



Council Adopts Downtown Plan



At a Special Meeting on January 29th & 30th, the City Council adopted the key elements of a plan for the City's Downtown sites. The plan responds to the priorities identified by the community through an extensive public engagement process that resulted in thousands of comments on how best to enhance

the City's Downtown sites. The adopted plan (see next page) will bring dramatic improvements to two old surface parking lots in the heart of Downtown. The plan responds directly to top community priorities by adding to the existing parking supply, carefully controlling building height and location, and incorporating a large new park, which will be named for the Livermore Stockmen's Rodeo Association and celebrate both our western heritage and the contributions of our local veterans and armed forces personnel.

Council Responds to Livermore Community

The City Council initiated an extensive public outreach effort which started in April with a Downtown Steering Committee. The process continued with a robust community outreach program between August and November, to gather feedback on Downtown priorities and recommended improvements. The Council listened to this feedback and approved a Downtown plan that reflects the community's input. Outlined below, are the top ten priorities identified by the community and the ways in which the new plan responds to those priorities in transforming the Downtown sites.

Priority Ranking #1: Parking

Parking was the most important issue identified through the community outreach process, and the adopted plan will provide 1,067 parking spaces and replace existing run-down asphalt and gravel parking areas with new surface and structured parking. The approved plan will exceed parking demand estimates and prioritize accessible parking, delivery for existing businesses, and a drop-off area to the west of the Bankhead Theater. Construction phasing will also prioritize parking so that the existing parking supply is maintained throughout construction.

Priority Ranking #2: Community Character



The community noted that the historic character of Downtown is a key part of Livermore's identity. The City Council shares this perspective and directed that new development reflect Livermore's historic character in terms of design and building materials. The plan will also ensure that new uses are in scale with existing buildings and do not loom over areas such as Blacksmith Square or First Street.

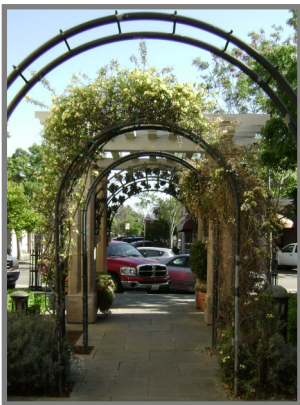
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Priority Ranking #3: Open Space

Consistent with the public outreach results, the Council directed that new development on the west parcel be focused around a public green space with grass, trees, and a plaza. The open space area will be named Stockmen’s Park and incorporate public art to commemorate our ranching heritage and local veterans. The plan provides a total of over 3.5 acres of public open space and includes a large linear green running from Livermore Avenue to L Street, creating a safe and comfortable place for residents to enjoy.



Priority Ranking #4: Traffic, Roadways, and Walkways



The project prioritizes pedestrian improvements, with tree-lined pathways running east-west through the large site and improved pedestrian connections to First Street. A new east-west street will keep traffic speeds slow, with angled parking, similar to First Street. The project will also provide emergency vehicle access

throughout the site. Access to existing businesses has been provided through delivery and drop-off zones behind First Street and next to the Bankhead Theater.

Priority Ranking #5: Downtown Boutique Hotel

Livermore residents and businesses have long asked for a Downtown hotel, and the Council incorporated a quality upscale hotel into the project. The proposed 125 room hotel will include approximately 2,000 square feet of conference/event space, ancillary retail, a bar and

lounge, and support for catered events. The hotel will provide accommodations for visitors to the wine country, business travelers, and friends and family visiting the area, as well as opportunities for weddings and other special events.

Priority Ranking #6: New Retail Uses

The project will incorporate over 12,000 square feet of new retail and restaurant space on the eastern edge of the public park, expanding Blacksmith Square and closing the gap between these uses and Uncle Yu’s restaurant to the south. New retail and restaurant uses will energize Stockmen’s Park and provide a perfect place for residents to enjoy shopping and dining with family and friends.

Priority Ranking #7: Hotel Location

There was considerable discussion regarding the best location for a Downtown hotel. Ultimately, the Council selected the parcel to the west of the Bankhead Theater, due to the opportunity for synergy between the hotel, surrounding restaurants, and the Bankhead Theater. Based on feedback from hotel experts and community comments, the Council concluded that this site gives the hotel the best chance for success and is a better location for a hotel than alternative uses.



Priority Ranking #8: Cultural Facilities

Privately financed cultural facilities will bring additional vibrancy to Stockmen’s Park. The Council provided an opportunity for these uses in the Downtown plan. Proposals include a Science and Society Center with interactive exhibits for residents of all ages and a Black Box Theater with an outdoor stage for local performances. Residents could bring a blanket or a lawn chair to the park and enjoy events as diverse as a Shakespeare play or a local band. *(continued to page 6)*

Priority Ranking #9: Public Finance



The proposed improvements will be a major public investment with net annual debt service and operating costs of around \$3 million. Once parking and other infrastructure costs are paid off, annual operating deficits will drop to less than \$0.5 million per year. The bulk of the City's investment will be in the development of new structured and surface parking, roadway improvements, the creation of a new Stockmen's Park, and the operation and maintenance of these facilities over time. However, the park costs are not a new obligation. The City was already required, through a 1962 deal with the Livermore Stockmen's Rodeo Association, to construct a public park. The original deal was part of an agreement that allowed the City to acquire the Civic Center Campus from the Stockmen. The current City Council is pleased to step forward and make good on the City's original obligation. The Stockmen's deal also substantially offsets the City's Downtown housing requirement by allowing 75 or more units to be constructed near City Hall. This frees up land for other uses on the Downtown site and satisfies the City's financial obligation to the housing fund.

