

# Downtown Revitalization Study and Specific Plan

Livermore, CA



The Specific Plan orchestrates all public and private investment toward the revitalization of Downtown. It began with the transformation of the city's historic main street from a disinvested state highway strip into its historic role as the central shopping district. As well as the pedestrian-oriented retail core, the Plan set up a framework for an exciting new arts and entertainment district and thousands of housing units within a short walk to transit and services. The Plan has had a dramatic and positive effect on the downtown.



This rendering of the revitalized core helped the community to envision the future revitalized district.

## BEFORE

- Downtown Livermore declined over past decades as rapid office, commercial and residential development sprawled in outlying areas.



First Street in Downtown Livermore before the project.

## OUTCOMES

- Work began in 2002; Plan adopted in 2004.
- Many elements of the Plan have been built.
- First Street has been transformed from a 4-lane state highway into a 2 lane walkable main street; Flaggpole Plaza has also been created. Both were designed by FTB and built in 2006.

## RECOGNITIONS

- 2003 Comprehensive Planning Award to City of Livermore from the Northern California Chapter of the American Planning Association in recognition of downtown and city-wide planning efforts.
- 2009 Great American Main Street Award from the National Trust Main Street Center.



First Street in Downtown Livermore today.

**CLIENT:** City of Livermore

**IN COLLABORATION WITH:** The Concord Group, Meyer Mohaddes Associates, Inc., Carey & Company, JR Engineering, Inc., LSA Associates Inc.

**FTB:** When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



The plan provides regulations to insure that new housing reflects the historic character of existing neighborhoods.



A view of the new cinema, shops, and upper level offices instigated by the plan.