

1. Orientation

This section lays out the community vision for downtown revitalization to be implemented by the Livermore Downtown Specific Plan. It summarizes the goals to be implemented by the Plan, describes the geographic location of the plan area, the process used in plan development, and provides an outline of the Plan's primary components.

Vision

Upon entering Downtown, the district will immediately be recognizable as the City's center. Buildings along tree-lined Livermore Avenue frame the street with grand facades, continuing the tradition of other historic downtown buildings. Arriving at the intersection of Livermore and First, a grand civic plaza marks a central gathering space and "public living room" for the City. Near a central kiosk in the plaza advertising upcoming cultural events, residents sit at tables beneath umbrellas with their midday coffees while workers and customers from adjacent storefronts cross the plaza to get an afternoon snack. A civic fountain graces the plaza, providing an attractive draw for casual activity- people sit on its edges listening to the water cascade while children run circles about. On some days, the plaza serves as the setting for city-wide celebrations, but most times it is just a place of civilized lingering. It conveys an unmistakable impression that this is the heart of Downtown.

From the central plaza, First Street provides a wealth of offerings. Broad shady sidewalks lined by ground-floor shops and restaurants lead through the Downtown core, offering pleasant distractions each step of the way. Merchant display carts, outdoor diners, and parked cars share the street with pedestrians and cars and create a lively scene. New shade trees, large scale planters and pedestrian-scale street furniture shape an appealing walking experience with plenty of places to rest. Downtown's historic buildings are complemented by recent structures whose architecture draws upon Livermore's character. The resulting street wall is a mix of old and new - buildings vary in height and style, but work together to maintain the look and feel that have always been a part of Downtown.

Art is a visible presence in Downtown. First Street and other street spaces have been set up to display local art. Special pedestals provide installation locations along the sidewalks and the Downtown plaza, while

other "outdoor rooms" throughout Downtown serve as settings for more artwork. An Art Center with rehearsal and workshop facilities for local artists serves as a focal point for community art activity. An ArtWalk featuring objects created by artists in a variety of media connects public spaces throughout the Core and acts as the connecting thread of Downtown's art and culture elements. It passes along shops that offer an array of design-oriented goods and services. In one part of Downtown, it leads into an alleyway lined with artists' studios and galleries. Their open doors beckon visitors to stop and gaze upon works in progress, finished pieces, and ideas for things to come. The performing arts are also prominently on display in the Downtown core. The Bankhead Theater is located on the Golden Triangle (north of First Street and east of South Livermore Avenue) and is a hub of activity in drama, dance and music. The distinctive architecture and plaza setting of Bankhead Theater provides a prominent anchor for the Downtown Core's cultural life and a civic landmark for the community.

Open spaces abound as one walks through the Downtown Core. Along First Street, small pocket parks provide places for rest or conversation. Stockmen's Park, framed with active retail, restaurants, a black box theater, science and society center, and downtown workforce housing characterizes the area north of First Street, providing a meeting ground for the residents from surrounding homes and the community as a whole. Stockmen's Park, the black box theater, and science and society center provide settings for artworks and performance events. A glimpse of a greenway invites an exploration down the linear park of the Iron Horse Trail, north of Downtown adjacent to the railroad tracks. This trail links a series of small public greens to be discovered between blocks of homes, providing spaces for doing anything from throwing a Frisbee to pulling out a lawn chair and catching some sun -or watching residents doing so.

As evening falls, lights flicker on in upstairs residential windows above Downtown shops and lend a neighborhood presence. Residents pick up groceries at the corner market while visitors go to a local restaurant for a drink before dinner or take a short walk to the movies. Friends from neighborhoods all over the city meet in the central plaza to inspect the latest art installation or join up before dinner or the theater. More than just a geographic center, revitalized Downtown has resumed its role as a heart of activity and community life in Livermore.

The Study Area

The Livermore Downtown Specific Plan study area consists of approximately 272 acres located near the geographic center of the City of Livermore. The plan area is Livermore's historic Downtown area, located about

1.5 miles south of Interstate 580. It is bounded on the north by the Union Pacific Railroad's right-of-way from Murrieta Boulevard to P Street, Chestnut Street from P Street to North Livermore Avenue, and the railroad right-of-way from North Livermore Avenue to First Street. The northward curve of First Street forms the east boundary of the plan area. The south boundary is more irregular. It shifts as it moves from east to west from Fourth Street to mid-block between Second and Third Streets , to mid-block between Fourth and Fifth Streets , back to mid-block between Second and Third Streets, then north to Railroad Avenue at S Street until Murrieta Boulevard (Project Area map on page 6).

