



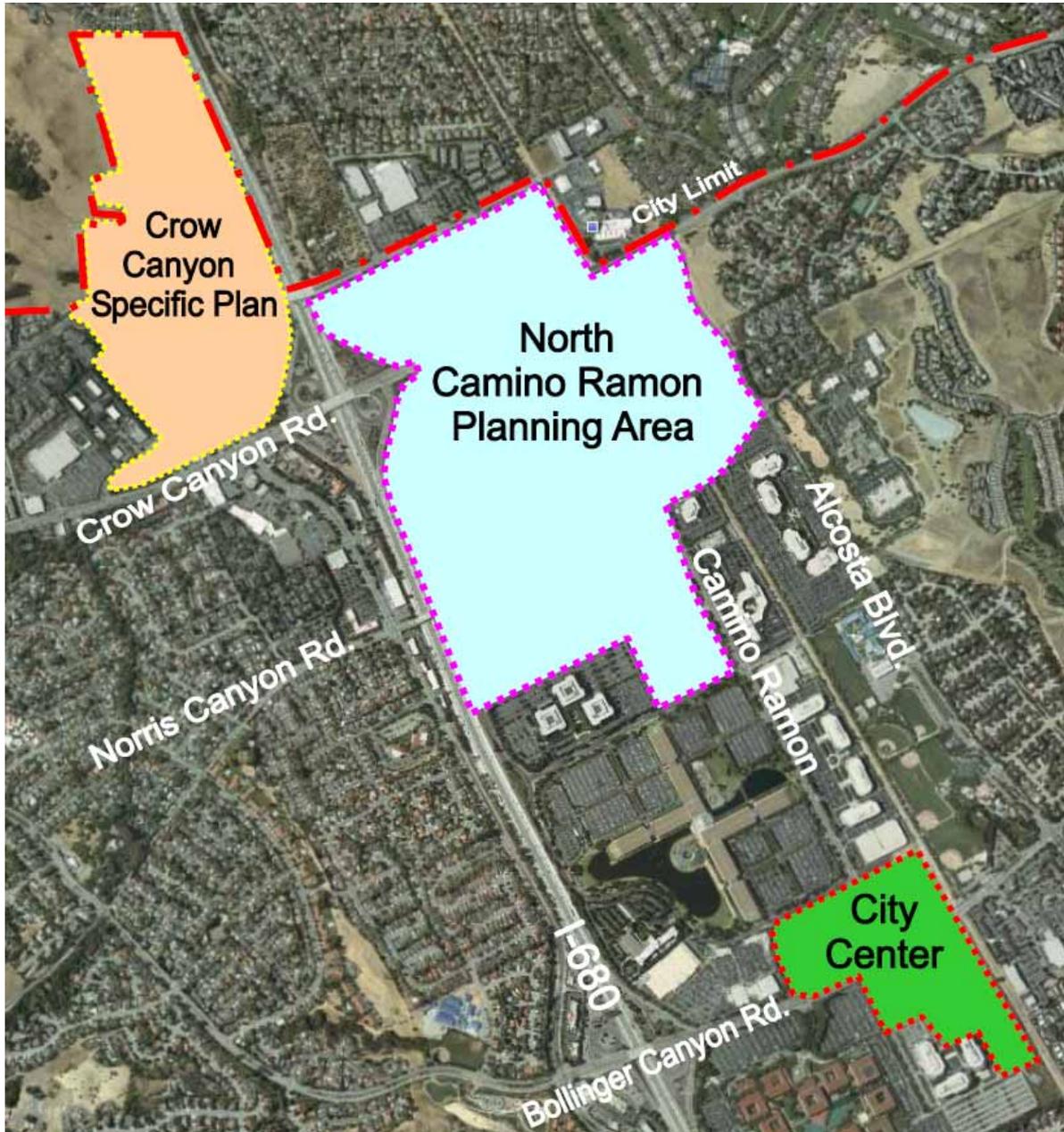
North Camino Ramon Specific Plan Workshop

Planning Commission
and
Economic Development Advisory
Committee

July 21, 2009

Introduction

Planning Area Context



Project Area:
Approximately
295 Acres
(including roadways)

Initial Vision

- The Goal for NCRSP is to create a long range land use plan that can serve as a stimulus for economic development and planning, while balancing the needs and quality of life for residents of San Ramon.
- The NCRSP vision is for a mixed-use district with a blend of retail, service retail and workforce housing, in proximity to new and existing jobs. The plan is intended to be a pedestrian/bicycle friendly and a transit oriented development based on smart growth principles that will complement the approved City Center Project and Crow Canyon Specific Plan.

NCRSP History & Timeline

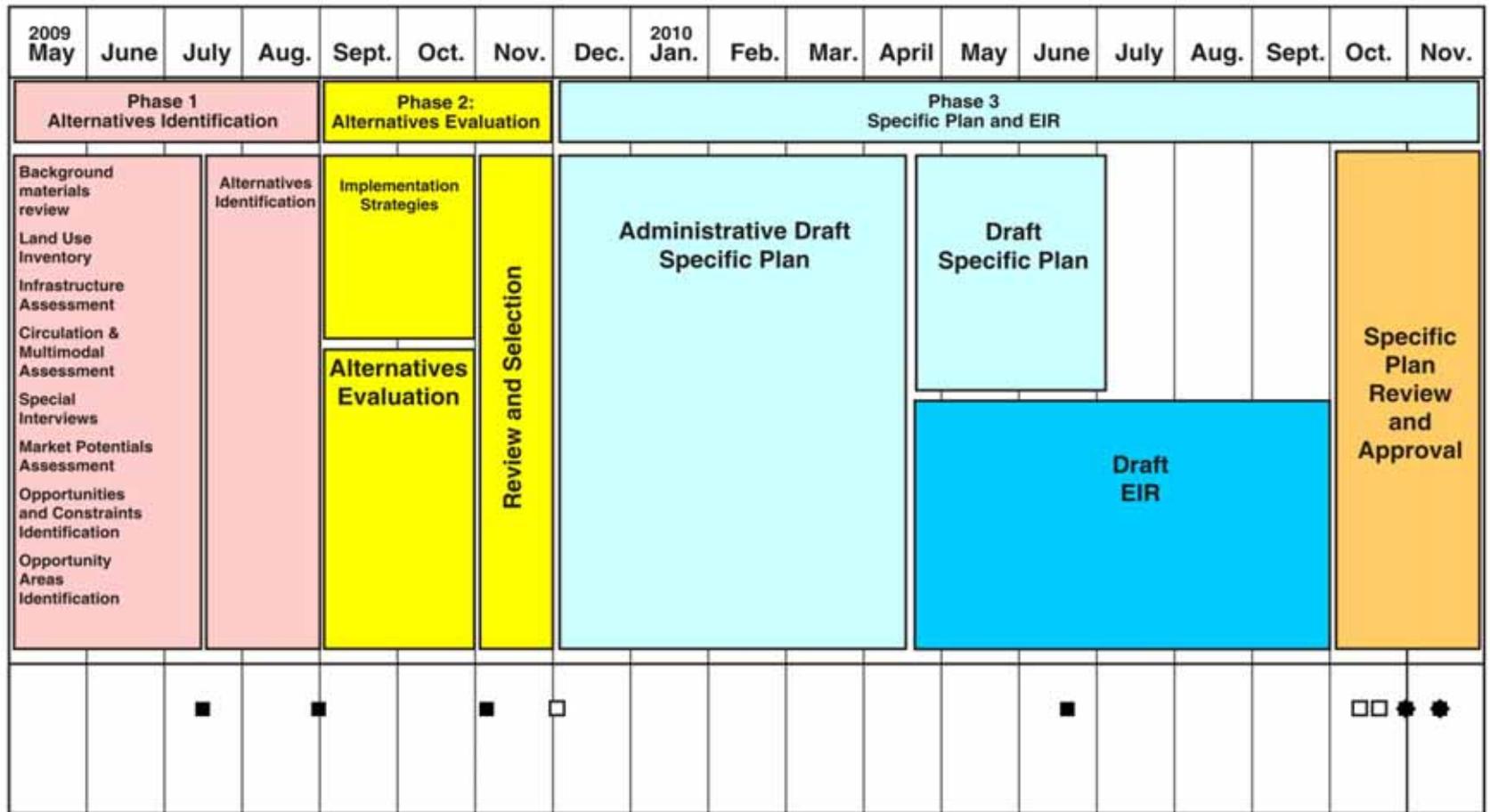
- September 9, 2008: the City Council authorized the Planning/Community Development Director to submit an application under the ABAG Focus Program to designate the North Camino Ramon Plan Area as a Priority Development Area.
- November 2008: Release of RFP for contract services to prepare a specific plan for NCRPA.
- November 20, 2008: ABAG's Executive Board approves the NCRPA as a "Potential Priority Development Area"(PDA).
- November 21, 2008: Joint Study Session with Planning Commission and the Economic Development Advisory Committee.

