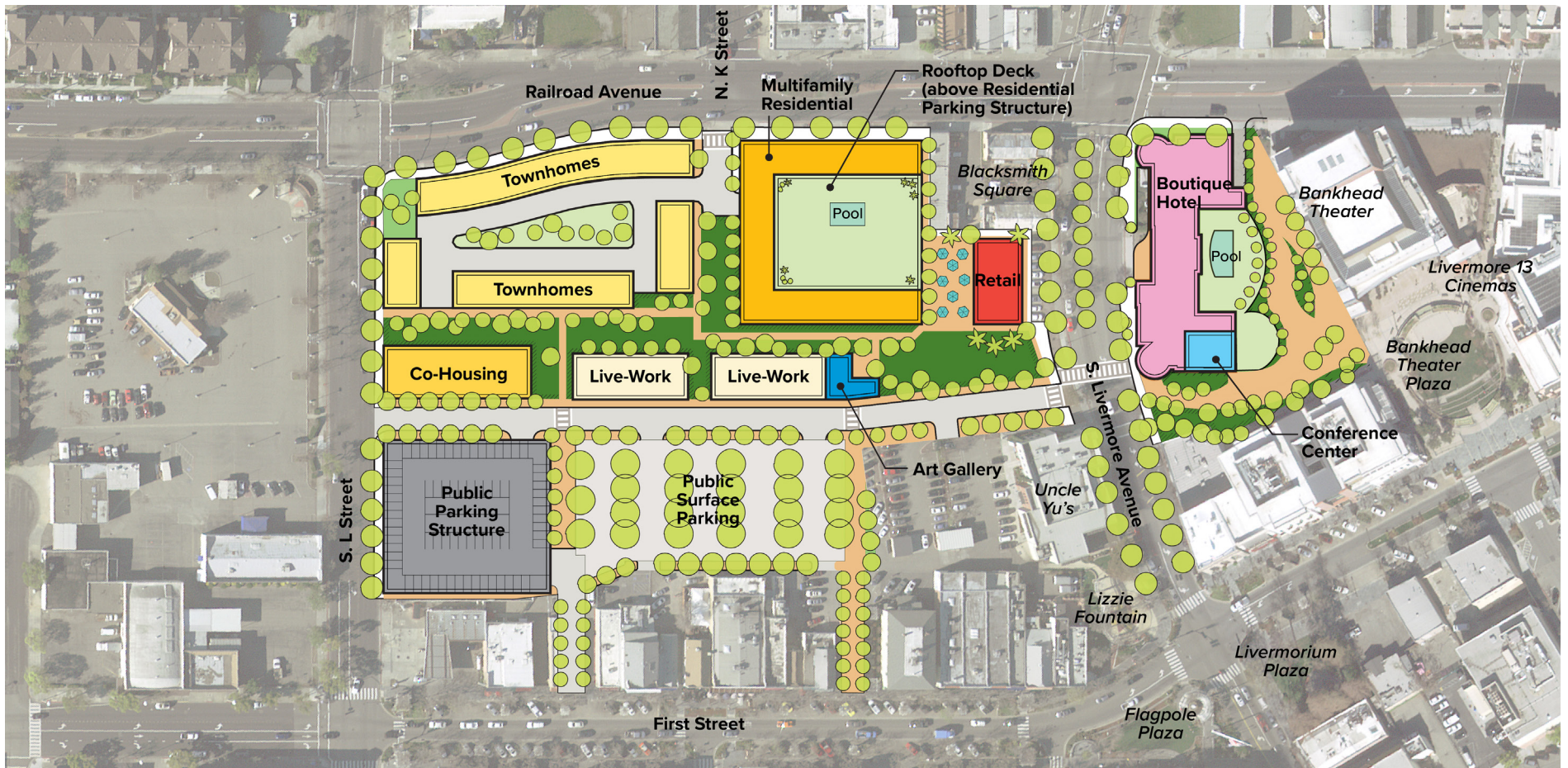
Eastside Concept B

In Eastside Concept B, the 125-room hotel is adjacent to the Bankhead Theater. The hotel includes conference space, a restaurant, and retail space. This concept could accommodate 48 to 64 multifamily residential units, 27 townhomes, 10 live-work units, and 60 co-housing units. The west site includes an 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 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 on-site beneath the hotel and at the I-Street Garage; guests may park themselves or choose valet

Figure 5. Eastside Hotel Concept B: Aerial Plan

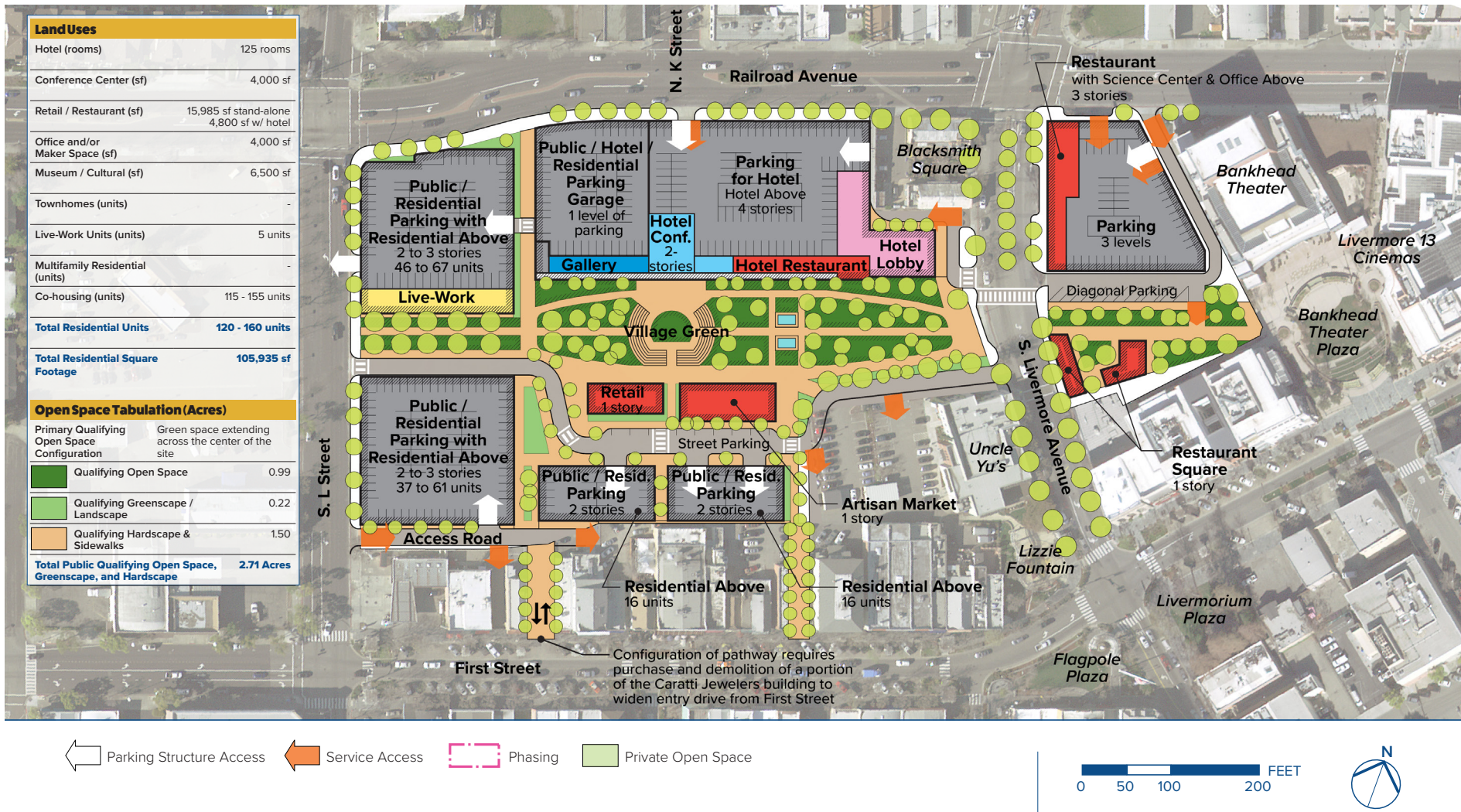


parking. Parking for the multifamily residential units is in an adjacent private parking garage attached to the same building. Parking for townhomes and live-work units is in garages attached to the units. Live-work units also have designated parking spaces in the public surface lot directly south of 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 is accommodated in the public surface parking lot and public parking structure.