The Planning Process

Background: The City of Livermore initiated a city-wide Vision Project in May of 2001, providing a forum for community members to discuss the extent, nature and character of future development in Livermore. The process was facilitated by Design, Community & Environment (DCE), a planning firm based in Berkeley. During the Visioning Process, community participants worked together to develop a consensus on a vision for the future of the City. The effort included five workshops and a Community Assessment questionnaire distributed to all of the City's residents. A final Vision Project Report was adopted by the City Council in January 2002. The report indicates that the general consensus among participants was that intensification, including mixed-uses, in the Downtown was appropriate and desirable. The resulting community input regarding planning, growth and development issues provided the initial directives for several subsequent planning efforts, including the Downtown Specific Plan and the General Plan Update.

Community Input Process

The Livermore Downtown Specific Plan was initiated by the City to guide the growth and development of Downtown, encourage its economic revitalization, and create a lively center of activity for the City. Its planning process was set up to directly involve stakeholders and community members at large, and was organized around a series of community workshops. Workshop One was held in June of 2002. It focused on the existing conditions of the Downtown and began with a presentation, summarizing Downtown's history and current conditions. It was followed by a general discussion in which community members provided additional observations and comments about the district.

Introductory ideas for the transformation of Downtown were presented at the second workshop in August 2002. Two Revitalization Strategies were shown, both of which included the introduction of new housing in and adjacent to Downtown. The participants voiced consensus for the alternative recommending a Downtown Arts and Culture district with a defined "retail core" straddling Livermore Avenue. Following discussion of the Revitalization Strategies, the audience broke out into four groups to work on the redesign of First Street. They looked at and provided input on issues such as the number of traffic lanes, sidewalk widths, parking configurations, trees and other plantings, and the inclusion of street furniture or other design elements within the streetscape.

At the third workshop (September 2002) community members envisioned future development in Downtown. Items of attention included additional housing in the Downtown Core, the redesign of First Street, open space in Downtown, and Downtown's architectural character and historic structures. Examples of architectural styles and building prototypes exemplifying Livermore's unique character were presented as part of the discussion of Downtown's architectural character.