NCRSP History & Timeline

(Continued)

- Late 2008/2009: Preliminary Traffic and Economic feasibility studies.
- December 16, 2008: Consultant Interviews (4 Teams).
- March 10, 2009: City Council approves NCRSP project concept through Mid-Year Budget allocation.
- March 24, 2009: City Council approves contract with Cannon Design Group.

Schedule and Planning Process



- Workshop
- Planning Commission Meetings
- City Council

**NORTH CAMINO RAMON PLAN AREA SPECIFIC PLAN
San Ramon**

Cannon Design Group
 Michael Brandman Associates
 Keyser Marston Associates
 Kimley-Horn and Associates, Inc.
 Ruggeri-Jensen-Azar
 Peter Hasselman



Property Owner Interviews

- Castle Companies
- ZKS – Real Estate Partners
- Federal Realty
- SRVUSD
- Toyota
- Cranbrook
- Nearon
- Sunset Development
- UPS
- PG&E

In addition, city staff has met with local home builders to receive input.

North Camino Ramon Specific Plan Market Overview

Prepared by
Keyser Marston Associates, Inc.

Market Overview

- Examines opportunities for development potential
- Land use types:
 - Retail
 - Residential
 - Office
- Opportunities apply after stabilization of current economic situation
- Longer term perspective

Foundation for Future Growth

- Bishop Ranch, an 8 million sq. ft. premier Class A office park with 30,000 employees
- Existing 44,000 job employment engine
- Employers including Chevron, AT&T, PG&E, San Ramon Regional Medical Center
- Planned City Center project:
 - 690,000 office sq. ft.
 - 635,000 retail sq. ft./ 50,000 sq.ft. retail/office flex (2nd Flr)
 - 169 hotel rooms
 - 487 residential units

Foundation for Future Growth (cont'd)

San Ramon demographics are strong:

–\$141,000 annual household income

–54% of adults have bachelor's degree

- Presence of successful retailers and hotels:
 - Target
 - Whole Foods
 - San Ramon Marriott
- Other strong retailers in the local market

Foundation for Future Growth (cont'd)

- Strong demographics expected through 2020:
 - Income growth
 - Population growth
 - Employment growth
- Schools
- Parks and Recreation Facilities
- Civic Amenities

Retail

- Existing Conditions:
 - Major shopping centers have not suffered as many vacancies as in neighboring communities
- Opportunities:
 - Demand for up to 1 million sq. ft., per BAE study
 - Fashion-oriented lifestyle retail demand to be met by City Center
 - Large floor plate retailers (sporting goods, electronics, appliance or home furnishings/home improvement stores)
 - Restaurants, supported by employees and residents
 - Neighborhood-serving retail/service commercial as part of infill residential

Residential

- Existing Conditions:
 - Approximately 7,000 units constructed between 2000 and 2009
 - Before recession, strong for-sale sector and variable rental sector
 - Latent housing demand building during economic crisis
- Opportunities:
 - Increasing popularity of housing close to jobs
 - Employment base would support infill housing in NCRSP
 - Higher density configuration can be accommodated subject to market conditions
 - San Ramon Quality of Life

Office

- Existing Conditions:
 - Office center with 9.3 million sq. ft.
 - Driven by Bishop Ranch, with 8 million Class A sq. ft. and 30,000 employees
- Opportunities:
 - Future demand for up to 1.6 million sq. ft.
 - City Center approved for 690,000 Class A sq. ft.
 - NCRSP opportunities for smaller professional offices

NCRSP Development Potential

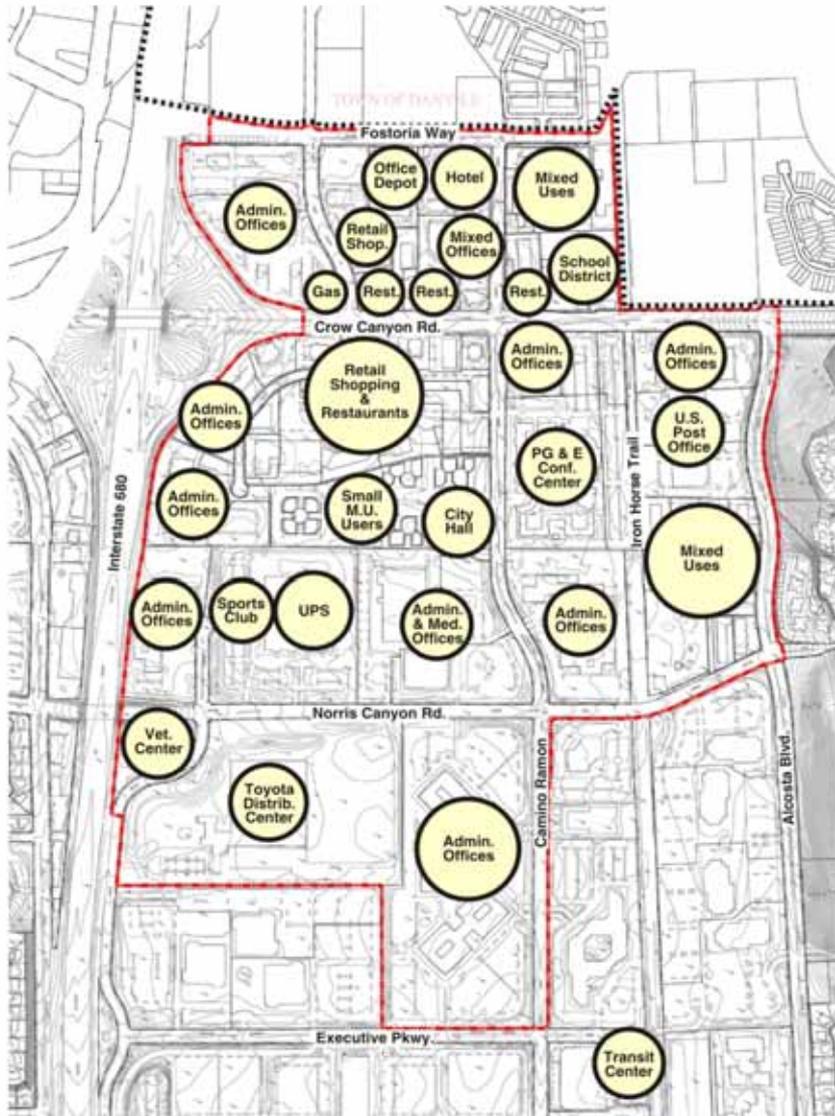
- Retail
 - Large floor plate retailers
 - Eating establishments
 - In fill retail/service commercial as part of mixed use with residential
- Residential
 - Apartments
 - Condominiums
- Office (Multi tenant space)
 - Smaller scale office development