As indicated by the dashed pink lines on Figure 4, Eastside Concept 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 Concept A: Ground Floor Plan

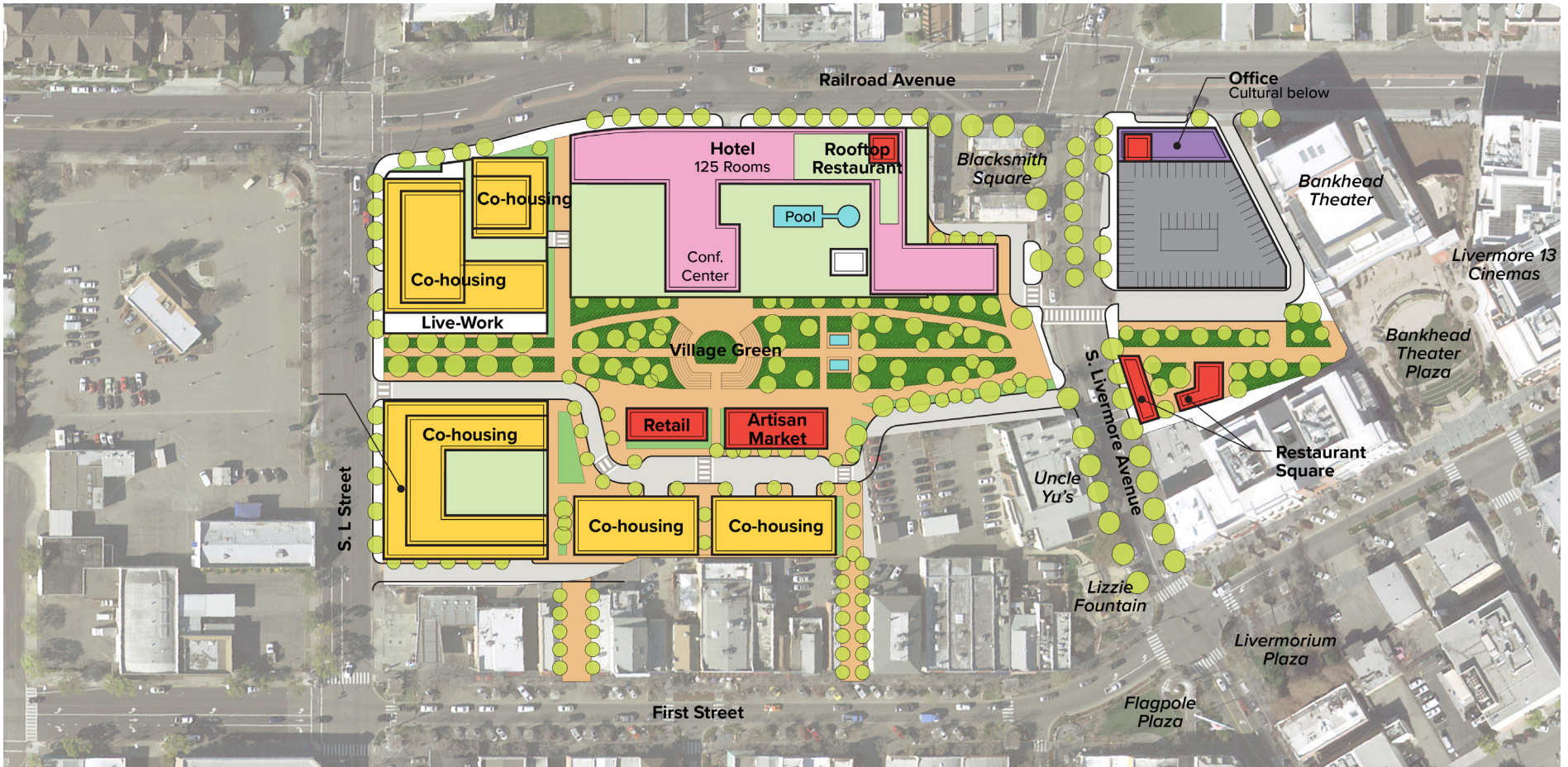


Westside Concept A

In Westside Concept A, the hotel is on the west side of South Livermore Avenue. The hotel lobby fronts on South Livermore 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 concept accommodates 115 to 155 co-housing units and 5 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 Livermore 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.

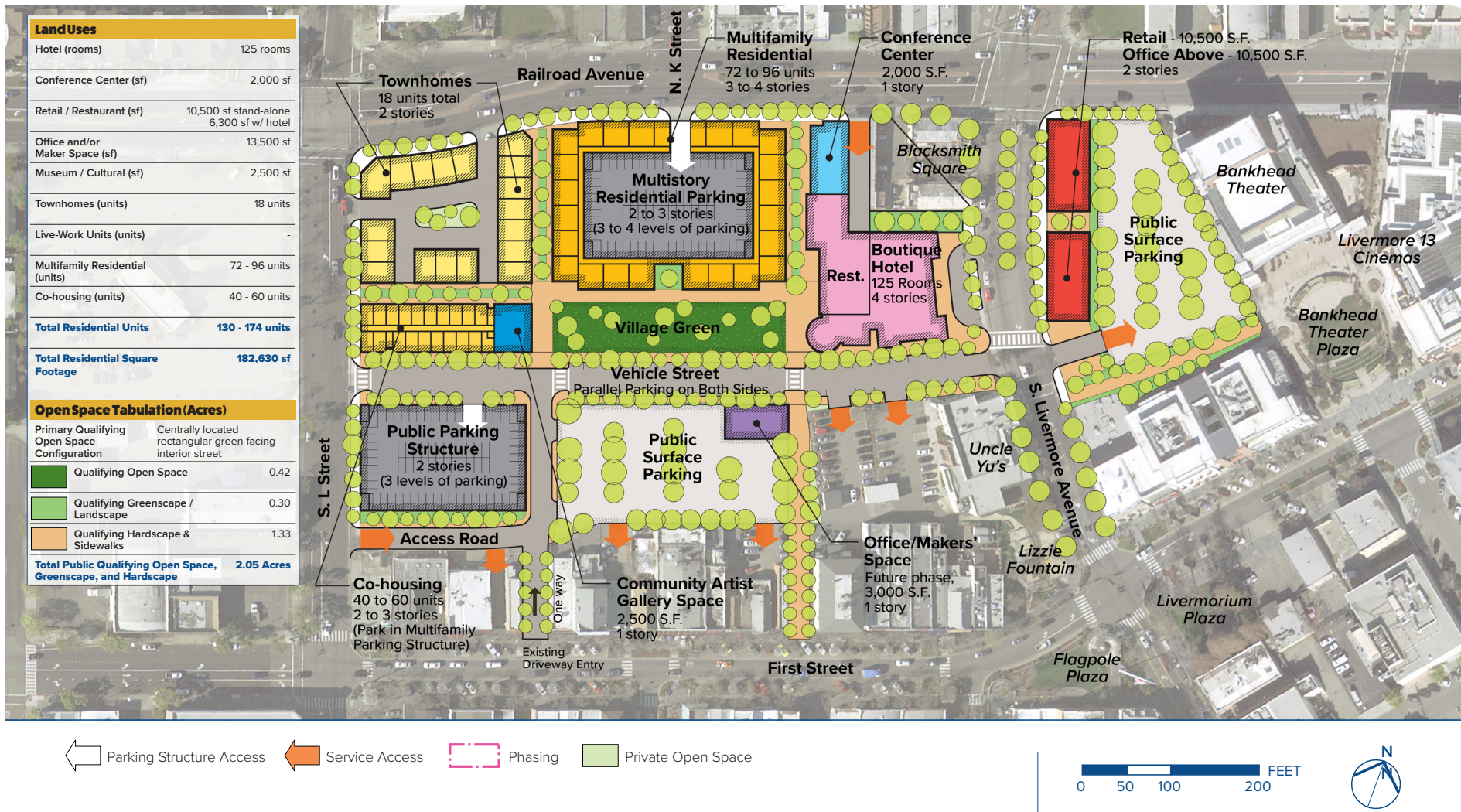
Figure 7. Westside Hotel Concept A: Aerial Plan



Connections to First Street businesses and the Bankhead Theater are accomplished through a series of pathways. This concept 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 some on-street parking for the restaurants on the east site.

Figure 8. Westside Hotel Concept B: Ground Floor Plan



Westside Concept B

In Westside Concept B, the hotel is on the west site and fronts South Livermore Avenue. The hotel includes a restaurant, retail, and a conference center. This concept 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 Livermore Avenue. Behind the mixed-use building is a public surface parking lot.