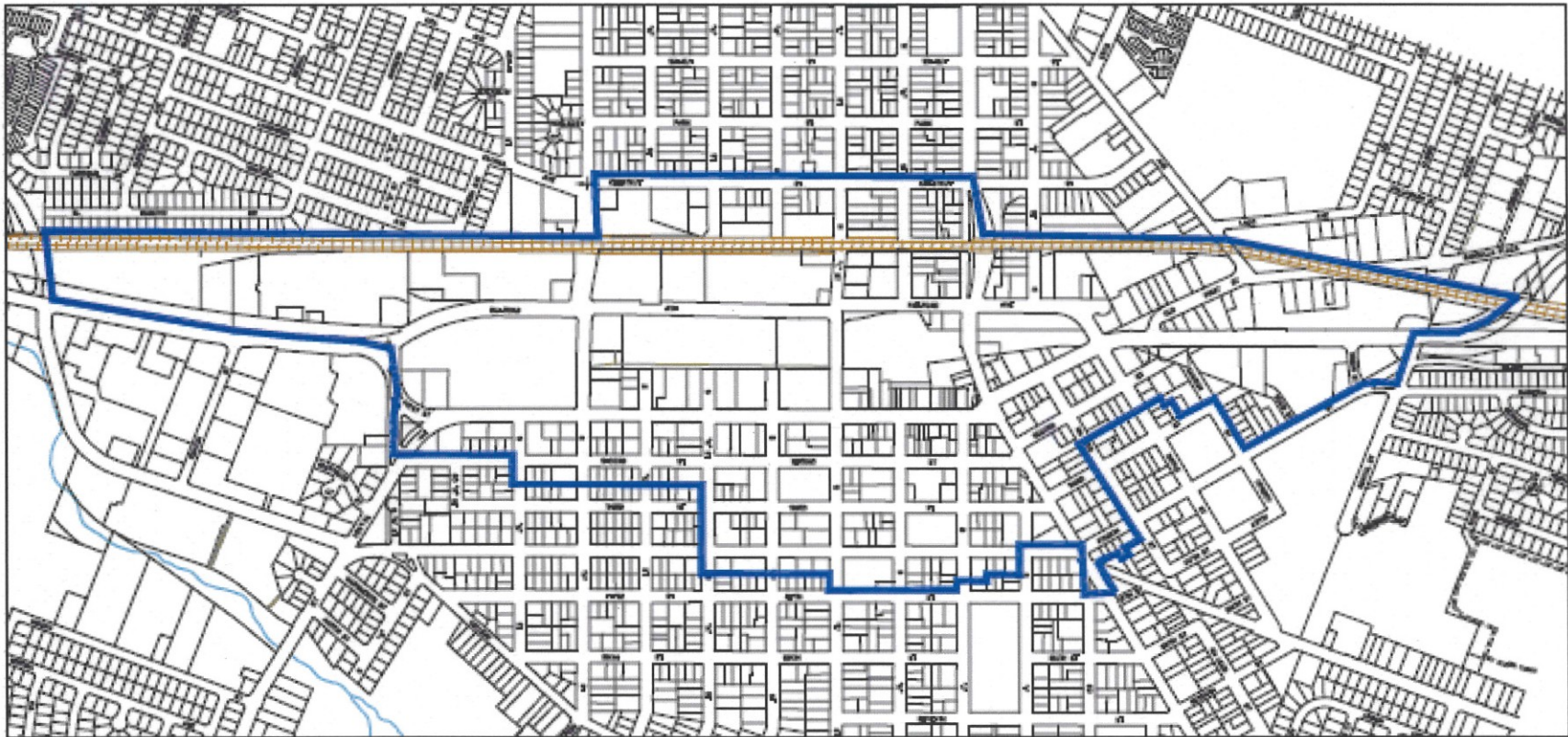
During the fourth workshop (November 2002) the community considered capital improvement recommendations for First Street throughout Downtown. Discussion centered on sidewalk improvements and parking within the public right-of-way, as well as the possibilities for public space. This included a new major public plaza at the intersection of First Street and Livermore Avenue.

The fifth and final public workshop took place on January 8, 2003. This workshop reviewed all of the issues dealt with during the community process. The consultants summarized their recommendations on land use development intensity, protections for historic buildings, parking and traffic, and economic conditions. The potential impacts of proposed development were a key topic of discussion. They involved the scale and intensity of new development, anticipated traffic that would result, and necessary city subsidies for recommended elements of the Plan.

Information gathered at community workshops was complemented by conversations with various City organizations, including Livermore Main Street, the Chamber of Commerce, members of the Livermore Valley Conference and Cultural Center (LVCCC) and other City groups. The detailed recommendations developed in response to the community workshops and focus group discussion were brought forward for review by the Livermore City Council at



Figure 1-1 Illustration of the Downtown Core



0 300' 1/4 Mile 1/2 Mile

FIGURE 1-2: PROJECT AREA

Livermore Downtown Specific Plan

a study session held on February 3, 2003. At that study session, the City Council listened to the specifics of the vision for Livermore's Downtown that had been developed over the course of the community process. They then made recommendations on issues that should be reviewed closely and gave their approval to move forward with the creation of the Specific Plan.

Downtown Core Redevelopment Plan (former Lucky's Site)

On January 29, 2018, at the conclusion of an extensive public engagement process, the City Council approved a plan for redeveloping the Downtown Core site (the former Lucky's Site). The public outreach effort started in April 2017 with the City Council appointment of a Downtown Steering Committee to develop a public engagement program for redevelopment of City-owned sites in the Downtown Core. The City implemented the program with a robust community outreach program between August and November 2017, to gather feedback on Downtown priorities and recommended improvements. The Council considered this feedback and approved a Downtown plan that reflects the community's input and key learnings of the Downtown Steering Committee. The adopted plan includes a public park (Stockmen's Park), construction of additional commercial retail buildings adjacent to Blacksmith Square, a black box theater, a science and society center, multifamily workforce housing, a public parking garage, new surface parking, and new public streets and pedestrian paseos.

