LIVERMORE
CALIFORNIA

GENERAL PLAN ADVISORY COMMITTEE

AGENDA
WEDNESDAY, NOVEMBER 13, 2024

GENERAL PLAN ADVISORY COMMITTEE REGULAR MEETING – 7:00 PM

MEETING PARTICIPATION INFORMATION CAN BE FOUND AT THE END OF THE AGENDA

CIVIC CENTER MEETING HALL
WILLIAM H. MENDENHALL COMMUNITY ROOM
1016 S. LIVERMORE AVENUE

Stephanie Shang, Chair
Jeremy Troupe-Masi, Vice Chair
Krista M Alexy, Committee Member
Arun Bhatia, Committee Member
Alan K Burnham, Committee Member
Carmelita (Mel) Chiong, Committee Member
Paul Halvorsen, Committee Member
David B Kent, Committee Member
Timothy D Kingsbury, Committee Member
Alana Laudone, Committee Member
Ellen C Peete, Committee Member
Heriberto Revuelta, Committee Member
Asa Strout, Committee Member

1. CALL TO ORDER

ROLL CALL

Committee Member Krista M Alexy
Committee Member Arun Bhatia
Committee Member Alan K Burnham
Committee Member Carmelita Chiong
Committee Member Paul Halvorsen
Committee Member David B Kent
Committee Member Timothy D Kingsbury
Committee Member Alana Laudone
Committee Member Ellen C Peete
Committee Member Heriberto Revuelta
Committee Member Asa Strout
Vice Chair Jeremy Troupe-Masi
Chair Stephanie Shang

2. OPEN FORUM

- In conformance with the Brown Act, no action can occur on items presented during Open Forum.
- To provide public comment, please submit a speaker card. When your name is called, walk to the lectern to address the General Plan Advisory Committee.
- Comments are limited to a maximum of 3 minutes per person, per item. The Chair may reduce the amount of time based on the number of persons wishing to speak.
- Open Forum will conclude after 30 minutes; however, if there are additional speakers, Open Forum will reconvene after Matters for Consideration.

3. CONSENT CALENDAR

Consent Calendar items are considered routine and are acted upon by the General Plan Advisory Committee with a single action. Members of the audience wishing to provide public input must submit a speaker card.

3.1 Approval of draft minutes - October 9, 2024, General Plan Advisory Committee Regular Meeting

Recommendation:
Staff recommends the Committee approve the draft minutes.
Staff Report
Attachments:
1. GPAC Draft Minutes 10 09 24

4. MATTERS FOR CONSIDERATION

4.1 Draft General Plan Land Use Map

Recommendation:
The project team recommends the General Plan Advisory Committee review a presentation on the Draft General Plan Land Use Map

Staff Report
Attachments:
1. Staff Report
2. 2045 Draft General Plan Land Use Map
3. Land Use Changes Summary Table
4. Draft General Plan Land Use Designations

4.2 Draft Economic Development Policy Options

Recommendation:
The project team recommends the General Plan Advisory Committee receive a presentation and discuss Economic Development Element Policy Options and provide feedback.
Staff Report
Attachments:
1. Staff Report
2. GP Outline for GPAC
3. Livermore Vision and Guiding Principles
4. GPAC Policy Topics
5. Economic Development Policy Options

5. ADJOURNMENT

To a regular General Plan Advisory Committee meeting, on Wednesday, December 11, 2024, at 7:00 pm, William H. Mendenhall Community Room, Civic Center Meeting Hall, 1016 S. Livermore Avenue.

6. SUPPLEMENTAL MATERIALS

6.1 Supplemental Materials received prior to the meeting.
Staff Report
Attachments:
1. Supplemental Materials

7. HOW TO PARTICIPATE IN THE COMMITTEE MEETING

You can participate in the meeting in a number of ways:

Open Forum is an opportunity for the public to speak regarding items not listed on the agenda. Speakers are limited to a maximum of 3 minutes per person. To address the General Plan Advisory Committee, you must submit a speaker card to the liaison prior to the start of that item. You should be aware that the Committee is prohibited by State law from taking action on any items that are not listed on the agenda. However, if your item requires action, the Committee may place it on a future agenda or direct staff to work with you and/or report to the Committee on the issue.

Other Agenda Items are also open for public input including Matters for Consideration items. These comments are also subject to the 3-minute limit.

Submission of Comments Prior to the Meeting:

Email Comments may be submitted by the public to the Committee Liaison (gpupdate@LivermoreCA.gov). Items received no later than 12:00 pm on the day of the meeting will be provided to the Committee and available on the City website prior to the meeting. These items will NOT be read into the record.

eComments may be submitted by the public using the eComment link here. Comments may be up to 1000 characters in length and will be accepted up until 6:00 pm the day of the meeting. These items will NOT be read into the record and are viewable by the Committee and the public upon submittal.

Submission of Comments During the Meeting:

Speakers are limited to a maximum of 3 minutes per person. To submit a comment, you must complete a speaker card for each item. Speaker cards are available in the Civic Center Meeting Hall lobby. Indicate on the card the item number you wish to comment on and submit the card directly to the liaison prior to the start of the item. You should be aware that the General Plan Advisory Committee is prohibited by State law from taking action on any items that are not listed on the agenda. However, if your item requires action, the Committee may place it on a future agenda or direct staff to work with you and/or report to the Committee on the issue.

If you would like to deliver written materials to the General Plan Advisory Committee as part of your public comments, please provide 22 copies to the liaison with your speaker card.

The **Committee Agenda and Agenda Reports** are prepared by City staff and are available for public review on Friday evening, three days prior to the General Plan Advisory Committee meeting at 1016 South Livermore Avenue, Livermore. The Agenda is also available on the City's website, http://livermoreca.gov/agenda.

Under Government Code §54957.5, any supplemental material distributed to the members of the General Plan Advisory Committee after the posting of this agenda will be available for public review at City Hall, 1052 South Livermore Avenue, Livermore, and included in the agenda packet available on the City's web site at http://livermoreca.gov/agenda.

PURSUANT TO TITLE II OF THE AMERICANS WITH DISABILITIES ACT (CODIFIED AT 42 UNITED STATES CODE SECTION 12101 AND 28 CODE OF FEDERAL REGULATIONS PART 35), AND SECTION 504 OF THE REHABILITATION ACT OF 1973, THE CITY OF LIVERMORE DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, ANCESTRY, SEX, DISABILITY, AGE OR SEXUAL ORIENTATION IN THE PROVISION OF ANY SERVICES, PROGRAMS, OR ACTIVITIES. TO ARRANGE AN ACCOMMODATION IN ORDER TO PARTICIPATE IN THIS PUBLIC MEETING, PLEASE CONTACT THE ADA COORDINATOR AT ADACOORDINATOR@LIVERMORECA.GOV OR CALL (925) 960-4170 (VOICE) OR (925) 960-4104 (TDD) AT LEAST THREE (3) BUSINESS DAYS IN ADVANCE OF THE MEETING.

LIVERMORE
CALIFORNIA

GENERAL PLAN ADVISORY COMMITTEE STAFF REPORT **ITEM NO. 3.1**

DATE: November 13, 2024

TO: Chairperson and Members of the General Plan Advisory Committee

FROM: Andy Ross, Economic Development Manager

SUBJECT: Approval of draft minutes - October 9, 2024, General Plan Advisory Committee Regular Meeting

RECOMMENDED ACTION

Staff recommends the Committee approve the draft minutes.

SUMMARY

DISCUSSION

ATTACHMENTS

1. GPAC Draft Minutes 10 09 24

Prepared by: Deborah Davis
Administrative Assistant

GENERAL PLAN ADVISORY COMMITTE REGULAR MEETING

MINUTES WEDNESDAY, OCTOBER 9, 2024, 7:00 PM

1. CALL TO ORDER

The October 9, 2024, meeting of the General Plan Advisory Committee was called to order by Chair Shang at 7:00pm.

2. ROLL CALL – Present:

1. Committee Member Krista Alexy
2. Committee Member Arun Bhatia
3. Committee Member Alan K Burnham
4. Committee Member Carmelita (Mel) Chiong
5. Committee Member Paul Halvorsen
6. Committee Member David B Kent
7. Committee Member Timothy D Kingsbury
8. Committee Member Ellen C Peete
9. Committee Member Asa Strout
10. Vice Chair Jeremy Troupe-Masi
11. Chair Stephanie Shang

Absent: Committee members Laudone and Revuelta

Also present were Economic and Development Manager Andy Ross, Deputy City Attorney Katherine Mirassou, Associate Planner Jennifer Ackerman, Sustainability Program Manager Tricia Pontau, Eli Krispy of PlaceWorks, Administrative Assistant Debbie Davis, and Carey Stone of PlaceWorks.

2. Open Forum

No public comments were received.