Figure 9. Westside Hotel Concept B: Aerial Plan

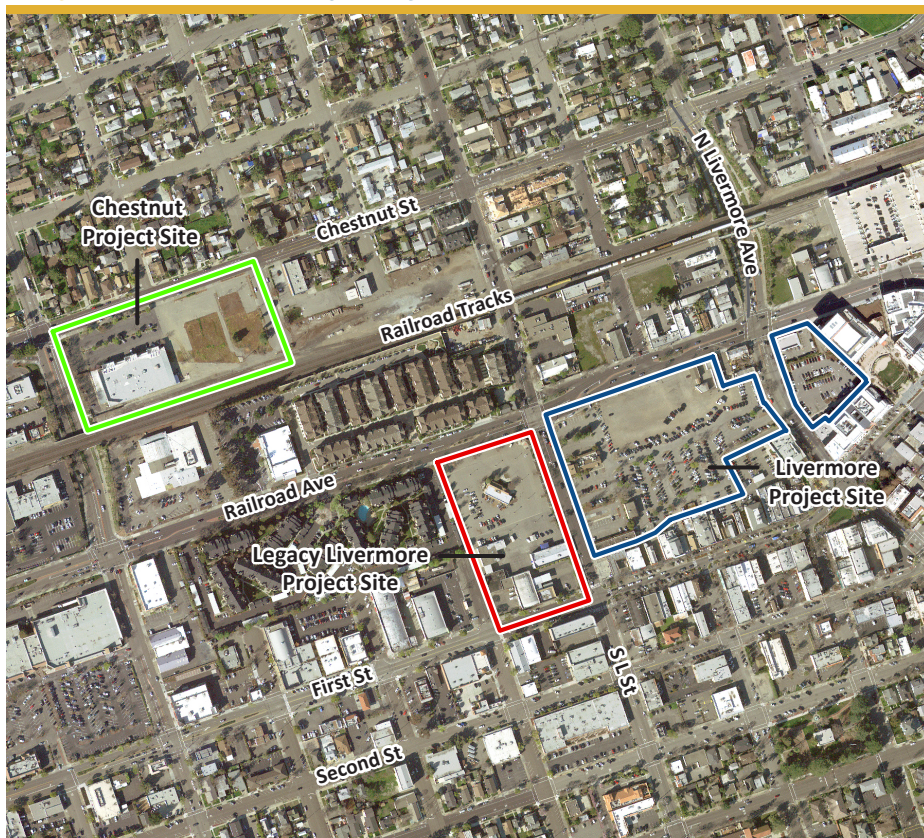


North/south and east/west pathways connect the west site to First Street businesses and the east site hotel. As mentioned, internal vehicular access is provided by a new east/west access street that connects the west site to South L Street and South Livermore Avenue.

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. The mixed use building on the east site is parked at the public surface parking lot.

Figure 10. Housing Project Boundaries



Approved and Planned Downtown Development

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 redevelopment 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.** Chestnut Square is an approved project that is located on the former Jo-Ann Fabric site at North P Street and Chestnut Street (as shown on Figure 10), 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.
- » **Legacy Livermore Proposal.** The Legacy Livermore Project on the former Groth Bros site, currently being reviewed by the City, is adjacent to the west downtown catalyst site as shown on Figure 10. 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.

Funding, Phasing, and Trade-Offs

This section describes downtown’s current revenue and service costs, potential funding sources for future improvements, and phasing and trade-offs of future development.

Funding

The City recognizes the successful revitalization and maintenance of the Downtown as an important community priority. The downtown area currently has an annual service cost of approximately \$1.76 million (this includes estimated police, fire, maintenance, and other costs) and generates revenues of approximately \$1.345 million. This results in an annual operating deficit of approximately \$415,000. The City recognizes the critical role of the downtown as a cultural district and community gathering space and therefore, it is appropriate to spend

general fund dollars in the support of a high quality downtown. It is also important to make prudent financial decisions and to develop a plan for downtown improvements that does not impact the City's ability to provide core services to the community.

Financing

The City currently has approximately \$20 million in bonding capacity for downtown improvements. This funding could be utilized for a variety of improvements and should be enough, for example, to construct one mid-sized parking structure and some modest street, plaza, and open space improvements. However, due to the scale of these downtown sites it is unlikely that the City will be able to fund all of the public improvements that may be desired at one time. All of the downtown concepts prepared by the Steering Committee include public costs that exceed the City's current funding capacity (see the Finance section at the end of this workbook). In addition, the City's original purchase of the downtown sites was funded in part with \$14.5 million from the City's Affordable Housing Fund because at one time, the City was considering affordable senior housing on a portion of the site. If affordable housing is not incorporated into the project, the Affordable Housing Fund will need to be repaid, which could further constrain the City's capacity to finance public improvements in the short term.

Phasing and Trade-Offs

When considering project costs and funding capacity it is important to consider both project phasing and trade-offs among different land uses. Project phasing would prioritize the most desirable/necessary improvements for construction in the short term, with longer-term improvements delayed until additional funding becomes available. Financial trade-offs recognize that some uses have costs, while others are neutral or generate revenue. New streets, utilities, open space, plazas, pathways, parking, and cultural facilities all have both construction and long-term operational costs. Some uses are expected to break even over time, such as hotel and retail uses. While others, such as housing, would generate revenue through land sales and property tax, which could help support the financing of other public improvements, such as open space. In addition, as noted above, the provision of some affordable housing on site would reduce the City's

repayment obligation to the Affordable Housing Fund, thereby freeing up funds for other public improvements.

Trade-offs also come in other forms as well. Retail uses, for example, bring vitality but also additional traffic and parking impacts. As the community works to develop a downtown plan, it will be necessary to consider the most desirable mix of uses, from both a functional and financial perspective, and to develop a project phasing plan that allows for these sites to be appropriately built out over time.

Designing A Final Land Use Concept

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 September to early November 2017.

Workbook comments can be submitted at City Hall, at a community meeting/event, or scan your workbook and send it to the City:

Address: Downtown Project Team
Livermore City Hall
1052 S Livermore Ave, Livermore, CA 94550
Email: cedd@cityoflivermore.net

Please check www.yourlivermore.org for the dates and locations of the outreach events.



2 Concept 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, parking supply, traffic, 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 concept responds to the relevant learnings that the Steering Committee gathered on each topic.



This chapter poses a central guiding question to evaluate the four concepts 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

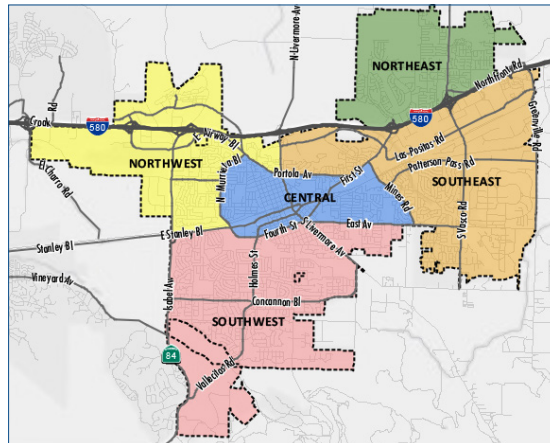
Following each guiding question, are a summary of key learnings and an evaluation of how each concept responds to the guiding question. Workbook users should consider all these data points and record their thoughts and comments in the summary box that follows each evaluation topic.

Demographic Questions

The City of Livermore is committed to involving broad sectors of the public in the downtown public engagement process. In order to assess success in this regard, please answer the following demographic questions so we have a better idea of who is providing input:

1. Where do you live in Livermore?
(Please see map.)

- Central Livermore
- Northeast Livermore
- Northwest Livermore
- Southeast Livermore
- Southwest Livermore



2. How long have you lived in Livermore? _____ years

3. How old are you? _____ years old

4. What is your race/ethnicity identification?

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or other Pacific Islander
- Hispanic or Latino
- Two or more races

5. What is your family or household income?

- \$31,000 or under
- \$31,000 - \$52,000
- \$52,000 - \$80,000
- \$80,000 - \$98,000
- \$98,000 - \$117,000
- \$117,000 or above

Optional Information:

6. Name _____

7. Email _____

8. Street Address _____

Comments:

Downtown Hotel

Guiding Question: Does the concept 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 2,000 square feet of meeting/conference space.

In order to ensure its long-term viability, a boutique hotel is best located in a highly visible location with strong connectivity to shops, restaurants, and the Bankhead Theater. A hotel will be most visible to visitors arriving from both the freeway to the north and wine country to the south if it is located facing South Livermore Avenue. A hotel can operate successfully on either the east or west sides of South Livermore Avenue, although some hotel experts have stated that a hotel site adjacent to residential uses is less preferable than one surrounded by commercial or public uses.

Evaluation

Since the eastside hotel configurations are the same and the westside hotel configurations are very similar, this section groups the hotel analysis based on site location (east or west). Private views from the hotel were not evaluated because experts have stated that views from individual rooms will not impact the feasibility of the hotel.

