

CITY COUNCIL/PLANNING COMMISSION JOINT WORKSHOP STAFF REPORT

DATE: December 1, 2009

TO: City Council/Planning Commission

FROM: Phil Wong, Planning/Community Development Director
By: Debbie Chamberlain, Planning Manager
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SUBJECT: North Camino Ramon Specific Plan Joint Workshop



RECOMMENDED ACTION

Receive the presentation and provide direction for development of a preferred Specific Plan land use concept.

BACKGROUND/DISCUSSION

The proposed North Camino Ramon Specific Plan (NCRSP) area consists of approximately 295 acres bounded generally by the City limits to the north, Norris Canyon Road to the south, Highway 680 on the west and Alcosta Boulevard to the east. It is accessed primarily by way of Crow Canyon Road, off of Interstate 680. The existing uses within the Specific Plan area are characterized by large parcels with large parking lots including research and development and warehouse uses, office complexes and commercial centers dating back prior to City incorporation.

The underlying goal for North Camino Ramon Specific Plan (NCRSP) is to create a long range land use plan. As the City embarked on the planning process, the underlying premise was to develop a plan that can provide stimulus for economic development to address unmet commercial and retail needs while balancing quality of life for San Ramon residents. The specific plan concept has evolved from an initial planning area concept into the current specific plan effort as a means to achieve the goals for the plan area. The long term vision for the NCRSP is for an infill development/redevelopment that is pedestrian/bicycle friendly, mixed use and a transit oriented development, and based on the smart growth principles embodied in the voter approved General Plan 2020 that will complement the approved City Center Project. The major component in the plan allows for an increase in floor area ratios and density to provide for additional commercial opportunities and mixed use development including workforce housing in proximity to new and existing jobs.

On July 21, 2009 the Planning Commission and Economic Development Advisory Committee (EDAC) held a joint Public Workshop to solicit comments and provide input on the North Camino Ramon Specific Plan (NCRSP) developments concepts. A summary of the information presented at that meeting has been assembled into a Current Conditions and Alternative Identification Report (Attachment 2). The consultants and staff received good feedback from the workshop related to land uses and connectivity and have been revising and evaluating the land use alternatives. Staff will be presenting the revised alternatives to the EDAC on November 22, 2009 for feedback and a potential recommendation for the December workshop.

Priority Development Area

As additional support for the NCRSP planning effort, the City has pursued a “Priority Development Area” (PDA) designation. A PDA designation under the “FOCUS” regional planning initiative is intended to support a future regional development pattern that is compact and connected. On November 20, 2008, the Association of Bay Area Governments Executive Board approved the NCRSP plan area as a “Potential Priority Development Area” (PDA). As part of the program, the PDAs receive preference for funding and technical assistance to encourage implementation of the smart growth concepts embodied in the FOCUS program. As the NCRSP moves through the development process, City staff will continue to pursue applicable planning and implementation funding opportunities as part of the FOCUS/PDA program.

Analysis

The following is a brief description and summary of the land use alternatives currently being analyzed. The concepts include a broad spectrum of land use with varying impacts on economics, housing, traffic and community image. The additional development anticipated under the NCRSP includes additional development potential already programmed into the General Plan 2020 for the Project Area. As such a certain portion of the proposed NCRSP development impacts have already been accounted for as part of the General Plan build-out, but are not reflected under current conditions. The graphic illustrations of the land use concepts are presented as Attachment 1.

Concept 1:

Concept 1 creates opportunities for additional mid and large floor-plate retail space and modest increases in the number of programmed residential units for the Plan Area. This concept calls for the creation of a retail street along an extended Crow Canyon Place (parallel to Interstate 680) to accommodate mid-sized floor-plate retailers and is anchored on the north by an upgraded Crow Canyon Commons Shopping Center and on the south (south of Norris Canyon Road) by large floor-plate destination-oriented retail uses. Other key elements of the Plan include:

- The existing Bishop Ranch 6 office structures would be consolidated adjacent to Bishop Ranch 8. This will free up opportunities for residential uses and additional support commercial while taking advantage of the opportunities for shared parking resources between office complexes.
- Additional mid-sized floor-plate retail uses are proposed north of Crow Canyon Road.
- Relocation of the Transit Center and creation of a shared parking amenity central to Project Area

- A pedestrian link to the Iron Horse Trail in addition to a new pedestrian scale street network with on-street parking.
- 1,433 new residential units (1,974,500 sq. ft.) close to nearby jobs and shopping. There are currently 1,124 units programmed under the General Plan 2020 for the plan area.
- A total of approximately 3,530,000 sq. ft. commercial space (864,000 sq. ft. of net new commercial space) which includes retail, office and other non retail commercial uses.
- Other infill development and parcel intensification as market forces allow.