3. Consent Calendar

3.1 Approval of draft minutes – September 11, 2024, Regular Meeting.

Recommendation: Staff recommends the Committee approve the draft minutes. ON MOTION BY VICE CHAIR TROUPE-MASI AND SECONDED BY COMMITTEE MEMBER PEETE, AND CARRIED ON A 8-0 VOTE, WITH 3 ABSTAINING, THE GENERAL PLAN ADVISORY COMMITTEE APPROVED THE DRAFT MINUTES FOR THE SEPTEMBER 11, 2024, MEETING.

3.2 Approval of draft minutes – September 25, 2024, Regular Meeting.

Recommendation: Staff recommends the Committee approve the draft minutes. ON MOTION BY VICE CHAIR TROUPE-MASI AND SECONDED BY COMMITTEE MEMBER KENT, AND CARRIED ON A 9-0

VOTE WITH 2 ABSTAINING, THE GENERAL PLAN ADVISORY COMMITTEE APPROVED THE DRAFT MINUTES FOR THE SEPTEMBER 25, 2024, MEETING.

4. Matters for Consideration

4.1 Discussion regarding Mobility Element Policy Options.

Recommendation: The project team recommends the General Plan Advisory Committee receive a presentation and discuss Mobility Element Policy Options and provide feedback.

Economic and Development Manager Andy Ross provided a presentation on Mobility Element Policy Options.

Chair Shang opened the public comment period after the presentation.

There were no public comments on this item.

Chair Shang closed the public comment period on this item.

The General Plan Advisory Committee asked questions and discussed Mobility Element Policy Options and provided feedback to staff.

5. ADJOURNMENT

Chair Shang adjourned the meeting at 8:40pm to the next regularly scheduled meeting of the General Plan Advisory Committee on Wednesday, November 13, 2024, at 7:00pm.

LIVERMORE
CALIFORNIA

GENERAL PLAN ADVISORY COMMITTEE STAFF REPORT **ITEM NO. 4.1**

DATE: November 13, 2024

TO: Chairperson and Members of the General Plan Advisory Committee

FROM: Andy Ross, Economic Development Manager

SUBJECT: Draft General Plan Land Use Map

RECOMMENDED ACTION

The project team recommends the General Plan Advisory Committee review a presentation on the Draft General Plan Land Use Map

SUMMARY

DISCUSSION

ATTACHMENTS

1. Staff Report
2. 2045 Draft General Plan Land Use Map
3. Land Use Changes Summary Table
4. Draft General Plan Land Use Designations

Prepared by: Andy Ross
Economic Development Manager

PLACEWORKS

MEMORANDUM

DATE November 8, 2024

TO Livermore General Plan Advisory Committee

FROM Andy Ross, Economic Development Manager, City of Livermore
Joanna Jansen, Principal In Charge, PlaceWorks

SUBJECT November 13, 2024, GPAC Meeting

OBJECTIVE OF GPAC REVIEW OF THE DRAFT GENERAL PLAN 2045 LAND USE MAP

At the November 13, 2024, GPAC meeting, the project team will present the Draft General Plan 2045 land use map that incorporates City Council direction from the June 10, 2024, Council meeting as well as other changes. The purpose of this item is to share Council direction and introduce the draft General Plan land use designations. Attachment 1 includes the Draft General Plan 2045 General Plan land use map. (For reference, the existing General Plan land use map can be found: https://www.livermoreca.gov/home/showpublisheddocument/8699/637817260925030000)

THE GENERAL PLAN LAND USE MAP

The General Plan land use map regulates land use in Livermore. Updates to the land use map are an important part of the overall General Plan Update. The draft land use map reflects:

1. Land use changes within the Focus Areas.
2. Land use changes outside the Focus Areas.
3. Updates to content of current land use designations.

FOCUS AREA LAND USE CHANGES

The GPAC identified Focus Areas or places where the current General Plan land use designation might change to lead to new or different land uses in the future, then created a new land use scenario within each focus area by mixing and matching various features of land use alternatives within each of the Focus Areas.

On April 5, 2024, the Planning Commission then reviewed the GPAC preferred land use scenario and made a recommendation to the City Council to largely accept the GPAC recommendation with some targeted land use changes. On June 10, 2024, the City Council provided final direction on land use changes within the focus areas, largely accepting the Planning Commission's recommendation. A summary of City Council direction on the preferred land use scenario can be found at:

https://imaginelivermore2045.org/wp-content/uploads/2024/09/Council_PrefLU_Direction_Sum_FINAL.pdf

LAND USE CHANGES OUTSIDE THE FOCUS AREAS

Attachment 2 summarizes the proposed land use changes outside the focus area. These changes fall into two categories:

- Property Owner Requests. Several property owners have submitted requests for land use designation changes.
- Staff Recommendations. Staff made further land use modifications to bring current uses into alignment with the designations and/or to achieve broader community goals or State requirements.

UPDATES TO CURRENT GENERAL PLAN LAND USE DESIGNATIONS

To finalize the preferred land use scenario, the General Plan team reviewed the existing General Plan land use designations and Place Types menu from the Alternatives Evaluation to create a complete set of land use designations. While most of the land use designations remain the same, the General Plan team is:

- Recommending some targeted naming updates to better reflect the allowed uses.
- Merging some designations to simplify designations that allow similar uses.
- Adding new designations resulting from the Focus Areas land use alternatives process.

The draft 2045 General Plan Land Use designations are included in Attachment 3. (For reference, the existing land use designations are found: https://www.livermoreca.gov/home/showpublisheddocument/5557/637643621508500000)

Below is a summary of the land use designation revisions compared to the existing General Plan.

<u>Residential Land Use Designation Revisions</u>

The project team modified the formatting of the residential designations and naming convention. The intent of the reformatting creates a visually simpler map in a manner that does not change residential densities within existing neighborhoods. The project team merged the colors and created residential subcategories. (The current Map does this to some degree with the existing Urban Low and Urban High residential designations). Figure 1 and Figure 2 illustrate the comparisons between the existing and the proposed land use residential categories. The proposed restructuring aligns with conventional planning practice, market conditions, and the PlaceTypes menu.

Figure 1. Current Residential Land Use Designations

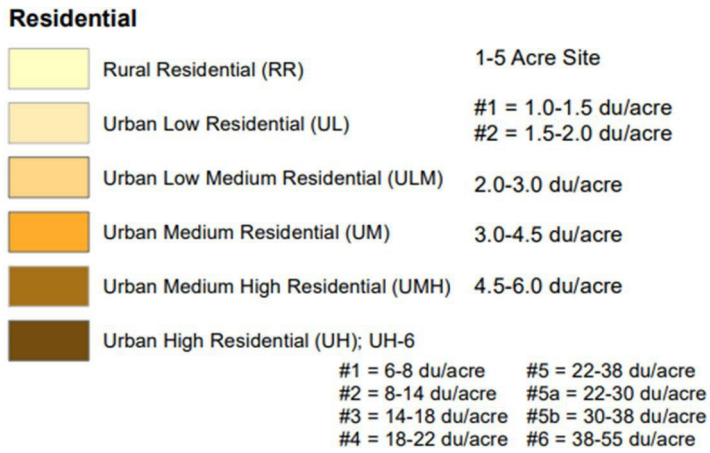
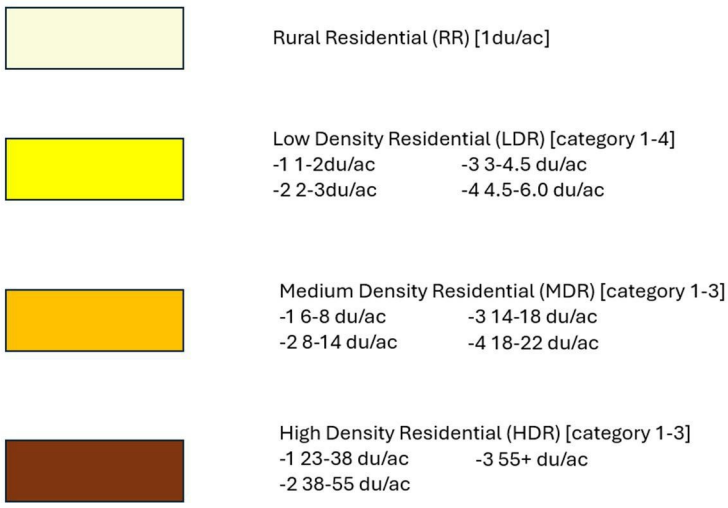


Figure 2- Proposed 2045 Residential Land Use Designations



Non-Residential Land Use Designation Revisions

Based on GPAC's work on the land use alternatives process and creation of a preferred scenario, the project team consolidated some of the existing nonresidential land use designations and created new ones:

- New Regional Commercial designation

  Merges of Highway Commercial and Community Serving Commercial because both the existing designations allow regional commercial uses.

- New Wine-Country Commercial designation.