The commercial component will include approximately 8,500 square feet of new retail and restaurant space on the eastern edge of Stockmen's Park, expanding Blacksmith Square (the existing development at the southwest corner of Railroad Avenue and South Livermore Avenue) and closing the gap between Blacksmith Square and the existing buildings at 39 South Livermore Avenue to the south. The new retail and restaurant uses will help activate Stockmen's Park and provide a place for residents and visitors to enjoy shopping and dining.

The science and society center would explore science and offer opportunities to learn how science influences decisions that affect daily lives, both for individuals and across society. This facility offers an opportunity for rotating displays on themes related to issues such as local agriculture, transportation systems, climate and weather through interactive and static displays, speakers, discussion groups, and children's activities.

The black box theater will be an affordable and flexible space, seating up to 200 people, for small and mid-sized groups to produce exploratory works on important human themes. Black box theaters are typically simple indoor performance spaces with plain black walls, designed to provide flexibility in the configuration of the stage and

audience seating. The building would also support cultural and wine country events, outdoor concerts, and speakers presented by the science and society center. The theater lobby would open to an outdoor patio area that would face Stockmen's Park and accommodate a stage for live music, outdoor performances, and/or enable an outdoor extension of the lobby.

Stockmen's Park will be approximately 1.5 acres in size and includes walkways, plazas, organizing green spaces, and a relatively flat, half an acre of open grassy area bordered with trees. Overall, the Downtown Core redevelopment plan will provide over 3.5 acres of public open space, including a large linear green space running from South Livermore Avenue to South L Street, creating a safe and comfortable place for events, passive respite, and strolling between downtown destinations.

The residential component of the redevelopment will provide 130 rental apartments. Sizes will range from studios up to two-bedroom units. The apartments will be affordable to a variety of incomes, serving the Livermore workforce. The residential units and associated open space will occupy the western portion of the development site.

A five-level parking structure will occupy the southwest corner of the development site. The structure will provide approximately 500 parking spaces. Additional surface parking will be constructed east of the garage, along a new east-west road that traverses the site.

Document Organization

Legal Context: The Livermore Downtown Specific Plan is both an implementation and a policy document, in that it is intended as a strategy for change and as a regulatory policy to guide and govern future development within the Downtown. It serves to publicly state the City's goals, objectives and expectations for the future of the Downtown and to instigate the transformation of its character. This Plan details the proposed land uses and their distribution, proposed infrastructure improvements, development standards, and implementation measures required to achieve its goals .

Under the legal authorization set by Article 8 of the State of California Government Code (Section 65450-65457), this Specific Plan, upon adoption, shall become the primary means of regulating and directing land use planning and development within the study area. The Land Uses, Development Standards and Design Guidelines and

Standards in this Specific Plan are intended to replace the regulations contained in the Livermore Development Code that pertain to the Specific Plan area. The individual zoning designations for the parcels within the Study Area, including Planned Developments (PDs) and Planned Unit Developments (PUDs) , will be replaced by a single designation , Downtown Specific Plan or DSP, which will refer users to the standards and guidelines contained within this Specific Plan. Any aspects of new development or redevelopment not covered in the Specific Plan must conform to the regulations of the Livermore Development Code.

Statement of Relationship to the General Plan

The General Plan was amended concurrently with the adoption of the Downtown Specific Plan to ensure the Specific Plan was consistent with the City's 2003 General Plan. The Specific Plan implements the broad, long-term General Plan goals of the Community for the Downtown Area. The goals, policies and objectives of the City's General Plan apply within the Specific Plan Area, except where more detailed policy guidance is provided by the Downtown Specific Plan. This Downtown Specific Plan replaces the 1984 Redevelopment Strategy and Urban Design Plan, which was an element of the 1976 General Plan and implemented the City's Redevelopment Plan for the Downtown Area. The General Plan text and land use map were amended to: (1) allow for the establishment and implementation of the Downtown Specific Plan; and (2) accommodate the types and densities of development envisioned in the Downtown Specific Plan land use designations. After consideration of the benefits associated with the proposed Specific Plan and its conformance with the long-term goals of the City, the City Council adopted the 2003 General Plan and the Downtown Specific Plan on February 9, 2004.