Concept 2:

Concept proposes the creation of a balanced commercial district with a wide range of retail and commercial uses, supported by nearby office and residential uses. As in Concept 1, this alternative calls for the creation of a retail street along an extended Crow Canyon Place, consolidation of Bishop Ranch 6 adjacent to Bishop Ranch 8, and mid-sized floor-plate retail uses north of Crow Canyon Road. Other key elements of the Plan include:

- A modern office campus south of Crow Canyon Road east of Camino Ramon.
- One and two-story commercial structures oriented to a new grid of streets to provide increased retail-oriented frontages, streetscape amenities, on-street parking and vehicular circulation options to encourage a pedestrian retail environment.
- Mid-sized floor-plate uses in the central block oriented to Camino Ramon.
- Vertical mixed use structures with residential units over ground floor commercial along the Camino Ramon and Norris Canyon Road frontages for a consistent streetscape.
- New residential neighborhoods with a variety of densities total approximately 1,877 new units (2,006,000 sq. ft.) to provide housing and easy pedestrian access to Bishop Ranch, City Center, and the Plan Area commercial core.
- A total of approximately 4,716,000 sq. ft. commercial space (2,186,000 sq. ft. of net new commercial space) which includes retail, office and other non retail commercial uses.
- A central public space/hub created by the relocated Transit Center, shared parking structure and park space with strong pedestrian link to the Iron Horse Trail and nearby jobs and shopping.
- Other infill development and parcel intensification as market forces allow.

Concept 3:

Concept 3 results in the creation of a fully integrated horizontal and vertical mixed use suburban village with a commercial core, residential neighborhoods, and open space amenities. As in Concept 1 and 2, this alternative calls for the creation of a retail street along an extended Crow Canyon Place, consolidation of Bishop Ranch 6 adjacent to Bishop Ranch 8, and mid-sized floor plate retail uses north of Crow Canyon Road. Other key elements of the Plan include:

- A central core with a mix of residential over commercial (including opportunities for larger floor-plates)

- Shared parking facilities/structures and street parking throughout.
- Additional mid to high density residential development on the south and east edges of the plan area and directly to the east of the central core adding 3,285 new residential units (5,923,500 sq. ft.) within the Plan Area.
- A total of approximately 3,094,650 sq. ft. commercial space (302,000 sq. ft. of net new commercial space) which includes retail, office and other non retail commercial uses.
- The Transit Center is relocated adjacent to Norris Canyon Road in close proximity to the I-680 corridor.
- This concept includes linear parks with pedestrian amenities as well as central park space in the mixed use core.
- Other infill development and parcel intensification as market forces allow.

Preferred Alternative

Staff is requesting the City Council and Planning Commission provide a recommendation for a preferred alternative. The design and refinement of these alternatives has been an iterative process based on many factors and represents a variety of retail office and housing options. As such, it should be understood that the ultimate recommendation from the workshop may be one of the three concepts presented or a hybrid of the plan elements to form a fourth and preferred alternative. The following is a statistical summary of the basic elements of the three proposed concepts:

Table 1: Concept Comparison

	CONCEPT #1	CONCEPT #2	CONCEPT #3
Floor Area Ratio (Existing 0.30)	0.56	0.68	0.87
Net New Residential (du)	1,433	1,877	3,285
Net New Commercial (sq. ft.)	864,000	2,186,000	302,000
Net New Retail	500,000	986,000	124,000
Net New Non Retail/Office	364,000	1,200,000	178,000
Demographics			
Population Estimate	3,729	4,884	8,548
Employment Estimate	2,213	5,972	841

FISCAL ANALYSIS

The fiscal implications to sales tax generation and cost to provide services vary based on the mix of residential, commercial, office and non retail commercial uses. Table 2 below and Attachment 3, prepared by the project consultant Keyser Marston Associates, contain an initial gross economic

comparison of the proposed alternatives. The following represents a preliminary estimate of the impacts to the City's General Fund. Once a preferred concept is selected a more detailed fiscal analysis will be prepared.

Table 2: Projected General Fund Impacts

	CONCEPT #1	CONCEPT #2	CONCEPT #3
General Fund Revenues	\$2,844,000	\$3,465,000	\$2,425,000
General Fund Expenditures	(\$2,156,000)	(\$2,957,000)	(\$3,866,000)
Net General Fund impact	\$688,000	\$508,000	(\$1,441,000)

Source: Table 1: Draft Fiscal Impact Analysis, KMA, November 16, 2009 (Attachment 3)

ATTACHMENTS

- Attachment A: Land Use Concepts 1-3
- Attachment B: Current Conditions and Alternative Identification Report (Council and Commission Only, Appendices not included)
- Attachment C: Table 1: Draft Fiscal Impact Analysis, KMA, November 16, 2009