Supports wine country/visitor serving uses such as tasting rooms, groceries, restaurants, and lodging.

- New Mixed Industrial-Commercial designation.

Allow for production areas including a commercial component of sales of products made on site, which could occur in the same building, such as a winery with production uses and a tasting room, cheese production, or coffee roasting; or could occur in separate buildings next to each other.

- New Industrial-Office designation

Merger of Business and Commercial Park and Low-Intensity Industrial to simplify the designations since they allow similar uses. The designation would accommodate commercial uses in addition to light industrial activities such as R&D.

- Renames High-Intensity Industrial to General Industrial

Aligns with PlaceTypes and broadens the industrial uses since Low-Intensity Industrial has been replaced with Industrial Office

- Consistently applies the land use designations of Specific Plan.

    - Downtown Area Specific Plan
    - Isabel Neighborhood Specific Plan
    - El Charro Specific Plan
    - South Livermore Valley Specific Plan

NEXT STEPS

Following the Council direction on land use changes within the Focus Areas, the project team is working on the General Plan policy framework and updating the General Plan 2045 estimated development potential to reflect Council direction. The project team will correspond with property owners and community members informing them of the potential change. In addition, the project team will take the Draft General Plan 2045 land use map to the Planning Commission for their review and input.

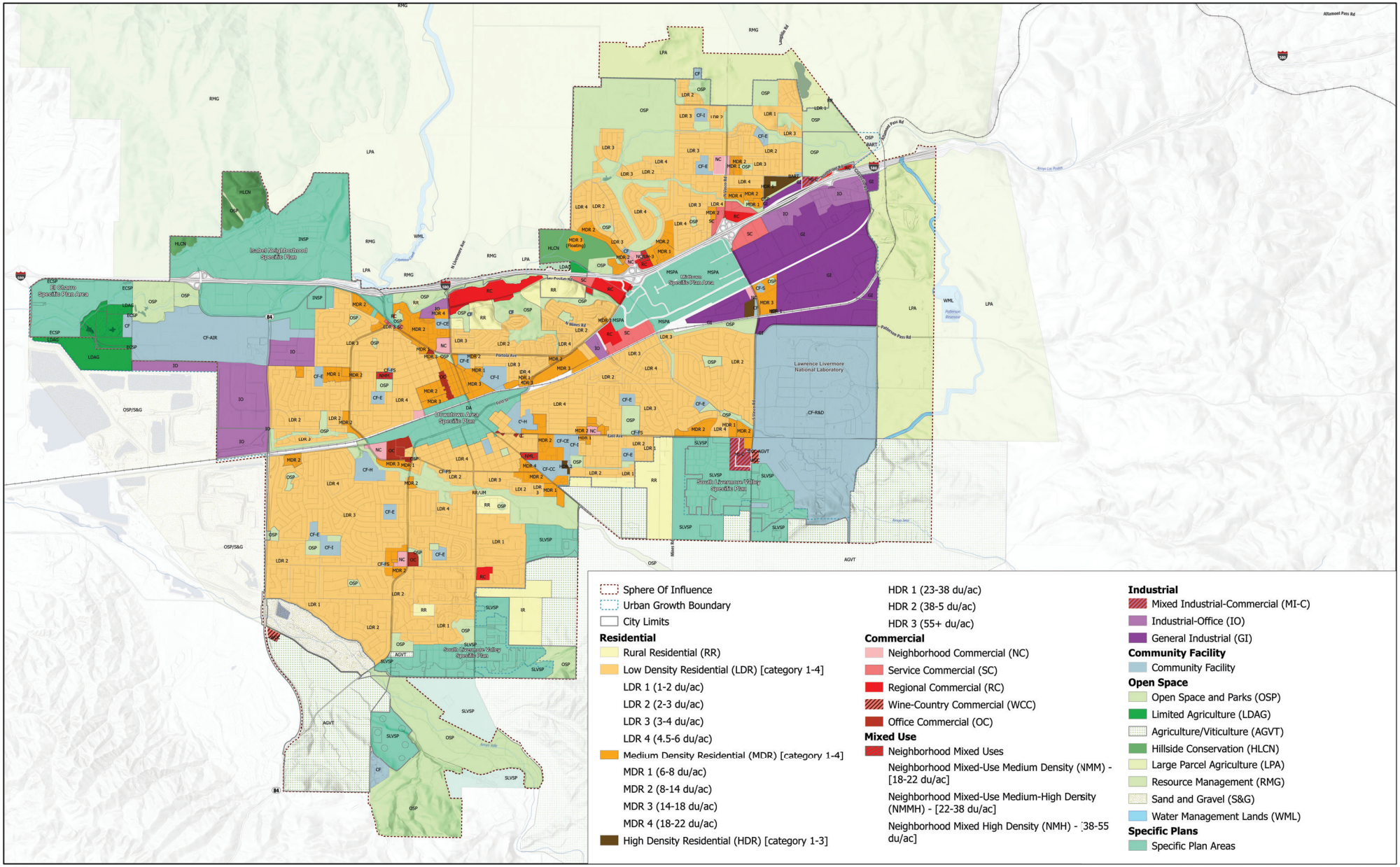
The Draft General Plan 2045 land use map and policy framework will be folded into the Draft General Plan 2045, which will undergo environmental review to identify any potential environmental impacts as required by the California Environmental Quality Act. Both the Draft General Plan and the Draft Environmental Impact Report will be shared with the community. The GPAC will have meetings to review and provide feedback on the Draft General Plan.

GPAC DISCUSSION

At the November 13, 2024, GPAC meeting, staff requests that the GPAC review this staff report prior to the meeting and come prepared with questions to enhance your understanding of the Draft General Plan 2045 land use map.

ATTACHMENTS

1. Draft General Plan 2045 Land Use Map
2. Land Use Changes Outside the Focus Areas
3. Draft General Plan 2045 Land Use Designations



2045 Draft General Plan Land Use Map

Source: City of Livermore, 2021; Esri, 2024; PlaceWorks, 2024

Parcel Address	APN	Acres	Existing General Plan Land Use Designation	Preferred Scenario Land Use Designation
Property Owner Request				
3658 Colinas Rd	902 000800100	122.5	Limited Agriculture with a Potential Future School Site	Hillside Conservation with a floating Medium Density Residential 3 (14 to 18 du/ac); . The location of the residential uses would be determined through a future Neighborhood Plan.
355 Brisa St	099 132603900	9.9	High Intensity Industrial	High Density Residential 1 (23 to 38 du/ac)
2133 Las Positas	099 010003701	7.9	Business and Commercial Park	Medium Density Residential 4 (18 to 22 du/ac)
685 E Jack London Blvd (Administrative Offices)	098 035700200	4.2	Community Facility	Medium Density Residential 2 (8 to 14 du/ac)
1040 Florence (Former Arroyo Mocho School Site)	097 008809400	9.0	Community Facility	Low Density Residential 4 (4.5 to 6 du/ac)
Staff Recommendation				
1412 Portola Ave	099 010000904	0.9	Highway Commercial	Service Commercial
First St (Railroad tracks to Travarno Rd)	52 Unique APNs	50.1	Service Commercial (SC), Urban High Residential (SC/UH-2)	Medium Density Residential 3 (14 to 18 du/ac)
Springtown Blvd/Bluebell Dr	099 002300702 099 002300400	2.15 0.62	Service Commercial	Neighborhood Commercial
945 Concannon Blvd	099 029802600	4.2	Urban Low Medium Residential (2 to 3 du/ac)	Medium Density Residential 2 (8 to 14 du/ac)
651 E Vallecitos Rd	099 050000310 099 050000313	370.0	SLVSP	Open Space and Parks
2995 & 3401 Hansen Rd	099 136800100 099 136800300	57.4	SLVSP	Open Space and Parks
175 E Vineyard Ave	099 135699999 099 135600801 099 135600802 099 135600803	6.3	Neighborhood Commercial	Wine Country Commercial
94 Concannon Blvd	099 029802600	4.2	Urban Low Medium Residential	Medium Density Residential 2 (8 to 14 du/ac)
1155, 1245, 1253 Portola Ave	099 013000510 099 013000505 099 013000411	1.3	Highway Commercial	Service Commercial
4655 & 4673 Lassen Rd	099 002300400 099 002300702 099 002300701	3.6	Service Commercial	Neighborhood Commercial

Parcel Address	APN	Acres	Existing General Plan Land Use Designation	Preferred Scenario Land Use Designation
N/A	099B530000213	39.9	Urban Low Residential 1	Open Space and Parks
1600 N Vasco Rd	099B521200500 099B521200400 099B521200800 099B521200900 099B521200700 099B521200303 099B521200600 099B521200201	12.5	Community Serving General Commercial	Neighborhood Commercial
Entire neighborhood – South of Alden Ln and west of Holmes St/Vallecitos Rd	358 Unique APNs	106.8	SLVSP	Urban Low Residential 1 (UL-1) or similar
N/A	904 000300104	51.4	Open Space/Sand & Gravel	Industrial-Office
N/A	904 001000203 904 001000205 904 001000208 904 001000207 904 001000202	84.4	Open Space/Sand & Gravel	Industrial-Office
Area bounded by Contractors Pl, Last Positas Rd, and Technology Dr	65 Unique APNs	42.2	Low & High-Intensity Industrial	Service Commercial
2000 Arroyo Rd	099 070015002 099 070001802 099 070001702	11.5	Urban Low Residential	Regional Commercial

Imagine Livermore 2045 General Plan Draft Land Use Designations

Residential

Rural Residential (RR) (1 du/ac – 1 du/5 ac; Minimum lot size - 1 acre.)
The Rural Residential designation encourages large lot development with a rural character, generally on the urban edge. This designation provides a transition between developed areas and the agricultural and open areas surrounding the community.