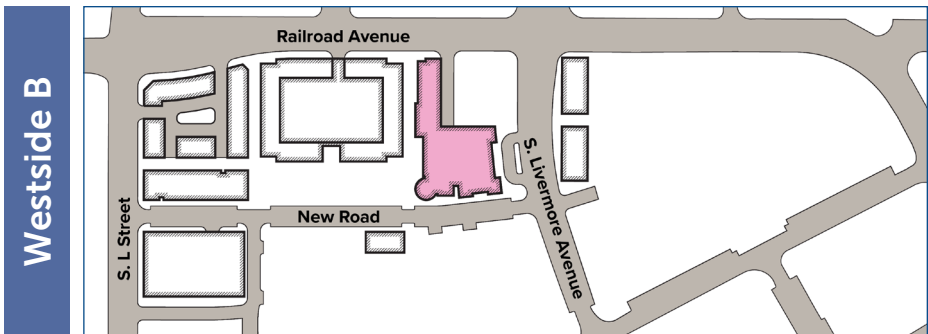
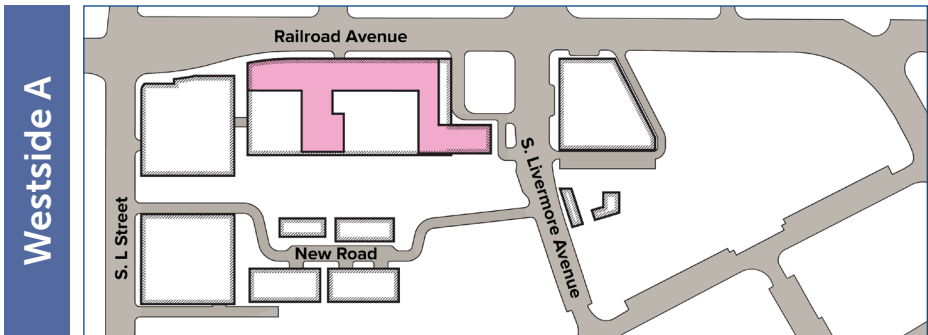
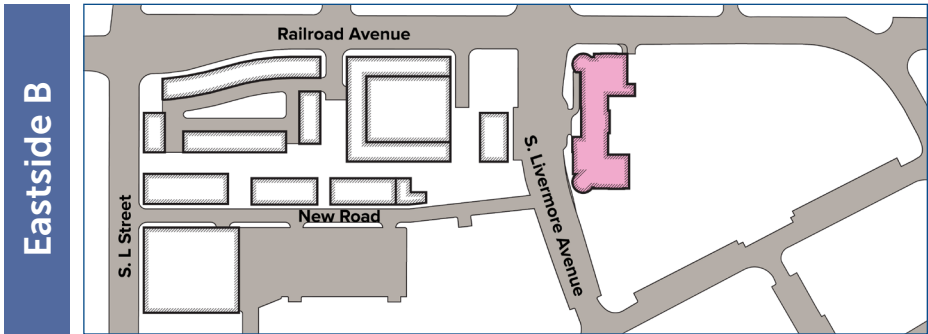
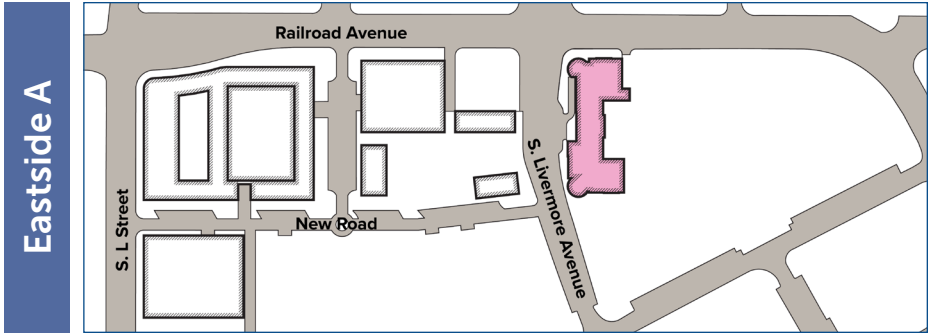
Eastside Concepts:

- » Both have 125 rooms, a full service restaurant, and 2,000 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 cultural amenity that could provide synergy to the hotel conference space.

- » Adjacent to shops, restaurants, and the plaza at the Bankhead.
- » Surrounding uses have been established for a considerable period of time and the development of this block would be completed with the construction of a new hotel.
- » The eastside parking would be located beneath the hotel and at the I-Street Garage. These locations could provide self or valet parking.

Westside Concepts:

- » Both have 125 rooms and a full service restaurant. Westside A has 4,000 square feet of meeting space, whereas Westside B has 2,000 square feet.
- » 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, Westside B has potential 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 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:

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Retail Uses and Restaurants

Guiding Question: Does the concept 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 could result in vacancy, thus negatively impacting the viability of 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 concept as described below.

Eastside Concept A:

- » Total of 21,300 square feet with 6,300 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 highly visible.
- » Creates 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 visibility from internal streets.
- » Some reduction in total retail or phasing of retail in response to demand may be required.

Eastside Concept B:

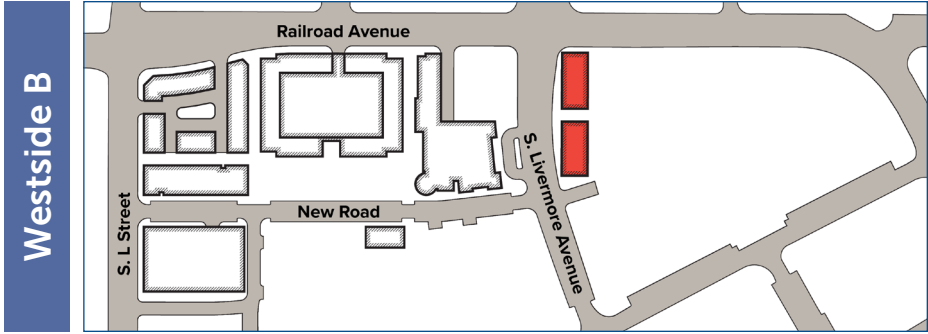
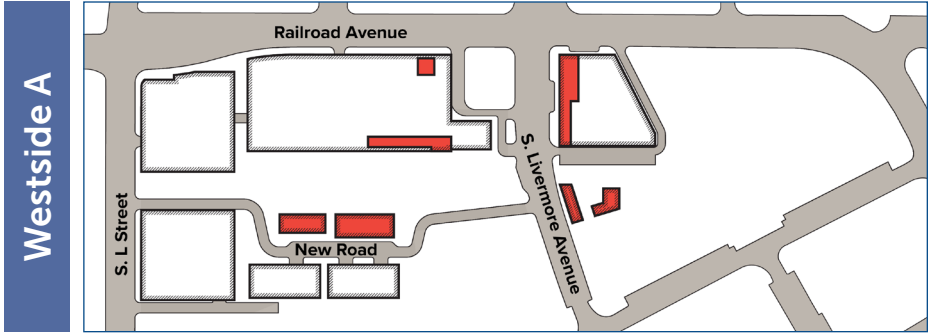
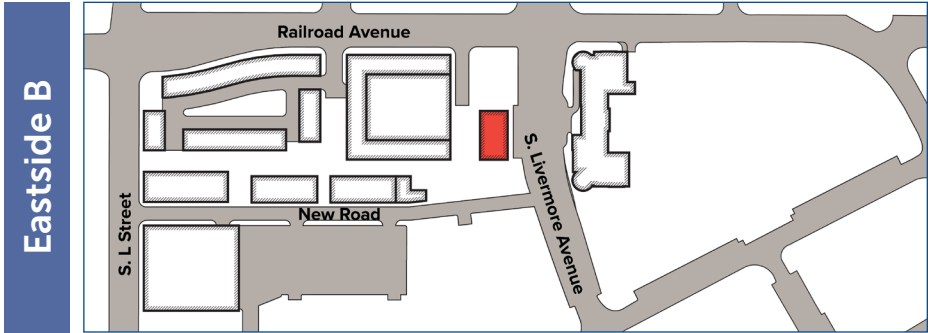
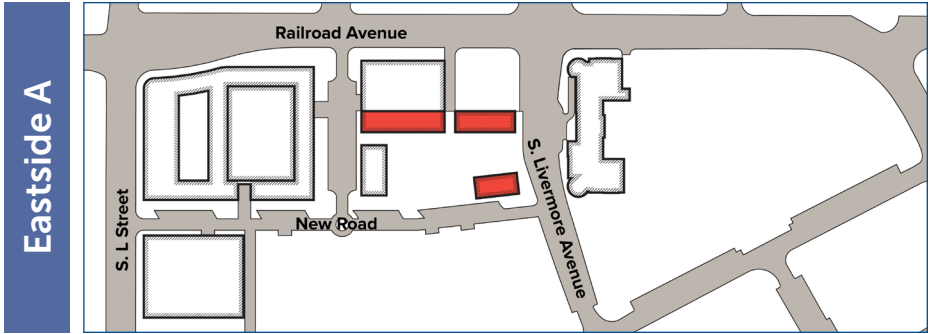
- » Total of 11,300 square feet with 6,300 square feet in the hotel and 5,000 square feet of stand-alone retail.
- » Retail on South Livermore Avenue is highly visible and connected to adjoining open space.
- » Creates synergy with uses at Blacksmith Square, Uncle Yu's, and the hotel.
- » Retail plaza to the west of the retail building may be overshadowed by adjoining residential parking structure.
- » Overall demand is within the range supported by the market.