Planning Influences

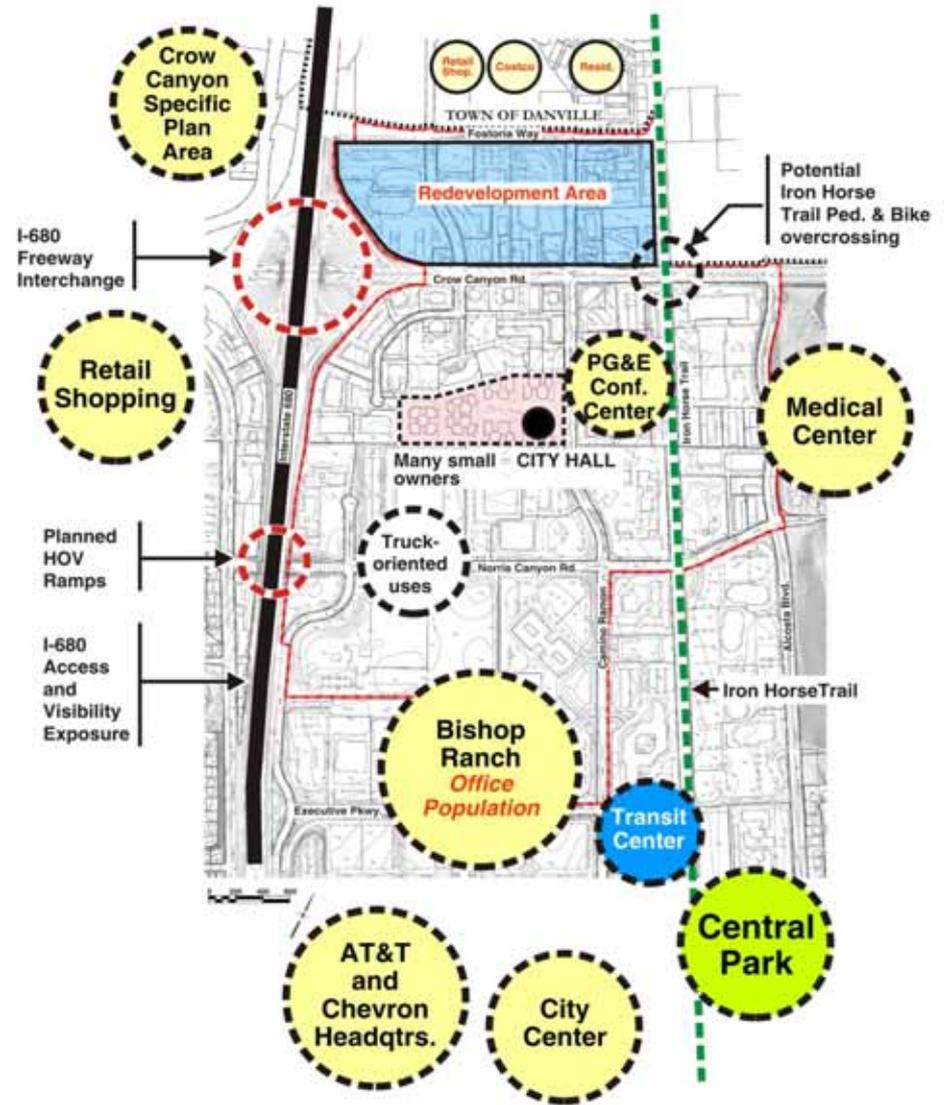
PROGRAM SUMMARY	
Retail/Commercial (gsf)	1,260,000
Residential Units	735
Hotel (rooms)	142



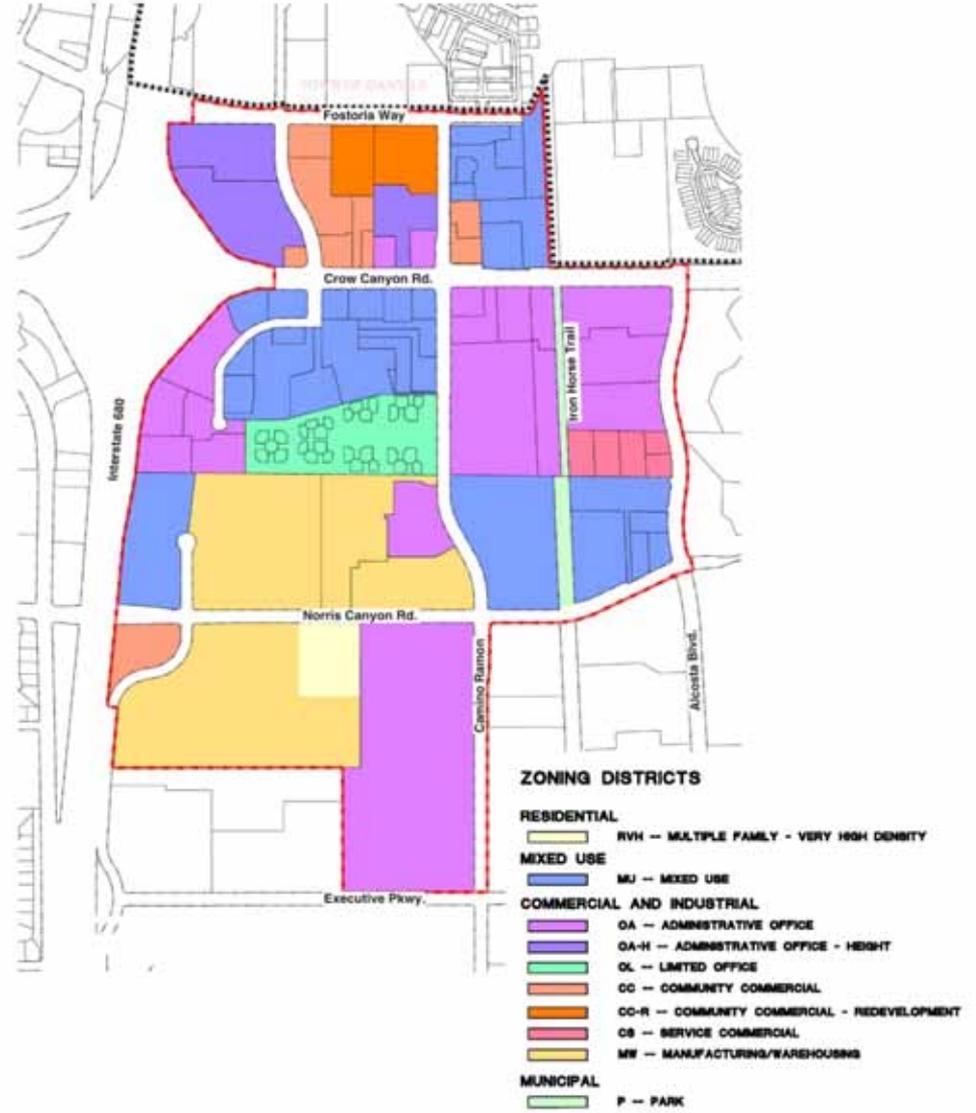
PROGRAM SUMMARY	
Retail/Commercial (nsf)	635,042
Professional Office	50,142
Hotel (169 rooms)	139,687
Residential (487 units)	550,669
Office Complex	681,769
City Hall	110,490