Low Density Residential (LDR) (Category 1-4) [density range 1-6 du/ac]
The Low Density Residential designations accommodate the lowest range of traditional suburban residential densities provide opportunities for mostly single family detached housing types in a range of neighborhood settings.

Category 1 (LDR-1): (1.0 – 2.0 du/ac)
Category 1 is rural in character and includes large separations from between buildings.

Category 2 (LDR-2): (2.0 - 3.0 du/ac)
Category 2 provides a transition from the lowest densities at the edge of the community to the higher densities experiences in the center of the community.

Category 3 (LDR-3): (3.0 - 4.5 du/ac)
Category 3 also applies to areas generally located closer to surrounding neighborhood commercial development.

Category 4 (LDR-4): (4.5 - 6.0 du/ac)
Category 4 encourages “clustering” residential development to ensure the reservation of urban open spaces and community facilities.

Medium Density Residential (MDR) (Category 1-4) [density range 6-22 du/ac]
The Medium Density Residential designations accommodate the mid-range of traditional suburban residential densities in the City. They provide single family detached housing types in a range of neighborhood settings.

Category 1(MDR-1): (6 - 8 du/ac)

Category 1 accommodates both attached and detached single family units.

Category 2 (MDR-2): (8 - 14 du/ac)

Category 2 accommodates townhouses and duplexes, and other similar attached building types.

Category 3 (MDR-3): (14 - 18 du/ac)

Category 3 provides housing opportunities through a mix of townhouses and apartments.

Category 4 (MDR-4): (18 - 22 du/ac)

Category 4 provides housing opportunities through a mix of townhouses, apartments, other attached multi-family building types.

High Density Residential (HDR) (Categories 1-3) [density 23-55+du/ac]
High Density Residential designations accommodate the highest range of residential densities in the City. They are located nearest to regional transit, employment, and activity centers and provide attached housing types such as townhouses, garden apartments, and apartments.

Category 1 (HDR-1): (23 - 38 du/ac)

Category 1 provides housing opportunities primarily in the form of apartments, condominiums, and townhouses.

Category 2 (HDR-2): (38 - 55 du/ac)

Category 2 provides housing opportunities primarily through a district wide mix of apartments, condominiums, and townhouses in a form compatible with other nonresidential uses.

Category 3 (HDR-3): (55+ du/ac)

Category 3 facilitates the highest density ranges in the City. It is primarily found nearest to regional transit and activity centers and is typically implemented through a Specific Plan to ensure compatibility and adequate infrastructure and services to accommodate development at this scale.

Commercial

Regional Commercial (RC) (.30 to 1.0 FAR)
The Regional Commercial designation is applied to commercial development along major streets, and adjacent and accessible to a highway or freeway, where any one or combination of significant community serving retail, office, and service activities are appropriate. The Regional Commercial designation encourages the location of commercial uses generally consisting of a size, bulk, and coverage found in a regional retail shopping center environment, including:

- Destination-oriented prime retail tenants and accessory retail uses.
- Business and commercial services.
- Professional and administrative offices.
- Hotels and motels.
- Restaurants.
- Motor vehicle and gasoline service stations.

Regional Commercial areas are typically located near Interstate 580 and along Major Streets and function as gateways to the community.

Neighborhood Commercial (NC) (.30 FAR)

Neighborhood Commercial areas serve neighborhood convenience shopping needs. Neighborhood Commercial areas are generally planned commercial centers comprised of a grocery store and smaller supporting uses, located on a major arterial. Neighborhood Commercial areas are intended to provide uses to meet general daily service needs including general retail (grocery stores and drug stores), restaurants, personal services (salons and dry cleaners) and professional uses (real estate, law, insurance agencies, or medical offices).

Service Commercial (SC) (.30 FAR)

Service Commercial uses include auto sales and service, general and specialized contracting services, construction equipment and material sales, nurseries, home maintenance centers and wholesale establishments, and light industrial and related uses. The SC designation is a transitional district between purely commercial activities and heavy industrial processing. This designation is applied to areas outside of the Downtown near major streets, in the general vicinity of freeway interchanges, or at other locations with significant access potential from the community at large.

Office Commercial (OC) (.60 FAR)

The Office Commercial designation provides primarily for medical, legal, insurance, and similar uses. In order to ensure maximum compatibility with land use development patterns, the OC designation envisions limited, small-scale neighborhood serving retail uses for the convenience of and benefit to the surrounding neighborhood, and medium density residential development consistent with the MDR-2 Residential land use designation (15 to 23 du/acre)(Category 1 MNM designation).

Wine-Country Commercial (WCC) (0.30 – 1.0 FAR)

The Wine-Country Commercial designation accommodates sites for visitor serving uses intended to support viticulture, agriculture, and hospitality in Livermore. Appropriate visitor serving uses include, wineries, production facilities, tasting rooms, specialty foods and goods retail, food and beverage service and sales, restaurants, rental facilities (e.g. bicycles), event spaces and entertainment venues, and lodging and overnight accommodations. The WCC designation is applied to areas on gateways into South Livermore Wine Country and designed in a manner intended to enhance the wine country and visitor experience through high quality design meant to evoke the character of South Livermore

Mixed-Use

Mixed Industrial-Commercial (MIC) (0.30 – 1.0 FAR)

The Mixed Industrial – Commercial l designation provides sites for uses where production areas have a commercial component, including sales of products made on site or related to primary production, and event spaces. Appropriate uses include artist spaces, food and beverage production and sales including wineries, distilleries, coffee roasters, and breweries, and furniture or craft products. The MIC designation may include other light manufacturing of goods, products, and materials in existing industrial park settings. Operations and sales could occur in attached or detached commercial structures on the same site.

Neighborhood Mixed-Use (NM)

The Neighborhood Mixed-Use designations are intended to help improve the pedestrian orientation of Livermore's neighborhoods by providing neighborhood commercial services within walking distance of existing residents and integrating housing with commercial development on a single site. Neighborhood serving commercial uses are typically locally-based stores or small scale shops selling various types of merchandise, small-scale food service uses such as a local market, deli, or coffee shop or small co-working and flexible office space. Mixed residential and commercial land uses are required at these sites. The redevelopment of NM sites are intended to accommodate a range of residential uses must provide a minimum of 20-percent floor area for neighborhood supportive commercial uses.

Category 1 – Neighborhood Mixed-Use Medium Density

A maximum of .30 FAR is allowed for the commercial portion of development on these sites. The residential baseline density is MDR-3: 18 du/ac – 22 du/ac.

Category 2 – Neighborhood Mixed-Use Medium-High Density

A maximum of .30 FAR is allowed for the commercial portion of development on these sites. The residential density is MDH-1: 22 du/ac – 38 du/ac.

Category 3 – Neighborhood Mixed-Use High Density

A maximum of .30 FAR is allowed for the commercial portion of development on these sites. The residential density is MDH-2: 38 du/ac – 55 du/ac.

Industrial

Industrial-Office (IO) (0.30 to 1.0 FAR)

This designation identifies locations near major streets, with relatively easy access to freeway interchanges, where a mix of manufacturing, research and development, and light industrial activities may be appropriate. The IO designation encourages the development of employment-generating activities with regional access set in campus-like environments with related amenities and ancillary uses for the benefit of the workforce and nearby residents. Light industrial uses in IO areas should not include objectionable levels of noise, vibration, odors, glare, or hazards that would create a nuisance for surrounding uses. In addition to primarily light industrial activities, ancillary uses could include commercial components, office, and services for the local workforce and the surrounding neighborhood, like childcare or professional education.

The IO designation is placed in areas where it will promote the location of:

- Advanced research and development
- Manufacturing
- Professional and administrative offices
- Support and ancillary services (e.g. restaurants, commercial retail, service stations)
- Low Intensity Industrial uses compatible with the above uses.