Westside Concept A:

- » Total of 20,785 square feet with 4,800 square feet in the hotel and 15,985 square feet of stand-alone retail.
- » Restaurant at the corner of South Livermore Avenue and Railroad is highly visible and should have good synergy with Blacksmith Square.
- » 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 Concept B:

- » Total of 16,800 square feet with 6,300 square feet in the hotel and 10,500 square feet of stand-alone retail.
- » 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:

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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 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 concepts include 2,000 sf of conference space. Westside A includes 4,000 sf of conference space.

Eastside Concept A:

- » Conference center of 2,000 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 Concept B:

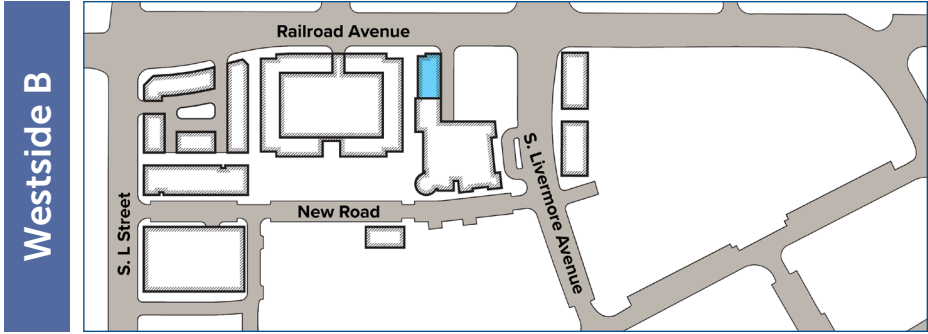
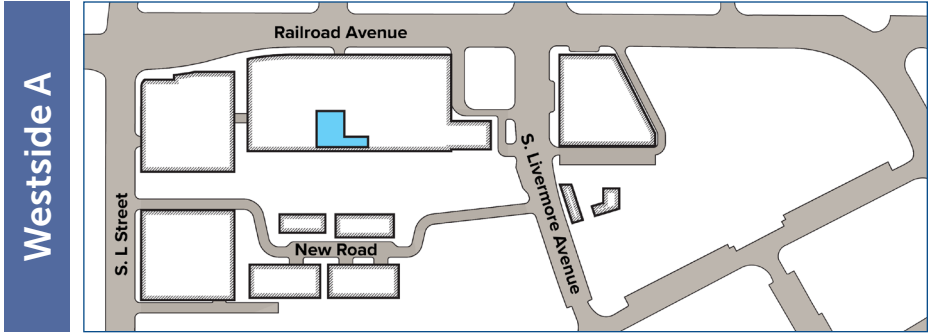
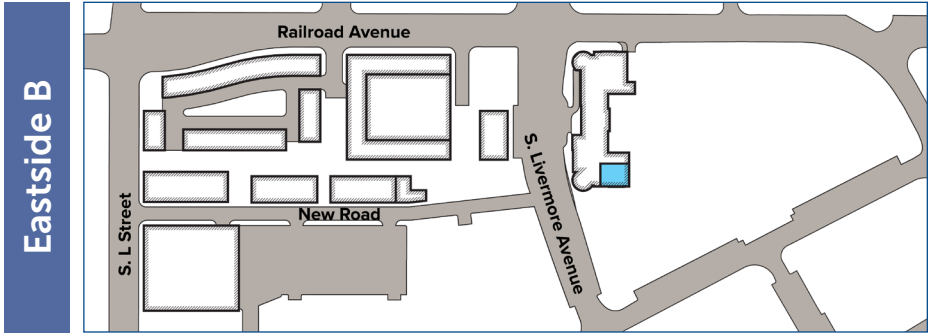
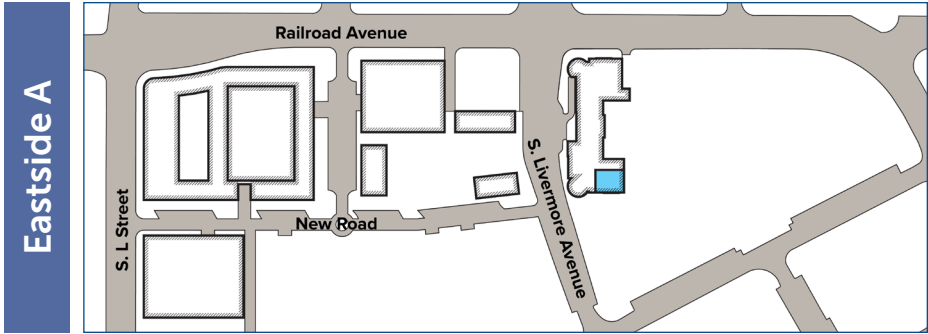
- » Conference center of 2,000 square feet would be located in the hotel. This is appropriately sized to respond to market demand.
- » Close proximity to the Bankhead Theater and surrounding retail, restaurant and open space at the Bankhead Theater plaza.

Westside Concept A:

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

Westside Concept B:

- » Conference center of 2,000 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:

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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. As a result, cultural facilities would be considered alongside other proposals for new improvements or existing services in the downtown.

Evaluation

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

Eastside Concept 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 Concept B:

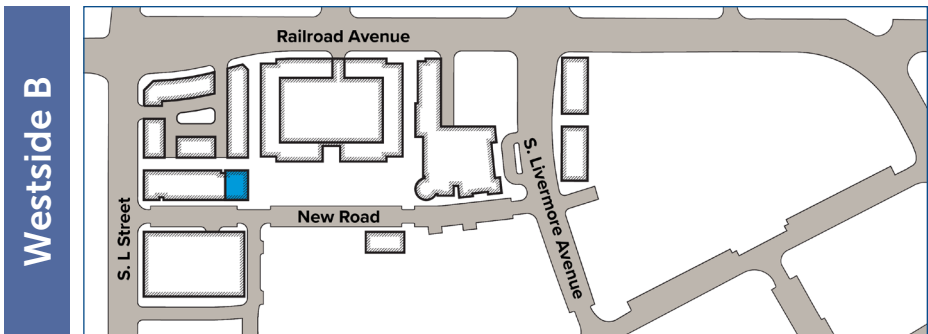
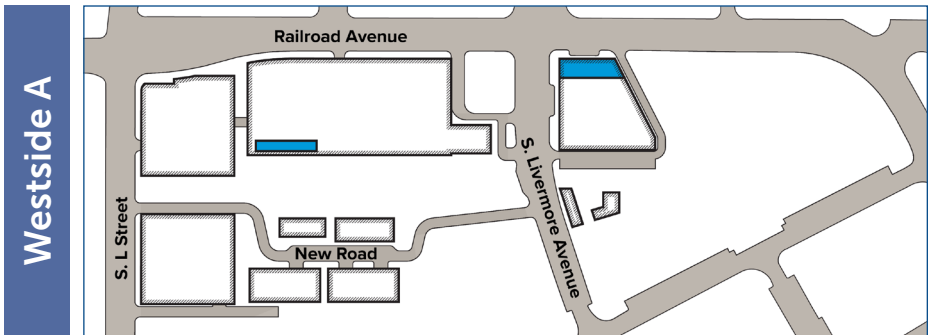
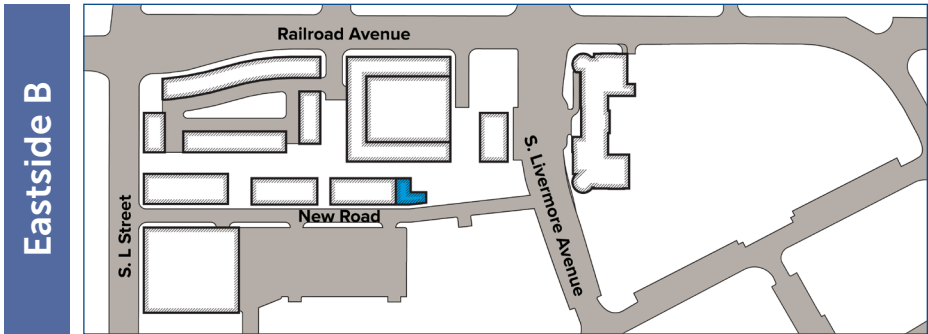
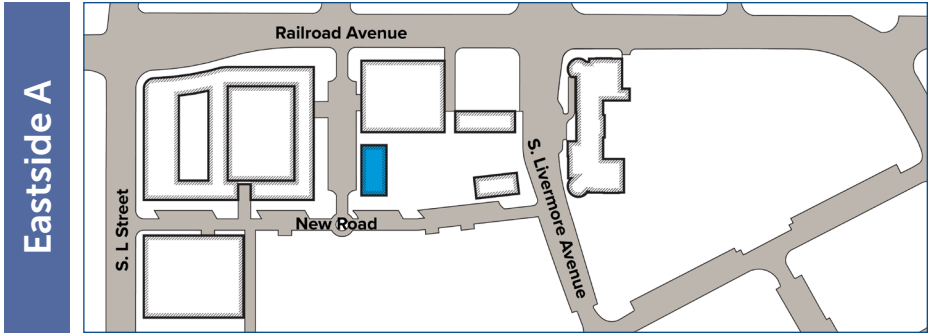
- » 2,000 square feet of cultural space. This would likely require modest public subsidy.
- » Cultural space is identified as an art gallery and may have some synergy with adjoining live-work units.
- » The cultural space is located on the Village Green, which may facilitate cultural events.