Document Organization

The organization of the Specific Plan reflects the general organization of the planning process, which evolved from a broad vision for a revitalized Downtown to the specific strategies to make this vision a reality. The urban design principles presented in "Revitalization Strategy" are a direct result of the objectives established by the community. The physical components of the principles are presented in "Land Use Policy and Development" which direct the nature of the development that will occur within each district of the plan area. The functional requirements of the proposed vision are addressed through Catalyst Project and Capital Improvement recommendations detailed on

"Strategic Action Plan." The recommendations culminate in the formulation of an "Implementation Program" for the City, which details a step-by-step list of actions necessary to implement the vision, and a "Financing Strategy", which explains how the vision can be financed.

Existing Conditions

This chapter reviews the past and present conditions relevant to the Study Area in order to understand the forces currently affecting the site. Elements that have contributed to the Study Area's current pattern of development and change include land use, zoning policies, circulation patterns, and available recreation and open space.

Revitalization Strategy

The Revitalization Strategy establishes a coordinated direction for all Plan elements, guiding all policies, principles, plans, and designs so that they serve to achieve specific community objectives for the revitalization of Downtown.

Land Use and Development Policies

This chapter contains the regulatory portion of the Specific Plan. It describes the individual Plan Area Districts, urban design principles behind their formation, and the regulatory framework that will govern development actions within the Downtown area.

Development Standards

The Development Standards are the detailed regulations for site development, building siting and overall design that apply to each district. These measures provide a framework for public and private actions throughout the Specific Plan area, and ensure that new investment at any scale will support the principles and goals of the community's vision.

Design Standards and Guidelines

This chapter describes the architectural traditions in Livermore that provide the basis for the Design Standards and Guidelines. The Standards and Guidelines incorporate principles of good urban design to ensure that new developments contribute to a livable and attractive townscape. The Standards are design requirements which apply to all types of development permitted within the Study Area; the Guidelines provide various

recommendations to further good design. They are structured to provide flexibility for building owners and potential investors by supporting a variety of way to carry out a given intent, while continuing to promote quality development. This chapter also contains Design Standards and Guidelines for Signs. The Standards prescribe the types of signs permitted in the Downtown Area as well as the amount of signage area permitted. The Guidelines provide specific direction as well as suggested guidelines for the placement, design and materials of new signs.

Circulation and Transportation

This chapter reviews influences and constraints on the Study Area's circulation and access system. It recommends changes to the current circulation system in order to meet the goals of the community, and measures to mitigate the impacts of those changes. It contains specific recommendations for improvements to First Street, as well as other streets in the Downtown area.

Parking

This chapter provides an analysis of existing parking conditions in the Downtown, with proposed recommendations for new parking strategies. The chapter also contains specific parking standards for new development by use.

Public Utilities and Infrastructure

This chapter reviews the major capital improvements required to support development in the Downtown planning area. Topics include existing water, storm drainage, and sanitary sewer systems, and the improvements that will be necessary to meet the community's vision.

Implementation

The Implementation section lists the priorities necessary for Downtown revitalization, in the order they should occur. It contains a Strategic Action Plan, which identifies zones within the Study Area where focused investment will provide the most benefit in achieving community objectives. It describes specific actions that are intended to meet the goal of Downtown revitalization, and prioritizes key capital improvements. It includes recommendations for Catalyst Projects that are designed to "jump-start" the kinds of development desired by the community. It also describes the steps required to implement and administer the Specific Plan.

Financing Strategy

This chapter identifies a Financing Strategy to implement the goals, objectives and strategic actions of the Downtown Specific Plan Revitalization Strategy. The Financing Strategy is general in nature, allowing for flexibility for a long range plan where funding sources and availability change over time. As the Specific Plan is implemented and as specific projects are considered, detailed financial analysis will be made and sources of funding will be identified for each project.

Downtown Specific Plan Participants

This list of acknowledgments presents all the members of the City Staff, Consultants, and all others who were involved in the drafting of this document.

Appendices

Appendices to this plan include agendas from each Community Workshop; Community Comments from each of the workshops ; correspondence received from the community over the course of the project; Art & Culture Case Studies showing how other cities have incorporated the arts; an inventory of Historic Resources in the Downtown Core and throughout the Plan Area ; Case Studies for the rehabilitation of Historic Buildings; Existing Transportation Conditions; and the Economic Market Analysis prepared by The Concord Group that supplied the market basis for the Specific Plan. All appendices are included under separate cover.