General Industrial (GI) (FAR .3- 1.0)

Appropriate uses for this designation include manufacturing, warehousing, research and development facilities, recycling facilities, and heavy industry that uses, stores, or processes raw materials. The General Industrial designation is intended to provide an insulated area for uses that may be objectionable in other areas due to noise, odors, vibration, glare or hazards. General-Industrial uses are located in the eastern portion of the city near Patterson Pass Road and I-580, generally between Vasco Road and Greenville Road.

Open Space and Agriculture

Open Space and Parks (OSP)

The Open Space designation is applied to areas to be maintained as permanent or semi-permanent open space. This designation may be applied to areas that are already open space, and those that should remain open space because they have valuable natural or scenic resources, or because they are unsuitable for development due to environmental hazards. This designation includes parks, trailways, recreation areas, recreation corridors, and protected areas, such as creeks and arroyos, or similar open space uses determined appropriate for the site. All proposed structures on parcels designated OSP are subject to City Design Review. General locations for potential future park facilities are indicated on the General Plan Land Use Map by a floating designation as a circular symbol and the text "OSP." Floating designations indicate the need for the facility within the general area of the City where future need for this facility is anticipated. Floating designations are not intended to be site specific.

Agriculture/Viticulture (AGVT) (100-acre site minimum; 1 du/100 ac)

Agriculture/Viticulture areas have been designated to preserve and promote agriculture and viticulture uses in locations suitable for cultivated agriculture, and to protect sensitive or unique environmental and land characteristics, including an area's rural character.

Limited Agriculture (LDAG) (20-acre minimum site)

The Limited Agriculture designation applies to those areas where 20-acre parcels may be appropriate due to existing parcel size. Appropriate uses are similar to those in the Agriculture/Viticulture designation. This designation may be used to create a transition between the areas of Large Parcel Agriculture or Agriculture/Viticulture surrounding the City and the low-density residential areas on its outskirts.

Hillside Conservation (HLCN) (1 du/20 ac to 1 du/100 ac)

The intent of this designation is to protect the natural resources of hillside areas, avoid development in areas with potentially hazardous hillside conditions, maintain the visual quality of hills and ridgelines, create a public trail system, and retain the existing rural character and small-scale agriculture of the area. This designation establishes a series of performance standards for determining density, based on physical and environmental features such as slope gradient, ridgelines, and existing and potential landslides. Relatively unconstrained sites, those with slopes below 20 percent gradient, will be permitted up to 1 dwelling unit per 20 acres; sites with steeper slopes and additional constraints will be permitted 1 unit per 100 acres. No development is permitted on the steepest slopes or ridgetops. However, these areas may be given a density credit

of 1 unit per 100 acres that could be transferred to other portions of the property or within the Hillside Conservation designation when using a specific plan.

Large Parcel Agriculture (LPA) (100-acre minimum site)

This is a designation from the Alameda County East County Area Plan (ECAP) that applies to locations outside the City UGB but within the Planning Area. Only the following uses, as identified in the *North Livermore Urban Growth Boundary Initiative*, and their normal and appropriate accessory uses and structures (as well as uses preemptively authorized by federal and State law), may be permitted in North Livermore, including: agricultural uses, agriculture processing facilities, limited agricultural support uses, secondary residential uses, visitor serving commercial facilities, recreational uses, public and quasi public uses, solid waste landfills and related waste management facilities, quarries, wind farms and related facilities, utility corridors, and similar uses compatible with agriculture. This is the default designation for undesignated parcels on the General Plan Land Use Map.

Resource Management (RMG) (100-acre minimum site size; 1 du/parcel)

This is also a designation from the ECAP. It is intended mainly for land designated for long-term preservation as open space but may include low-intensity agricultural or residential uses. The Resource Management designation provides for agricultural uses, recreational uses, habitat protection, watershed management, public and quasi-public uses, secondary residential units, active sand and gravel and other quarries, reclaimed quarry lakes, and similar and compatible uses. This designation is also applied to areas unsuitable for development because of public health and safety hazards or environmentally sensitive features. One single-family home per parcel is allowed provided that all relevant development standards are met.

Water Management Lands (WML) (100-acre minimum site; 1du/parcel)

This designation is also from the ECAP. It provides for active sand and gravel quarries, reclaimed quarry lakes, watershed lands, arroyos and similar and compatible uses. One single-family home per parcel is allowed provided that all relevant development standards are met.

Open Space/Sand and Gravel (OSP/S & G)

These are areas of Statewide concern due to their demonstrated level of quality aggregate. The primary use allowed in areas designated OSP/S & G is open space, as defined above under Open Space (OSP), and sand and gravel extraction, processing and related activities shall be secondary. Use of S & G lands for agricultural use shall be given priority over mineral extraction in areas where the soils are designated for prime or unique farmland. Extraction of aggregate shall be conditionally permitted only after appropriate mitigation for potential impacts to environmental resources and surrounding uses has been provided. Processing and distribution of aggregate uses shall be limited to ensure that impacts on downwind land uses are appropriately mitigated.

Community Facilities

The Community Facilities designation provides areas for public agencies and institutions, including City, County, State and federal government facilities, Livermore Valley Joint Unified School District property, and the Livermore Municipal Airport. General locations for potential community facilities (i.e., schools and parks) are indicated on the General Plan Land Use Map by a floating designation; parks are indicated by a circular symbol and the text "OSP," and schools are indicated by a building–shaped symbol and the text "CF-S" or "CFH." Floating designations indicate the need for the facility within the general area of the City where future need for these facilities is anticipated. Floating designations are not intended to be site specific.

Specific Plan and Neighborhood Plan Areas

Downtown Area (DA)

The Downtown Area (DA) designation is a general designation that applies to the area traditionally known as Downtown Livermore. The DA seeks to provide a unique, locally-oriented, pedestrian-friendly shopping environment. Higher-intensity residential development of a density that will support the predominantly commercial environment is integral to the economic viability of this district. This area supports a mix of uses, including commercial, office, entertainment, cultural arts, lodging, and residential. Land uses, development, and redevelopment in the Downtown Area shall be implemented through the Downtown Specific Plan, which includes specific land use designations, development standards, and design requirements.

Isabel Neighborhood (IN)

The Isabel Neighborhood (IN) designation applies to the northwest area of the city between the Airway Boulevard and Isabel Avenue interchanges. The IN seeks to create a safe, vibrant, complete neighborhood that includes amenities for residents, workers, and students and support transit ridership and citywide goals for increased transportation options, housing choices, and economic vitality. The IN is implemented through the Isabel Neighborhood Specific Plan (INSP) which establishes specific land use designations and development standards to guide development of the area surrounding the future Valley Link station in the I-580 median at Isabel Avenue.

Midtown Area (MA)

The Midtown Area (MA) designation applies to the area comprising mostly of the Southfront Priority Development Area (PDA) in Livermore. The boundaries of this area are shown in Figure X-X. The MA designation is intended to create a mixed-use, transit-supportive neighborhood that balances housing, commercial, office, and industrial uses and creates a complete community independent of whether or when a future transit station is developed. Land uses, circulation, development standards, design requirements, infrastructure and service needs, and other specifications for the Midtown Area will be determined through a specific plan.

South Livermore Valley (SV)

The City Council adopted the SLVSP in November 1997. The SLVSP is an extension of this General Plan and is used as both a policy and a regulatory document to guide the quantity, location and character of development in the South Livermore area. This General Plan contains goals,

objectives, policies, actions, and designations that are both consistent with the Alameda County South Livermore Valley Area Plan and provides the regulatory foundation for the City's South Livermore Valley Specific Plan (SLVSP).

El Charro (EC)

The El Charro Specific Plan Area is regional retail destination that benefits from its proximity to Interstate 580 (I-580) while integrating a design that fits into the area's surrounding natural context. Travelers along I-580 experience views of rolling hills, interspersed with development, on either side of them throughout the region. The uses within El Charro are primarily regional-serving retail, selling clothing and accessories, home furnishings, electronics, jewelry, and other similar items and services. This commercial development draws its market from the region as well as outside of the regional trade area, focusing on providing and servicing volume rather than the niche markets provided by the retail found in Downtown Livermore.

LIVERMORE
CALIFORNIA

GENERAL PLAN ADVISORY COMMITTEE STAFF REPORT **ITEM NO. 4.2**

DATE: November 13, 2024

TO: Chairperson and Members of the General Plan Advisory Committee

FROM: Andy Ross, Economic Development Manager

SUBJECT: Draft Economic Development Policy Options

RECOMMENDED ACTION

The project team recommends the General Plan Advisory Committee receive a presentation and discuss Economic Development Element Policy Options and provide feedback.