Existing Uses

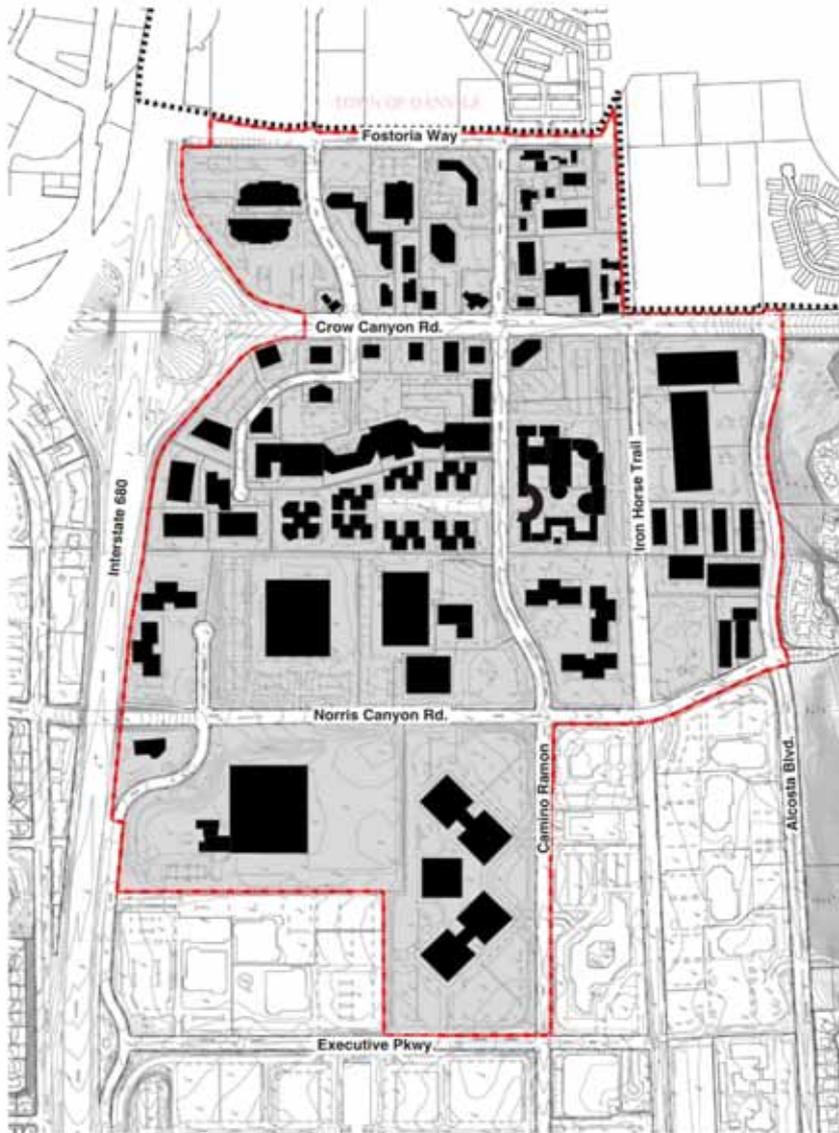


Major Influences

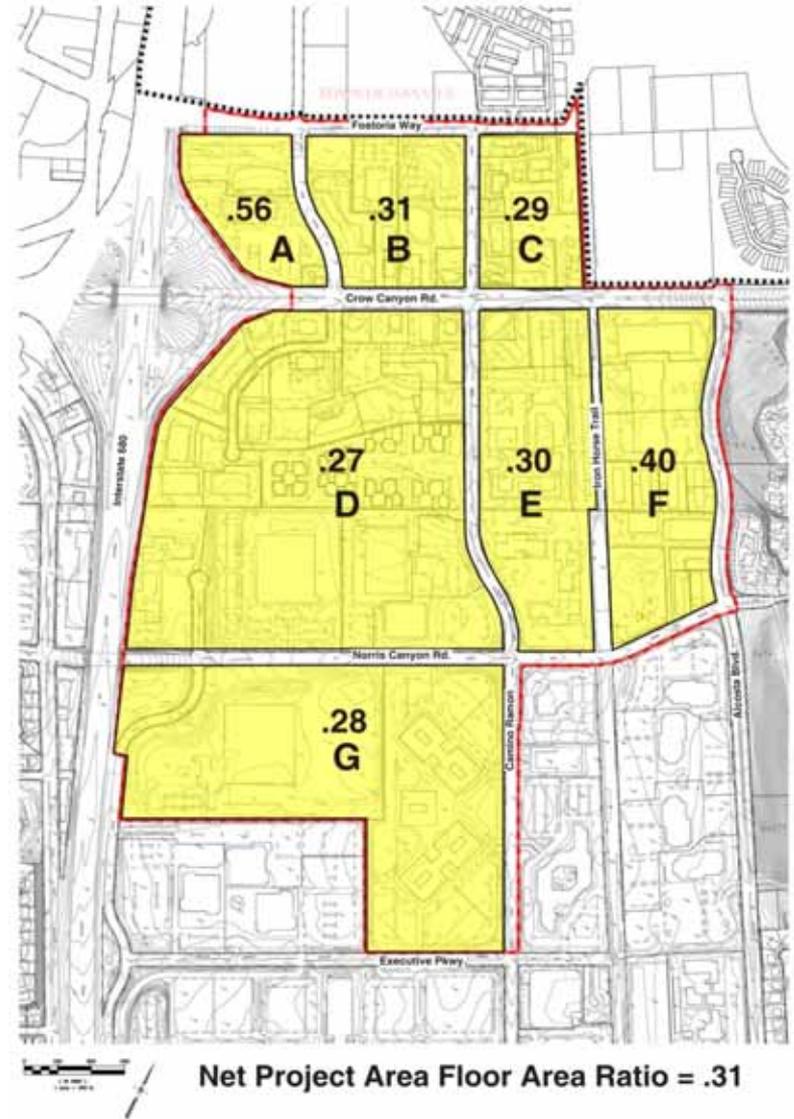


General Plan

Zoning



Building Coverage

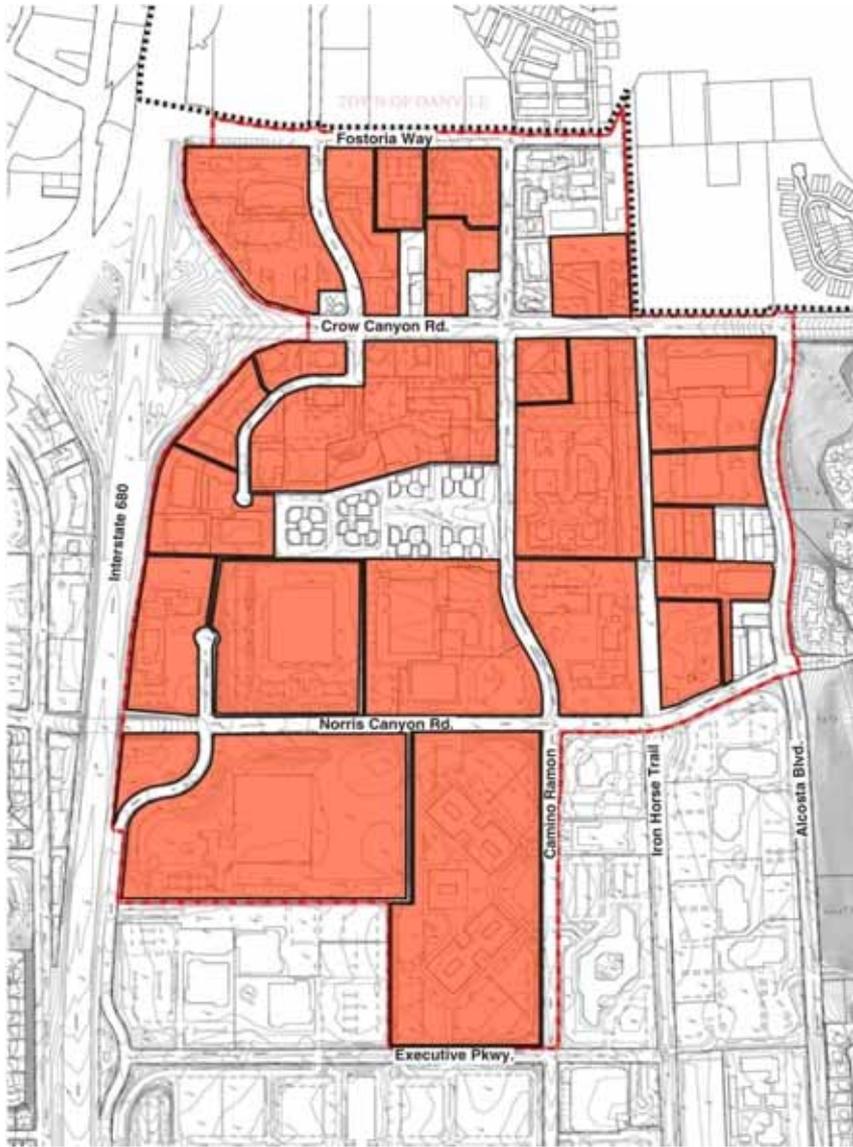


Development Intensity
(Floor Area Ratios)