Westside Concept A:

- » 6,500 square feet of cultural space. This would likely require moderate investment of public resources to be feasible.
- » Cultural space is identified as an art gallery and museum on the public green and a science/cultural facility on the third 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 Concept B:

- » 2,500 square feet of cultural space. This would likely require modest investment of public resources to be feasible.
- » 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:

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Housing

Guiding Question: Does the concept 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 concepts will result in significant investment of City resources 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 concepts.

Evaluation

All of the concepts 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 Concept 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 Concept B:

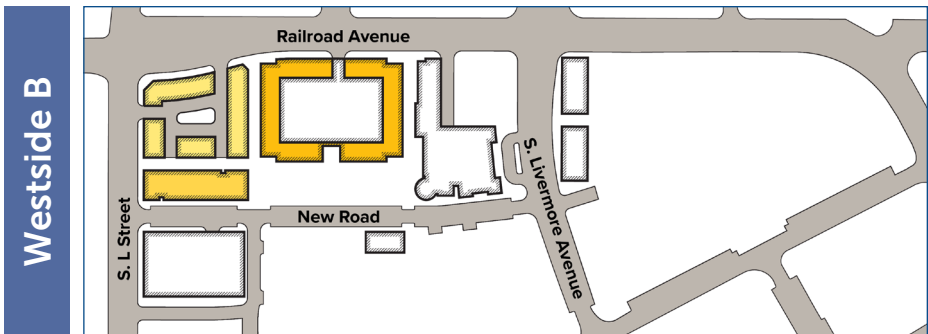
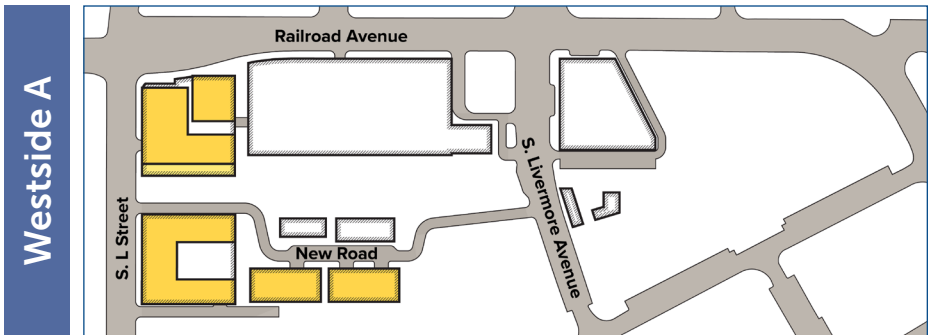
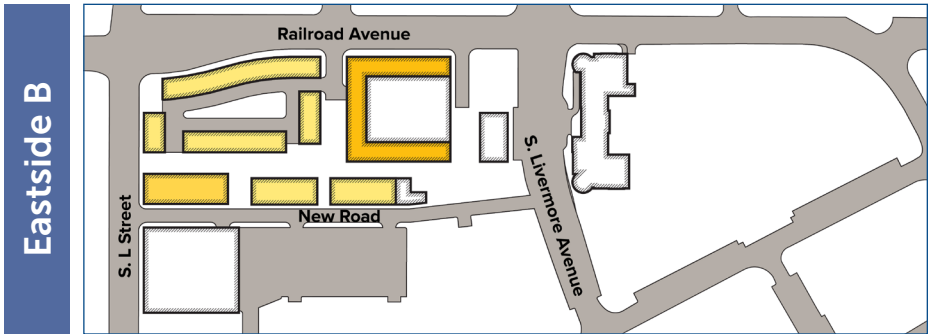
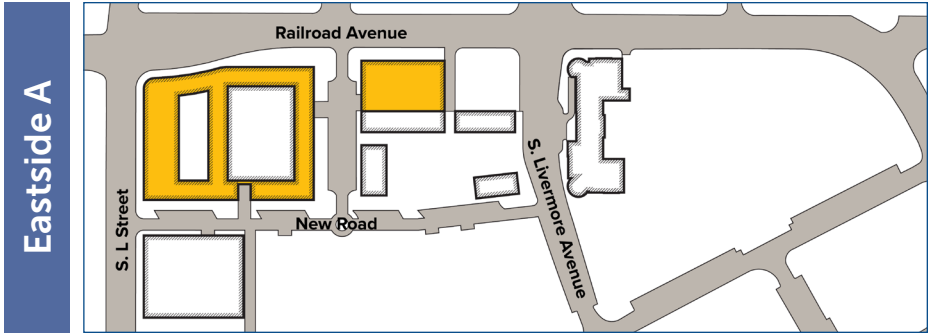
- » 145 to 161 units with 4 housing types. Primarily in 3 bedroom 2,000 square feet townhomes and 1 to 2 bedroom apartments averaging about 900 square feet, located along Railroad Avenue and South L Street. Additional units are in co-housing and live-work buildings on a new internal street.
- » Residential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

Westside Concept A:

- » 120 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 Concept 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:

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Open Space

Guiding Question: Does the concept 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 concepts 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. An inclusive open space design is one that supports a range of active and passive uses. A safe and inviting open space that promotes natural surveillance is one that is visible from public streets and surrounded by active uses.

Evaluation

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

Eastside Concept 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 adjacent to the hotel.
- » The primary open space is activated by surrounding retail and cultural uses. The space is visible from public streets, benefits from natural surveillance and feels 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 is conducive to hosting public events.

Eastside Concept B:

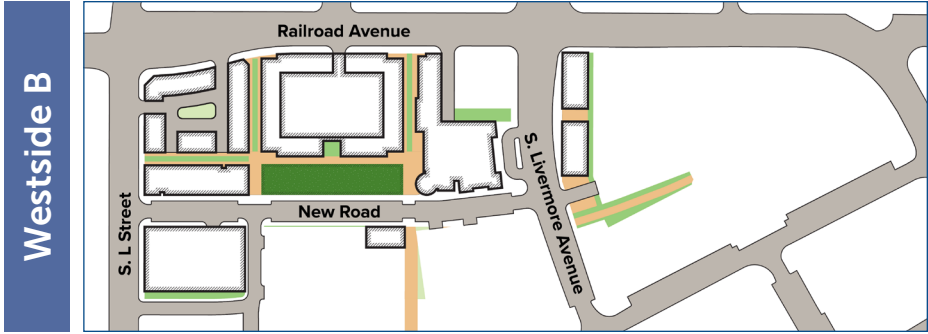
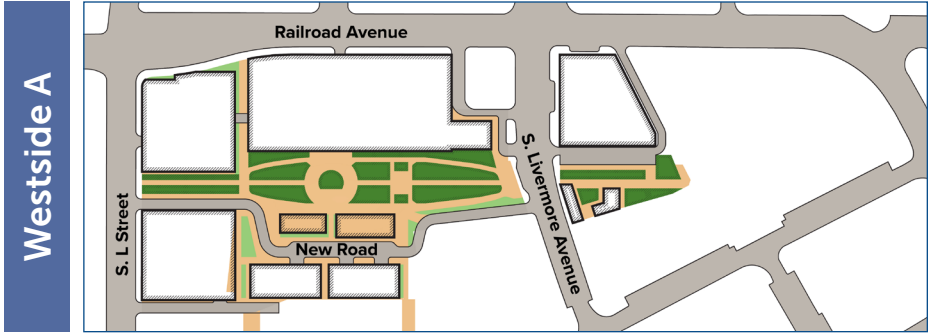
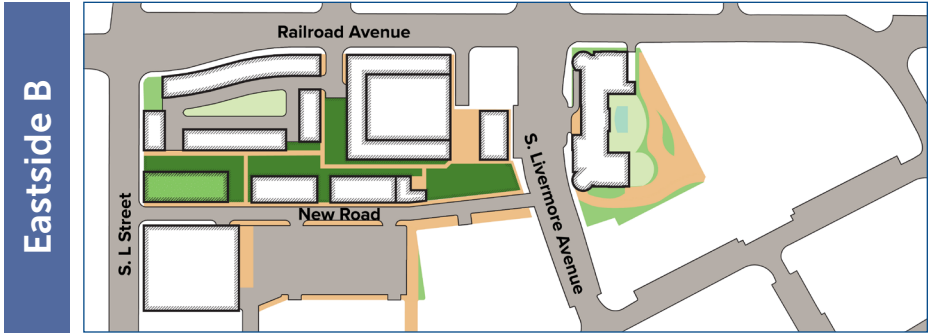
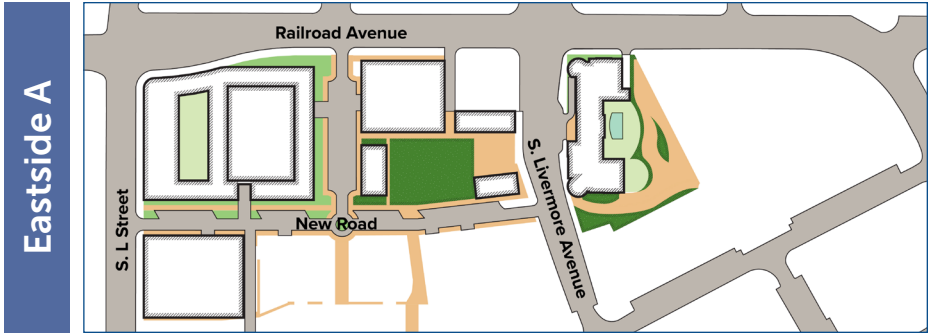
- » Contains a linear open space that could accommodate a variety of active and passive recreational uses. The open space runs from east to west through the center of the site, connecting to retail and residential uses. There is also new open space adjacent to the hotel.
- » The open space on the eastern 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. Natural surveillance in these areas can be facilitated by connecting residential uses to the open space at the ground floor level.

Westside Concept 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 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 Concept 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 concept is readily visible from the site's internal street and surrounding residential uses provides additional natural surveillance.



YOUR COMMENTS:

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Pedestrian and Vehicular Connectivity

Guiding Question: Does the concept 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 concept treats pedestrian and vehicular connectivity differently as summarized below.

Eastside Concept 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 and service access to both east and westside businesses via alley or driveway access. Vehicular access to the eastside hotel would be provided from 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 Concept 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 to both east and westside businesses via alley or driveway access. Vehicular access to the eastside hotel would be provided from South Livermore Avenue.

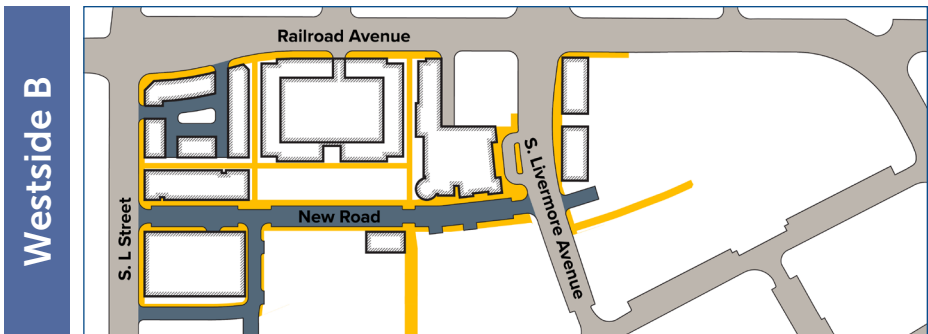
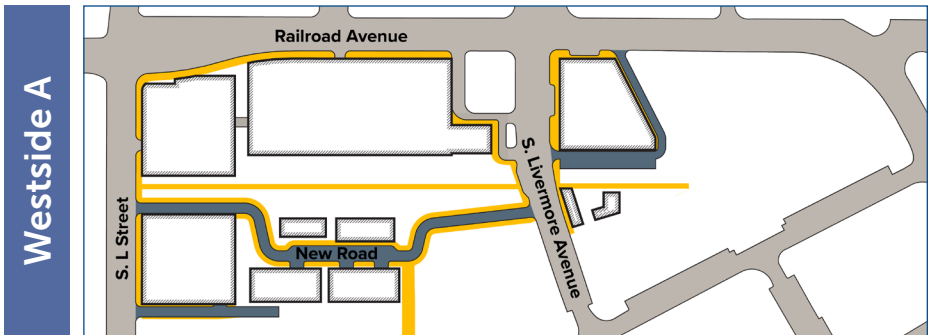
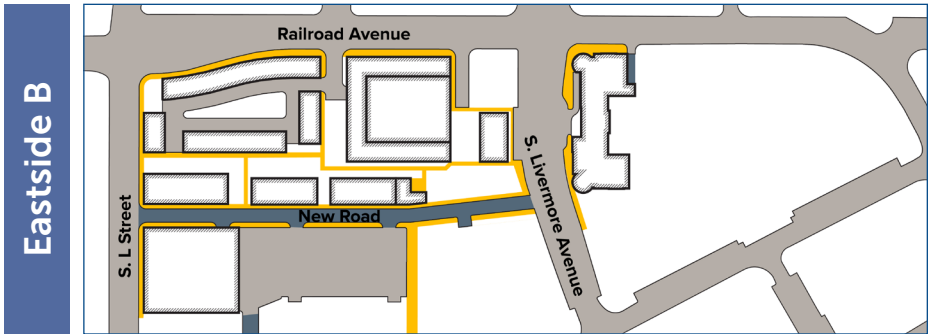
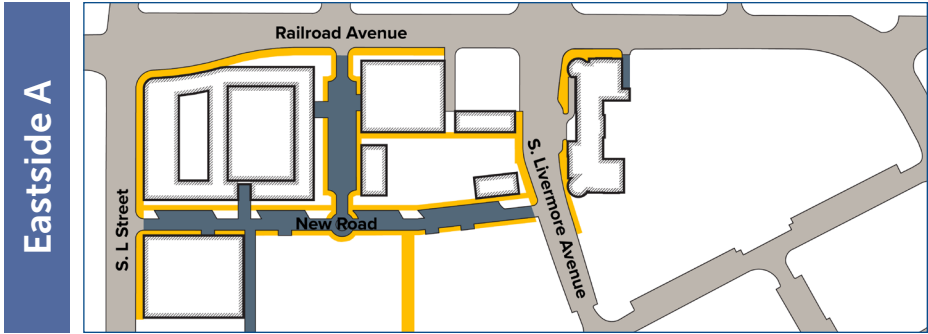
- » The large site has east-west vehicular and pedestrian access but limited north-south access.

Westside Concept 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.
- » A narrow street runs through the southern portion 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 via alley or driveway access.
- » This concept primarily provides pedestrian access and limited vehicular access.

Westside Concept 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:

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Traffic

Guiding Question: Does the concept 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 Fourth Street. Traffic on North/South Livermore Avenue grew by 2,000 trips.