SUMMARY

DISCUSSION

ATTACHMENTS

1. Staff Report
2. GP Outline for GPAC
3. Livermore Vision and Guiding Principles
4. GPAC Policy Topics
5. Economic Development Policy Options

Prepared by: Andy Ross
Economic Development Manager

PLACEWORKS

MEMORANDUM

DATE November 8, 2024

TO Livermore General Plan Advisory Committee

FROM Andy Ross, Economic Development Manager, City of Livermore
Joanna Jansen, Principal In Charge, PlaceWorks

SUBJECT November 13, 2024, GPAC Meeting

OBJECTIVE OF GPAC REVIEW OF ECONOMIC DEVELOPMENT ELEMENT POLICY OPTIONS

At the November 13 meeting of the General Plan Advisory Committee (GPAC), the project team will provide an overview of the Economic Development Element policy topics prepared in response to input previously provided by GPAC.

The GPAC reviewed and provided feedback on the following policy topics for consideration in the Draft General Plan Document:

- July 17 - Land Use Element
- August 14 - Community Identity Element
- September 11 - Open Space and Conservation Element and Safety Element
- September 25 - Public Services Element and Infrastructure Element
- October 9 - Mobility Element

On November 13, the policy option meeting series will conclude with the GPAC review of the Economic Development Element policy topics. The objective of the policy options item is to:

- Collect the GPAC's feedback on the Economic Development Element policy options.

GENERAL PLAN CONTENTS

Each element of the General Plan includes:

- Background information to frame the policy direction included in each element. The background information should provide concise, high-level information to provide context. The background information should avoid details, data, and specific references (e.g. to an individual project/local initiative/business) that may quickly become outdated.
- Maps and diagrams to illustrate the background information.
- A series of goals and policies to address the key issues identified through the General Plan update process.

Attachment 2 includes an outline of the Draft 2045 General Plan and the topics that will be covered in each element. This is a working draft outline and will continue to evolve and change through the course of the GPAC discussions on the policy options.

OVERVIEW OF GOALS AND POLICIES

A General Plan is made up of a Vision Statement and Guiding Principles (Attachment 3), text describing key issues of community interest, and goals and policies that outline how the City will address those issues. Together, these paint a picture of the community's future. Goals, policies, and actions are defined as:

- A goal is a description of the general desired result that the City seeks to create through the implementation of its General Plan.
- A policy is a specific statement that guides decision-making in working to achieve an objective. The General Plan establishes policies that will be used by City staff, the Planning Commission, and City Council in their review of land development projects and in decision-making about City actions.
- An action is a work program, implementation measure, procedure, or activity intended to achieve a specified goal or policy. Actions may live in the General Plan or in the City's Strategic Plan or other implementing documents.

GOALS AND POLICIES DEVELOPMENT PROCESS

The General Plan Update is expected to carry forward the policies in the existing General Plan that are working well for the City. However, there are some important policy topics for which the current General Plan policy language is outdated and no longer responds to current conditions. There are also present-day issues and recent State law requirements that aren't adequately addressed in the General Plan. To identify and address policy gaps, the General Plan team is continuing the following process:

- Review existing General Plan goals, objectives, policies, and actions. City staff from all departments have reviewed the existing General Plan goals, policies, and actions and are providing direction on which policies need clarification, improvement, or removal. In addition, the General Plan team will carefully review the goals, objectives, policies, and actions and identify what changes are needed to respond to community input collected throughout the General Plan Update process and State requirements by drawing from best practices used by other California communities.

  In February 2023, the GPAC conducted a thorough evaluation of the existing General Plan goals and policies by element, provided feedback, and recommended topic areas the Updated General Plan should consider. In April of 2024, following the Land Use Alternatives Evaluation process, the GPAC reviewed the policy topic list and added to the list of policy topics. (Policy topics generated by the GPAC are found in Attachment 4).

- Draft new and revised goals and policies. The General Plan team will prepare preliminary goals, and policies for every Element to address policy gaps and respond to community input.

- Collect input and direction on potential goals and policies. The General Plan team will share policy options with the GPAC and Planning Commission to receive input and direction.

- Create Draft General Plan document. The General Plan team will use input received to prepare the Draft General Plan, which will then be circulated for public review. The GPAC, Planning Commission, and City Council will have meetings specifically to review the complete Draft General Plan including updated policy language. GPAC feedback on the Draft General Plan will be summarized and forwarded to the

Planning Commission and City Council. The General Plan team will revise the Draft General Plan based on Council direction.

ECONOMIC DEVELOPMENT ELEMENT POLICY OPTIONS

The Economic Development element is a chapter of the General Plan that defines the City's overarching and long-range economic goals through 2045. This element provides policy direction to encourage economic vitality and new businesses attraction that contribute to Livermore's quality-of-life, sustainability, and fiscal vitality. This element, which is not required by State law, is intended to provide broad policy guidance for economic development and fiscal policy.

Attachment 5 of this staff report presents policy options for some topics that will be addressed in the Economic Development Element. These policy options are for topics that the GPAC has discussed and indicated interest in in the past. The General Plan team is seeking GPAC input on these topics. The GPAC will have the opportunity to review and comment on the complete Economic Development Element as part of the Draft General Plan.

The Economic Development Element policy topics previously identified by the GPAC are:

- Facilitate an Innovation Economy
- Promote Tourism and the Experience Economy
- Maintain Commercial and Industrial Capacity
- Recruit a Research University

For reference, the topics included in the existing Economic Development Element can be reviewed at: https://www.livermoreca.gov/home/showpublisheddocument/1369/637643624644930000

GPAC DISCUSSION

The project team recommends the GPAC review this memorandum and attachments, receive a presentation from the project team about the GPAC review of the Economic Development Element Policy Options and discuss at the November 13, 2024, meeting. GPAC's feedback should be high level and directional. GPAC should indicate whether the draft goals and policy options adequately address the topic and capture the GPAC sentiments or should be revised or expanded to provide additional clarity.

ATTACHMENTS

2. Draft General Plan Outline
3. General Plan 2045 Vision and Guiding Principles
4. GPAC policy topics from February 2023 and February 2024.
5. Economic Development Policy Options

Imagine Livermore 2045 Draft General Plan Outline	
Element/Chapter	**Major Topics** Each bullet represents a potential section or Goal. All will have more specific sub-topics. ** = new or significantly expanded topic*
Introduction	What is a General Plan? General Plan Update Process How to Use this General Plan Planning Boundaries Implementing the General Plan ○ Specific Plans ○ Relationship to Zoning Code ○ Process for Amendments ○ Strategic Plan
About Livermore	Physical Setting History Demographics Livermore's Identity Environmental Justice* Civic Life Sustainability*
Land Use	Land Use Designations Land Use Map Balanced and Efficient Use of Land (Growth Management) Adequate Land Supply Downtown Residential Land Uses Mixed Use Districts Commercial Land Uses Industrial Land Uses Public and Quasi-Public Land Uses Climate Change and Sustainable Development* Special Planning Areas ○ Midtown* ○ Laughlin Road ○ Vasco Row* East of Greenville Study Area
Community Identity	Natural Setting Urban Design Tribal* and Archaeological Resources Historic Resources Scenic Routes Arts and Culture* Governance and Civic Life*

Mobility	Complete Streets Transit Services Active Transportation o Citywide ATP Network o Bicycles o Pedestrians o Micromobility o Mobility for All Ages and Abilities Safe and Efficient Roadways o Vision Zero* o Level of Service on Local Roadways o Vehicle Miles Traveled and Regional Travel Patterns o Neighborhood Circulation o Downtown Circulation o Regional Circulation Parking Management Goods Movement Transportation Technology and Innovation*
Housing Element	Separate
Infrastructure	City Fiscal Conditions Asset Management* Water Supply Wastewater Treatment Storm Water Management Utilities
Community Services	Schools Childcare Solid Waste Healthcare and Healthy Food Access* Libraries Seniors and Aging Adults*
Open Space and Natural Resources Conservation	Natural Resources and Ecosystems Biological Resources Water Quality Agricultural and Open Space Land Uses o South Livermore o North Livermore Air Quality Energy Conservation and Efficiency Mineral Resources Parks and Recreation
Noise	Noise Sources Traffic Noise

Safety	Emergency Preparedness and Response Police Service Urban Fire Protection Seismic and Geologic Hazards Flooding and Inundation Wildfires Drought Severe Weather and Extreme Temperatures* Hazardous Materials Airport Safety
Economic Development	Diverse Economy Jobs/Housing Match
Abbreviations, Glossary, Acknowledgements	
Current Appendices	North Livermore UGB Initiative South Livermore UGB Initiative Measure D Save Initiative

Imagine LIVERMORE 2045

Vision

In 2045, Livermore will be a community with a big heart where families and individuals flourish, and people with diverse experiences and perspectives work together for the common good. Insightful land-use policies and wise resource management will ensure services and infrastructure for a high quality of life and enable Livermore to be safe and welcoming for all.

Guiding Principles

Prosperity
Excellent city services and infrastructure support a thriving local economy with a wide spectrum of local jobs including those in science and technology, arts and trades, agriculture, and tourism.