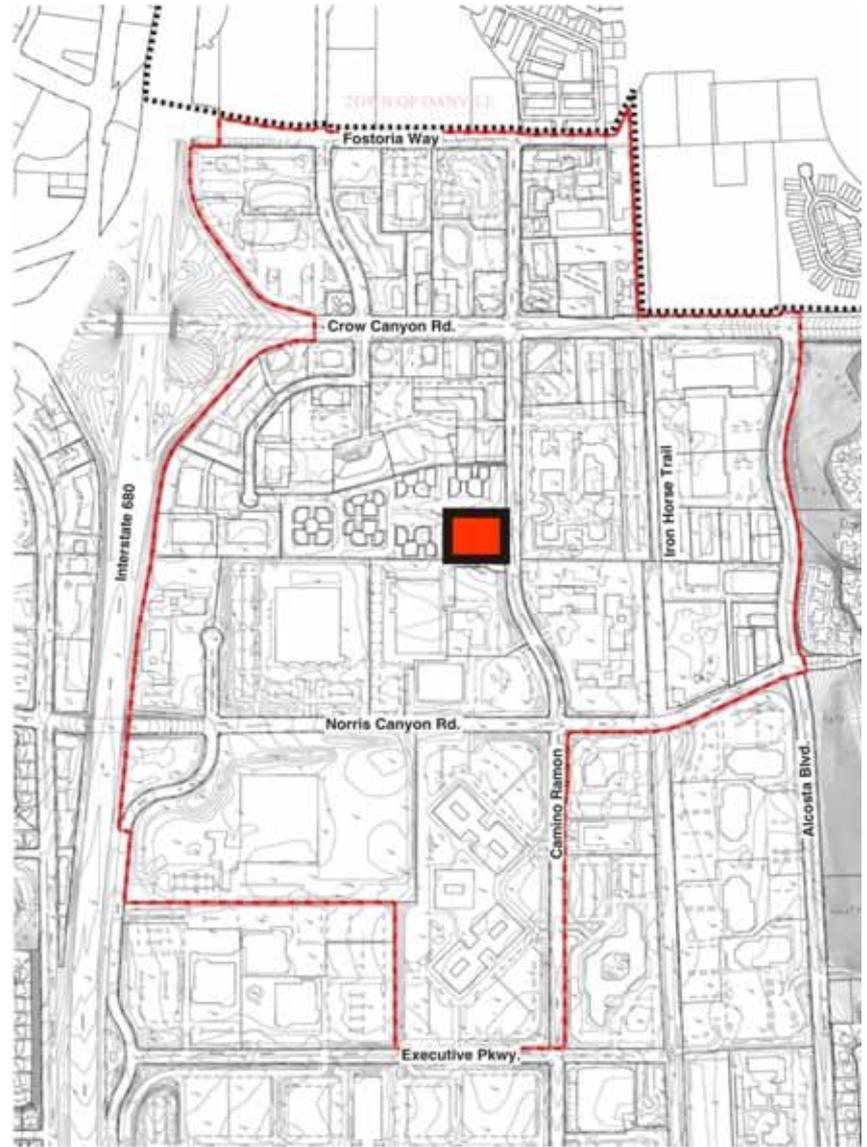
Opportunities



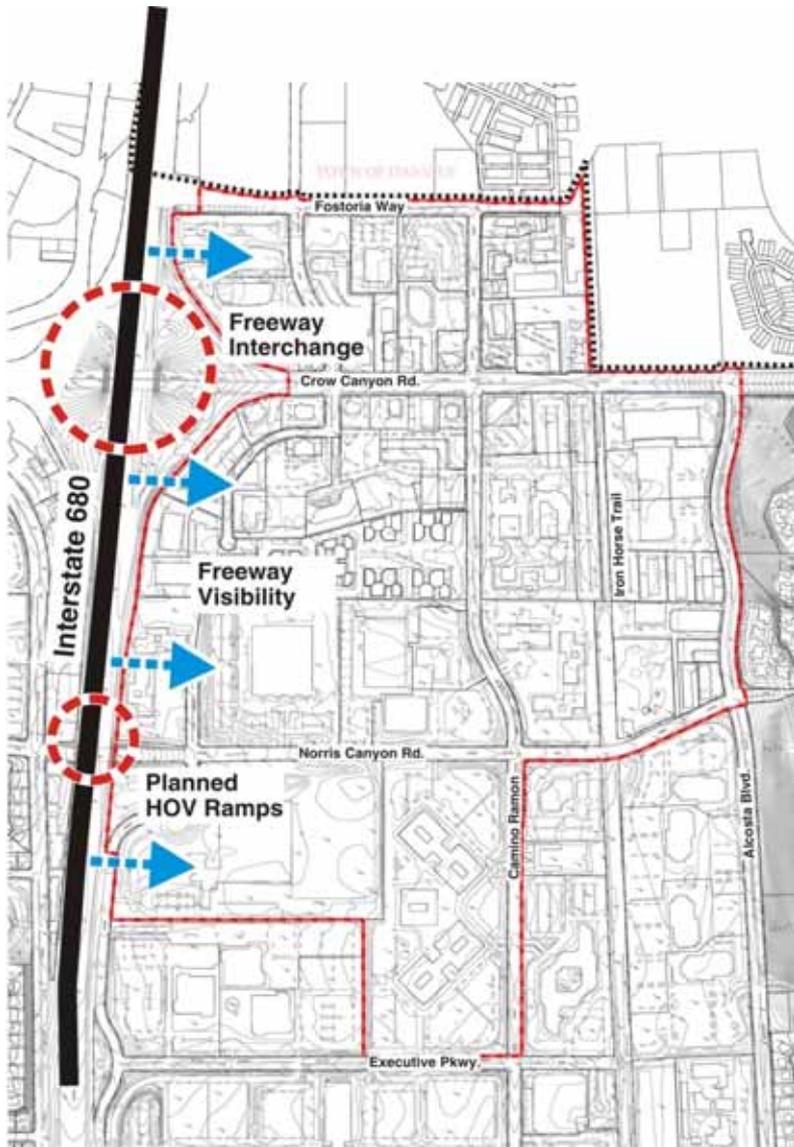
Transit Access



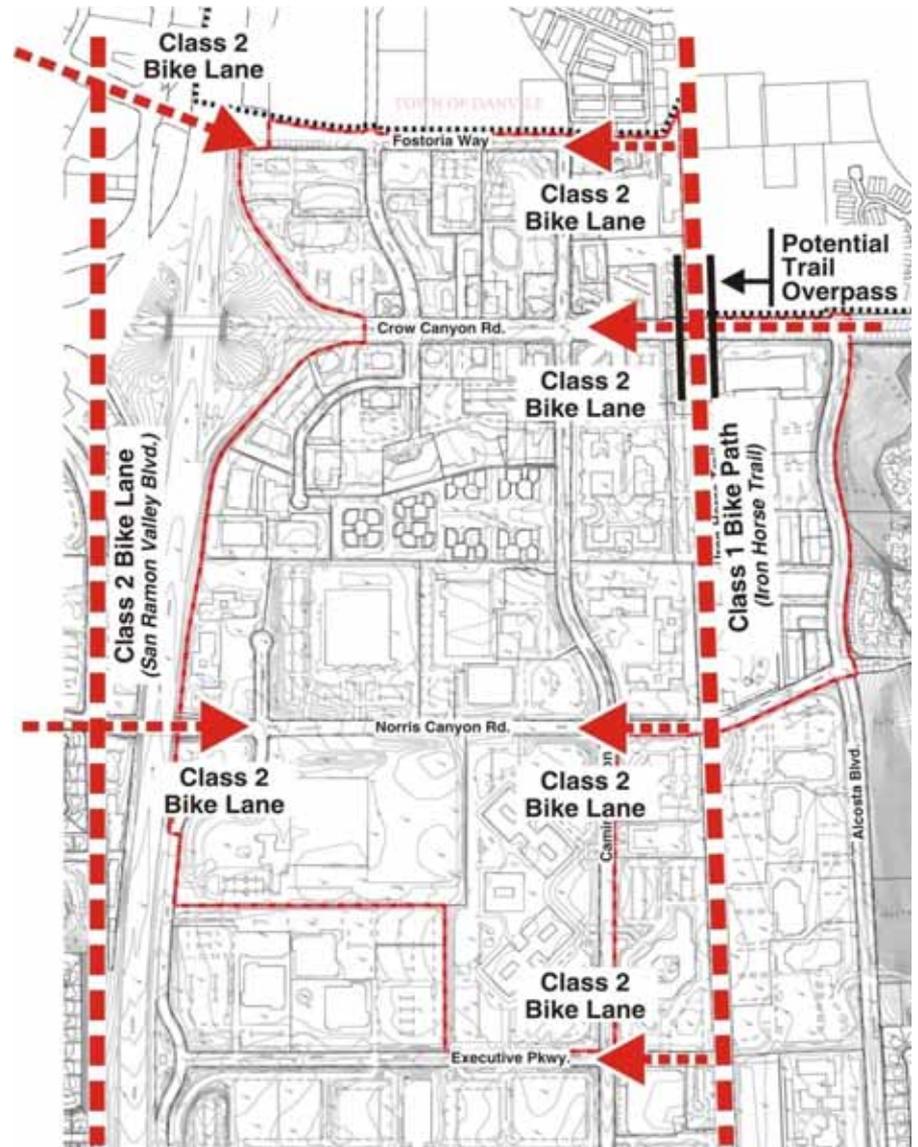
Parcels over 2 acres



City-owned Property

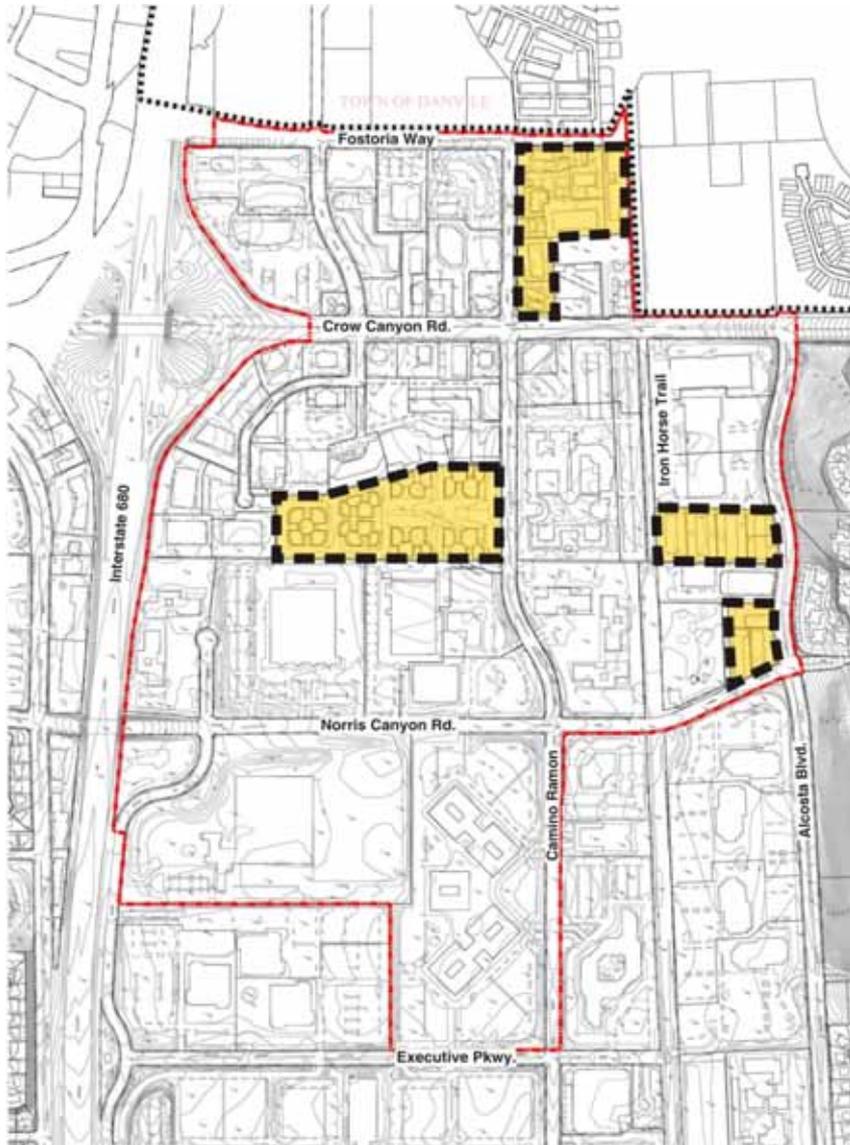


Freeway Access and Exposure

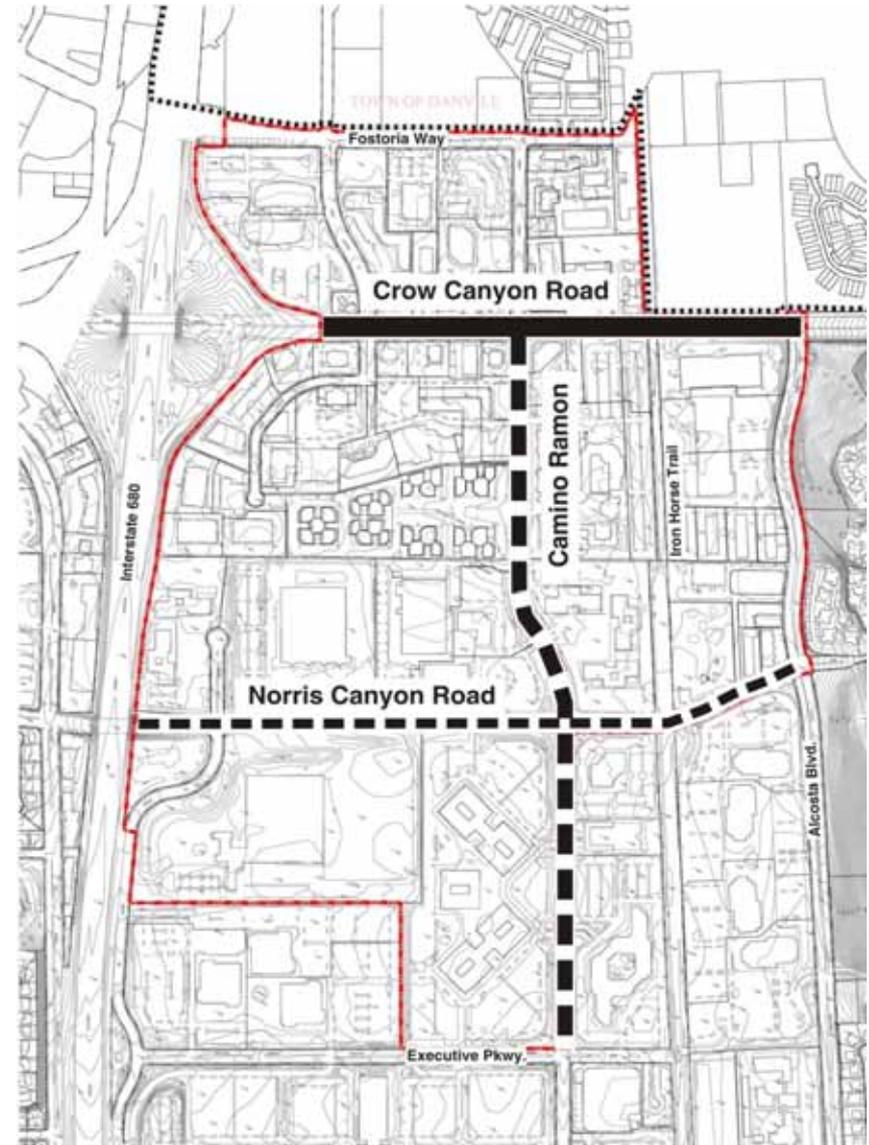


Bicycle Access

Constraints



Small Parcels and/or
Fragmented Ownerships



Challenges to Pedestrian
and Bicycle Circulation

Development Examples



The Glen Town Center
Glenview, IL



Sobrato Office/Resid MU
Los Gatos, CA



Staples/CompUSA Center
San Rafael, CA



Birkdale Village
Huntsville, NC



City Place
West Palm Beach, FL



Corte Madera Town Center
Corte Madera, CA



Home Depot
Pleasanton, CA



SOME COMPARATIVE PROJECT EXAMPLES

North Camino Ramon-specific Plan Area





**Mixed Use Office
over Commercial**



Supermarket



Pedestrian Paseos