Traffic counts were conducted downtown this spring to learn of existing 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

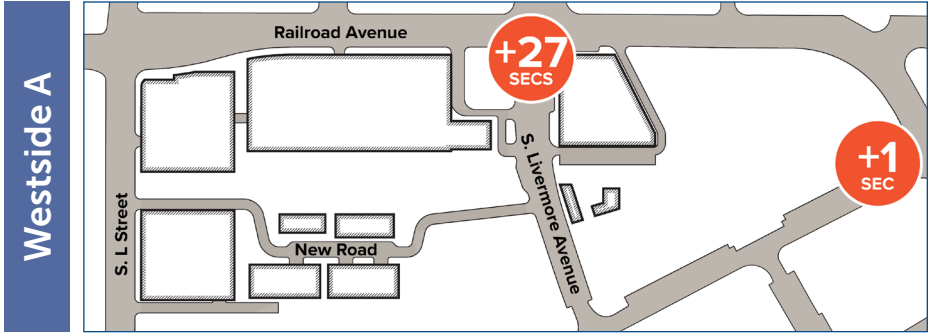
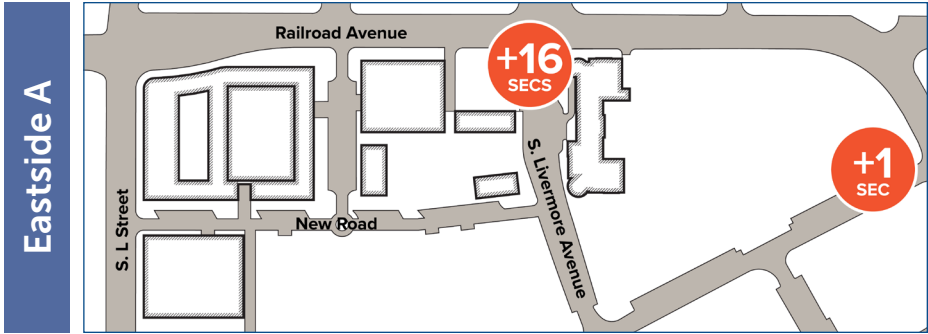
Evaluation

The City and its consultant performed traffic analyses for each concept 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 concepts. However, Railroad and North/South Livermore Avenues saw larger increases ranging from 16 to 27 seconds. Westside Concept A shows the greatest increase which results from its larger conference center and more cultural facilities; these uses generate the most traffic at the peak hour.

Table 3. Intersection Times

Intersection	Eastside Concept A	Eastside Concept B	Westside Concept A	Westside Concept B
Railroad and North/South Livermore Avenues	61 seconds	61 seconds	72 seconds	64 seconds
Maple and First Streets	47 seconds	49 seconds	47 seconds	49 seconds



YOUR COMMENTS:

Parking

Guiding Question: Does the concept 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 concepts 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 concept.

Eastside Concept A:

- » Surplus of 1 space.
- » A 100-space underground parking garage provides some parking for the hotel.
- » 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 Concept B:

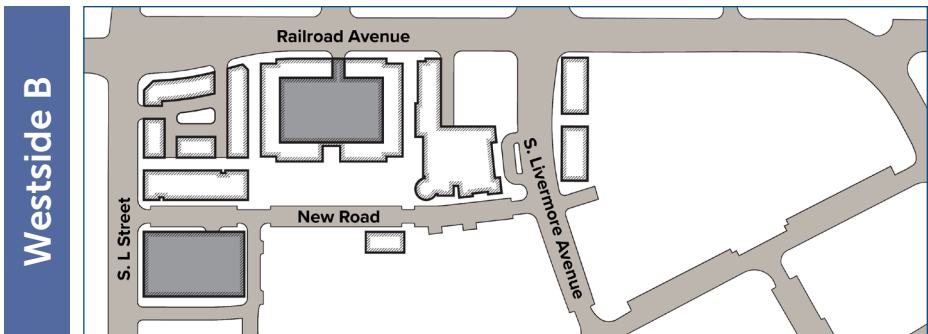
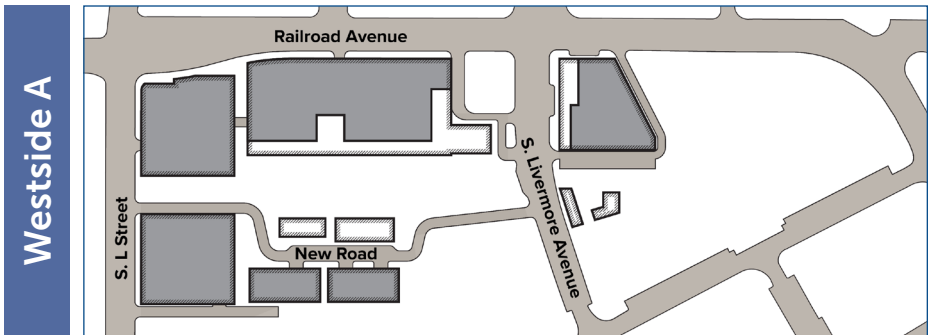
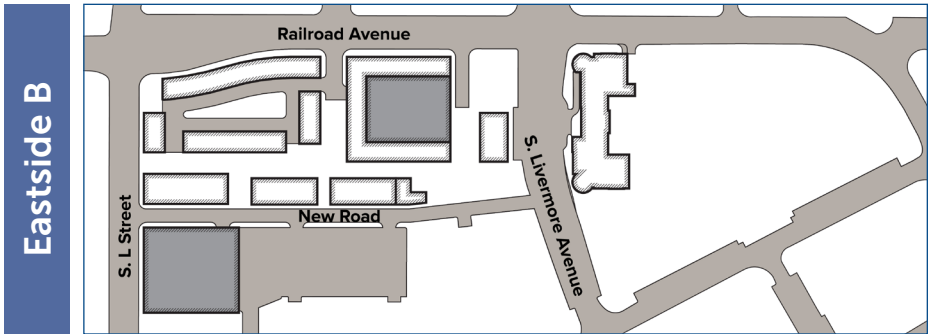
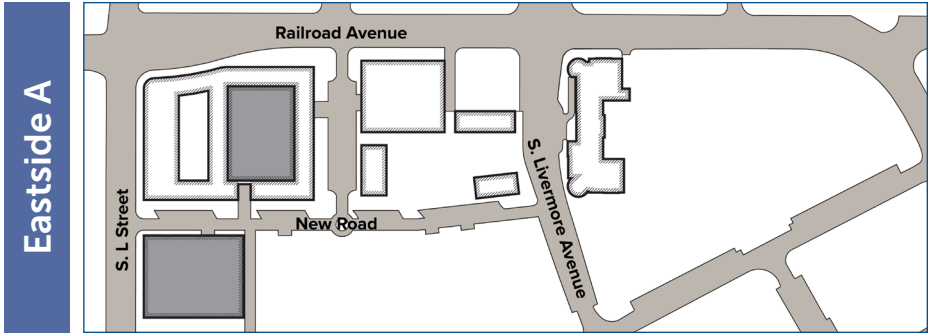
- » Surplus of 12 spaces.
- » A 100-space underground parking garage provides some parking for the hotel.
- » Public parking is provided in a structure fronting on South L Street and a new internal street, and in a new surface lot at the south center of the site.

Westside Concept A:

- » Surplus of 99 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. There will be reserved hotel parking spaces in the parking garage directly below the hotel.
- » 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 Concept 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:

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Finance

Guiding Question: Is the concept 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.

Future development must weigh the potential for revenue generation with potential costs to the City. An activity-rich, high-amenity area such as downtown will incur additional expenses.

Evaluation

Each concept 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 concepts include the costs of structured parking. The generalized results are shown in Table 4.

The City also needs to repay a \$14.5 million loan that 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 or a subsidy for affordable housing units. The greatest potential revenue source for repayment is residential development, estimated at approximately \$75,000 per unit, which means that 194 units would be needed to repay the entire loan. All four concepts include similar numbers of housing units, with maximum unit counts ranging from 160 to 174 units. Thus all four concepts would require some additional City funds to repay a portion of the \$14.5 million loan, as shown in Table 4.

Based on the overall costs of all concepts, it is likely that any concept ultimately selected would need to be built in two or more phases over time.

YOUR COMMENTS:

Table 4. Finance

Concept	Eastside Concept A	Eastside Concept B	Westside Concept A	Westside Concept B
Total Infrastructure and Cultural Arts Costs	\$40,590,000	\$37,480,000	\$47,730,000	\$34,280,000
Annual Project Revenue	\$1,190,000	\$1,100,000	\$1,170,000	\$1,160,000
Annual Service, Operations, Maintenance & Replacement Costs	-\$1,340,000	-\$1,360,000	-\$1,780,000	-\$1,200,000
Annual Operational Deficit	-\$150,000	-\$260,000	-\$620,000	-\$40,000
Debt Service for Capital Costs ¹	-\$2,600,000	-\$2,410,000	-\$3,040,000	-\$2,210,000
Repayment of Land Cost After Property Sale ²	-\$240,000	-\$290,000	-\$300,000	-\$180,000
Total Debt Service Costs	-\$2,840,000	-\$2,700,000	-\$3,340,000	-\$2,390,000

General Note

All numbers are rounded to the nearest ten thousand, and are approximates.

They provide an order of magnitude comparison and should not be considered absolute.

Footnotes

¹ To be paid back over 30 years.

² Assumes the maximum residential unit count proposed for each concept and loan repayment of the residual over 10 years without interest.

Submit your completed workbook to:

Address: Downtown Project Team
Livermore City Hall
1052 S Livermore Ave, Livermore, CA 94550

OR

Email: cedd@cityoflivermore.net

You may also complete the workbook at:

www.YourLivermore.org

Online Activities Include:

- » Online Workbook
- » Build Your Own Land use Concept
- » Prioritization Exercise
- » Review and Comment on Land Use Concepts