Homes
Individuals and families of all types and income levels can find diverse housing choices close to jobs, exceptional schools, shopping, entertainment, and well-maintained parks.

Vibrancy
People enjoy a vibrant downtown, commercial districts, cultural venues, wineries and breweries, and parks throughout the city and surrounding areas to work, shop, dine, and have fun.

Equity
Everyone can easily participate in civic life and have a voice in city decisions. We enable access to services and opportunities and provide for those who have been underserved so that everyone can be healthy and flourish.

Mobility
A wide variety of convenient, comfortable zero- emission modes of transportation and interconnecting routes enable everyone to easily travel to meet their daily needs for work, errands, and play.

Diversity
Neighbors feel connected to each other and their city, welcome and celebrate everyone, and respect differing viewpoints to foster a close-knit community where civic life and opportunity thrive.

Sustainability
We live sustainably to preserve our vital resources, work to clean up our environment, protect open spaces and habitats, and integrate nature into the urban environment.

Continuity
We honor our complex heritage, which began with the indigenous peoples, who were the original stewards of this land, and followed by the increasingly diverse community that is our future.

Resiliency
We prepare for emergencies and a changing climate, help those affected, and ensure the durability of our homes, businesses, and supporting infrastructure, while maintaining sufficient financial reserves.

Arts
We foster a vibrant and thriving cultural arts community so that the arts, in all their beauty and variety, will enhance the lives of residents and visitors alike.

Imagine LIVERMORE 2045

Visión

En 2045, Livermore será una comunidad con un gran corazón donde prosperarán las familias y las personas, y donde las personas con diversas experiencias y perspectivas trabajan juntas por el bien común. Las políticas profundas de uso del terreno y la gestión de los recursos inteligente garantizarán los servicios y la infraestructura para una alta calidad de vida y permitirán que Livermore sea un lugar seguro y bienvenido para todos.

Principios Rectores

Prosperidad
Los excelentes servicios e infraestructura de la ciudad apoyan una economía local floreciente con una amplia variedad de empleos locales, incluyendo los de ciencia y tecnología, artes y oficios, agricultura, y turismo.

Hogares
Las personas y las familias de todos tipos y niveles de ingresos pueden encontrar diversas opciones de vivienda cerca de trabajos, escuelas excepcionales, compras, entretenimiento, y parques bien mantenidos.

Viveza
La gente disfruta de un vibrante centro de la ciudad, distritos comerciales, lugares culturales, bodegas y cervecerías, y parques en toda la ciudad y sus alrededores para trabajar, comprar, cenar y divertirse.

Equidad
Todos pueden participar fácilmente en la vida cívica y tienen voz en las decisiones de la ciudad. Permitimos el acceso a servicios y oportunidades y proveemos a aquellos que han sido desatendidos para que todos puedan estar saludables y prosperar.

Movilidad
Una amplia variedad de modos de transporte convenientes, cómodos y de cero emisiones y rutas de interconexión permiten que todos viajen fácilmente para satisfacer sus necesidades diarias de trabajo, mandados y diversión.

Diversidad
Los vecinos se sienten conectados entre sí y con su ciudad, dan la bienvenida y celebran a todos, y respetan los diferentes puntos de vista para fomentar una comunidad unida donde prosperan la vida cívica y las oportunidades.

Sustentabilidad
Vivimos de manera sostenible para preservar nuestros recursos vitales, trabajamos para limpiar nuestro medio ambiente, proteger los espacios abiertos y los hábitats, e integrar la naturaleza en el entorno urbano.

Continuidad
Honramos nuestra herencia compleja, que comenzó con los pueblos indígenas, quienes fueron los administradores originales de esta tierra, y siguió con la comunidad cada vez más diversa que es nuestro futuro.

Resistencia
Nos preparamos para emergencias y un clima cambiante, ayudamos a los afectados, y aseguramos la durabilidad de nuestros hogares, negocios e infraestructura de apoyo, manteniendo al mismo tiempo suficientes reservas financieras.

Artes
Fomentamos una comunidad artística cultural vibrante y floreciente para que los artes, en toda su belleza y variedad, mejoren la vida de los residentes y visitantes por igual.

GPAC Policy Feedback February 2023

Community Character Element

- Growth outside city in East of Greenville Rd area
- Preserve scenic corridors + mitigate
- South Livermore
    - General Plan should do more to protect and promote
    - Be clearer about future improvements, e.g. underground lines
    - Capture value from new businesses that will locate here
- Address poor management of land outside UGB
- What do we want Livermore's identity to be?
- Investigate North of Livermore
- Protect creek corridors including homeless camp impacts
- Wording makes higher density sound dangerous
- Open space is why we are unique and why we are here
- I-580 Scenic corridor policy is very in-depth; don't carry forward this policy if it is not being followed.

Economic Development Element

- Where do we stand since 2022?
- Element should be stronger
- Remaining inventory of commercial land? 731 acres consumed
- Balance new housing
- Ag + agritourism- no Actions in Element – add
- National Labs – add actions
    - Open campus (outside of National Lab campus)
- High quality educational opportunities
- Opportunities for biotech/ high quality commercial
    - Want transit access

Land Use Element

- Add TOD policies about Southfront (like Isabel Neighborhood Specific Plan)
- Replace commercial land that is used for housing
- This Element needs a structural re-organization
- Attract a college campus minor educational use in north Livermore?
- Jobs/Housing match in/out commuting
- Changing role of city w/remote work

Circulation Element

- Need to address new topics
- Reduce carbon footprint
    - Plan for zero emission models

- Improve circulation system without having to rely on cars to travel
- Consider autonomous vehicles
- Improve public transit system
- Should be able to get to work without a car
- Plan for electric vehicle charging infrastructure
- Encourage trail use; improve trail access
    - Cross reference trail access with Open Space and Conservation Element
- Install energy efficient street lights
- Improve bikeability – cross reference with Active Transportation Plan

Noise Element

- Consider impacts in TOD neighborhoods from rail and other noise
- Consider sound mitigation from transportation
- Connects to community character by mitigating noise impacts through landscaping and building design
- Consider airport, I-580, and train noise
- Buffer residential from potential noise impacts in focus areas

Infrastructure and Public Services Element

- What came true? What actually happened?
- Scope, interdependency, urgency, proactivity are missing
- How does infrastructure handle extreme weather/climate events?
- Public health infrastructure is missing
- Go beyond what is known

Public Safety Element

- Minimal, reductive.
- Show interdependency with other Tri Valley Cities

Climate Change Element

- Reflect new technology
- Climate change is a reality, not hypothetical
- Values shift should drive changes – big topics
    - capitalize on emerging technology
- Update background data
- Need to mitigate for deleterious public health outcomes

General Comments

- For each action, need to specify:
    - Timeframe
    - Staffing
    - Steps reporting/ tracking
    - Operationalized

GPAC Policy Feedback April 2024

- Revisit the housing policy; future housing policies
- Hybrid Work Culture
- Empty Nest – Cycling of Housing
- Climate friendly building materials/resilience/encourage builders
- Walking/Bike Paths – connecting between residences and services and amenities and jobs
- Wireless Infrastructure
- Job Quality – Focus on jobs/housing match
- What does the scenic corridor mean today
- Family oriented activities and amenities that are affordable
- Energy Resilience; microgrid; community owned utilities
- Emergency/Disaster Preparation
- Remove barriers to technology – especially for students. Access for all
- Wine country needs to be included
- Extend Public Safety beyond Tri-Valley area to over the hill
- Open Space needs to be included
- Economic viability
- City/County collaboration
- Accessibility – connect neighborhoods to programs

Economic Development Policy Options

The Economic Development Element policy topics for GPAC consideration are:

- Facilitate an Innovation Economy
- Promote Tourism and the Experience Economy
- Maintain Commercial and Industrial Capacity
- Recruit a Research University

The above Economic Development policy topics have been created based on input previously received from the Committee and ongoing GPAC discussions.

The following resources may be useful to support this discussion:

- 2020-2025 Economic Development Strategic Plan

Facilitate an Innovation Economy

The City's economic development activities are designed to attract new businesses to locate in Livermore and help existing businesses stay and grow in the community. While these activities apply to all industries, the innovation economy garners special attention because it outperforms other industries in three core metrics: job quality, job density, and public revenue. Innovation economy firms tend to have higher rates of productivity, measured in revenue per worker, which is correlated with higher wages. Innovation economy firms also tend to be talent-centric, resulting in more jobs per square foot of real estate than other industries. Finally, while innovation economy firms do not all generate sales tax, they tend to generate above average property tax revenues due to their use of higher value facilities and equipment. Innovation economy firms also tend to operate in "traded sectors," meaning they sell goods and services outside of their local market, which imports wealth and increases local economic resiliency.