Pedestrian Paseos

Convenience Shops



**Surface
Parking**

Restaurants

**Health Club
and Spa**



Pedestrian Paseos



**Offices above
Commercial**

**Large Floor
Plate Retail**

**Specialty
Produce
Market**



**Large Floor
Plate Retail**

**CORTE MADERA TOWN CENTER
Remodeled Shopping Center**



Residential



Residential over Commercial

Residential Type 1

Residential Parking Structure

Sports Club Parking Structure

Sports Club

Residential over local serving commercial

Residential over local serving commercial

Hotel

Residential Type 2

Shared Parking Structure

Transition Open Space



Residential



Sports Club

VALENCIA TOWN CENTER
Urban Village Portion
Valencia, CA





Village Commons
On-street parking



Residential
Screens parking structure

Restaurant and Entertainment Focus

Parking Structure
*Public parking on lower floor
Resid. parking on upper floors*

Residential over local-serving Commercial

Large Floor Plate Retail

Parking Structure
*Public parking on lower floor
Resid. parking on upper floors*

Large Floor Plate Retail Access Street

Parking Structure
*Public parking on lower floor
Resid. parking on upper floors*

Surface Parking

BIRKDALE VILLAGE
Huntsville, NC

Preliminary Development Concepts

Development Potentials

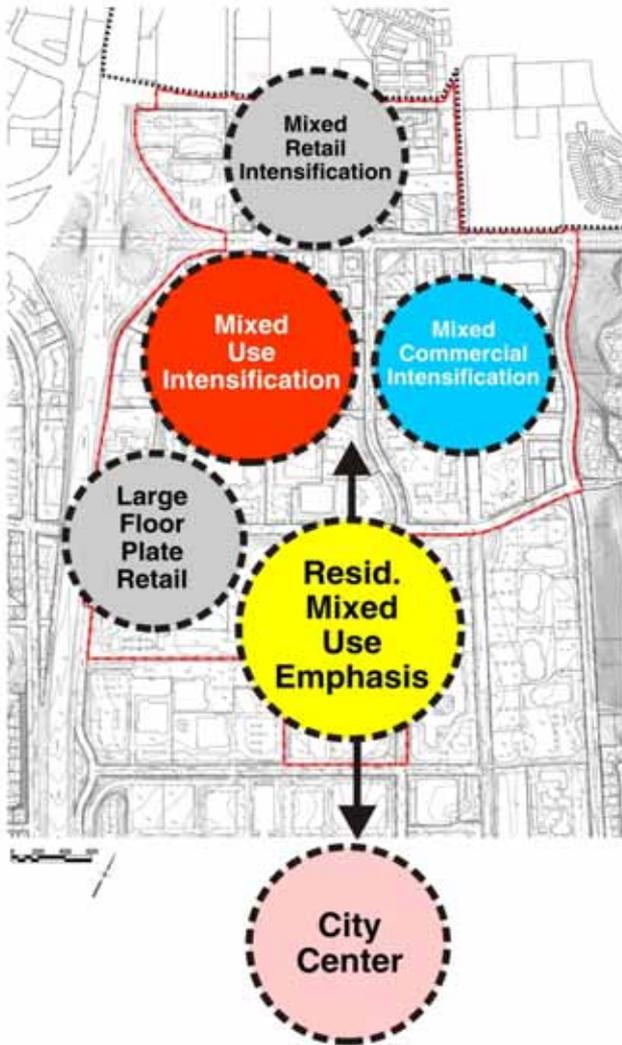


Potential Building Areas

Preliminary Traffic Capacity Analysis

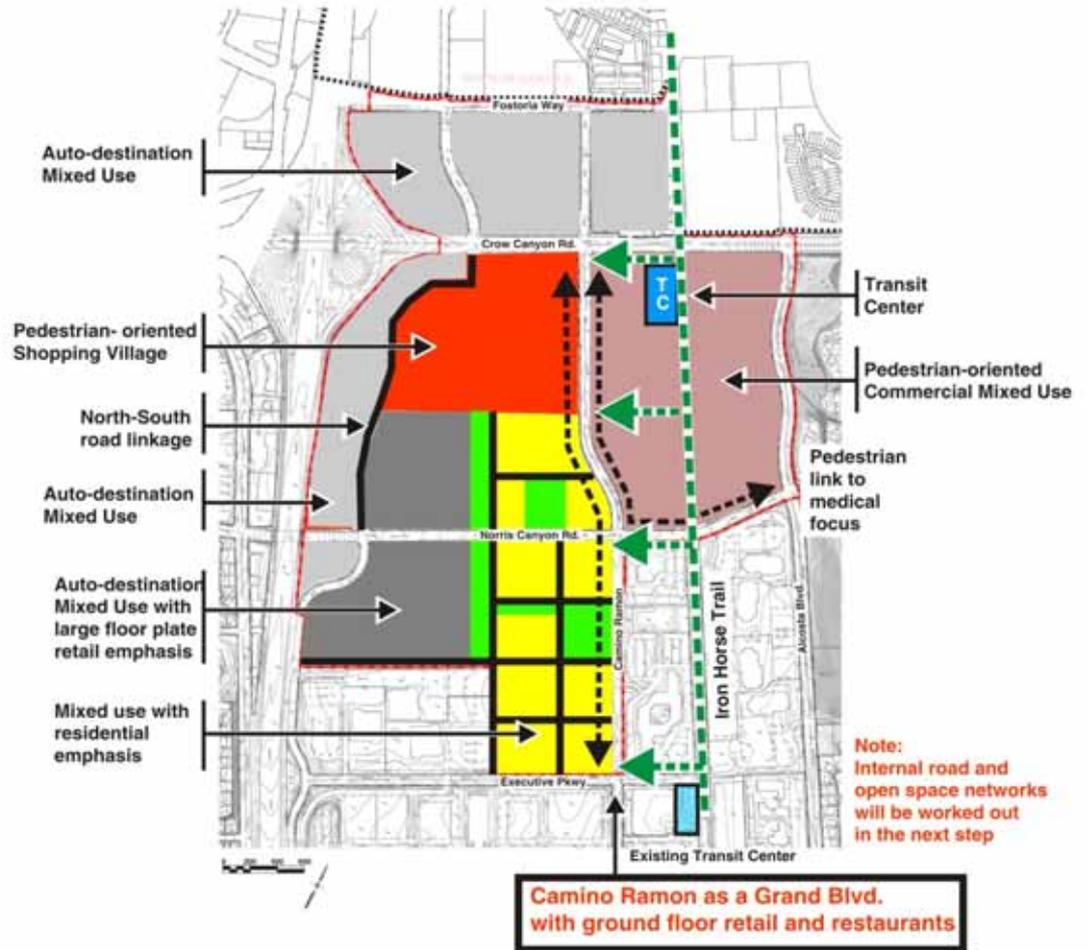
- Additional development capacity appears to be feasible in the NCRSP area.
- Seek to optimize the balance between residential and commercial uses.
- Increase the density of the roadway network.
- Optimize complementary land uses to maximize internalization.
- Provide highest densities within walking distance of transit centers.