Priority Ranking #10: Housing

The City's Downtown sites were purchased with housing funds, so the choices available for Downtown were either to construct housing or repay the housing fund. In the tabletop exercises completed at public workshops, 75 out of 76 groups located some housing on the Downtown sites, with a focus on local workforce housing for teachers, public safety personnel, and Downtown workers.

However, acknowledging the public's desire not to have the Downtown sites overwhelmed by housing, the Council supported an innovative proposal from the Livermore Stockmen's Rodeo Association to move the park promised on the Civic Center site to the Downtown. This allowed some required housing to be moved to the Civic Center site and will result in the construction of 75 or more units of senior housing near City Hall. A remaining 130 workforce housing units will be constructed on the western portion of the large Downtown site, consistent with public feedback on the preferred housing location. Final details of housing design and building placement will be subject to additional direction from City Council.



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City Connections

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→ To learn more about updates on the Downtown and next steps, visit the City's website at www.cityoflivermore.net

→ E-mail comments or suggestions to DowntownCatalystProj@cityoflivermore.net

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Community Dialogue Improves Plan

The City Council heard a wide range of community ideas and thoughtfully considered all public suggestions as well as four concepts created by a Downtown Steering Committee. Ultimately, the Council took the best elements from public feedback and the Steering Committee concepts and incorporated them into a single plan that has something for everyone. The adopted plan maximizes open space, provides more parking, and incorporates key learnings endorsed by the Downtown Steering Committee. These key learnings include recommendations on the most viable retail and hotel locations as well as guidelines to properly size retail and hotel conference space to synergistically support existing Downtown businesses.

Sites for cultural amenities are also included, which will add to the diversity of Downtown opportunities. The City will minimize public costs through partnerships that rely on local non-profits to construct and operate these facilities.

Finally, the approved plan is realistic, buildable and incorporates important details such as safety, walkability, accessible parking, and the daily logistics of Downtown business operations, such as delivery access, passenger drop-off, and even trash collection. The City is excited to embark upon a plan that responds to community priorities and moves forward with the long awaited revitalization of Downtown Livermore.

Stockmen’s Rodeo Association Offer

The Livermore Rodeo Stockmen’s Association has agreed to assist with meeting the community’s desire for Downtown open space and the City’s obligation to provide affordable housing.

The new Downtown Park will be constructed by the City and dedicated as Stockmen’s Park with monuments to honor local veterans, and the Stockmen’s Association will remove a land restriction on City-owned property at the east end of Pacific Avenue to allow affordable senior housing.

Next Steps



As might be expected, there are a number of steps involved in the implementation of a plan that encompasses one of

Downtown’s largest blocks. One of the Council’s top priorities was to lock in the open space, and so an agreement has already been signed with the Stockmen’s Association to guarantee the development of Stockmen’s Park.

Another major element is ensuring sufficient parking throughout construction. As a result, work on expanded temporary parking lots and striping of the dirt lot at Railroad Avenue will start later this spring. Construction of the L Street parking structure will begin in 2019 once the expanded temporary parking lots are open. Construction of the hotel could also start in 2019, and the City will work to ensure that adequate drop off and delivery access are available during construction. Stockmen’s park and other improvements will begin once the L Street parking structure is complete. Due to the need to provide adequate parking during all phases of construction, the entire project may take five years or more to complete. Monitor the City’s website and social media posts for additional details on the approved plans and the timing of future improvements. The City Council appreciates the public’s interest and participation throughout the Downtown process.



The Draft Downtown Plan

February 1, 2018

Eastside Hotel Concept

Land Uses

Hotel (rooms)	125 rooms
Hotel Meeting Space (sf)	2,000 sf
Retail / Restaurant (sf)	8,500 sf stand-alone 6,300 sf w/ hotel
Science + Society Center (sf)	9,000 sf
Blackbox Theater (sf)	12,000 sf
Workforce Housing	130 units
Parking Demand	1,038 spaces
Parking Supply	1,067 spaces

Open Space Tabulation

Total Public Open Space	3.54 acres
Stockmen's Park	1.54 acre
Softscape	0.80 acre
Black Box Theater (footprint)	0.22 acre
Hardscape	0.52 acre
Total Other Public Open Space	2.00 acre
Other Public Softscape	1.25 acre
Other Public Hardscape	0.75 acre