Livermore's location within the broader Bay Area innovation economy, coupled with the presence of local economic assets such as Livermore's two national labs and over 16 million square feet of industrial real estate, creates a unique opportunity for Livermore to encourage economic expansion in areas such as energy, biotech, advanced manufacturing and R&D.

There are several ways by which the city may encourage a growing innovation economy, including infrastructure investments, community building, startup support, and promotion of land use planning/entitlements and incentives for desired commercial facilities. The potential new goal and policies below to recruit a research university would also support these efforts.

Goal: *Become a destination for high-growth firms in innovation industries*.

The General Plan could include all, none, or some of the following options:

A. **Policy Option A:** Identify and implement opportunity sites within the City and work with landowners to facilitate the development of high-quality commercial facilities.
B. **Policy Option C:** Create effective and flexible development regulations and permitting processes that respond to changing market conditions and enable new office/R&D campuses and expansion of existing facilities.
C. **Policy Option D:** Prioritize the facilitation of strategic development projects that meet key economic development metrics.
D. **Policy Option E:** Promote Livermore as a business destination through participation in industry conferences and increased marketing, branding, and outreach efforts.

Promote Tourism

Incorporated in 1876 and considered among the oldest wine-growing regions in California, Livermore's identity is deeply rooted in a history which remains essential to the city's quality of life and image today. The community has built on its past with new arts, culture, and leisure offerings that contribute to the desirability of the city and increase economic development potential. Visitors come to Livermore for the vibrant downtown, wine country, events and entertainment, and destination shopping. Continued support for these community assets helps to sustain and grow Livermore's overall desirability and economic competitiveness.

The city may leverage Livermore's downtown district and winegrowing region to increase tourism and enhance recreation and entertainment offerings.

Goal: *Enhance Livermore's tourism economy and increase the number of visits*.

The General Plan could include all, none, or some of the following options:

A. **Policy Option A:** Make proactive efforts to increase the number of hotel rooms or other overnight accommodations, particularly in wine country and Downtown Livermore.
B. **Policy Option B:** Broaden outreach of City-sponsored or supported community events.
C. **Policy Option C:** Initiate or support a branding campaign that highlights Livermore's unique local businesses or promotes wine country agritourism.

D. **Policy Option D:** Attract regional agricultural-related producers (e.g., fresh food, wine producers, brewers) to open brick-and-mortar retail establishments in Livermore.

Commercial and Industrial Sector Capacity

Ensuring capacity for continued growth in commercial and industrial sectors is vital to maintaining a diversity of job types, wages, experiences, and sustainable revenue for the city to deliver core services.

While commercial and industrial uses are essential to the fiscal health of the city, competing goals and obligations and the lack of additional land inventory is creating tension between use types. For example, some existing commercial and industrial land will need to be converted to residential uses in the near term to accommodate the State's requirements to plan for additional housing. It is not yet clear how quickly rezoned commercial and industrial lands will transition to residential uses, but it is reasonable to assume that a transition will happen over time given the positive market conditions for new housing. When that transition does occur, the limited supply of remaining land for commercial and industrial development may present challenges to meeting future economic development goals.

Maintaining a variety of opportunities for new and evolving workspaces, employment centers, workforce housing, and other desired land uses addresses a critical economic development requirement. Through the General Plan (and various Specific Plans), the City seeks to provide land use capacity that encourages desired growth, economic vitality, and community wellbeing.

Goal: *Maintain an adequate supply of commercially and industrially zoned land*.

The General Plan could include all, none, or some of the following options:

A. **Policy Option A:** Pursue new industries and high-growth job sectors to locate in underdeveloped areas of Livermore.

B. **Policy Option B:** Assist existing businesses with relocation elsewhere in the city.

C. **Policy Option C:** Implement special zoning designed to reserve space for businesses that deliver outsized benefits to the community in terms of jobs, revenue, and/or quality of life.

D. **Policy Option D:** Identify sites that have a high potential for redevelopment to a higher value commercial or industrial facility type and work with landowners to facilitate projects.

Recruiting a Research University

The Innovation Tri-Valley 2040 Vision Plan identified attracting "world class talent" as one of the five major themes of the 2040 vision for the Tri-Valley. As part of this theme, the Tri-Valley Vision Plan identifies the need to attract a research university to educate and retain future leaders and to build upon the presence of the Lawrence Livermore National Laboratory and the Sandia National Laboratory. A local research university could help foster local start-ups and applied research opportunities that could turn into innovative products produced locally. The GPAC suggested that a future research university would most logically be in Livermore due to the presence of the National Laboratories. Policy support for recruiting a research university could be located under this type of goal in the General Plan.

Goal: *Foster education opportunities that meet the needs of all ages and skill levels*.

The General Plan could include all, none, or some of the following options:

A. **Policy Option A:** Network with Cal State and University of California administrators to highlight Livermore as a location for a future research university presence.

B. **Policy Option B:** Hire a consultant that promotes Livermore as a location to Cal State, the University of California, and other universities.

C. **Policy Option C:** Continue to plan for a diversity of housing units that meets the needs of all demographics including students and university faculty.

D. **Policy Option D:** Create a list of potential university facility sites in Livermore and identify any infrastructure upgrades needed to support a university presence.

LIVERMORE
CALIFORNIA

GENERAL PLAN ADVISORY COMMITTEE STAFF REPORT **ITEM NO. 6.1**

DATE: November 13, 2024

TO: Chairperson and Members of the General Plan Advisory Committee

FROM: Andy Ross, Economic Development Manager

SUBJECT: Supplemental Materials received prior to the meeting.

RECOMMENDED ACTION

SUMMARY

These materials were posted online and made available to the public at the same time that they were distributed to the General Plan Advisory Committee.

4.1 - Draft General Plan Land Use Map

Items Received: Revised Attachment 3: Land Use Summary Table

DISCUSSION

ATTACHMENTS

1. Supplemental Materials

Prepared by: Deborah Davis
Administrative Assistant

Parcel Address	APN	Acres	Existing General Plan Land Use Designation	Preferred Scenario Land Use Designation
Property Owner Request				
3658 Colinas Rd	902 000800100	122.5	Limited Agriculture with a Potential Future School Site	Hillside Conservation with a floating Medium Density Residential 3 (14 to 18 du/ac); . The location of the residential uses would be determined through a future Neighborhood Plan.
355 S. Vasco Rd.	099 132603900	9.9	High Intensity Industrial	High Density Residential 1 (23 to 38 du/ac)
2133 Las Positas	099 010003701	7.9	Business and Commercial Park	Medium Density Residential 4 (18 to 22 du/ac)
685 E Jack London Blvd (Administrative Offices)	098 035700200	4.2	Community Facility	Medium Density Residential 2 (8 to 14 du/ac)
1040 Florence (Former Arroyo Mocho School Site)	097 008809400	9.0	Community Facility	Low Density Residential 4 (4.5 to 6 du/ac)
Staff Recommendation				
1412, 1155, 1245, 1253 Portola Ave	099 010000904 099 013000510 099 013000505 099 013000411	2.2	Highway Commercial	Service Commercial
First St (Railroad tracks to Travarno Rd)	52 Unique APNs	50.1	Service Commercial (SC), Urban High Residential (SC/UH-2)	Medium Density Residential 3 (14 to 18 du/ac)
Springtown Blvd/Bluebell Dr	099 002300702 099 002300400 099 002300702 099002300701	6.3	Service Commercial	Neighborhood Commercial
175 E Vineyard Ave	099 135699999 099 135600801 099 135600802 099 135600803	6.3	Neighborhood Commercial	Wine Country Commercial
945 Concannon Blvd	099 029802600	4.2	Urban Low Medium Residential (2 to 3 du/ac)	Medium Density Residential 2 (8 to 14 du/ac)

Parcel Address	APN	Acres		Preferred Scenario Land Use Designation
Laughlin Road Focus Area	099B530000213	39.9	Urban Low Residential 1 (1 to 1.5 du/ac)	Open Space and Parks
1600 N Vasco Rd	099B521200500 099B521200400 099B521200800 099B521200900 099B521200700 099B521200303 099B521200600 099B521200201	12.5	Community Serving General Commercial	Neighborhood Commercial
Entire neighborhood – South of Alden Ln and west of Holmes St/Vallecitos Rd	358 Unique APNs	106.8	SLVSP	Urban Low Residential 1 (UL-1) or similar
South of W Jack London Rd, west of Discovery Dr	904 000300104	51.4	Open Space/Sand & Gravel	Industrial-Office
West of Isabel Ave and south of Discovery Dr	904 001000203 904 001000205 904 001000208 904 001000207 904 001000202	84.4	Open Space/Sand & Gravel	Industrial-Office
Area bounded by Contractors Pl, Last Positas Rd, and Technology Dr	65 Unique APNs	42.2	Low & High-Intensity Industrial	Service Commercial
2000 Arroyo Rd	099 070015002 099 070001802 099 070000151	11.5	Urban Low Residential	Regional Commercial