Preliminary Development Concepts



LAND USE STRATEGY #1
INFILL OPPORTUNITIES CAPTURE

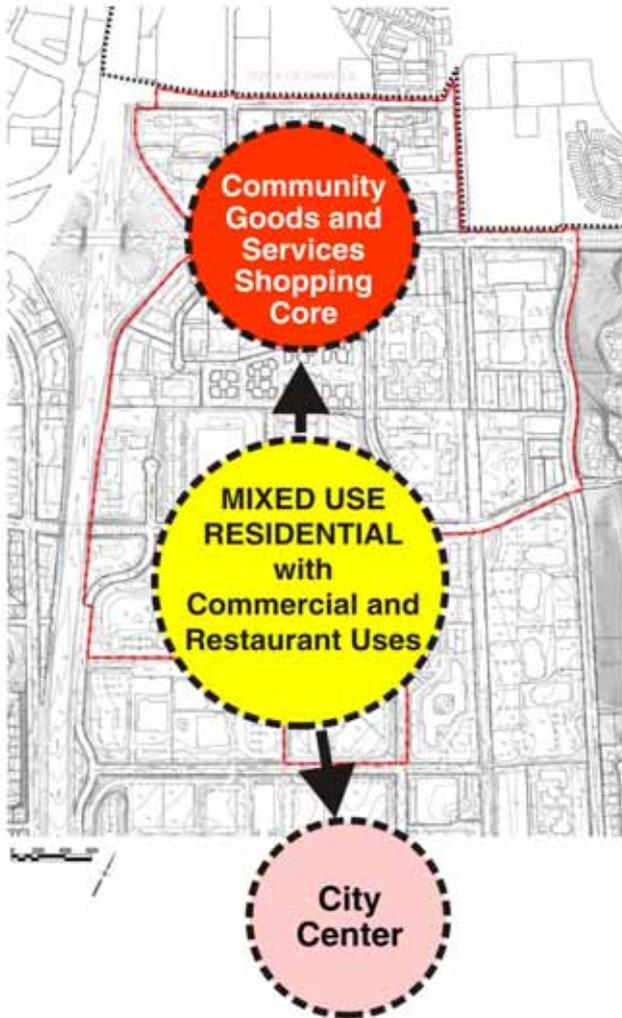
Concept 1



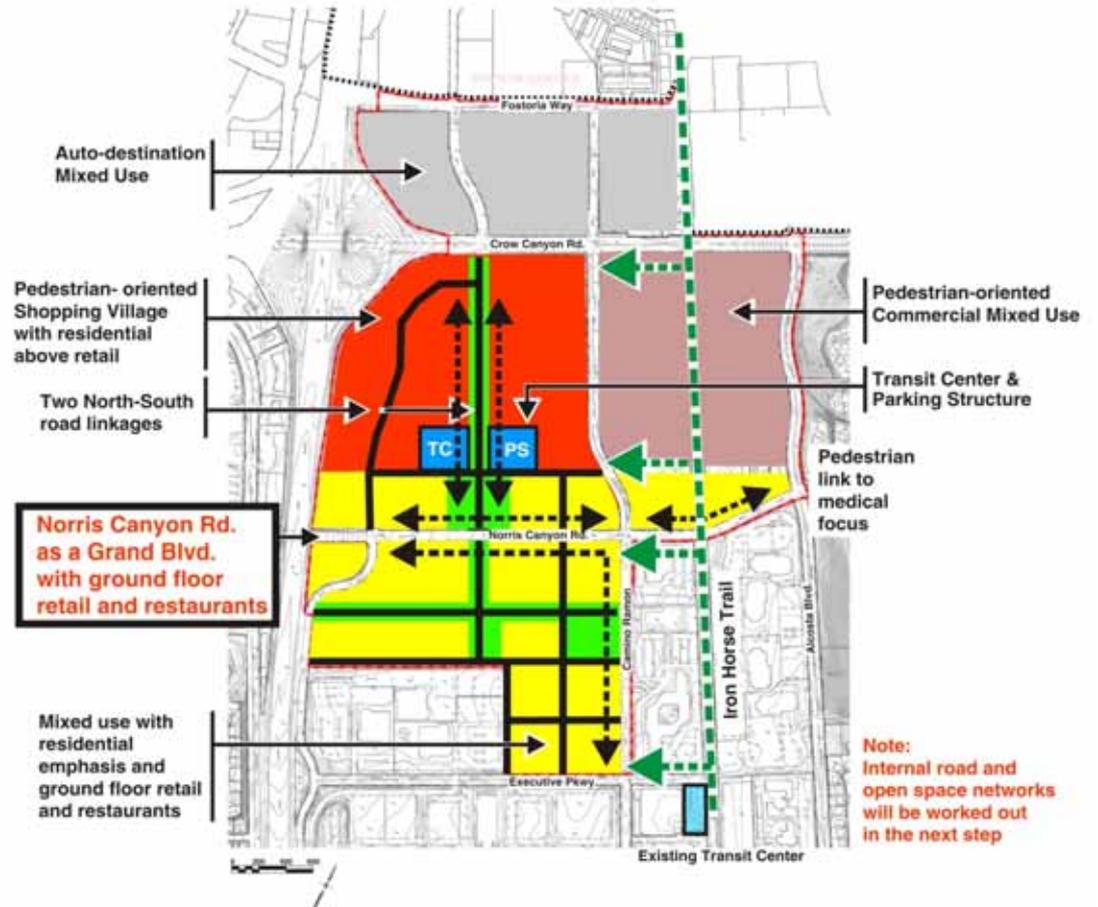
Preliminary DEVELOPMENT CONCEPT 1

RETAIL AND RESIDENTIAL INTENSIFICATION

Preliminary Development Concepts



LAND USE STRATEGY #2
URBAN RESIDENTIAL NEIGHBORHOOD



Preliminary
DEVELOPMENT CONCEPT 2

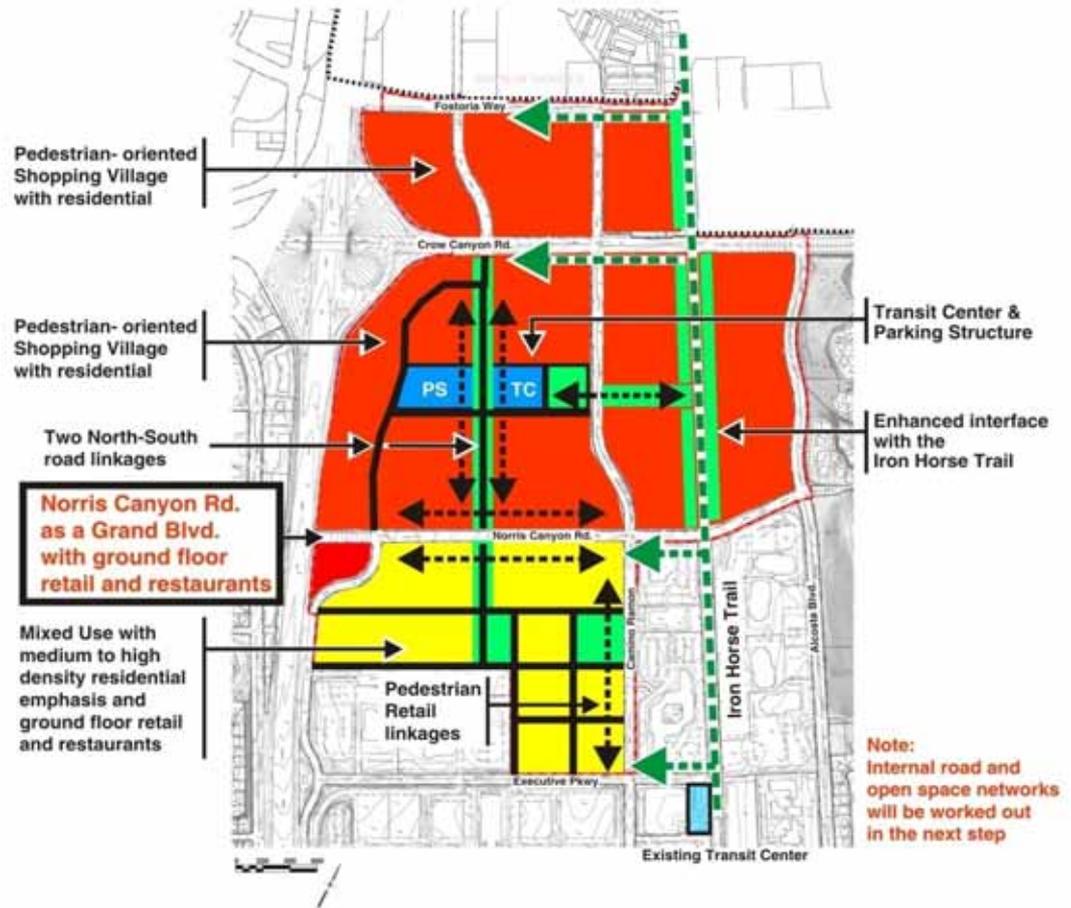
MIXED USE VILLAGE WITH INCREASED RESIDENTIAL EMPHASIS
(Horizontal and Vertical Mixed Use)

Concept 2

Preliminary Development Concepts



LAND USE STRATEGY #3
URBAN VILLAGE



Preliminary
DEVELOPMENT CONCEPT 3

MIXED USE TRANSIT VILLAGE
(Vertical Mixed Use Emphasis)

Concept 3

Requested Feedback

- Land Use Programs
 - residential-commercial mix, open space/parks, economic need and specific uses to be targeted
- Connectivity
 - land use, auto, pedestrian and bicycle
- Potential Development Restrictions
 - minimum FAR, minimum residential densities, and minimum lot size, or market driven implementation
- Potential Development Incentives
 - density increases, benefit districts, structured parking
- Other?